

RESOLUTION NO. 2024-02-013R

**A RESOLUTION ADOPTING MAYOR/CITY COUNCIL STRATEGIC GOALS FOR
2024-2025**

WHEREAS, the Mayor and City Council of Urbana participated in strategic goal-setting sessions on November 6, 2023, November 27, 2023, and February 1, 2024; and

WHEREAS, at these goal-setting sessions, the Mayor and Council discussed strategic areas, individual strategies, and specific action steps.

NOW, THEREFORE, BE IT RESOLVED by the City Council, of the City of Urbana, Illinois, as follows:

Section 1. The City hereby adopts the following Strategic Areas, Strategies, and Action Steps as priorities for the next two years.

Mayor/Council Strategic Goals 2024-2025

Strategic Area #1: Public Safety and Well-Being

Strategy 1.1: Pursue methods to mitigate community violence

- A. Continue to fund community partners and projects that address the root causes of violence with continual program monitoring and evaluation.
- B. Complete the BerryDunn public safety review, determine which recommendations to implement, and create a plan for 21st century policing.

Strategy 1.2: Enhance and expand public safety resources

- A. Develop and implement alternative emergency response models (specifically addressing for mental health crisis and domestic disputes).
- B. Develop a comprehensive safety plan based on public safety review and additional public input.
- C. Update the police safety governance model by revising CPRB and updating oversight policies.

Strategy 1.3 Promote community well-being

- A. Complete a systematic review of ARPA subrecipient projects and programs, evaluating outcomes.
- B. Continue to fund community partners and projects that promote health, wellness, drug and alcohol treatment, and that support families suffering from domestic violence; with continual program monitoring and evaluation.
- C. Create a City-wide Equity Plan using GARE template/guidance.

Strategic Area #2: Housing

Strategy 2.1 Support housing security and equity

- A. Coordinate with housing and social service agencies to reduce homelessness.
- B. Continue supporting Tenant-Based Rental Assistance providers through pilot programs that address gaps in services, and by expanding existing programs.

Strategy 2.2 Improve housing quality

- A. Provide targeted assistance for rehabilitation and repairs of dilapidated homes in targeted neighborhoods, with a special emphasis on seniors.
- B. Partner with developers to generate affordable rental and homeowner housing.
- C. Explore a plan/program that provides funding for rehabilitation of older housing stock throughout the City (similar to Enterprise Zone).
- D. Enhance Community Development's capacity to address rental registration inspection backlog and maintain a 3-5 year Systematic Inspections cycle, by adding one FTE Housing inspector.

Strategic Area #3: Infrastructure

Strategy 3.1 Improve quality of infrastructure assets

- A. Complete sanitary sewer asset management plan and roadway asset management plan by the end of fiscal year 2025.
- B. Review and adjust dedicated revenue streams for infrastructure assets, beginning with the Local Motor Fuel Tax.
- C. Add one additional FTE arbor technician and vehicle for adequate tree maintenance to maintain current urban canopy status and decrease vacant tree sites.
- D. Promote Green stormwater management by revising the Stormwater Utility Credits and Incentive Manual.

Strategy 3.2 Increase investments in infrastructure equity

- A. Complete 10 EQL projects by end of calendar year 2024 and initiate a second EQL round by end of calendar year 2025.
- B. Prioritize ensuring adequate staffing for CD to pursue public infrastructure grants.
- C. Develop revisions to the Zoning Ordinance to improve the process in order to enhance public notice and ensure appropriate protest procedures.

Strategy 3.3 Expand sustainable infrastructure within the community

- A. Evaluate the practical and financial feasibility of sustainability improvements in City facility capital projects.
- B. Create and implement a grant program for community environmental projects.
- C. Support food waste composting at the Urbana LRC.
- D. Pursue the implementation of a single-use plastic bag fee as recommended by the Sustainability Advisory Commission's Resolution No. 2023-02-01-1R.

Strategic Area #4: Economic Health

Strategy 4.1 Support local businesses

- A. Create an Ordinance to enhance City contracting opportunities by MWVBE and local businesses.
- B. Educate businesses on available resources and explore resource gaps for challenges identified in the 2023 Illinois State Black Business Survey.
- C. Issue at least two Request for Proposals for development of Downtown City-owned sites for housing developments.

Strategy 4.2 Enhance Employment Opportunities in Urbana

- A. Collaborate with Parkland College, RPC, or other partners to create workforce development scholarships for low-income Urbana Residents focusing on the trades & hospitality industry.

Strategy 4.3 Recruit new businesses and industries

- A. Create an incentive package and recruit a grocery store in NW Urbana.

Strategy 4.4 Create a Tourist and Entertainment District

- A. Direct UIUC visitors to Downtown Urbana with signage at Lincoln Avenue and Green Street.
- B. Implement selected recommendations of Downtown Public Realm study.

C. Enhance the vibrancy of Downtown Urbana by working with private entities to increase murals, sculptures, and other physical art.

Section 2. These goals are a collaboration among the Mayor, Council, and staff. Staff will make quarterly reports on Action Steps and make any necessary adjustments in consultation with the Mayor and City Council.

PASSED BY THE CITY COUNCIL this 25th day of March, 2024.

AYES: Wu, Evans, Kolisetty, Bishop, Wilken, Quisenberry

NAYS:

ABSTENTIONS:

DS



DocuSigned by:

Darcy E. Sandefur

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Darcy E. Sandefur, City Clerk

APPROVED BY THE MAYOR this 1st day of April, 2024.

DocuSigned by:

Diane Wolfe Marlin

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Diane Wolfe Marlin, Mayor