2020 Plan UpdateProgress Report to P&D Committee

Community & Economic Development Department
July 14, 2014

Presenters:

Wayne Dust, AICP, Planning Administrator
David Sidney, AICP, Comprehensive Planning & Design Manager



Presentation Overview

- Plan Update Framework
- Current Activities
- Next Steps
- Feedback



Framework – Guiding the Process

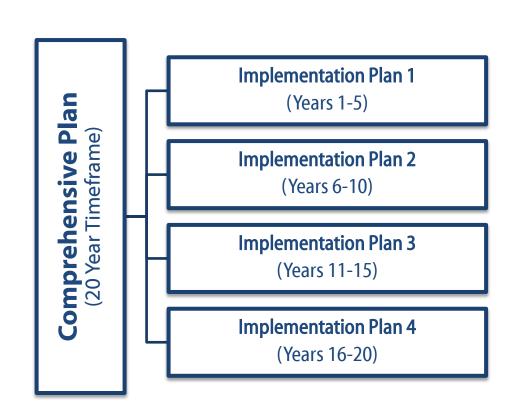
Where are we Going?	Where do we want to be?	How do we get there?	What Steps do we need to take starting today?
Studies, Plans and Visions	Guiding Principles, Shared Values, Goals and Objectives	Policies, Strategies and Programming	Timelines and Responsibilities
Current Conditions and Strategies	What is our target?	Sustainable impact	Measuring, accountability, facilitating outcomes



Framework – Primary Goal

Developing an Actionable Plan

- 5-Year StrategicPlan
- Updated annually
- Alignment with
 Capital
 Improvement Plan
 (CIP) &
 Consolidated Plan
- Guidance for CIP and Consolidated Plan





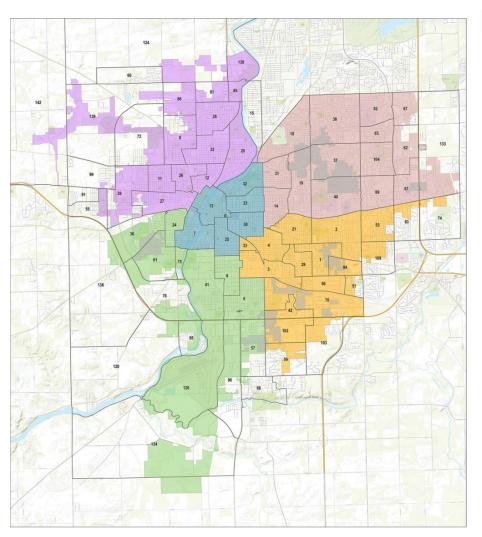
Planning Framework



- Rockford 2020 Plan
- Consolidated Plan
- Capital Improvement **Program**
- 5 Geographic Planning Areas
- Vital Signs Districts

 Corridor & Neighborhood **Planning**

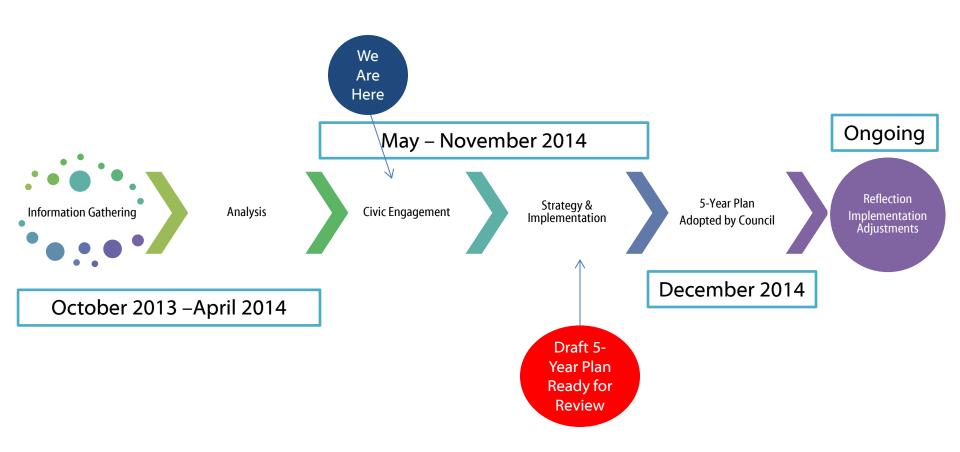
Planning Subareas & Indicators



		City of Rock	ford				
Plan Element	Strategies & Metric	2000	2010	Most Recent Year	Trend Since 2000		
se	Guide Rockford's development through the 2020 Plan, Zoning Ordinance, Subdivision Ordinance and Building Code, following the principles of Smart Growth						
Land Use							
	Provide both motorized and non-motorized travel						
ation							
Transportation	Serve the needs of all those who are disenfranchised from, do not desire to use, or are otherwise unable to take full advantage of the predominately automobile-oriented transportation system that dominates our community						
	Maintain at least ISO 2 rating for the Water Division while wo	rking for a "1" ran	aking				
rvices	wantani at least 150 2 faung for the water Division while wo	iking ioi a 1 Tai	iking				
	Work with the Rock River Water Reclamation District to ensu	re excellent servic	e to all Rockford	residents			
	In corporation with the Rockford Park District, work to enhance its historically strong pattern of investments in parks and related recreational facilities						
Community Facilities and Services	Meet academic standards established by the State of Illinois	for all students, r	regardless of the s	school district the	y live in.		
unity Faci	Maintain the current level of service in number and location	of facilities until :	2020				
Comm							
	Protect the lives and property of Rockford residents to the fu	ıllest extent possi	ble				
	Maintain the Fire Department's ISO-2 ranking while working	to achieve a "1"					
	The second secon						



Plan Update Process





Phase 3: Civic Engagement

Steering Committee (June – Dec.)

P&D Committee Representative

City of Rockford Staff

RMAP Staff

Work Groups (July & Aug.)

Community Members

- Social
- Environmental
- Economic

Neighborhood (Sept. & Oct.)

Wards

Associations/ Groups



Work Groups

- Purpose: Help the City of Rockford evaluate, adjust and prioritize community development strategies
- When: July and August 2014
- Group 1: Social
 - Housing, Neighborhoods, Safety, Civic Vitality, Culture, Health, and Food
- Group 2: Environmental
 - Land, Water, Biodiversity, Built Environment, Waste
- Group 3: Economic
 - Transportation, Education, Economic Development, Technology, Energy



Work Group Resources

- 2020 Plan Review with P&D/Staff Commentary
- Current Conditions Data
- Plan Matrix
 - Local and Regional Documents
 - Vision/Guiding Principles and Strategies



Principles, Policies and Strategies

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	Terrestelle	Edward		Economy Economic Development	Technology	Energy
	Ichtgareesh		1	Cits/Local Planning Documents		1669
	Paved roadways, including freeways, arterials, collectors and local streets	Ensure that facility needs for ear	district are met.	Make major improvements to sanitary sewer system	Provide its citizens with information in an affordable and timely manner.	
	Maintain sidewalks, bikeways and pathways			Make transportation system improvements	Bridge-gaps within society	
	Mass transit services including public transit buses, public paratransit buses, private buses and			Work to overcome land assembly challenges and land use	Cultivate communication	
	Sidewaks			Provide for the City's economic future and ability to provide and improve city services	Foster economic development	
	bikmuys			Ensure that the retail portion of our economic base is	Telecommunication facilities should accommodate a	
§.				healthy and continues to	minimum of three providers as allowed by height restrictions.	
Oty of Rockford 2020 Plan	pathways			Coordinate City efforts with those of the Council of 100 and other similar organizations to retain and recruit employers who will grow quality jobs in the	Telecommunication facilities should give adequate compensation for use of public rights-of-way	
8	Provide for recreational as well as utilitarian needs			who will grow quality jobs in the Improve Industry in the City of Rockford	Priority should be given to favorable locations such as public structures, collection sites and industrial zones	
ğ	Serve shipping and other economic development needs as			Ensure as much as possible that Rockford's plans for the	public structures, collection sites and industrial zones Facilities should note locate near airports, in historic	
ĕ				future are in sync surrounding areas Evaluate the impacts of brownfields	districts or in residential areas whenever possible	
ý	Revuluate Rockford's CIP policies in light of developments over the last 15 years, including technological changes that			LValue to inpact of browness.		
ō	allow for better information on which to base decisions			Carry out work to redevelop brown field sizes		
				Enhance Downtown's unique appearance through		
				preservation of its original architecture		
				Improve wayfinding		
Rockford Consolidated Plan (2016-2014)	Determine which streets and sidewalks to improve throughout the city		l	Eliminate older vacant commercial and industrial properties lacking a useful life		
ž _				Expand and retain employment at existing businesses		
ğ 8						
d Consolidat (2010-2014)				Recruit new businesses		
£8						
ĝ				Retain existing Rockford labor		
				Eurtearshire indiahoustines with other coveremental chir		
District				Partnerships/collaborations with other governmental, civic and private entitles contribute to economic growth in the District		
District				There is growth in visitors and tourists using Park District		
- E.				assets in a way that complements use, and offsets costs for residents		
_				Regional Documents		
ent	Coordinate with federal, state, township and municipal agencies to promote a proactive balanced transportation			Support the existing industrial base	Maintain high-quality telecommunications infrastructure that is sensitive to aesthetic and public safety issues	
Ē.	system that is integrated with land use policy to enhance economic development, vitality and community character					
ğ	Review the County's transportation system and related			Attract new industrial and commercial development, and	Prepare the local workforce, including students who will	
8	facilities regularly to assess the levels of need and efficiently manage financial resources for upgrades			wealth-building employment to the County	later enter the workforce, for a high-tech economy	
ž.	Enhance interconnectity among air, rail, mass transit, highways and non-vehicular pathways, and encourage			Preserve prime farmland as agriculture is a key part of the Country's economy	Maintain an on-going dialogue and working relationship with high-tech businesses located within the County and	
ě	abernative means of transportation			Countrication	the region to assess the strengths and weaknesses of Winnebago County. Use this dialogue to pursue	
불	Improve the safety and security of the entire			Fromote a well-educated local workforce	partnership apportunities.	
8	transportation system throughout all areas of the County,			Promote a well-educated local workforce		
2	both urban rural Minimize the impact of transportation on the environment					
Š	in accordance with federal, state and local legislation, regulations and standards. Consider the non-tangible					
ě	factors of aesthetics and quality of life issues when developing, modifying, and maintaining the existing and					
를	planned transportation system. Transfer jurisdictional authority of roads to townships and					
Winnebago County 2030 Land Resource Management Plan	municipalities, as appropriate, to reduce the number of road miles under the responsibility of the County	1				
	Build a prescribed set of highways that can support	Increase G.I.D. attainment rates	by targeting youth and	Expand business attraction and small business growth to target wage-brackets meeting self-sufficiency	Develop a public (private partnership to work with	Establish standards at municipalities and increase use renewable energy
	costs and energy usage linking to intermodal hubs and/or other transportation systems	adult drop-outs with additional counseling and support (daycare, donated study resources, etc.)		targer wage-oracies meeting see-surricency	businesses to identify technology skill sets that are in demand in business and implement a targeted program to fill the skill gap	renewable energy
		Continue to address the challenges facing the region's		Promote availability of existing jobs meeting self-sufficiency standard	Increase education and training opportunities for tech-	Develop and implement a unart grid regional plan
	Rockford Region	public schools by working with a academic, and government lead	egional busineus, less to maintain widespread	standard	related business startups and occupations	
i i	Develop a long-range strategic plan for Chicago-Rockford		for all residents, from	Create incentive programs for local business owners that	Encourage businesses to offer technical training courses	Develop a regional program to research and impleme
ě	International Airport that focuses primarily on leveraging RFD's potential for further development as a major goods	students to parents		offer a living wage for employees within the region	to their employees. (ArcGS, Google Earth, MS Office, HTML programming languages, modeling, and many other areas	renewable energy sources in collaboration with Freed Field.
3	movement hub Improve the walkability of the region by increasing	Increase text scores by increasin	g availability of after-	Educate business owners on benefits of providing a living	could be covered) Provide more opportunities and locations for the	Promote the use of natural gas as a fuel source for vel
8	connectivity of sidewalks, walkways, and bikeways	school mentoring programs		wage	underprivileged to interact with computers and partner with education institutions to grow programs, available	to reduce energy costs and the uses of imported fuel, which should save money, create jobs and improve a
9	Require building designs that make commercial areas more	Decrease traancy rates by creat	ng a positive-	Fully capitalize on the entrepreneurship opportunities	Connect all public infrastructure to the Filter network.	quality Create regional gromotion of available energy star ra
g	pedestrian-blendly	reinforcement program for atte	ndance for students	provided by the great Chicago region	promote the availability and benefits of the existing infrastructure, and provide a clear timeline of upgrades	appliances and products
forS		grotected bike larves along non-arterial streets to additional safe-purper-on-school paggrams and along the safety, including additional safe-purper-on-school programs				
6	Designate protected bike lanes along non-arterial streets to core business districts	additional safe-routes-to-school	lprograms	Seek innovative apportunities grow niches in target induraries	Help business and government understand the "vours on investment" for dollars invested in technology upgrades	Create a website where residents can share their own stories of personal actions taken toward reliable and
2	Develop a web-based, interactive ridesharing database	Increase percent of elementary	tudents attending	Develop a regional entrepreneurial growth plan	and employee training. Work with if ther and other partners to deliver 'fiber to the	modern energy solutions Work with Freedom Field to develop asset inventory o
Plan Plan	developed for commuters	religion for commuters religion to the commuters religion to the commuters religion to the commuters religion to the commuter religion to the comm			home" and "fiber to the business" with G-Bit speeds	private and public existing innovative energy solution providers. Create coalition/network of these provides
egional Pla				Work with area foundations to establish of a fund of funds to assist Rockford region entrepreneurs in securing start-	Develop a public iprivate to create a free public high speed WE-FI system in key core districts within the region	Once coalition/network is established, develop invent innovative energy projects and tools that regional
P Regional Pla	Continue to held benefit has descional support for	level of energy and activity into	concentrated area in			
RMAP Regional Plan for Sustainable Development	Continue to build broad-based regional support for passenger rall connections between Chicago and the Rockford region	level of energy and activity into a downtown Rockford and provid middle for entires	e the necessary level of	up or expansion capital		already emphiliphed
RMAP Regional Pla	Continue to build be and-based regional support for passenger rail connections between Chicago and the Rockford region. Align for grange transport along plans to include the transportation authorities of the Chicago. Medition, and	level of energy and activity into a downtown Rockford and provid public incentives Leverage public and private and	the necessary level of local, state and federal	up or expansion capital Continually highlight entrepreneurial success stories and opportunities set the message out there that the Rockford	Provide a constantly updated and publicly accessible map of locations where broadband service is available and	already established Develop-communication/marketing/public relations p to start sharing with federal, state and regional partne
RMAP Regional Pla	Continue to build broad-based regional support for passenger rall connections between Chicago and the Rockford region	level of energy and activity into a downtown Rockford and provid middle for entires	the necessary level of local, state and federal	up or expansion capital	Provide a constantly updated and publicly accessible map of locations where broadband service is available and connected	businesses, home owners and solution providers have abrady established. Develop-communication/marketing/public relations p to start sharing with federal, state and regional/partne highlighting the success of our region.

Economy			
Economic Development	Technology		
City/Local Planning Documents			
Make major improvements to sanitary sewer system	Provide its citizens with information in an affordable and timely manner.		
Make transportation system improvements	Bridge gaps within society		
Work to overcome land assembly challenges and land use conflicts	Cultivate communication		
Provide for the City's economic future and ability to provide and improve city services	Foster economic development		
Ensure that the retail portion of our economic base is healthy and continues to	Telecommunication facilities should accommodate a minimum of three providers as allowed by height restrictions		
Coordinate City efforts with those of the Council of 100 and other similar organizations to retain and recruit employers who will grow quality jobs in the	Telecommunication facilities should give adequate compensation for use of public rights-of-way		
Improve Industry in the City of Rockford	Priority should be given to favorable locations such as public structures, collection sites and industrial zones		
Ensure as much as possible that Rockford's plans for the future are in sync surrounding areas	Facilities should note locate near airports, in historic districts or in residential areas whenever possible		
Evaluate the impacts of brownfields			
Carry out work to redevelop brownfield sites			
Enhance Downtown's unique appearance through preservation of its original architecture			
Improve wayfinding			



2014 Q3 Next Steps

Quarter 3 (July, August and September)

- Work Groups Develop Draft Strategy
 Recommendations
- Develop 5-Year Strategic Plan (Draft 1)
- Present Draft 1 at Neighborhood Meetings
- Steering Committee Review
- Quarter 4 (October, November and December)
 - Prepare Draft 2
 - Steering Committee Review
 - Open Houses
 - Revisions and Final Document Preparation
 - P&D Review



2020 Plan Update

Progress Report to P&D Committee

Comments/Questions

Committee feedback on the current activities & proposed next steps

