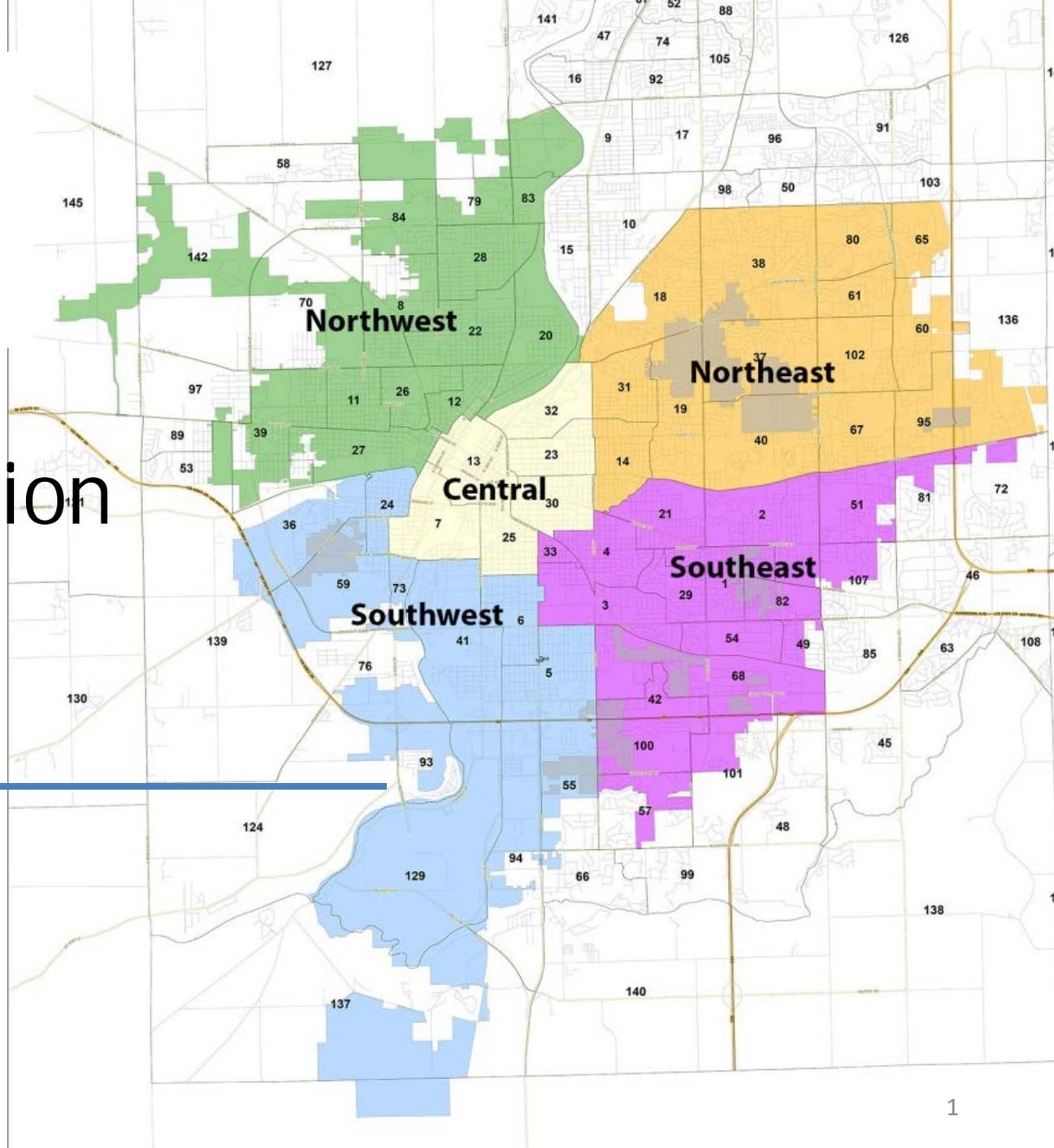




Implementation Planning 2015-2019

City Council Planning &
Development Committee
March 9, 2015



Plan Review Steering Committee

Community & Economic Development

Todd Cagnoni Scott Capovilla
Wayne Dust Vicki Manson
David Sidney Mark Williams

Human Services

George Davis
Jennifer Jaeger

Public Works

Matthew Vitner
Marcy Leach

Rockford Metropolitan Agency for Planning (RMAP)

Steve Ernst (Retired)
Jon Paul Diipla

Work Group Participants

Social

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Bill Dahlberg, Salem Lutheran Church

George Davis, City of Rockford

Jennifer Jaeger, City of Rockford

Lloyd Johnston, NAACP

Vicki Manson, City of Rockford

Luz Ramirez, La Voz Latina

Matthew Simpson, United Way

Tonya Thayer Meyer, United Way

Tana Vettore, RACVB

Environmental

Ron Billy, American Institute of Architects N-IL

Tim Bragg, Rockford Park District

Eric Brown, R.A.M.P.

Scott Capovilla, City of Rockford

Jon Paul Diipla, RMAP

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Matthew Vitner, City of Rockford

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Joel Zirkle, Fehr Graham

Work Group Participants

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John Groh, RACVB

Terrance Hall, RAEDC

Jen Hall, EDEEN

Dennis Harezlak, Retired Educator & Superintendent

Dana Hoefle, Rockford Region EDD

John Phelps, RLDC

Kristina Reuber, Golden Apple Foundation

Mark Williams, City of Rockford

Implementation Plan

The 2015-2019 Implementation Plan

- Designed for ongoing evaluation and updating for implementing the policies and goals of the 2020 Plan
- In sync with the 2015-2019 Consolidated Plan/2015 Annual Action Plan, Capital Improvement Program and partner agency plans.

The 5-year plan helps to focus strategies to:

- Improved public safety
- Maintain and promote commerce and economic opportunity
- Create a sense of well-being within the community.

Process Review

Phase 1

City Council P&D
Committee review and
analysis of existing
2020 Plan

(Oct. 2013– Mar. 2014)

Phase 3

Strategy Review and
Alignment by Work Groups
Neighborhood Meetings
Online Feedback

(July – November 2014)

Phase 2

COR Steering
Committee Current
conditions Vision,
Goals and Strategy
Matrix

(March-June 2014)

Phase 4

Plan draft writing
Steering Committee
Evaluation

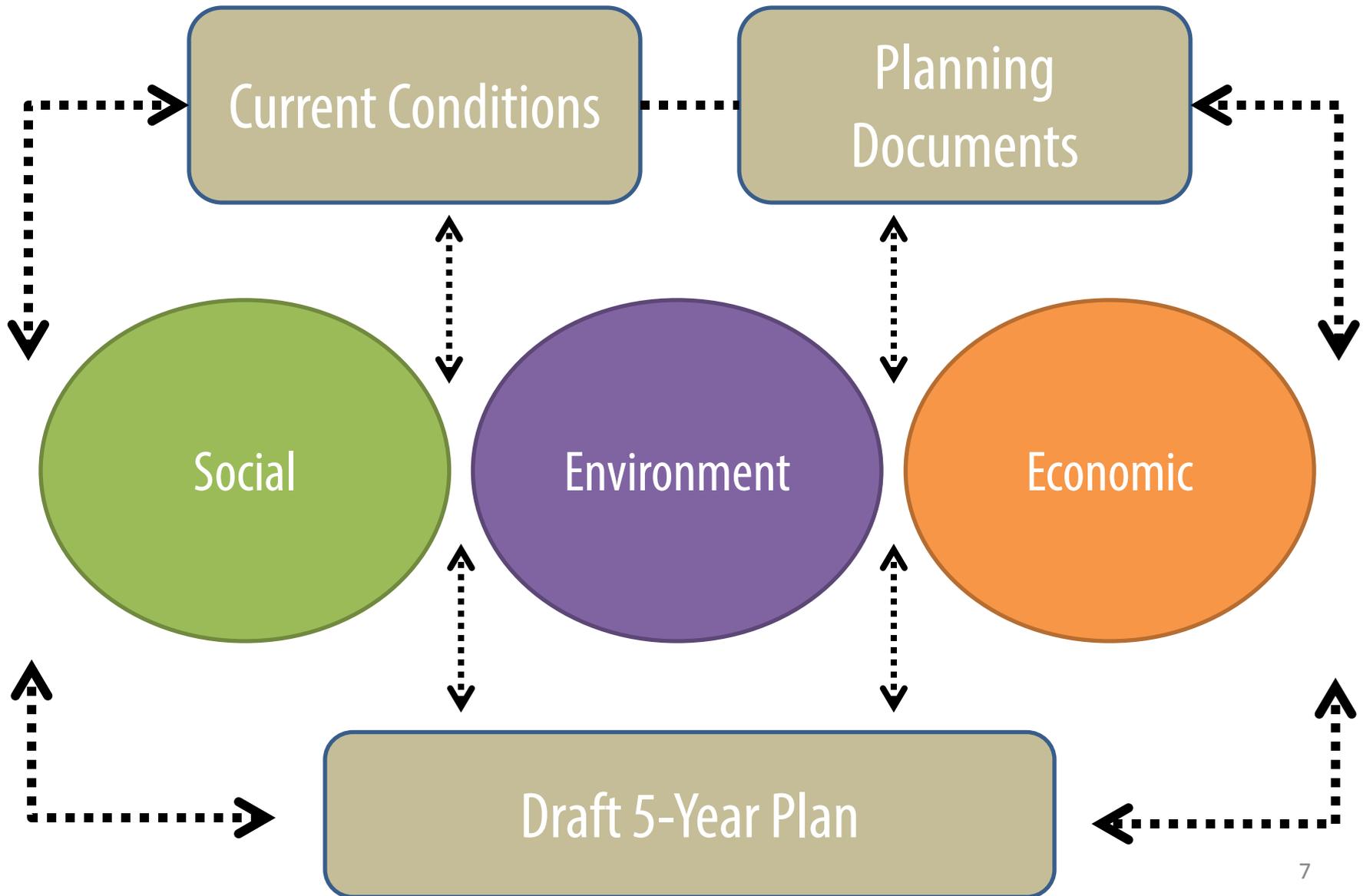
(Nov. 2014 – Jan. 2015)

Phase 5

Steering Committee
Review
Work Groups
Evaluation
30-day Public Comment
Period
Council Review and
Approval

(Jan. – April 2015)

Process Review



Documents Reviewed

Organization Name	Planning Document
City of Rockford	2020 Comprehensive Plan 2020 Comprehensive Plan Amendments since 2004 2010-2014 Consolidated Plan / Annual Action Plan 2014-2019 Capital Improvement Program
Rockford Park District	RPD Strategic Development Framework Plan
Winnebago County	2030 Land Resource Management Plan
Rockford Area Economic Development Council (RAEDC)	Rockford Region Strategic Diversification Plan
Rockford Metropolitan Agency for Planning (RMAP)	2040 Long Range Transportation Plan Regional Plan for Sustainable Development
Rockford Region Economic Development District (RREDD)	2010-2015 Comprehensive Economic Development Strategy (CEDDS)

Example Strategy Review Matrix



	Social			
	Housing	Neighborhoods	Safety	Civic Vitality
	City/Local Planning Documents			
Rockford 2020 Plan	Improve current housing stock	Establish city-wide neighborhood planning process	Establish one or more branch police stations over the next 15 years	Involve entire community including: youth and schools, special needs and organizations
	Address vacant units	Provide opportunity for neighborhood leaders to discuss neighborhood plans	Work directly with Rockford residents whenever possible to aid in stabilizing neighborhoods	Build City consensus
	Build new housing that is an asset to the City	Involve and educate elected and appointed officials and employees about neighborhood plans	Enable the Fire Department to keep pace with the City's geographic expansion	Build community consensus
		Work with deteriorating neighborhoods to chance the momentum in a positive direction		
	Ease barriers to affordable housing	Work with major institutions to develop strategies to bring economic and social benefits into neighborhoods		
		Separate actual safety issues from perceived safety issues		
		Ensure plan compatibility		
		Ensure city ordinances protect residents in newly developed areas		
		Ensure changes in land use in established neighborhoods follow good planning		
		Expand participation in creation and implementation of neighborhood plans		
Consolidated 10-2014)	Rehabilitate suitable homeowner properties		Enhance crime awareness and reduce the incidence of crime	Provide additional or new public services
	Reduce blighted housing			
	Promote new construction for infill replacement of housing			
	Eliminate older vacant residential properties where land can be converted to useful purposes			

Key Strategic Themes – Social

Housing & Neighborhoods

- Improving housing stock supply and conditions
- Sustainable housing capacity for all income levels
- Maintaining and enhancing neighborhood livability

Safety

- Lowering crime and perceptions of safety
- Supportive environment for children and youth

Culture

- Cultural vibrancy and engagement

Health

- Access to options for a healthy lifestyle
- Lower health risk factors

Food

- Access to healthy foods

Key Strategic Themes – Environmental

Land

- Land management
- Protecting environmentally sensitive land
- Reducing risks from hazards

Water

- Ground water supply and infrastructure systems
- Accessible waterways
- Watershed planning and protection

Biodiversity

- Preserving mature landscaping and tree coverage

Built Environment

- Access to open space resources
- Access to neighborhood parks and recreation facilities
- Maintaining public spaces and facilities
- Redevelopment
- Reducing solid waste footprint

Key Strategic Themes – Economic

Transportation

- Network infrastructure investment
- Transportation choice
- Context Sensitive Design

Education

- Educational environment for career advancement and retention

Economic Development

- Competitive sites for development
- Economic growth centers, business startup climate, and competitive workforce

Economic Development (cont.)

- Preservation and reuse of historic resources

Technology

- Infrastructure investment
- Equitable access to technology
- Competitive edge in technology

Energy

- Availability and delivery of energy

Process Next Steps

- Post for 30-day Public Comment Period
- Present Public Comments & Final Draft to P&D Committee for Council Approval

[Draft Implementation Plan is available at:](http://www.rockfordil.gov/community-economic-development/long-range-planning.aspx)

<http://www.rockfordil.gov/community-economic-development/long-range-planning.aspx>