

GOALS & INITIATIVES FOR STRENGTHENCR	Schedule				SUPPORT YOUR IDEA!
	Ongoing	Within 3 years	3-5 Years	Beyond 5 Years	



SUPPORT THE ESTABLISHMENT OF NEIGHBORHOOD GROUPS.

1 Implement the newly created Neighborhood Certification Program.		•			
2 Provide the neighborhood service delivery program to existing and newly formed neighborhood associations.		•			



IMPROVE THE QUALITY AND IDENTITY OF NEIGHBORHOODS AND KEY CORRIDORS.

3 Develop a Planning Program to identify areas in need of more specific planning initiatives, such as Neighborhood & Corridor Action Plans; and Study areas.		•			
4 Comprehensive update to Chapter 32. Zoning of the City's municipal code to ensure consistency with EnvisionCR.		•			
5 Modify Chapter 31. Subdivisions of the City's municipal code to ensure consistency with EnvisionCR and the City's Complete Streets Policy.		•			
6 Create a green building program that facilitates projects that incorporate green building and low-impact development features.			•		



ADOPT POLICIES THAT CREATE CHOICES IN HOUSING TYPES AND PRICES THROUGHOUT THE CITY.

7 Analyze the zoning and subdivision codes to ensure consistency with federal and state fair housing laws.		•			
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CREATE A CITY THAT IS AFFORDABLE AND ACCESSIBLE TO ALL MEMBERS OF THE COMMUNITY.

8 Implement the Comprehensive Housing Needs Analysis (Adopted October, 2014), or any future updates to the study.	•				
9 Update housing study regularly, to be determined by volume of housing production, to measure absorption and continued demand (every 1-5 years).			•		
10 Identify resources to create housing programs, such as an infill single-family new construction program and targeted neighborhood rehabilitation, to support a range of housing types and price points.		•			

GOALS & INITIATIVES FOR GROWCR	Schedule				SUPPORT YOUR IDEA!
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ENCOURAGE MIXED-USE AND INFILL DEVELOPMENT.

11	Implement the newly created economic development programs that encourage targeted, infill development.	•			
12	Analyze regulatory barriers to mixed-use and infill development, and amend the municipal code to remove barriers and incorporate regulatory incentives.		•		



MANAGE GROWTH.

13	Coordinate with adjacent jurisdictions to preserve conservation areas identified in the Highway 100 Plan.			•	
14	Work with adjacent jurisdictions to identify conservation areas in future growth areas.	•			
15	Study serviceability of infrastructure to growth.	•			



CONNECT GROWING AREAS TO EXISTING NEIGHBORHOODS.

16	Identify ways to promote connectivity and accessibility as part of the comprehensive update to the zoning code.	•			
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COMMUNICATE AND COLLABORATE WITH REGIONAL PARTNERS.

17	Develop an annexation plan that incorporates infrastructure and service issues and costs, geographic features, environmental and other land use constraints, and market needs.	•			
18	Continue to support regional planning efforts through coordination with school districts, other local jurisdictions, and the Corridor metropolitan planning organization (MPO).	•			

GOALS & INITIATIVES FOR GREENCR

Schedule			
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SUPPORT YOUR IDEA!



BE STEWARDS FOR THE ENVIRONMENT, PROMOTING ECONOMIC AND SOCIAL GROWTH WHILE RESTORING THE RELATIONSHIP BETWEEN THE CITY AND THE NATURAL ENVIRONMENT.

19	Identify environmentally sensitive areas in need of protection and create a map of these areas.		•			
20	Coordinate with adjacent jurisdictions to establish an Environmental Conservation Overlay that identifies environmentally sensitive areas in need of protection, such as wetlands, habitats, and other areas of biological diversity.			•		
21	Create a green streets policy that encourages future development and repairs to improve the permeability of the paving system and/or buffering of run-off, thereby advancing "green infrastructure".		•			
22	Prepare a Strategic Plan for iGreenCR initiatives that includes staffing, resources, and priority programs and policies.		•			



HAVE THE BEST PARKS, RECREATION AND TRAILS SYSTEM IN THE REGION.

23	Update Parks and Recreation Master Plan.			•		
24	Implement the Cedar Rapids Comprehensive Trails Plan.		•			
25	Identify land for future public parks.	•				
26	Identify ways to incorporate parks and open space into new subdivisions as part of the update to the subdivision code.		•			
27	Implement the Cedar Rapids Greenway Parks Plan.	•				



LEAD IN ENERGY CONSERVATION AND INNOVATION.

28	Prepare a municipal Climate Action Plan that addresses emissions from land use, transportation, water consumption, waste generation, and building energy.		•			
29	Prepare a community-wide Climate Action Plan that addresses emissions from land use, transportation, water consumption, waste generation, and building energy.			•		

GOALS & INITIATIVES FOR CONNECTCR

Schedule			
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SUPPORT YOUR IDEA!



PROVIDE CHOICES FOR ALL TRANSPORTATION USERS: INTER- AND INTRA-CITY.

30	Update the City's Comprehensive Trails Plan.		•			
31	Implement the City's Sidewalk Master Plan.	•				
32	Continue to evaluate transit ridership and serviceability to identify opportunities for improvement.	•				
33	Analyze a mini-hub system at Lindale Mall and Westdale.			•		



BUILD A COMPLETE NETWORK OF CONNECTED STREETS.

34	Prepare functional improvements for intersections and corridors experiencing low level of service, high crashes, and poor access across all modes.	•				
35	Complete the Cedar Rapids portion of Tower Terrace Road, and support completion of this multi-jurisdictional project.		•			
36	Continue to support the Highway 100 Project.		•			



ESTABLISH A NETWORK OF COMPLETE STREETS.

37	Implement the City's Complete Streets Policy.		•			
38	Coordinate to ensure that the Complete Streets Policy and Sidewalk Master Plan principles are incorporated into the City's utility and infrastructure projects.	•				
39	Sign and mark streets for bicyclists.		•			

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IMPROVE THE FUNCTION AND APPEARANCE OF OUR KEY CORRIDORS.

40	Prepare a corridor study for 3rd Street SE.		•			
41	Prepare corridor study for 1st Avenue and Williams Boulevard SW.		•			
42	Prepare corridor study for 6th Street SW.				•	
43	Prepare corridor study for 16th Avenue SW.				•	
44	Prepare corridor study for Collins Road NE.		•			
45	Prepare corridor study for Mt. Vernon Road SE.		•			
46	Prepare corridor study for Center Point Road NE.			•		
47	Prepare corridor study for Edgewood Road.				•	
48	Establish Master Gateway Plan.		•			
49	Establish Wayfinding Program.				•	



SUPPORT THE DEVELOPMENT OF AN EFFECTIVE, REGIONAL, MULTIMODAL TRANSPORTATION SYSTEM.

50	Support the update of the Corridor MPO Long Range Transportation Plan.				•	
51	Adopt the Corridor MPO Long Range Transportation Plan.		•			
52	Ensure transportation plans and projects are consistent with the goals of the Long Range Transportation Plan.	•				

GOALS & INITIATIVES FOR INVESTCR

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EXPAND ECONOMIC DEVELOPMENT EFFORTS TO SUPPORT BUSINESS AND WORKFORCE GROWTH, MARKET CEDAR RAPIDS, AND ENGAGE REGIONAL PARTNERS.

53	Establish a business retention and expansion program.			•		
54	Identify city staff members to specialize in economic development.		•			
55	Join professional development organizations.		•			
56	Form a regional alliance for marketing efforts.		•			
57	Establish guidelines for working with regional partners, such as the Cedar Rapids Metro Economic Alliance.		•			
58	Create partnerships with universities, colleges, and libraries to enhance workforce skill development.		•			
59	Hire a public relations agency to lead branding effort that includes the creation of an economic development website with information for site selectors, and development of marketing collateral for Cedar Rapids.			•		



CULTIVATE A SKILLED WORKFORCE BY PROVIDING CUTTING-EDGE TRAINING AND RECRUITING TALENTED WORKERS.

60	Survey employers to identify what skills are in-demand and/or lacking and foster cooperation between employers and educators to provide training for in-demand skills.	•				
61	Bring jobs skills to the classroom, both in high school and in higher education.	•				
62	Continue the development of fiber optics infrastructure to help attract technology entrepreneurs.				•	
63	Provide recruitment assistance for companies to recruit executive level talent. Recruit at career fairs in cities with workforces in the target industries.				•	
64	Develop and implement a citywide Wi-Fi network to support entrepreneurship, job skills, educational opportunities, and innovation.	•				
65	Support young professional's organizations.	•				

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REINVEST IN THE CITY'S BUSINESS CORRIDORS AND DISTRICTS.

66	Implement the recommendations of the Corridor Action Plans.	•				
67	Coordinate projects initiated by the existing Medial Quarter and Downtown self-supporting municipal improvements districts (SSMIDs).	•				



GROW A SUSTAINABLE, DIVERSE ECONOMY BY SUPPORTING EXISTING BUSINESSES, FOSTERING ENTREPRENEURISM, AND TARGETING INDUSTRY-SPECIFIC GROWTH.

68	Make direct contact with companies through visits and online surveys (50 visits per year).	•	•			
69	Monitor economic development policies based on feedback from local companies.	•				
70	Evaluate survey information from small businesses gathered during the Business Retention & Expansion process and implement the changes small businesses desire.	•				
71	Sponsor regular small business events and awards.	•				
72	Provide a list of small businesses on the Economic Development Department website.			•		
73	Help build social capital by supporting grassroots efforts for entrepreneurs and small businesses.	•				
74	Market accelerator and co-working space.		•			
75	Work with partners to increase funding resources.			•		
76	Implement the recommendations of the target industry report.				•	
77	Create a program focused on active retail recruitment.		•			
78	Coordinate with the "Event Producer" within the Convention and Visitors Bureau to increase the number and type of social offerings available in Cedar Rapids, including dining, entertainment, and shopping.	•				

GOALS & INITIATIVES FOR PROTECTCR	Schedule				SUPPORT YOUR IDEA!
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PROTECT CEDAR RAPIDS FROM FLOODING AND OTHER HAZARDS

79	Implement the Cedar Rapids Flood Control Plan.	•				
80	Implement the recommendations of the Linn County Multi-Jurisdictional Hazard Mitigation Plan.				•	
81	Prepare Watershed Management Plans that provide improved aquatic habitats, recreational opportunities, increased public access to natural resources, while maintaining necessary levels of flood control. Coordinate with appropriate stakeholders, including other local jurisdictions.			•		



MANAGE GROWTH AND DEVELOPMENT TO BALANCE COSTS AND SERVICEABILITY TO NEIGHBORHOODS.

82	Prepare a capital improvement plan that addresses both the needs of existing core neighborhoods and the future infrastructure needs in areas where growth is planned.		•			
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MAINTAIN AND PROVIDE QUALITY SERVICES TO THE COMMUNITY.

83	Refine existing stormwater management regulations to enhance clarity and adaptability.		•			
84	Implement the Cedar Rapids Fire Department Strategic Plan.	•				
85	Implement the Cedar Rapids Police Department's Strategic Plan.	•				
86	Implement SafeCR.	•				
87	Pursue the Commission on Accreditation for Law Enforcement Agencies (CALEA) certification.		•			
88	Invest in young minds, engage the digital world, and build community through programs and services.	•				
89	Implement the Eastern Iowa Airport Master Plan.		•			



DEMONSTRATE BEST PRACTICES IN BUILDING CONSTRUCTION.

90	Use sustainable practices for the maintenance, rehabilitation, and construction of public facilities.				•	
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