

**MINUTES**  
**CITY OF DUBUQUE LONG RANGE PLANNING ADVISORY COMMISSION**  
**REGULAR SESSION**

5:30 p.m.

Wednesday, August 17, 2011

City Council Chamber, Historic Federal Building

**Commissioners Present:** Chairperson Jim Prochaska; Commissioners Alan Vincent, Richard Van Iten, Chad Darter and Charles Winterwood.

**Commissioners Excused:** Commissioner John Pregler.

**Staff Members Present:** Laura Carstens and David Johnson

**CALL TO ORDER:** The meeting was called to order by Chairperson Prochaska at 5:31 p.m.

**CERTIFICATION OF COMPLIANCE:** Staff presented an Affidavit of Compliance verifying that the meeting was being held in compliance with the Iowa Open Meetings Law.

**MINUTES:** Motion by Darter, seconded by Vincent, to approve the minutes of July 20, 2011, as submitted. Motion carried by the following vote: Aye – Vincent, Prochaska, Van Iten, Darter and Winterwood; Nay – None.

**ACTION ITEMS**

**Smart Planning Consortium:** Staff Member Carstens updated the Commission on the July 13<sup>th</sup> and August 10<sup>th</sup> Smart Planning Consortium meetings. She noted as part of the Community Data chapter, each community will receive a community overview sheet, which includes basic demographic and socioeconomic data. She noted the Consortium suggested that data on major employers, industries, jobs and other employment information be added to the data sheets. Staff Member Carstens explained the Consortium reviewed and agreed with the Commission's recommendation on the Watershed chapter.

The Commission questioned how unemployment information would be represented on the data sheets. Staff Member Carstens indicated she was not aware of the approach. The Commission discussed additional information to potentially include in the community overview sheets. The Commission noted it may be beneficial for people considering relocating to Dubuque as well as business recruitment and retention to include information that shows the number of students entering and exiting public and private high schools, two-year colleges and four-year colleges with degrees. The Commission explained doing so would be a strong indication of the virility of the

community and strength of the employment base. The Commission discussed where such data might be available. The Commission believed the public high schools do maintain that information.

Motion by Van Iten, seconded by Vincent, to recommend the Smart Planning Consortium include information on the number of students entering public and private high schools, two-year colleges and four-year colleges, and the number of student exiting those institutions with degrees on the community overview sheets, and clarify whether employment data will be represented as a percentage of unemployment or a percentage of employment in the community overview sheets. Motion carried by the following vote: Aye – Vincent, Prochaska, Van Iten, Darter and Winterwood; Nay – None.

Update of Dubuque's 2008 Comprehensive Plan: Staff Member Carstens reviewed the recommended changes to the format of the Dubuque Comprehensive Plan. She explained Planning Services staff met with the City Manager to review the draft outline. She stated the City Manager is recommending the three pillars of sustainability become the three categories used in the Dubuque Comprehensive Plan, and the 11 sustainability principles be used as the new elements of the Comprehensive Plan. She noted sustainability has been a Council priority since 2006. She said Sustainability Coordinator Cori Burbach will attend the next meeting to explain the Sustainable Dubuque Plan and current sustainability partnerships, which assist the City with sustainability initiatives and performance metrics. She clarified the City Manager did agree that the current Plan format and additional Smart Planning legislation language are important to consider; however, he felt all the objectives of the Comprehensive Plan can be incorporated into the 11 Sustainability Principles. She clarified that the three pillars of sustainability and 11 sustainability principles of the Sustainable Dubuque Plan would be used as the framework for the updated Comprehensive Plan.

The Commission discussed the recommendation and the ability to incorporate existing and needed language into the 11 Sustainability Principles. The Commission expressed concern that important components and language of the existing Comprehensive Plan could not be incorporated into a plan based on the 11 Sustainability Principles. The Commission explained too much would be sacrificed in order to update the Comprehensive Plan around the sustainability principles. The Commission was optimistic that the three pillars of sustainability could be incorporated. The Commission discussed an approach that would keep the existing elements of the plan and add the sustainability principles as additional elements. Staff noted there may be some duplication and overlap. The Commission noted they strongly support the Sustainable Dubuque Plan and sustainability principles; however, they felt it would be difficult to update the existing Comprehensive Plan around them.

The Commission discussed the three pillars of sustainability, noting that all three are duplicated under the Community Knowledge Sustainability Principle and also serves as a sustainability pillar. The Commission discussed the Sustainable Dubuque Plan,

noting it would be helpful if the Comprehensive Plan connected with people and gave some indication how the average citizen can help to achieve the principles. The Commission discussed how to address the 11 Sustainability Principles in the Comprehensive Plan, noting the three sustainability pillars are essentially already in the document.

The Commission discussed public engagement and interaction with regard to the Sustainable Dubuque Plan. The Commission suggested the Comprehensive Plan include explanations for each principle on how they apply benefit and affect people in the community in their day-to-day lives. Staff Member Carstens noted that Planning Services staff has already formed relationships between the goals and objectives of the Comprehensive Plan and the 11 Sustainability Principles. Staff Member Johnson noted that most goals and objectives had some relationship to a principle, however weak or strong, but incorporating them under the heading of a sustainability principle is a different issue, and may be difficult.

The Commission discussed how the community will go about achieving the goals of not only the Sustainable Dubuque Plan but also the Comprehensive Plan. Commissioner Winterwood noted that is why an implementation chapter is proposed in the Comprehensive Plan update. Staff Member Carstens noted performance metrics that are being developed by the University of Iowa that also may assist with this.

The Commission discussed implementation of the Sustainable Dubuque Plan. Staff Member Carstens noted there is coordination of varying degrees depending upon the agency. She noted there is a close working relationship within the City of Dubuque. The Commission questioned how that's coordinated. Staff Member Carstens noted there is a Sustainable Dubuque report that is circulated monthly. The Commission requested a copy of the most recent report.

The Commission discussed how the Comprehensive Plan is used within the City organization. Staff Member Carstens noted the plan is frequently used for activities, such as rezonings, development of the CIPs, and grant writing.

The Commission discussed the 11 sustainability principles and how to incorporate them into the Plan. The Commission again expressed concern that the sustainability principles will not adequately capture important elements of the plan, but an analysis would be beneficial. The Commission and staff discussed how the analysis would be completed. Staff Member Johnson explained his initial thoughts would be to prepare a new outlined using the three pillars of sustainability and 11 sustainability principles, and moving relevant existing goals and objectives underneath the corresponding principle. The Commission noted it would be important for the analysis to color-code the information so as to clarify which language is from the Sustainable Dubuque Plan, which language is from the Comprehensive Plan and which language is from the Smart Planning legislation. Staff noted those goals and objectives that cannot be fit into a sustainability principle will be provided in the analysis for consideration.

Motion by Van Iten, seconded by Vincent, to have the Planning Services Department investigate the ability to build the Comprehensive Plan update around the three pillars of sustainability and 11 sustainable principles of the Sustainable Dubuque Plan. Motion carried by the following vote: Aye – Vincent, Prochaska, Van Iten, Darter and Winterwood; Nay – None.

**LIAISON/SUBCOMMITTEE REPORTS**

Enterprise Zone Commission: No report.

**ITEMS FROM PUBLIC:** None.

**ITEMS FROM COMMISSION:**

Cable TV Access: Staff Member Carstens reviewed that the Commission has discussed media outlets that could assist the Commission with community engagement during the update of the Comprehensive Plan. She noted the Commission had concerns over the community's access to City Channel 8. She explained that the City Council received and filed the Commission's request to investigate how widespread the lack of City Channel 8 coverage is as well as what can be done to increase access for the Dubuque community. She stated there was no further direction from City Council. She noted the City Council discussed that the number of people who have access to City Channel 8 is out of the control of the City, and that City Channel 8 is available on the City website for viewing.

The Commission discussed their concern with information not getting to the public, noting Mediacom will most likely re-align down the road, and now would be an opportune time to look into it. Staff Member Carstens suggested the Commission look more broadly at public engagement than just Mediacom and City Channel 8. She noted that the Cable TV Commission would be a better venue to take up the concerns with access to City Channel 8 and that the Long Range Planning Advisory Commission is not the appropriate venue.

The Commission discussed public engagement and awareness opportunities for when the Comprehensive Plan is updated. Staff Member Carstens noted the need to develop a public engagement plan. The Commission suggested using local media to put the community on notice of the upcoming Comprehensive Plan update process and ask for their support and participation. The Commission noted the importance of engaging the public in a way that makes them understand how the Comprehensive Plan affects their daily lives. The Commission noted the importance of educating the public about the Comprehensive Plan.

The Commission discussed an on-line survey that would gauge peoples' interest and knowledge in the Comprehensive Plan update. The information could also be posted on the City website. The Commission discussed additional public engagement through City of Dubuque utility bills, newsletters, mall kiosks, Library advertisements, community partners such as Dubuque 2.0, and other media outlets such as Dubuque 365. The

Commission suggested the Mayor could do a public service announcement as a kick-off to the Comprehensive Plan update process.

Staff Member Johnson explained the capabilities of the City website are much greater now than it was during the last Comprehensive Plan update. He explained the current website may allow residents of the community to subscribe to updates and announcements. He explained that being able to use that resource would be very beneficial in that communication on the Comprehensive Plan update would be reaching a target audience that is already interested in civic activities and engagement.

Staff Member Carstens suggested the Commission review the Smart Planning Consortium public participation plan at the next meeting as well as other examples, and use those and the discussion to date to formulate a more concise outreach program. She noted that if the public outreach is going to cost money, the costs will need to be budgeted for. She noted other public participation examples, including information from the National Planning Conference and the Smart Growth Conference. The Commission questioned how much time they have until the public engagement component of the Comprehensive Plan update process would begin. Staff Member Carstens explained the Comprehensive Plan is updated on a five year basis, and therefore 2013 would be a target date. She explained if the Commission wished to do a more extensive public engagement process, the concept should be figured out within the next several months, so the activities can be properly budgeted for.

By consensus, the Commission agreed to review the Smart Planning Consortium and other public participation plans at the next meeting, and develop a more concise approach to public engagement for the update of the Comprehensive Plan.

Electronic Packets: Staff Member Johnson reviewed the process for distribution of the Commission electronic agenda packets. He explained staff supports the electronic format; however, all Commissioners would have to have a personal laptop or the ability to print the agenda packet from a personal printer. He explained Planning Services staff will not provide electronic copies to some Commissioners and paper copies to others, because it would be overly time consuming for staff. He noted electronic copies will be emailed one week prior to Commission meetings similar to the paper copies that are mailed now. He explained the electronic packets can be downloaded through the City's FTP site as was tested for the August Commission meeting. He requested reaction from the Commission. The Commission discussed the electronic packets. The consensus of the Commission was to continue with the electronic packets in place of the previously distributed paper packets.

Safe Community Task Force Recommendations and Actions: Staff Member Carstens reviewed the Safe Community Task Force process for developing the 60 recommendations. The Commission discussed the parental responsibility ordinance as well as the crime study and how the crime study connects with the recommendations. The Commission asked whether the Safe Community Advisory Commission is

connecting the 60 recommendations to the City of Dubuque Crime Study. The Commission noted it would have been important to conduct the crime study first and then develop the Safe Community recommendations based on the findings of that report. The Commission noted that the recommendations as a whole would be stronger if the recommendations were connected to specific issues identified in the study.

Every Child Every Promise (ECEP): Commissioners noted there are ECEP indicators being developed, and that it would be helpful for the Commission to have these indicators for the Comprehensive Plan update.

Schmitt Island Master Plan: Commissioners discussed the upcoming master planning process for Schmitt Island.

Motion by Winterwood, seconded by Vincent, to have a person involved in the planning process come speak to the Commission at their earliest convenience. Motion carried by the following vote: Aye – Vincent, Prochaska, Van Iten, Darter and Winterwood; Nay – None.

New Transit Buses: Commissioners noted the successful Transit forum at Comiskey Park and appreciated how the transit buses were used to provide free transportation for attendees.

CARADCO Newsletter: Commissioners appreciated the newsletter on the CARADCO project from Gronen Restoration.

**ITEMS FROM STAFF:** None.

**ADJOURNMENT:** The meeting was adjourned at 7:02 p.m.

Respectfully submitted,

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Laura Carstens, Planning Services Manager

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Adopted