

NEWS RELEASE

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City Launches ‘Imagine Dubuque’

DUBUQUE, Iowa – The City of Dubuque has launched the “Imagine Dubuque” campaign to develop a new Comprehensive Plan for Dubuque and define the community’s future. The 14-month process will include numerous opportunities designed to gather input, including two events this weekend.

Imagine Dubuque is designed to further the momentum of Dubuque’s past successes; cultivate a creative, highly engaging and considered long-range plan; and make certain future projects speak to the needs and desires of Dubuque residents and stakeholders. The plan aims to be informed by the past and led by the future.

The community is invited to share their ideas for the plan at a booth in front of NICC’s Town Clock Center from 5-8 p.m. this evening (Friday, Aug. 19) during Dubuque...And All That Jazz. Another opportunity to share fresh ideas and local recommendations will be held from 7 a.m. to noon tomorrow (Saturday, Aug. 20) at a Farmers Market booth located at 12th and Iowa streets. Future opportunities to share ideas and comments in person will be announced and listed on the “Events” page of the project website, www.ImagineDubuque.com.

A community’s Comprehensive Plan serves as a guide for the community’s physical, social, and economic development. It is a key tool to developing policy, informing the city budget, and community initiatives. Communities develop plans for the same reason a person might plan a home improvement project or a household budget. It creates orderly, efficient, and informed steps toward achieving and implementing goals. Planning examines past and present conditions of the community and identifies key issues and opportunities which, through the input of residents, determine the direction for future growth, development, and community initiatives.

The Comprehensive Plan is not just a government document. It is a community-wide resource that can only be considered successful through the input and implementation of the community at-large. Community input is the most important aspect of any planning effort. A plan must reflect the values of the community which makes diverse public participation and input essential to the process. This is where the City needs the assistance of residents and stakeholders.

Imagine Dubuque will offer multiple opportunities for community members to share their ideas and vision for the future. A host of workshops and community events will be offered and engagement kits, postcards, and other creative avenues will be available at locations throughout the community in the near future. Residents can participate immediately by visiting the Imagine Dubuque website at ImagineDubuque.com. The website provides information and opportunities to share ideas, share photos, participate in quick polls, and stay informed on the process and upcoming events.

Residents and stakeholders may also download the Imagine Dubuque App on their mobile device. The app provides the same features as the website, but allows residents to engage on-the-go. Be sure to allow for push notifications to be notified of updated information and events.

Dubuque residents, business owners, and stakeholders are the stewards of this plan. Imagine Dubuque is a call to action: share your vision and ideas on the future of Dubuque by participating in events and visiting the project website and downloading the free project app.

The new Comprehensive Plan is expected to be completed by next October. Materials related to the Imagine Dubuque Comprehensive Plan will be maintained and available to all through the project website, www.ImagineDubuque.com. For more information, call the City of Dubuque Planning Services Department at 563-589-4210.

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