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NEWS RELEASE

Oct. 10, 2017 – For Immediate Release

City Receives Outreach Award for Imagine Dubuque

DUBUQUE, Iowa -- The Iowa Chapter of the American Planning Association (APA) has recognized the City of Dubuque and Teska Associates, Inc. in the Public Outreach category for their Imagine Dubuque Community Engagement Plan. The 2017 APA-Iowa Awards were officially announced during the 2017 Upper Midwest Planning Conference, held October 4-6, 2017, in Dubuque.

The Public Outreach award honors an individual, project, or program that uses information and education about the value of planning to create greater awareness among citizens or specific segments of the public. The award celebrates how planning improves a community's quality of life.

The Imagine Dubuque Community Engagement Plan was the public outreach campaign for the City of Dubuque's new Comprehensive Plan, entitled "Imagine Dubuque 2037: A Call to Action." It was imperative to City leadership and planners that the process of developing the new Comprehensive Plan be inclusive and representative of the community. Imagine Dubuque included broad community outreach and made extensive use of traditional methods and technology to expand public participation in planning. Imagine Dubuque produced over 12,500 ideas from 6,000 people representing all sectors of Dubuque.

Print and online promotion included distribution of project cards, idea postcards and posters in local businesses and restaurants. Educational pop-up banners, mobile idea boards, and idea boxes were displayed at area businesses, institutions, and events, including the library, farmers' market, and schools. Transit banners with details about the project website and mobile app were installed on Jule buses. The project website and app integrated 'opt-in' emails and push notifications ensuring subscribers would receive project news. Interactive tools were built into both interfaces that allowed users to take quick polls, share ideas, comments, project feedback, and even upload photos.

The Imagine Dubuque Comprehensive Plan is available on the City of Dubuque's website at www.cityofdubuque.org/ImagineDubuque.

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