



# STATE OF THE CITY

## Mayor Roy D. Buol Summer 2019

### Imagine Dubuque: Let's Do This!

This State of the City is a “Call to Action” for Dubuque residents and stakeholders to become involved in helping to implement our *Imagine Dubuque* Comprehensive Plan. Adopted in September 2017, “*Imagine Dubuque 2037: A Call to Action*” is the first completely new comprehensive plan the community has developed since 1995!

Our 1995 plan was updated several times over the years and contained over 640 goals and objectives. While certainly comprehensive, the sheer volume of information was challenging to convey.

The development of our new plan, *Imagine Dubuque*, relied on a community-driven approach, based on modern planning principles and community issues and initiatives. The result is a more focused, modern, and meaningful undertaking with 32 goals and 110 recommendations.

The initial project kick-off event was held in August 2016; however, much work was done leading up to the project. The City Council established that the project must be inclusive, highly engaging, and representative of today's community. This was our challenge. Past planning efforts had previously engaged around 200 people in a planning process. We saw this new challenge as an opportunity to set the bar high for community engagement.

Our planning took place over 12 months with 92% of the project timeline and approximately 75% of the project budget dedicated to community engagement. This effort paid dividends.

Community ideas came through a variety of means: 6,000 ideas through quick polls...2,300 ideas through interviews...1,500 ideas from workshops...1,200 ideas from our idea tools such as the mobile idea board and postcards...700 ideas from focus groups...500 ideas from working groups, and 300 ideas from our pop-up events such as Farmers Market and All that Jazz.

In total, our community provided over 12,500 ideas to inform the plan, significantly more than any previous planning effort. Those 12,500 ideas were inventoried and then grouped by association. The ideas most represented were used to develop themes for the *Imagine Dubuque* plan.

Those themes, in turn, became our outline and table of contents. The first theme and chapter is Community Engagement – a key element of the process, and how we need to move forward after the plan's development.

Other chapters of the plan include: Economic Prosperity, Environmental Integrity, Social & Cultural Vibrancy, Housing, Community Facilities, Transportation & Mobility, and Land Use.

The last chapter in the *Imagine Dubuque* plan is “A Call to Action.” This is perhaps the most important chapter. Just as the *Imagine Dubuque* Comprehensive Plan was built on community engagement, implementation of the plan requires an engaged community – one that pulls together, combines resources, and shares in the vision of making Dubuque more viable, livable, and equitable.

Goals, programs, and vision are all directed to achieving the plan's desired outcomes. Our framework relies on many non-governmental entities and partnerships to effectively and meaningfully address the recommendations in the “Call to Action.” This collaborative, community approach will be essential to the plan, and to our community's success.

The good news is that many worthwhile initiatives are already taking place. Additionally, there are recommendations that are “low-hanging fruit” for our community that non-profits, residents, and businesses will be able to work on together. Some recommendations will be more of a challenge for us. Our goal in the implementation process is to highlight and support all efforts and to connect community, to do more, together.

I want to thank everyone who joined us for one, some, or all of our “**Imagine Dubuque – Let's Do This!**” kick-start events on June 13, 14, and 15. From hearing about some of the amazing projects already underway at the Mayor's Luncheon, to generating awareness and involvement at the Millwork Night Market, Farmers' Market, Juneteenth, Food Truck Friday, and more... the *Imagine Dubuque* kick-start events were all about promoting community action, leadership, and learning about what projects are moving forward. You can check out the kick-start video at [ImagineDubuque.com](http://ImagineDubuque.com).

By working together, we will make *Imagine Dubuque* a reality. I encourage you to get involved either with efforts in progress or to organize with others and initiate projects about which you are passionate. An “Action Toolkit” is available to help bring attention to and celebrate your efforts. Please visit our *Imagine Dubuque* website at [www.ImagineDubuque.com](http://www.ImagineDubuque.com) for more information. You also can contact the City of Dubuque Planning Services Department at 563.589.4210 or [planning@cityofdubuque.org](mailto:planning@cityofdubuque.org).

***This is our plan...this is our City. We can do this. Let's do it together!***