

TO: Urbana City Council  
Mayor Laurel Prussing  
FROM: Charlie Smyth, Diane Marlin  
RE: City Council/Mayor Goals  
DATE: 9/30/13

**Proposed Study Session Agenda (6 – 7:30 pm) 9/30/13**

1. Budget overview—revenues and expenditures - 10 minutes
2. Preliminary summary of past goals and accomplishments – 10 minutes
3. Proposed goals and survey questions – 15 minutes
4. Public Input – 40 minutes
5. Council discussion-25 minutes

**For purposes of starting discussion**, we propose to focus on the following seven goals – we’ve inserted some ideas for possible objectives within these as well:

**I. Public Safety**

- A. Police
- B. Fire
- C. Public Works
  1. Windsor Road
  2. Street/sidewalk resurfacing and repair
  3. Boneyard Redevelopment
  4. Olympian Drive/Lincoln Ave.
  5. UC2B expansion
  6. Cunningham Avenue
  7. Downtown streetscape
- D. Community Development

**II. Financial Sustainability**

- A. Long-term solution to Carle Hospital tax exemption
- B. Long-term sources of city revenue
- C. Affordable employee contracts
- D. Rebuild reserves
- E. Improve efficiency

**III. Economic Development and Entrepreneurship**

- A. Mixed Business, Office, and Residential Districts (MBOR)
- B. Home-Based Occupations
- C. UC2B expansion, branding, marketing
- D. Public/private efforts to attract and retain business and industry

**IV. Vibrant Business Districts**

- A. Downtown
- B. Cunningham Avenue

- C. Philo Road
- D. Campus
- E. Route 130

**V. Environmental Sustainability**

- A. Energy
- B. Water
- C. Recycling
- D. Local/regional food production and processing
- E. Landscaping/gardening
- F. Transportation

**VI. Quality of Life**

- A. Social services
- B. Historic preservation
- C. Neighborhood amenities
- D. Housing
- E. Public arts
- F. Health and wellness

**VII. Effective City Government**

- A. Strategic facility planning
- B. Employee policies and practices
- C. Interdepartmental cooperation
- D. Workforce diversity
- E. Intergovernmental cooperation
- F. Sister Cities

**Possible Online survey questions to be hosted on city website as well as asked at public meetings will ask the following questions:**

1. "Rank the seven goals in order of importance, with 1 being most important and 7 being the least important."
2. List potential projects / initiatives and ask residents to select the 5 projects they consider to be most important. Provide list of projects and a spot for other.
3. "What are the three most important issues facing the City of Urbana?"
4. Geographic location: "Name the intersection (two streets) closest to your home." (our goal is geographic diversity across the city)