



City of West Burlington Goals and Agenda for City Council and Management

Adopted August 17, 2022

Economic Development

Title: Create a positive environment to attract and retain business.

What: Increase the City's assessed value by \$50M.

Why: To support and create a thriving and growing business community.

How: Identify and create partnerships, ensure cooperative municipal processes, utilize TIF, tax abatement, and economic development programs, improve housing conditions and quality of life, and recognize and highlight local businesses.

Housing

Title: Construct new housing developments and rehabilitate existing housing stock.

What: Add 200 new doors and rehabilitate 100 properties over ten years.

Why: Increase the city's tax base and satisfy resident and employer demand.

How: Utilize TIF, tax abatement, housing programs, ordinance review or trial programs, and other programs/tools or alternative funding to partner with and incent developers and residents to build new homes and rehabilitate the existing housing stock.

Quality of Life

Title: Create an attractive and inviting community that then helps to create a sense of place.

What: Create a quality-of-life survey or other tools to determine the community's baseline needs and wants and then subsequently set targeted increases or improvements.

Why: Attract and retain residents, businesses, and industry.

How: Identify funding, needed features, and facilities for placemaking and the creation and maintenance of public amenities. Improve internal codes and process improvements to facilitate the city's efforts to create a sense of place.

Communications, Marketing, and Engagement

Title: Improve residential knowledge, awareness, and engagement.

What: Create at least one meaningful piece of content weekly that is published through all major mediums and add four in-person forums or opportunities for elected officials and staff to engage the community.

Why: Allows the city to confirm that we are meeting residential and business needs, that we are telling our story, and recognizing community achievements.

How: Improve, expand, and utilize electronic communication that generates more opportunities for personal and electronic engagement and promotes community achievements.

Organizational Goals & Key Projects or Programs

- Capital Improvement Plan.
- Comprehensive Plan.
- Cooperation with the School District, City of Burlington, and County (or other potential partners).
- Sewer Force Main Study
- Agency & Broadway Sidewalks/Trails
- Stormwater Master Plan