



CARBONDALE VISION 2030

BY 2030, CARBONDALE WILL BE RECOGNIZED AS A GROWING, CULTURALLY DISTINCT, INNOVATIVE, EQUITABLE COMMUNITY WITH A VIBRANT CITY CENTER AND THRIVING UNIVERSITY WITH ATTRACTIVE RESIDENTIAL NEIGHBORHOODS. THE CITY WILL PROVIDE HIGH-QUALITY SERVICES, DEMONSTRATE FISCAL RESPONSIBILITY, SUPPORT SUSTAINABLE ECOLOGY, AND SERVE AS AN OPEN, TRANSPARENT GOVERNMENT FOR ITS RESIDENTS AND VISITORS; AND AS A REGIONAL CENTER FOR ARTS, ENTERTAINMENT, HEALTHCARE, EMPLOYMENT, RETAIL AND EDUCATION.

COUNCIL GOALS AND ACTION PLANS FY 2025 THROUGH FY 2030

Goal 1: Provide a high quality-of-life and foster a sense of community.

Strategic Initiatives

- Create a subsidy for internet, modem, installation costs, and fees to make broadband more affordable to residents.
- Continue to improve parks and recreation for those parks that are the City's responsibility.
- Conduct more year-round community-oriented programs for youth/young adults. Continue supporting programs like the Boys and Girls Club and operations at the Eurma C. Hayes Center.
- Publicize the positive aspects of Carbondale being proactive, using social media, and embracing the diverse nature of the community. Establish a social media content team to promote all city departments and services.
- Partner with civic organizations to improve the aesthetics of the entire community and the west-end welcoming corridor into Carbondale.
- Fully fund and publicize incentives for home ownership.
- Consider implementing a summer jobs program for youth/young adults

Goal 2: Establish programs, processes, and networks to address diversity, inclusion, equity, and justice.

Strategic Initiatives

- Explore possibilities for revising responsibilities for the Human Relations Commission or another entity to address citizen complaints.
- Develop processes to ensure that everyone is treated fairly and equitably.
- Create a diversity action plan for City operations.
- Identify ordinances that contribute to exclusionary zoning.
- Create a Police (or Civilian) Review Board to address citizen complaints and advise the city on potential policy changes.
- Identify and address systemic racism in institutions within Carbondale.
- Publicize the purpose of the Human Relations Commission.
- Identify areas of unequal opportunity and access in Carbondale and begin creating a plan to improve resources for all.
- Create a staff report identifying codes and regulations that hinder opportunities for minority entrepreneurs.
- Develop business training seminars tailored to the minority community to assist with business startups.
- Require planning staff and Planning Commissioners to attend trainings and compile research on current zoning philosophies, such as Form-Based Code and Unified Development Zones, as they work on the update of the Comprehensive Plan.
- Explore opportunities to address poverty and food insecurity in the community.
- Create a Youth Advisory Board.
- Provide targeted assistance to the minority business community.
- Review alternatives for encouraging minority representation in the workforce.
- Consider a city-supported program to assist minorities to learn about and obtain employment in the trades.

Goal 3: Demonstrate fiscal responsibility and transparency while providing high-quality City services.

Strategic Initiatives

- Instill a culture of ownership in the City budget.
- Continue to promote public participation in the City policy-making and budgeting process.
- Strategically annex property into the city limits
- Continue customer service focus on a “warm transfer” of customers and follow up to see if problems are resolved.
- Publicize the see/click/fix system.
- Provide ongoing customer service training for city employees.
- Maintain current revenue streams and continue to build reserve funds.
- Work to improve the City’s bond rating.
- Develop succession plans for Department Heads.
- Prioritize long-term investments for the City.

Goal 4: Encourage responsible, progressive economic development, tourism, arts, and entertainment.

Strategic Initiatives

- Encourage entrepreneurship and small business development in the City.
- Partner with SIU to utilize campus facilities for entertainment/arts events.
- Partner with regional economic development groups.
- Build on the Carbondale retail sector, understanding that there are changes in the retail marketplace.
- Review possible ordinances that are barriers to business start-ups.
- Establish a co-working space for Carbondale businesses.
- Work with the Chambers' of Commerce, the Small Business Development Center and similar groups, to devise a strategy to encourage entrepreneurship, focusing on SIU students, women and minority populations, and existing businesses.
- Work with existing tourism entities on promoting outdoor recreation opportunities. Encourage groups such as Friends of the Shawnee Green Earth, River to River Society, Illinois Climbers Association, Touch of Nature, etc., to share resources.
- Promote entrepreneurialism as a tool to increase competition for existing industries.
- Work with SI Now, Greater Egypt Regional Planning Commission and other regionally-focused groups to devise a business attraction strategy that will leverage Carbondale's strengths.
- Collaborate on plans to pursue additional industrial/business park land.
- Use technology and advanced data collection methods to design a strategy to grow existing retailers and attract new ones.
- Work closely with the Planning Department and the business community to pinpoint obstacles to business growth, and devise strategies to implement targeted revision of existing City Code.
- Visit successful co-working spaces in the Midwest to learn best practices.
- Develop an operational plan for the Washington street entertainment venue.
- Develop an economic development plan in concert with local business that makes Carbondale a "destination".
- Examine barriers to entering the building trades.
- Participate in plans to create a "Shawnee National Park".

Goal 5: Provide high-quality City infrastructure.

Strategic Initiatives

- Ensure water/sewer rates are sufficient to fund maintenance upgrades and improvements. Consider the need for a stormwater utility fee.
- Keep technology current.
- Develop a program to beautify streetscapes throughout the community.
- Enhance transportation access and infrastructure for bicyclists and pedestrians.
- Restore brick streets.
- Evaluate the need to enclose open ditches used for stormwater management
- Bury existing overhead utility lines.
- Incorporate bike paths and lanes into regular street maintenance.
- Train staff on the City's complete streets policy.
- Develop plan to begin transitioning City fleet vehicles to electric.
- Commission local artists to paint murals.
- Address climate change in infrastructure design to improve community resiliency.
- Evaluate the condition of public works infrastructure in marginalized neighborhoods.
- Explore and evaluate the feasibility of acquiring electric utility lines and becoming an electric utility,
- Assure continuous bicycle access through the community.
- Enhance public transportation infrastructure.

Goal 6: Enhance residential development/rehabilitation/home ownership.

Strategic Initiatives

- Address the need to convert rental housing into owner-occupied housing.
- Fund the Community Housing Trust: leverage TIF and other funds in the newly expanded TIF boundaries to purchase rental properties.
- Provide adequate sidewalks and bicycle lanes.
- Work with community partners to encourage home ownership.
- Establish “traditional” Carbondale overlay districts.
- Consider the need for an adaptive reuse ordinance.
- Revise existing zoning ordinances.
- Consider a Landlord/Tenant ordinance and landlord licensing.
- Provide assistance to tenants when evicted from a rental property
- Apply a focus on walkability and cycling to all infrastructure design, adhering to the complete streets policy.

Goal 7: Build on, expand, and develop new relationships with SIU, SIH, and other regional entities.

Strategic Initiatives

- Market both SIU and the City together.
- Encourage economic development that supports retention of graduating students in the community, e.g., makers' space, innovation labs.
- Improve and expand communication between SIU/SIH/City services and functions.
- Coordinate City/SIU planning.
- Look for ways to have “fun” things for students.
- Create seamless aesthetics between SIU campus and the City.
- Survey SIU students, SIH employees, to learn what they'd want to see in Carbondale that would encourage them to stay here.
- Participate in the SI Now Initiative, as well as other regional partnerships.

Goal 8: Update the downtown master plan as a guide to revitalize the City Center.

Strategic Initiatives

- Update the downtown master plan.
- Publicize and encourage owners to improve downtown properties using existing incentives.
- Address issues of downtown vacancies and “high rent”.
- Promote public art/green walls downtown.
- Create a downtown entertainment district.
- Define the “downtown” for planning purposes.
- Establish walking/biking loop routes throughout downtown.
- Incorporate and encourage public input into redesigning the Town Square area.
- Collaborate with SIU and Carbondale Community Arts to develop murals, sculptures and other forms of art downtown.
- Review/revise the open alcohol ordinance.