

Goal 1: Improve communication with residents, employers, and visitors.

STRATEGY	ACTION	RESPONSIBLE PARTY	COMPLETION DATE	SOURCE OF FUNDS
A. Develop and implement Aldermanic, constituent, administration communication protocol.	i. Define communication protocol for various communication channels and entry points.	CC, CA	7/1/2015	N/A
	ii. Promote the communication protocol through various outlets including the website.	CA	7/15/2015	N/A
B. Develop a communication strategy.	i. Initiate monthly contact with residents through newsletter and website/social media. Addressed and ongoing through newsletter and Facebook.	CA	1/1/2016	General Fund
	ii. Determine newsletter distribution method and schedule. Distributed monthly.	CA	7/15/2015 9/1/2015	General Fund
	iii. Create a newsletter template. Completed.	CA	7/15/2015 8/15/2015	N/A
	iv. Create a social media policy. Policy established in personnel rules. Approved 1/4/15. Distribution to occur in next 30 days.	CA	8/1/2015	N/A
	v. Outline a social media campaign/schedule. No formal campaign or schedule formulated, but tasks underway.	CA	9/1/2015	N/A
	vi. Area of education for public – hot topics. Completed and ongoing “Rumor Page” addressing such issues along with newsletter.	CC, CA	Ongoing 11/4/2015	N/A
C. Implement a Board Education Program.	i. Each council member will identify areas of focus for professional development and participate in at least 10 hours of external professional/board development toward each area annually. Attended IML Newly Elected Officials Conference (4) and Annual Conference (4)	CC	Ongoing 6/24/15 9/17-9/19	General Fund
	ii. Outline an annual professional development schedule for council members. • External workshops and conferences	CC	Ongoing	General Fund
	iii. Develop monthly Council/staff driven professional training and education material.	CC, CS	Ongoing	N/A
D. Monitor citizen satisfaction.	i. Create a customer service feedback link on the City’s website.	DH, IT	6/1/2015	General Fund
	ii. Distribute an annual survey (paper and electronic) Survey monkey or other electronic survey feature.	CC, CA , DH	6/1/2016	General Fund
E. Monitor implementation of the 2020 Strategic Plan.	i. Hold quarterly tactic review during Council of the Whole meetings.	CC, CA	8/1/2015	N/A
	ii. Hold an annual off-site board retreat to review Lincoln 2020 plan and tactics. Completed.	CC, CA	3/1/2016 1/9/2016	General Fund
F. Engage educators, employers and young	i. Collaborate with Logan County Alliance through their Education Council and Business Leaders.	CC	9/1/2015	N/A

people to elevate the numbers and levels of educable, employable, and engaged citizens.	ii.	Convene a series of meetings with educators, employers, and young people.	CC	1/1/2016	N/A
	iii.	Create a community task force that will own and implement the measurement, improvement, and sustainability of education, employment and engagement of citizens in Lincoln.	CC, LCA	3/1/2015	N/A
	iv.	Support and engage with the CEO program. Second of three year commitment.	CC	8/1/2015 1/6/2015	N/A
	v.	Facilitate coordination of workforce development efforts in community.	CC	Ongoing	N/A
G. Launch a community branding initiative.	i.	Partner with existing initiatives, agencies, and campaigns.	CC, CA	6/1/2015	General Fund
	ii.	Finalize the City of Lincoln vision statement. DCC Marketing approved.	CC, CA , DH	7/1/2015 12/7/2015	N/A

Goal 2: Identify and address the barriers to economic development.					
STRATEGY	ACTION		RESPONSIBLE PARTY	COMPLETION DATE	SOURCE OF FUNDS
A. Eliminate annexation barriers to economic development.	i.	Identify all properties (and their owners) that could be subject to future annexation. Annexation plan drafted. Undergoing review.	B&S	10/1/2015 12/9/2015	N/A
	ii.	Estimate extent and cost of infrastructure that would be required for potential areas of annexation. Annexation plan drafted. Undergoing review.	CA, DH, CE	4/1/2016 12/9/2015	N/A
B. Develop and implement design and appearance standards for corridor development.	i.	Research the desired standards. Discussion and beginning research on landscape plan and sign code.	B&S	1/1/2016	N/A
	ii.	Identify desired standards.	CC, CA, B&S	3/1/2016	N/A
	iii.	Create zoning, coding, and policy regarding corridor development. Landscape and sign code development underway.	CC, PC, CA, B&S	10/1/2016	N/A
C. Retention and possible expansion of Enterprise Zone or other development incentives.	i.	Engage and collaborate with the County and any associated consultant for the reapplication of the Enterprise Zone. Completed.	CC, CA	12/31/2015 12/18/2015	Private Funds
	ii.	Convene other taxing bodies to explore creative alternative development incentives.	CC, CA, LCA	12/31/2016	N/A
D. Develop and fully utilize local talents and assets to enhance and encourage development.	i.	Support and engage with the CEO program. Completed.	CC	3/1/2015 1/6/2015	General Fund
	ii.	Develop programs to foster home-grown small business (e.g. small business incubator).	CC, CA, LCA	1/1/2017	General Fund, TIF, Grants
	iii.	Explore creating a funding source that supports business development and enhancement.	CC, CA, LCA	1/1/2017	General Fund, TIF, Grants

E. Review and revise property tax assessment system.	i. Host a tax symposium between all taxing bodies.	CC, LCA	6/1/2017	N/A
	ii. Identify barriers to new construction. Site plan review established to help streamline building/development comments.	CC, CA, DH	9/1/2017 2/2/2015	N/A
F. Engage educators, employers and young people to elevate the numbers and levels of educatable (educable), employable, and engaged citizens.	i. Collaborate with Logan County Alliance through their Education Council and Business Leaders.	CC	9/1/2015	N/A
	ii. Convene a series of meetings with educators, employers, and young people.	CC	1/1/2016	N/A
	iii. Create a community task force that will own and implement the measurement, improvement, and sustainability of education, employment and engagement of citizens in Lincoln.	CC, LCA	3/1/2015	N/A
	iv. Facilitate coordination of workforce development efforts in community.	CC	Ongoing	N/A

Goal 3: Provide safe, reliable, and sustainable infrastructure systems.				
STRATEGY	ACTION	RESPONSIBLE PARTY	COMPLETION DATE	SOURCE OF FUNDS
A. Create a comprehensive, coordinated infrastructure improvement program.	i. Identify and prioritize infrastructure needs.	CA, DH, CE	5/1/2016	General Fund, Sewer, MFT, TIF
	ii. Determine funding mechanisms (bonds, loans, grants, rate increases, etc.).	CC, CA	10/1/2016	N/A
	iii. Develop a funding-based schedule for project implementation.	CC, CA, DH, CE	1/1/2017	General Fund
B. Provide multiple outreach channels to the public to inform and educate them on the need for the program, plan, and costs associated.	i. Host multiple public information forums throughout the plan.	CC, CA, DH	10/1/2017	N/A
	ii. Provide information about the plan on the website/social media.	CA	Ongoing after 10/1/2017	N/A
C. Increase operational efficiencies to address infrastructure needs and monitor costs.	i. Develop a work order system to track resident concerns and inquiries and track project progress and completion. New Sewer operations contract allows for this process.	CA, DH	12/1/2015 5/2015	N/A
	ii. Explore operational management technologies to improve service delivery. Reviewing financial package software, GPS vehicle tracking	CA, DH	Ongoing	N/A

Goal 4: Improve the quality of life among Lincoln residents by supporting recreation and tourism.

STRATEGY	ACTION	RESPONSIBLE PARTY	COMPLETION DATE	SOURCE OF FUNDS
A. Continue to support the revitalization of the downtown.	i. Continue to support downtown improvement projects (e.g. street-scape project, depot, library, parking). Library Parking Lot bid opening 1/11/15; Depot restoration site plans at 30%, second quarter bid date.	CC, CA		
	ii. Enhance TIF usage through education and investment.	CC, CA, LCA	Ongoing	N/A
B. Continue to support existing recreation events and initiatives.	i. Identify all recreation events that are currently supported by the city	CA, LCA	2/1/2016	N/A
	ii. Contact the sponsors of the event for planning and to determine future needs.	LCA	5/1/2016	Hotel/Motel Tax
C. Support the summer festival series through promotion, safety, and security.	i. Contact the sponsors of the event for planning and to determine future needs.	LCA	5/1/2016	Hotel/Motel Tax

