



**City of Grand Junction Strategic Plan
Tuesday, August 31, 2004, 7:00 p.m.
City Hall, 250 N. 5th Street
(will be televised)**

AGENDA

I. OPENING / WELCOME /INTRODUCTIONS

II. BACKGROUND / CONTEXT

Review City Mission and Values

[Attach 1](#)

Review Solution Areas

[Attach 2](#)

III. REVIEW ACCOMPLISHMENTS

[Attach 3](#)

IV. DISCUSSION / RESPONSE

Citizens are asked to call **244-1509**, fax in to **244-1599** or email to **daveva@gjcity.org** any questions about any part of the City's plan so far; tell the City Council which Solution Areas are particularly important to them relative to the whole City and its future; and tell the City Council what they think are the most important issues for the City to pay attention to over the next 3 to 5 years.

V. INDIVIDUAL RESPONSE FORMS

[Attach 4](#)

Citizens can download the Response Form from the City's web site at www.gjcity.org and fax it to **(970)244-1599**. Ideas from all the neighborhood meetings will be used as a basis for developing the next set of 3-to-5-year goals and determining objectives to achieve each goal.

**Attach 1
Mission and Values**

STRATEGIC PLAN 2002-2012

(August 2004)

Preamble

The following statements reflect beliefs of the City of Grand Junction that serve as fundamental principles applicable throughout this Plan.

- As called for in the Grand Valley Vision 20/20 document, the City of Grand Junction is committed to establishing partnerships and working collaboratively as it fulfills its responsibilities for community planning and problem-solving.
- The City recognizes that growth and its impacts are of great importance to local residents. The City's intent is to manage growth so that it is of high quality and is well planned.
- The City is supportive of issues dealing with youth/families and education at all levels and will cooperate with those primarily responsible for those valued areas of community life.

City Mission and Values

Our mission is to create a great community.

We will:

- Act with openness, respect, integrity, accountability and equality;
- Preserve and promote health, safety and quality of life;
- Provide exceptional municipal services.

We embrace the Motto and Values adopted by the City's employees:

Motto: United in service to our community.

Core Values and Action Statements:

Integrity – We hold ourselves accountable to the highest level of honesty, truthfulness and ethical conduct.

Professionalism – We are committed to the highest level of professional standards by recruiting and developing highly trained, skilled and motivated employees.

Teamwork – We embrace a spirit of teamwork, empowerment, cooperation, collaboration, communication and community involvement.

Honesty – We are truthful and open in our interactions with each other and with citizens of our community.

Creativity – We encourage innovative and creative approaches to problem solving.

Fairness – We treat everyone and all situations in an impartial, equitable, sensitive and ethical manner.

Respect – We believe that all people deserve to be treated with respect, sensitivity and compassion by showing understanding and appreciation for our similarities and differences.

Customer Service – We strive to gain the public's confidence and trust by providing friendly, efficient and effective service.

↪ SOLUTION AREAS ◀

S **OLUTION: A BALANCE OF CHARACTER, ECONOMY AND ENVIRONMENT**

Our community will strike a balance, maintaining the values that reflect our small town character while supporting a strong, diverse and growing economy that serves as the regional retail, trade, services and cultural center. We will live in a safe, well-planned, high quality environment, supported by exceptional services and physical infrastructure with a commitment to preserving, conserving and reusing resources. We will have a sufficient supply of high quality water and clean air which we will work to protect. (10 – 15 years)



KEY ISSUES

- Long term protection of our water resources.
- Ability to maintain the level of City services as we grow.
- Ability to meet air quality standards (federal regulations).
- How does a community that is growing keep:
 - o a sense of identity
 - o a small town character
 - o a healthy environment
 - o an identifiable culture
- How do we create economic opportunity & diversity without sacrificing community values?
- Keep the economy healthy and diverse to weather downturns.
- What is our role in facilitating arts and culture?
- What is our role in responsible use of resources?

S **OLUTION: EFFICIENT TRANSPORTATION**

We will support all modes of efficient transportation throughout our community in collaboration with our regional partners. (10–15 years)

KEY ISSUES

- Manage our transportation system and options so that residents and visitors can still get around efficiently.
- Manage our transportation priorities and options so that residents and visitors can still get around town efficiently.
- Work with our transportation partners to connect 29 Road to I-70



- to expand use of the I-70 corridor and the surrounding network.
- Support the improvement of all transportation systems.

S **OLUTION: OPEN SPACES AND COMMUNITY APPEARANCE**

We will work to establish and maintain an attractive community, acquire and protect open space and create City entrances and corridors that reflect the natural beauty of the area. (10–15 years)



KEY ISSUES

- There is growing concern about the physical appearance of the community.
- Work to improve the entrances and corridors to better reflect the area's natural beauty.

S **OLUTION: RESPONSIBLE YOUNG CITIZENS**

The young people in our community will have their needs met by feeling safe and valued as responsible members of our community. (10–15 years)



KEY ISSUES

- A safe and healthy environment for youth.
- Define the role of the youth council.

S **OLUTION: SHELTER AND HOUSING THAT ARE ADEQUATE**

All City residents will have adequate shelter, whether their need is for permanent or temporary housing. (10-15 years)

KEY ISSUES

- The gap between household income and housing costs continues to widen.
- Is there a City role in creating/promoting diverse housing opportunities in addition to the Housing Authority?
- The perception that the homeless in the community are primarily transients hinders the effort to provide adequate shelter for the working poor, families, veterans and other primary users of community shelter and housing programs.
- Grand Junction has yet to take advantage of all available tools to address the provision of affordable housing.

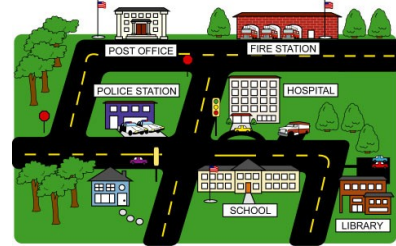


SOLUTION: VITAL NEIGHBORHOODS

A vital, organized network of neighborhoods will exist throughout the City, linked with parks and schools and supported by City resources and active citizen volunteers. (10-15 years)

KEY ISSUES

- Growth in the community is creating large-scale community demands, drawing resources away from the neighborhoods.
- Planning for public infrastructure should consider collaboration to provide additional parks, schools and other public facilities as a focus of existing and developing neighborhoods.
- The lack of formal neighborhood associations and the lack of consensus on what a City neighborhood program should look like.



Attach 3
Summary of Accomplishments

STRATEGIC PLAN
SUMMARY OF ACCOMPLISHMENTS 2003/4

SOLUTION: A BALANCE OF CHARACTER, ECONOMY AND ENVIRONMENT

- ▶ Reviewed the history/use of the City's economic development fund. Participated in the economic development forum and work closely with our economic development partners.
- ▶ Adopted an infill and redevelopment policy.
- ▶ City Council adopted and update of the Growth Plan.
- ▶ Developed and reviewed a report on recent efforts and the current status of Emergency Medical Services and transport and participated in a county-wide emergency services feasibility study.
- ▶ Developed a neighborhood based community policing plan.
- ▶ Reviewed the current status of air quality in the Grand Valley and will monitor this through quarterly air quality reports.
- ▶ Developed memorandums of understanding with other agencies to help protect the City's watershed.
- ▶ Adopted a drought management plan and a memorandum of understanding to implement a valley-wide drought response plan and water conservation education.
- ▶ Reviewed the City's current codes and enforcement practices.



SOLUTION: EFFICIENT TRANSPORTATION

- ▶ Reviewed a feasibility study to determine the possibility of future interchanges on I70.
- ▶ Calculated "build out" for the entire 201 sewer boundary and this information will be used in transportation and planning studies.
- ▶ Developed a plan to complete the Riverside Parkway project in a timely manner by receiving permission from voters to issue \$20 million in bonds for this project.

SOLUTION: OPEN AND BEAUTIFUL SPACES



- ▶ Working on a plan to beautify and improve the City's entrances and gateways. Earmarked \$250,000 to improve the appearance of the I-70 & Horizon Drive interchange in conjunction with the Colorado Department of Transportation.
- ▶ Working with the Riverside Parkway design group to develop urban and gateway design elements that can be used to beautify areas throughout the City.
- ▶ Budget \$50,000 each year to support the Purchase of Development Rights Program which protects the buffer areas between the cities in the valley. This program has protected 400 acres.
- ▶ Adopted an agreement with the School District for development of the Wingate school-park site. Construction of the new park is underway and should be completed by November 2004.
- ▶ Received a Colorado Historical Society grant to use with City funds for the next phase of the historic resources survey. This phase will include neighborhoods around the periphery of the downtown area.

SOLUTION: RESPONSIBLE YOUNG CITIZENS



- ▶ The City Council, the School Board and local students created the City's first Youth Council which is now beginning its second year.

SOLUTION: SHELTER AND HOUSING THAT ARE ADEQUATE

- ▶ Increased support for affordable housing by meeting with the Grand Junction Housing Authority and reviewing possible incentives for affordable housing.
- ▶ Grand Junction is sponsoring the Valley's first forum which will address the issue of affordable housing.
- ▶ Assisted the homeless shelter on North Avenue with a financial contribution of \$10,000 to their operating budget.
- ▶ Supported efforts to deal with transients. Assisted with a campaign to reduce panhandling and encourage citizens to contribute money to social service agencies instead of giving it directly to transients.



SOLUTION: VITAL NEIGHBORHOODS

- ▶ A top priority for the City's Community Development Block Grant funds will be the City's new neighborhood program which will help individual neighborhoods develop and implement their own projects. \$120,000 is in the 2004 CDBG budget for neighborhood programs.
- ▶ Hired a consultant to develop a conceptual master plan for the City owned "Jarvis" property. The plan will look at the redevelopment potential for this site.



**Attach 4
Response Form**

**City of Grand Junction Strategic Plan
Neighborhood Cluster Meetings**

RESPONSE FORM

Based on today's / tonight's information and discussion, what do you think are the most important issues for the City to pay attention to over the next 3 to 5 years?

Why do you believe those issues are most important?

Please add any other comments or ideas you may have:

(Optional)

Name _____ Telephone _____

Many thanks!

If you prefer, you can mail your comments to: City Manager's Office,
**250 North Fifth Street, Grand Junction, Colorado 81501; or send
them via email to: daveva@gjcity.org or fax them to (970) 244-1599**