

Creating Our

ROAD MAP

TO THE FUTURE



CITY OF
PEORIA

STRATEGIC PLAN KICKOFF

June 1, 2023

STRATEGIC PLAN KICKOFF



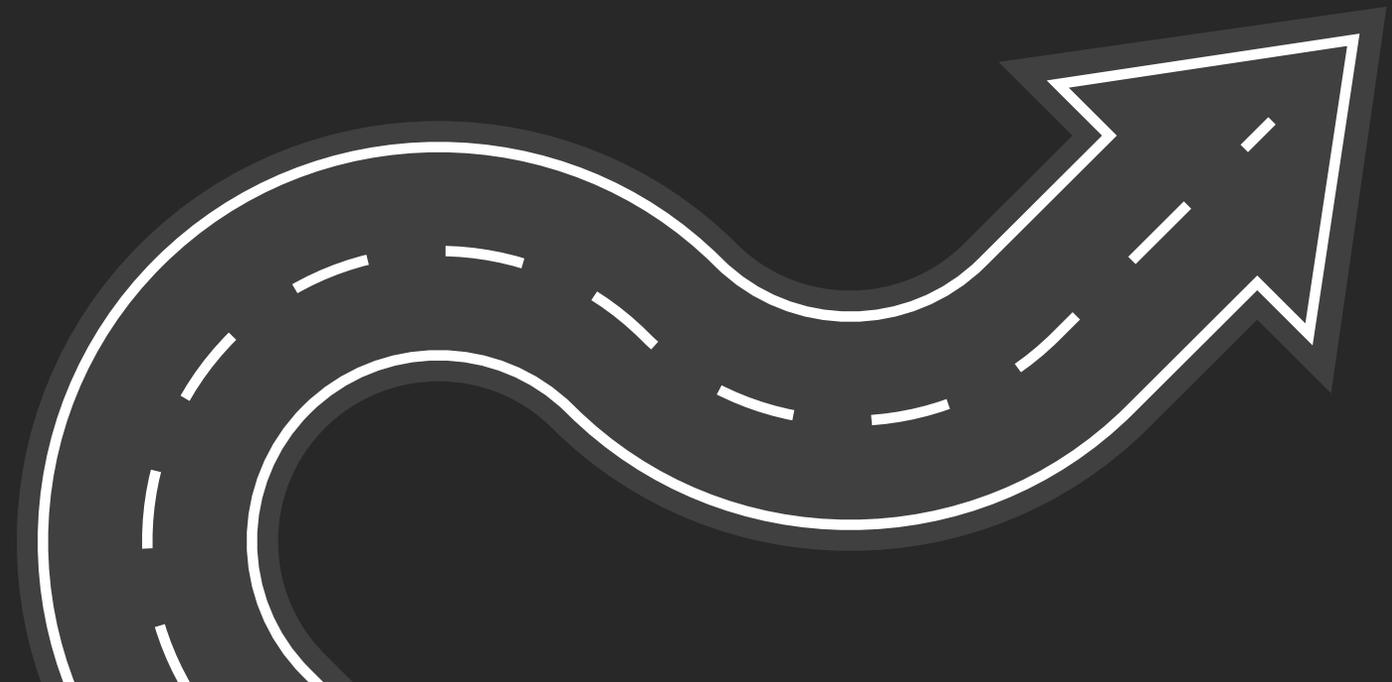
WELCOME

Mayor Rita Ali

Charline Kirongozi

Michelle Graham

BERRYDUNN





SESSION 1 AGENDA

1. Timeline and Process for Strategic Plan Development
2. City at-a-Glance
3. Study Circle Topic Discussions
4. Session 1 Debrief

PLANNING PROCESS: WHAT IS A STRATEGIC PLAN?

1 Defines WHAT, not HOW

- What we want the City to become (vision)
- What we are going to prioritize and focus on (goals) so we can achieve the vision
- What we will measure (performance measures) so the City can evaluate progress

2 A LIVING DOCUMENT that guides the City's decision-making about:

- Budgets
- Long-range capital investments
- Economic and community development
- City services

3 A tool for government transparency and accountability

- Residents, taxpayers, and the general public know how the City is investing resources, why, and to achieve what results/benefits for the community

The Strategic Plan defines **WHAT** the City will prioritize and focus on.

HOW the City carries out its strategy to reach the vision, priorities, and goals is defined in an **implementation plan**.

An implementation plan is developed by staff **AFTER** the Strategic Plan is complete.

- Budget development
- City services

ICE BREAKER

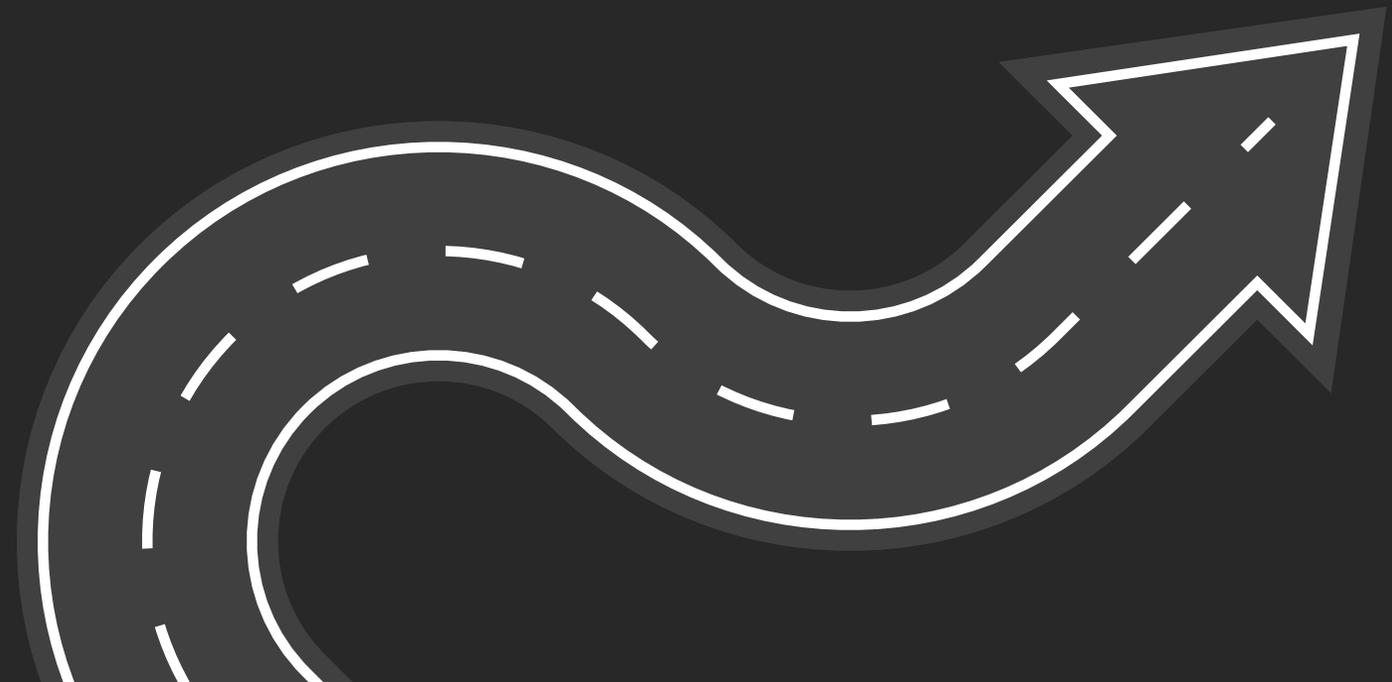
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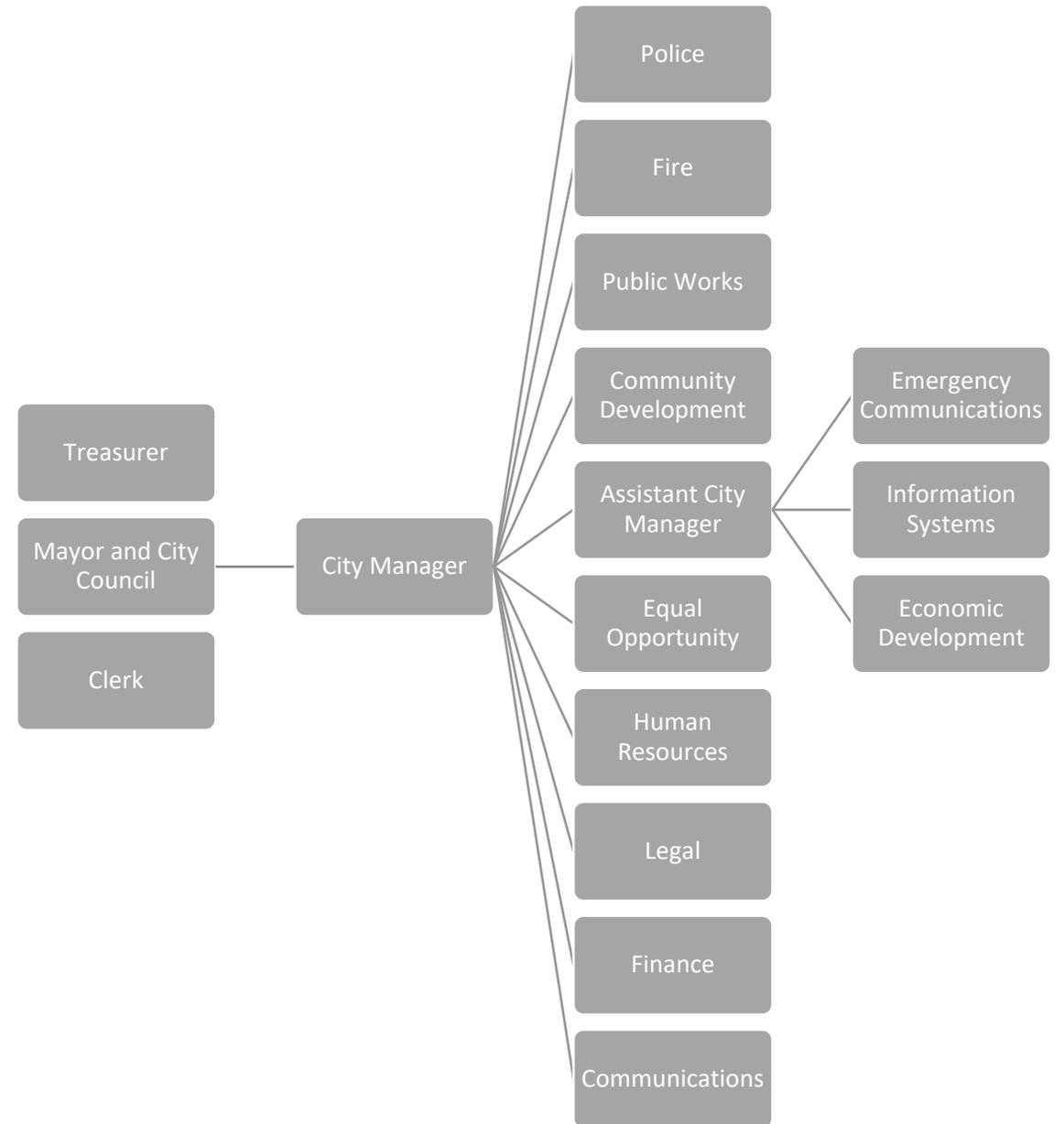
CITY OVERVIEW

Patrick Urich
PEORIA CITY MANAGER



CITY AT-A-GLANCE

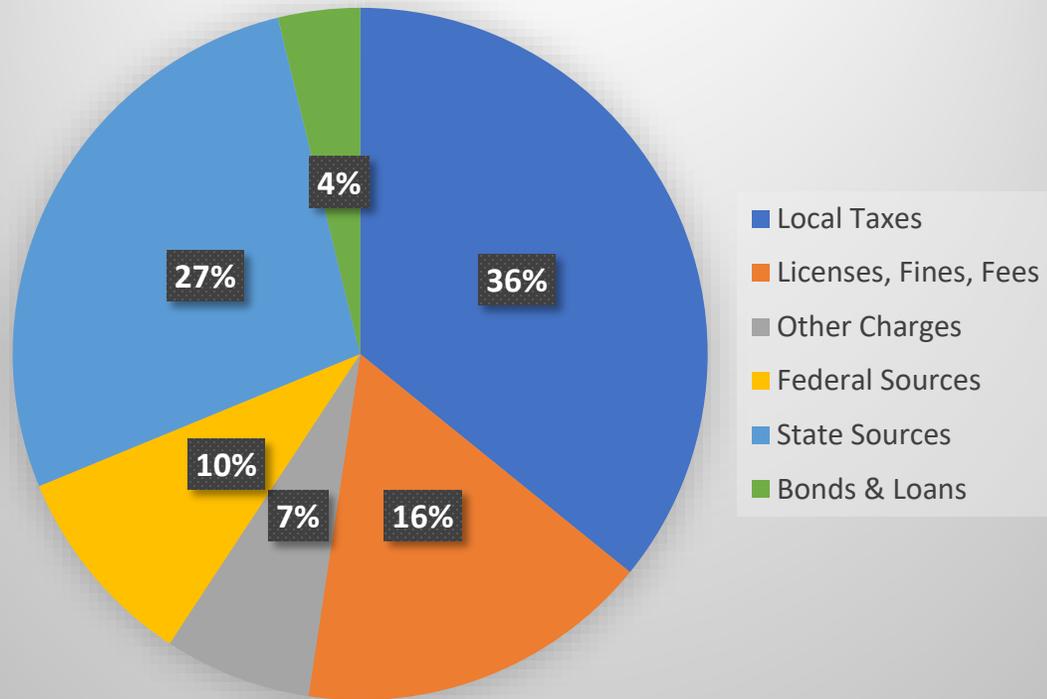
- 688 Employees
- \$265M Budget
- Public Safety
- Infrastructure
- Neighborhoods, Housing & Building Safety
- Economic Development
- Administration



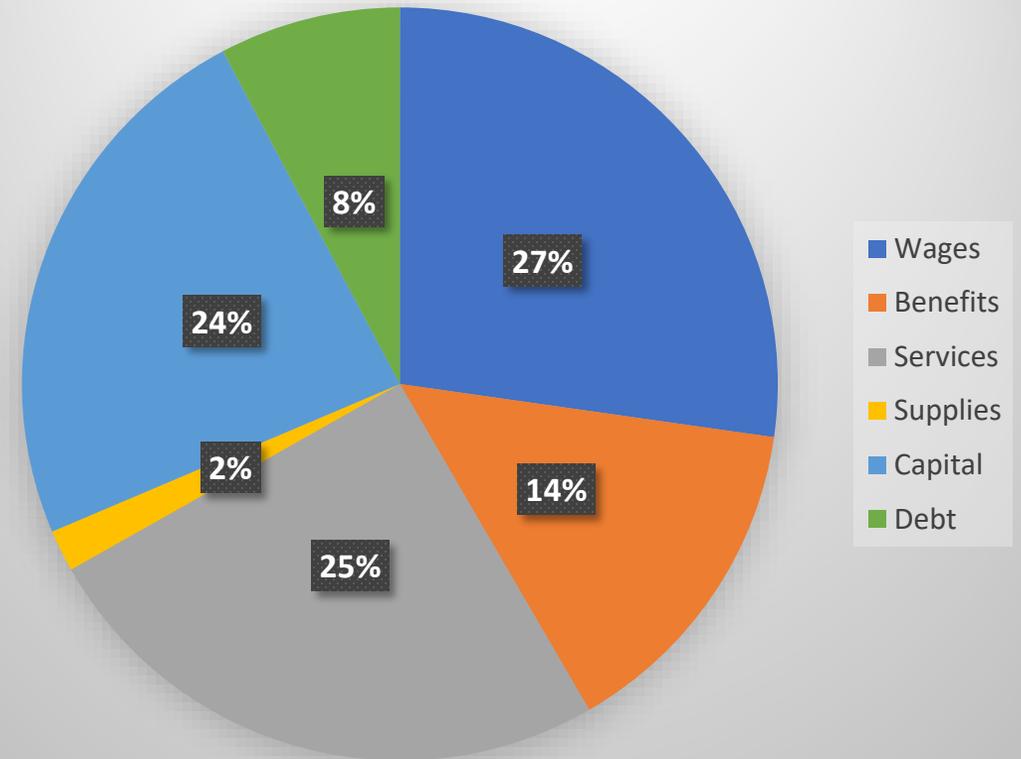


FINANCIAL INFORMATION

Revenues \$264.9M

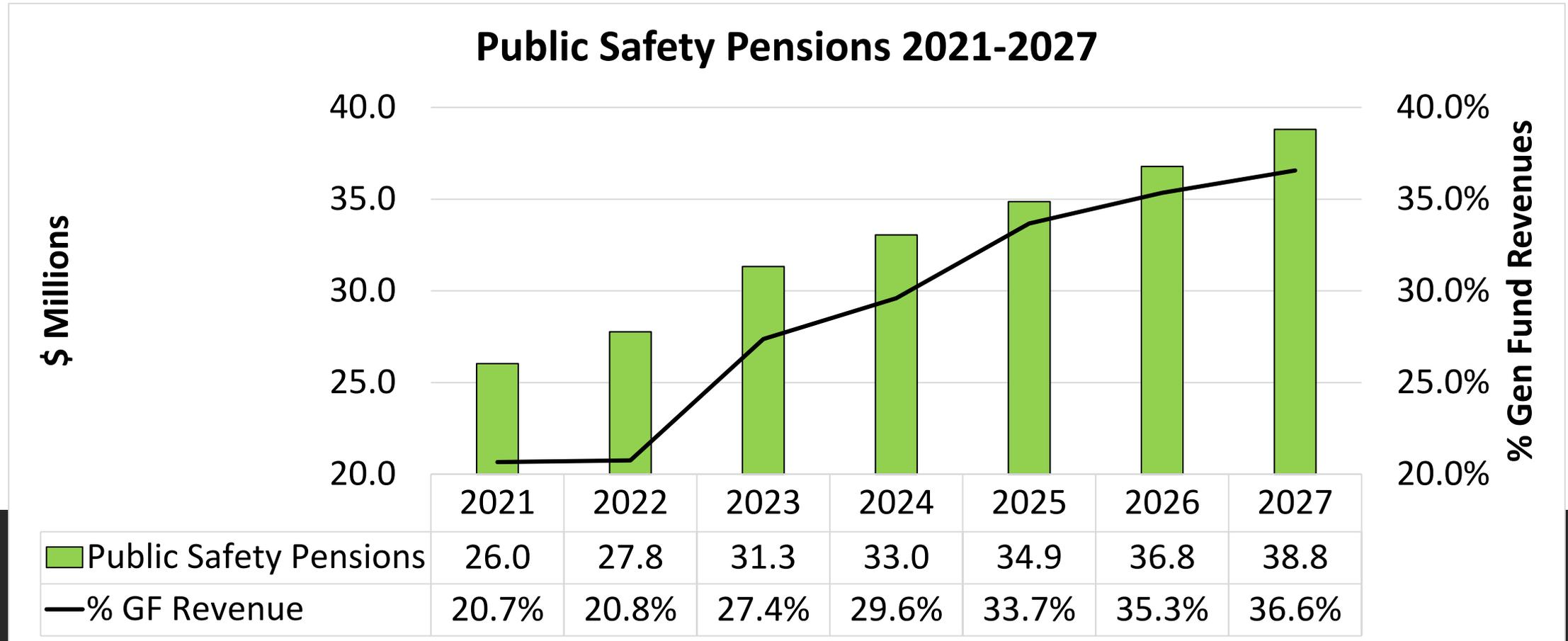


Expenses \$265.3M



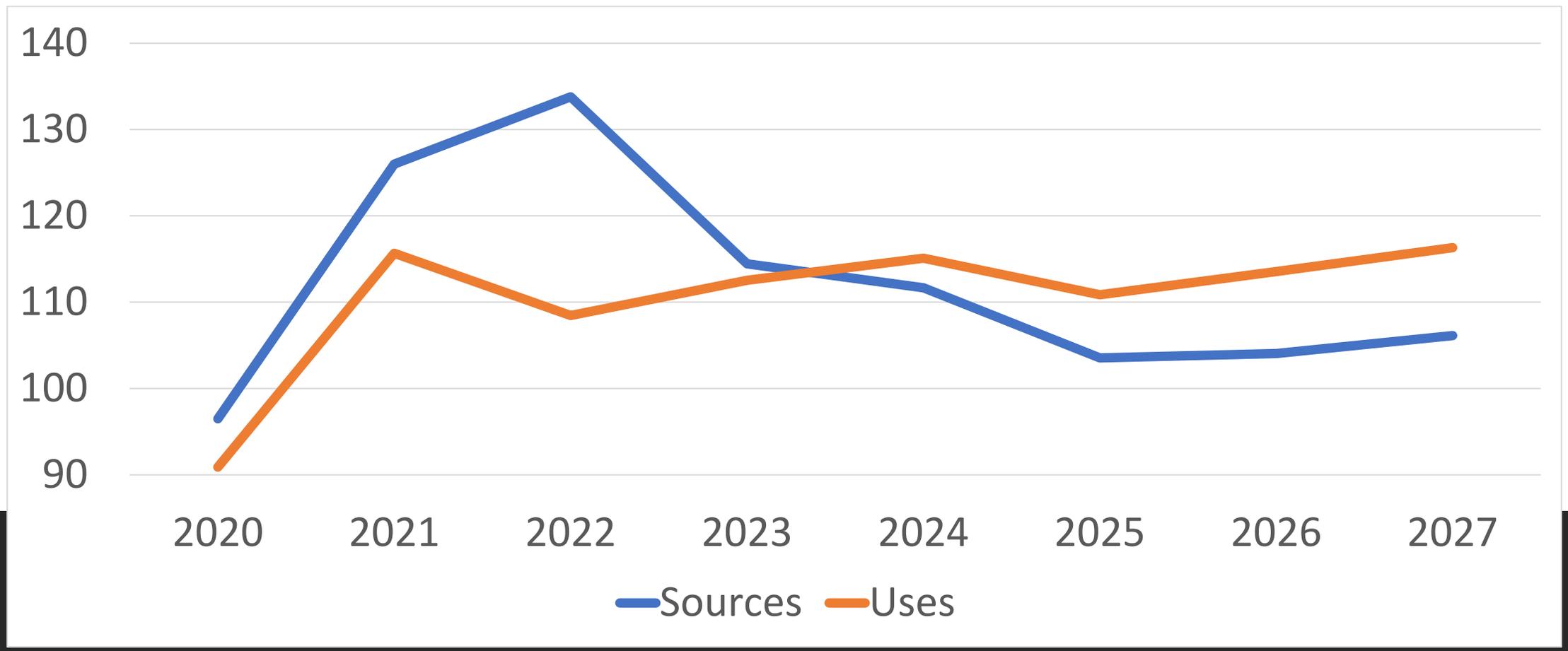


PUBLIC SAFETY PENSION OBLIGATIONS WILL CROWD OUT DISCRETIONARY SPENDING





GENERAL FUND BEGINS FUND BALANCE DRAWDOWN FOR PUBLIC SAFETY PENSIONS IN 2024

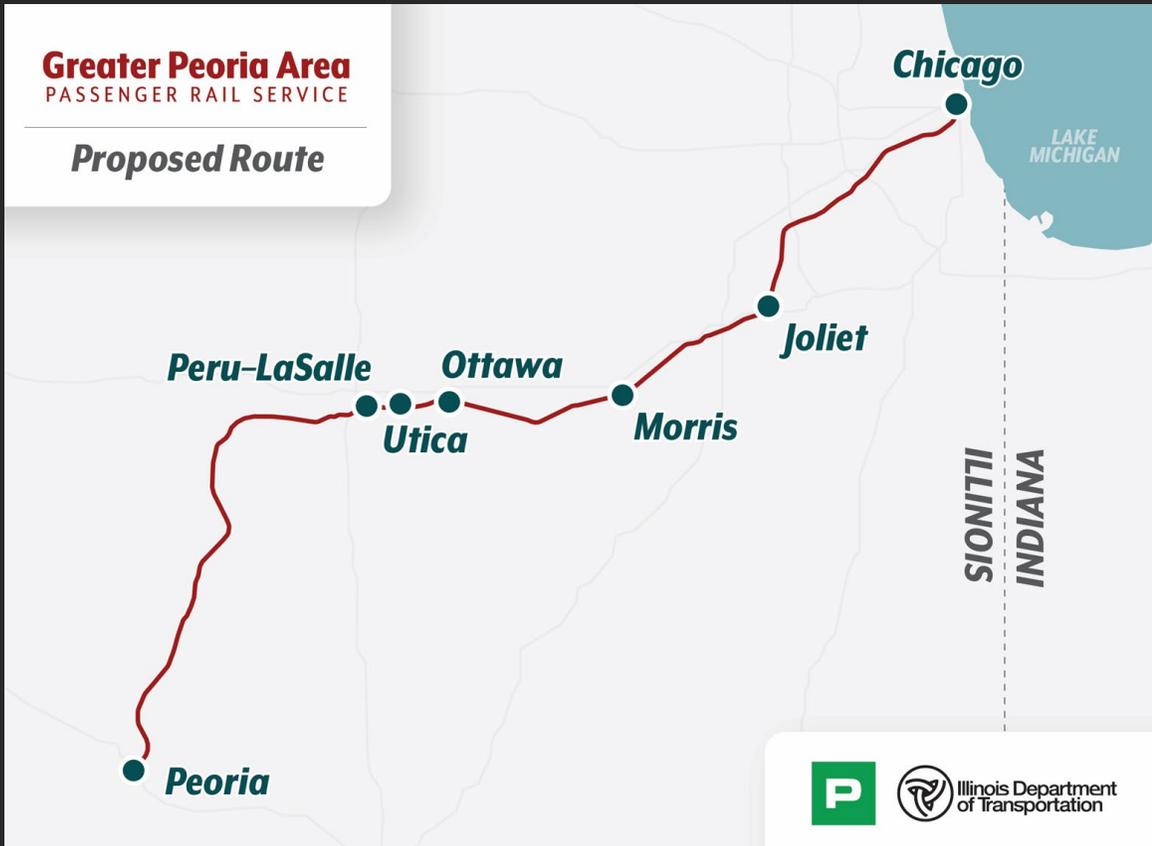




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WHAT HAS THE CITY BEEN DOING?

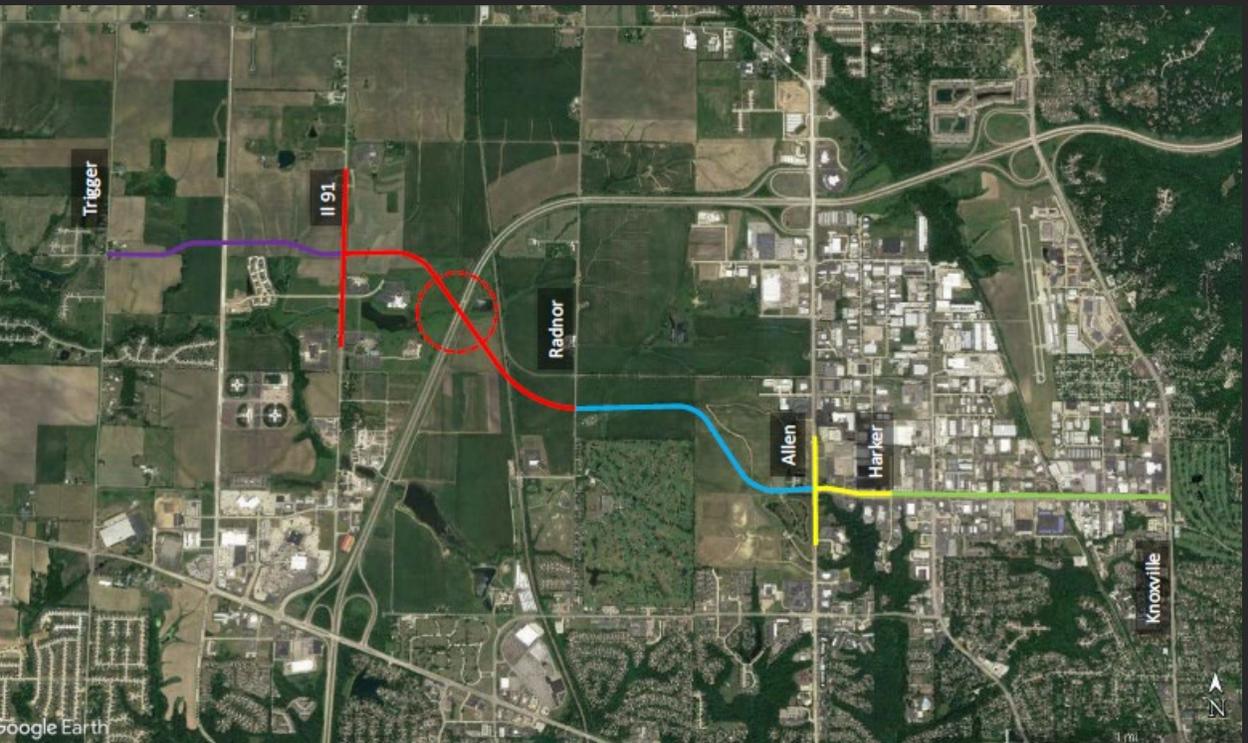




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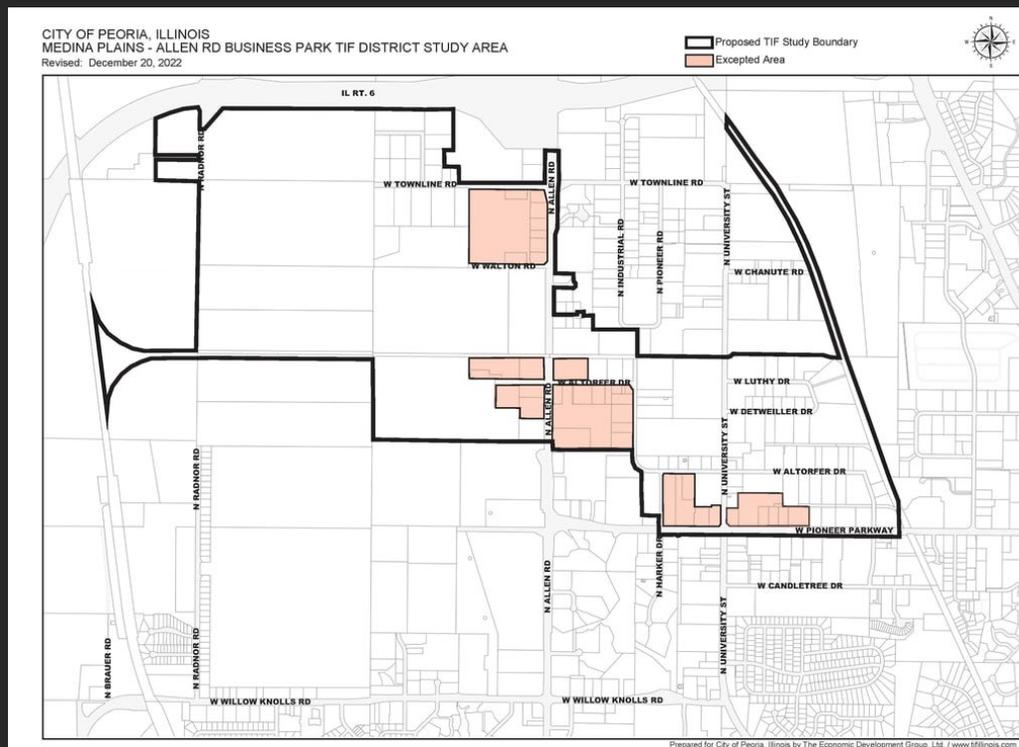
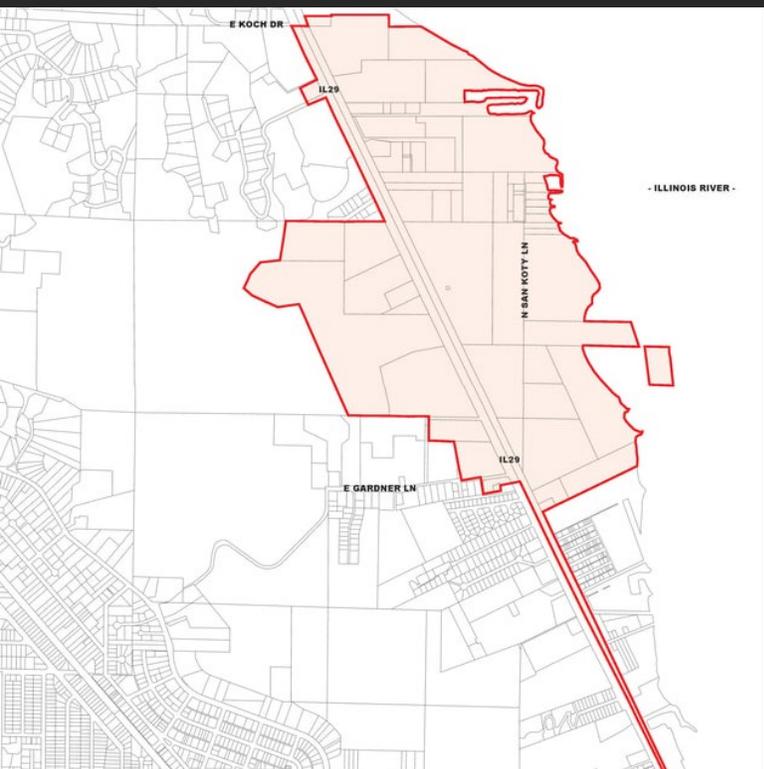
WHAT IS THE CITY WORKING ON?





STUDY TOPIC: BUSINESS SUPPORT, ATTRACTION + RETENTION

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STUDY TOPIC: REIMAGINING DOWNTOWN

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STUDY TOPIC: GROWING THE WORKFORCE





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STUDY TOPIC: NEIGHBORHOOD INVESTMENT





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STUDY TOPIC: INFRASTRUCTURE IMPROVEMENT





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STUDY TOPIC: FISCAL HEALTH + FINANCIAL FUTURE





PUBLIC SAFETY

Eric Echevarria
PEORIA POLICE CHIEF



ENDING GUN VIOLENCE:

THE PEORIA POLICE DEPARTMENT APPROACH TO
REDUCING GUN VIOLENCE

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**2023
WALK & TALK**



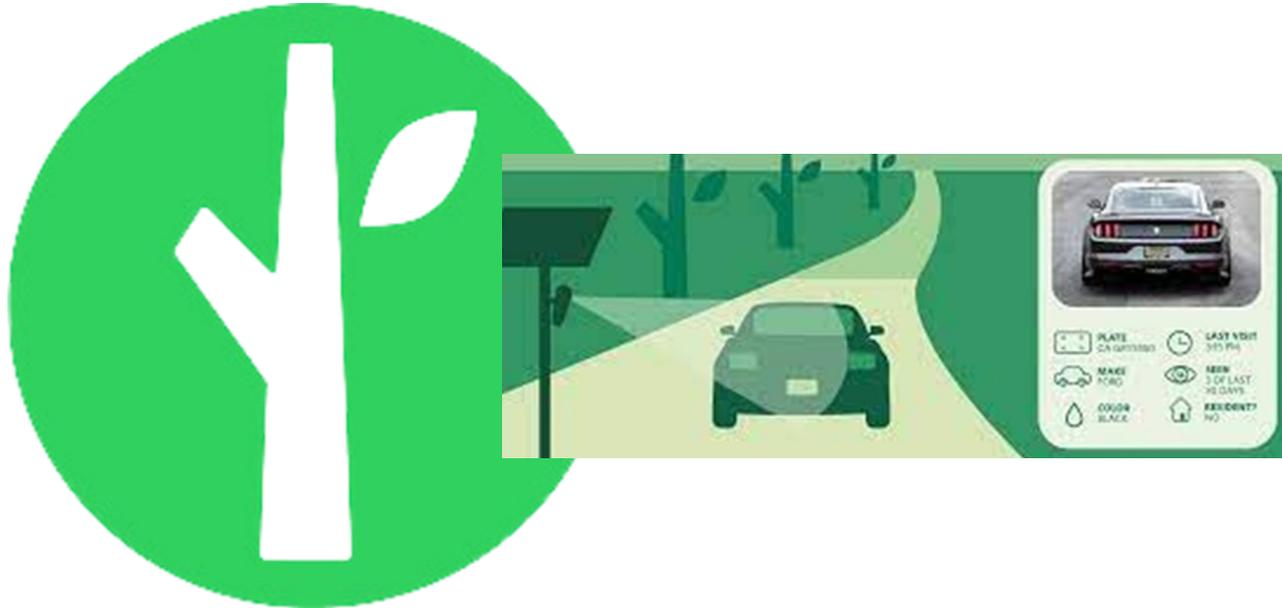
PEORIA POLICE DEPARTMENT

Consistent engagement with our community is at the core of community policing. We are going door-to-door to speak with you about your concerns, crime, and resources that are available to you. The Peoria Police Department will use every resource available to ensure the safety of our community.

TECHNOLOGY



411



CURRENT PROJECTS

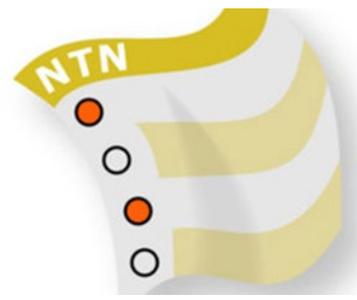
PPD Social Service Unit
Crisis Intervention Vehicle
Quick Response Vehicle



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INTERVIEW NOW



**NATIONAL
TESTING
NETWORK**

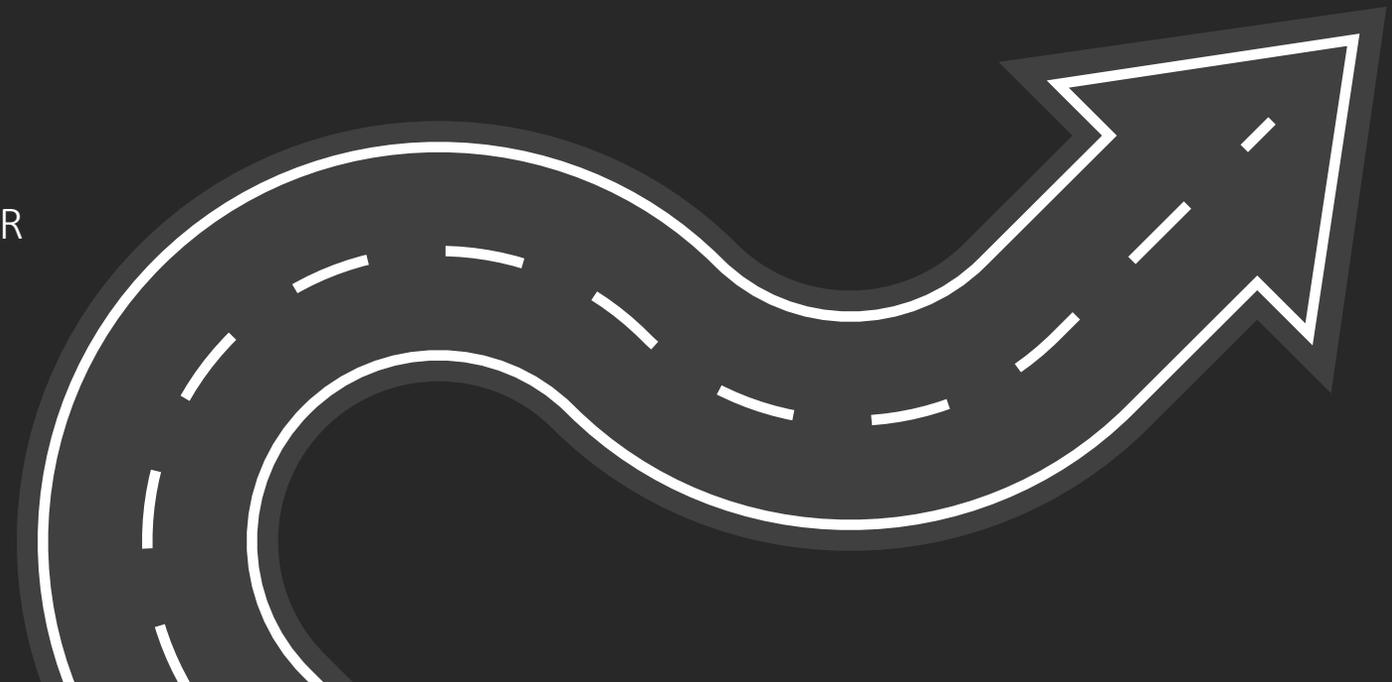
RECRUITMENT



EQUITY

Melodi Green

CHIEF DIVERSITY + INCLUSION OFFICER





EQUITY involves trying to understand and give people what they need to enjoy full, healthy lives.

EQUALITY aims to ensure that everyone gets the same things. Like equity, equality aims to promote fairness and justice, but it can only work if everyone starts from the same place and needs the same things.

ANNIE E. CASEY FOUNDATION

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EQUITABLE LENS: STUDY CIRCLE TOPIC



Growing the Workforce



Business Support, Attraction, & Retention



Reimagining Downtown Peoria



Neighborhood Investment



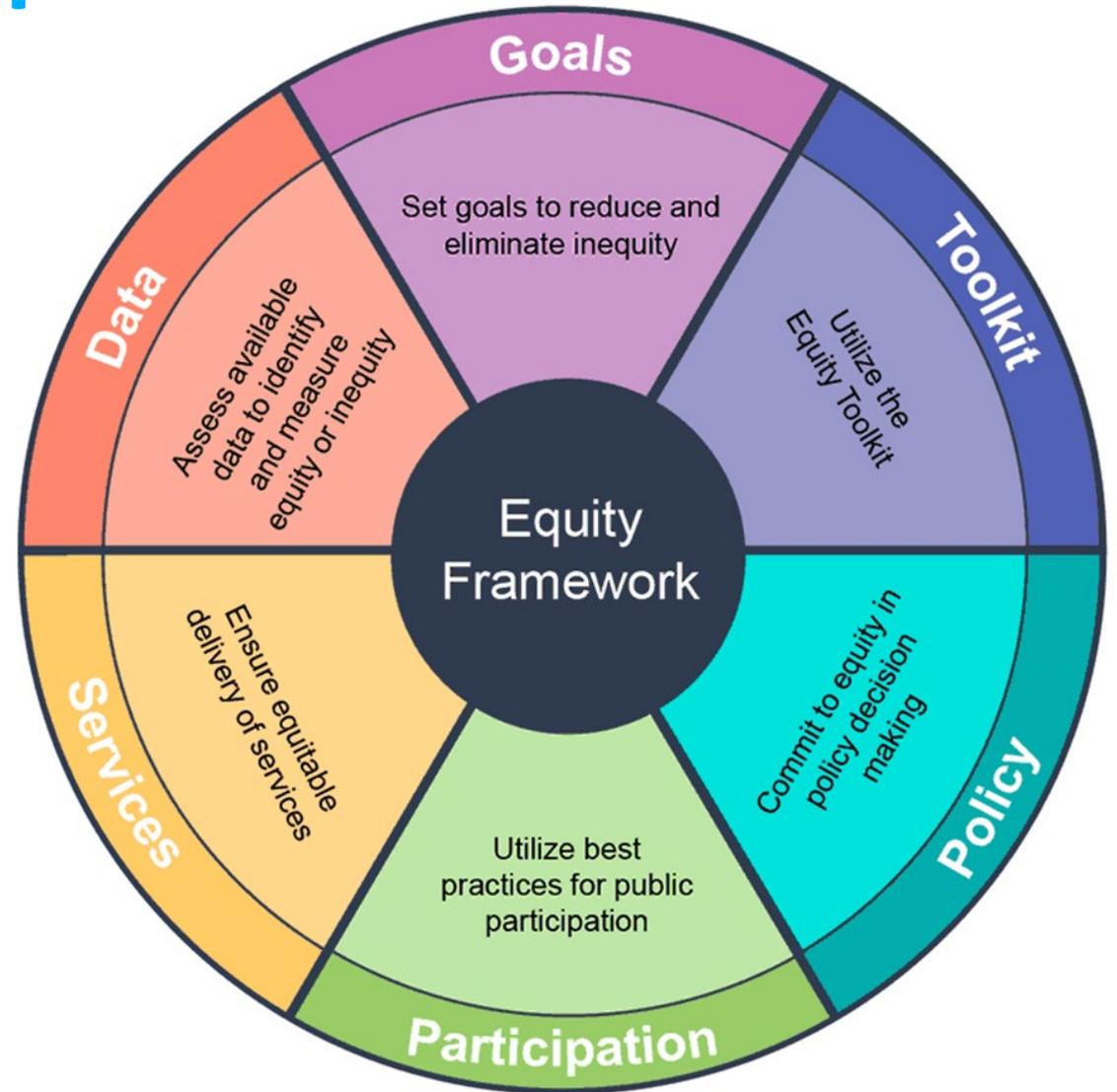
Infrastructure Improvement



City Fiscal Health and Financial Future

OPERATIONALIZING EQUITY

- Leadership
- Policies
- Budgets
- Workforce
- Workplace
- Community Partnerships
- Communication
- Education
- Systems





EQUAL OPPORTUNITY OFFICE

The EOO is dedicated to building and promoting a diverse and inclusive workforce, equitable access, and equitable opportunities for all.

- Protect against discrimination in:
 1. Employment
 2. Housing
 3. Public Accommodations
- Develop Fair & Equitable Procurement Practices
- Provide Internal & External Education & Training
- Lead the City in a Pro-Equity direction within policy creation, operations, services, and workplace practices, in partnership with and in service to our communities.

EQUAL OPPORTUNITY OFFICE

The EOO is dedicated to building and promoting a diverse and inclusive workforce, equitable access, and equitable opportunities for all.

The screenshot displays a web browser window with the URL <https://peoriagov.org/375/Minority-and-Women-Owned-Business-Regist>. The page title is "Minority and Women Owned Business Registry".

On the left side, there is a navigation menu with the following items:

- Reports
- Fair Employment Commission
- Fair Housing Commission
- Mayor's Advisory Committee for the Disabled
- Minority and Women Owned Business Registry (highlighted)
- PeoriaCorps
- Forms and Downloads
- Transparency Reports

The main content area includes the following text:

Created in August of 2022, the Peoria Equity Accountability Program (PeAP) established the City of Peoria's first Minority Owned (MBE), or Women Owned Business Enterprise (WBE) Certification and Directory.

To become PeAP certified and entered into the M/WBE directory, click the link below to access the PeAP application. There is no cost to apply.

[Click Here To Register Your Business](#)

[PeAP | How To Register Your Business](#)

[PeAP LIST](#)

- [Working in the Year 2021 \(PDF\)](#) (This information is in the process of being updated for inclusion in the PeAP directory.)
- [MBE Directory Revision February 2021 \(PDF\)](#) (This information is in the process of being updated for inclusion in the PeAP directory.)

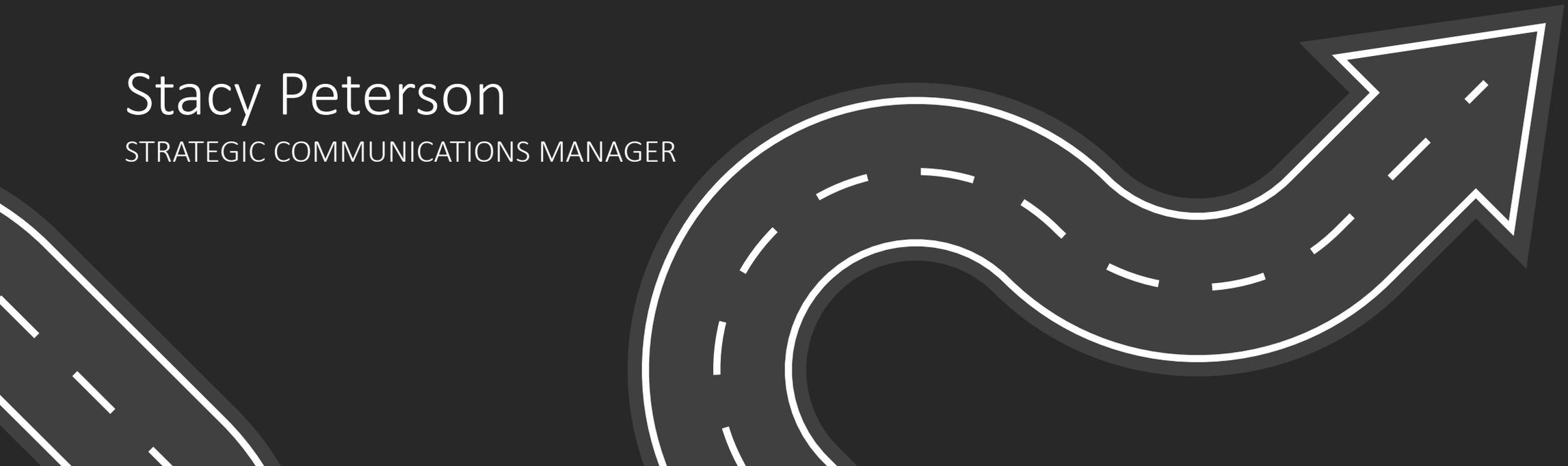
At the bottom of the page, there is a video player for a YouTube video titled "Press Conference to Announce Peoria Equity Accountability Program". The video description reads: "Program Will Include Minority or Women-Owned Business Directory".

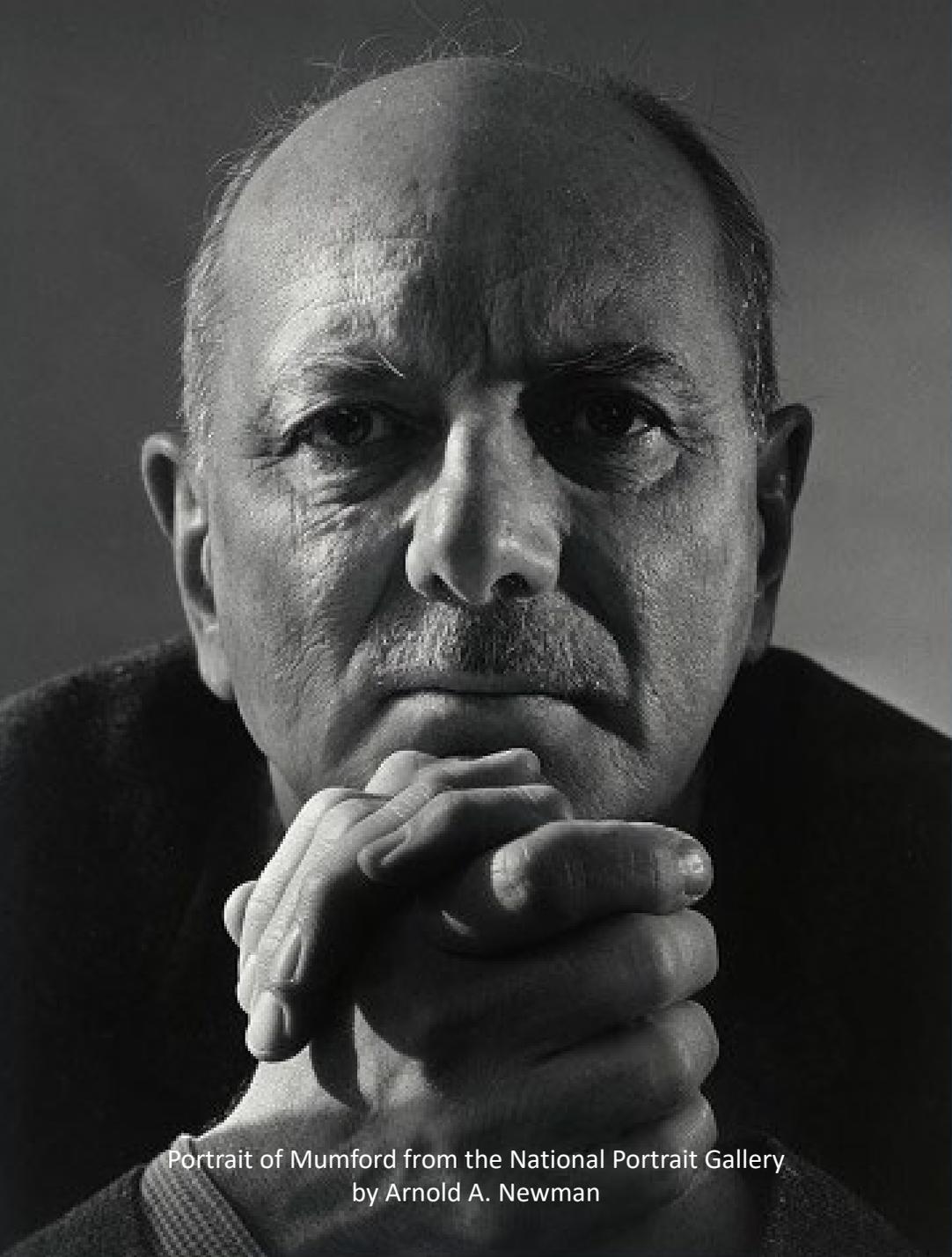


ART + CULTURE

Stacy Peterson

STRATEGIC COMMUNICATIONS MANAGER





Portrait of Mumford from the National Portrait Gallery
by Arnold A. Newman

The chief function of
the city is to convert power
into form, energy into culture,
dead matter into the living
symbols of art, biological
reproduction into social
creativity

- Lewis Mumford

ART + CULTURE

- An expression or celebration in music, performance, and visual forms
- Performing arts, sculpture, lighting, singing, theater, painting, poetry, music, dance, architecture, storytelling, culinary, and landscaping, to name a few
- Introduces the audience to new perspectives, ideas, and values
- Permanent or temporary
- Should be considered in city design and the built environment



ART + CULTURE'S CONTRIBUTION TO CITIES

- Creates meaning and strengthens identification among community members
- Promotes dialogue within communities/raises public awareness
- Serves as a reflection of values, collective memory, diversification
- Can enhance the built environment and educate and improve safety
- PROVIDES JOBS for artists!
- Stimulates the vitality of the city
- Preserves culture
- Instills civic pride
- Heals
- Bridges gaps/creates empathy
- Beautifies
- Generates income/draws visitors



AMERICANS
for the **ARTS**

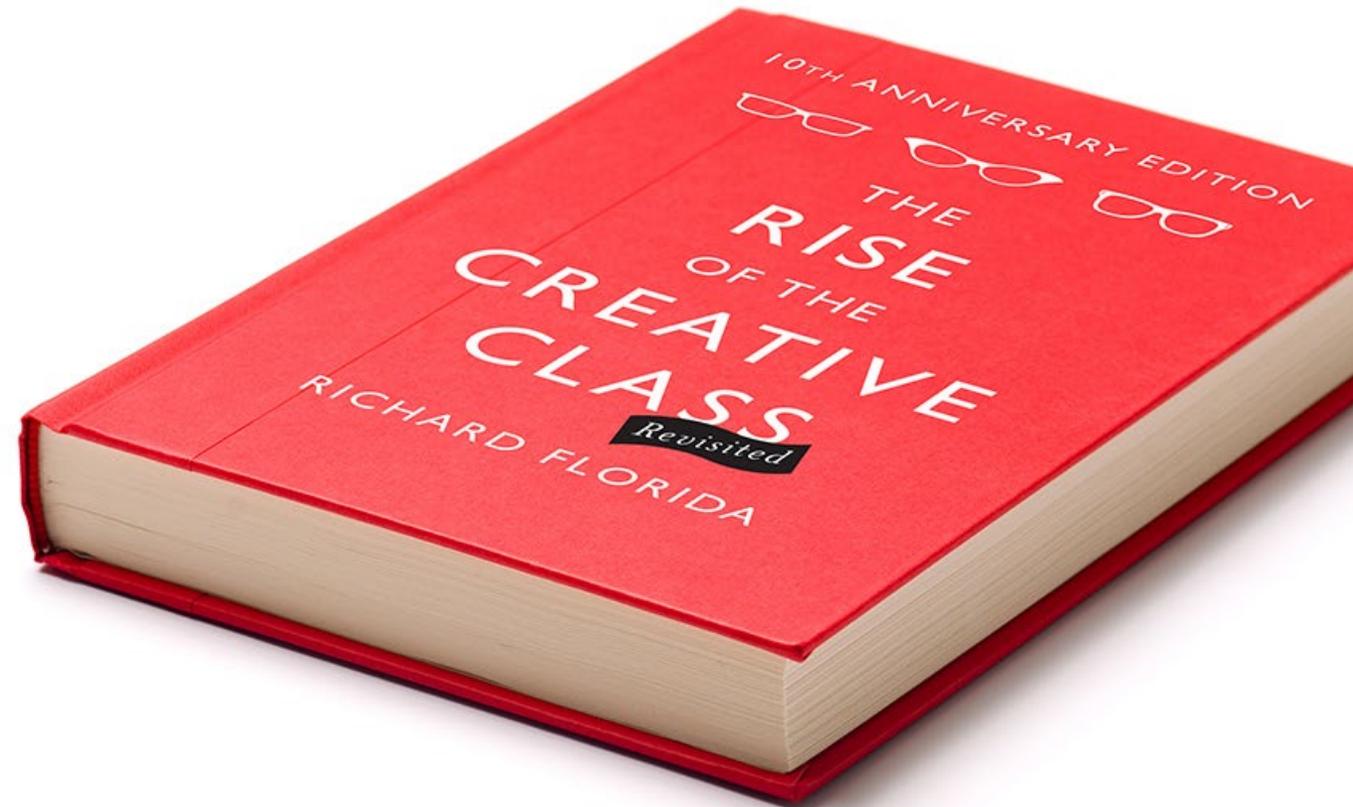
“Public art can be an essential element when a municipality wishes to progress economically and to be viable to its current and prospective citizens. Cities with an active and dynamic cultural scene are more attractive to individuals and business. Public art can be a key factor in establishing a unique and culturally active place.”

GROWING THE WORKFORCE

“Access to talented and creative people is to modern business what access to coal and iron ore was to steel-making.”

- Richard Florida

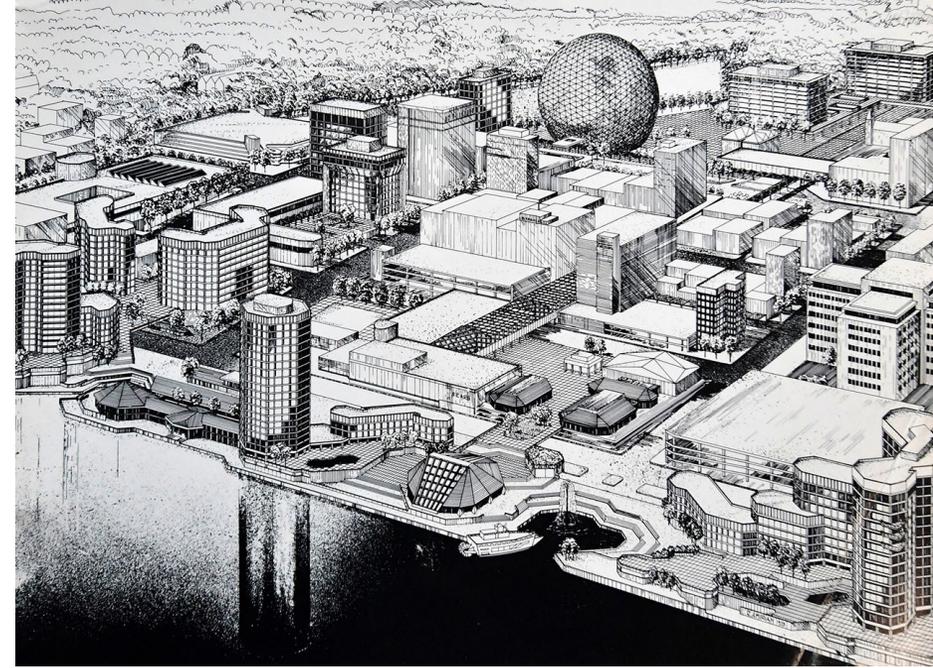
- Artists are critical thinkers
- Having an appreciation of art leads to creative problem-solving and innovation
- The abundance of art can lead to population growth, both through relocation (attraction to a place) and tourism



BUSINESS SUPPORT, ATTRACTION + RETENTION

- Art and culture strengthen the economy
- Provides jobs
- Boosts revenue
- Businesses supply material and labor
- Restaurants, retail, hotels benefit
- To have art in your community means you must support artists and arts education





REIMAGINING DOWNTOWN PEORIA

- Art enlivens places where people work
- Public art is not confined to galleries – more accessible
- Creative placemaking – increases livability, quality of life, community pride

NEIGHBORHOOD INVESTMENT

- Art in neighborhoods connects community members to their neighbors and their shared history
- Art creates a sense of place, which encourages residents and businesses to remain
- Neighborhoods provide additional creative placemaking opportunities to reshape underutilized/distressed properties

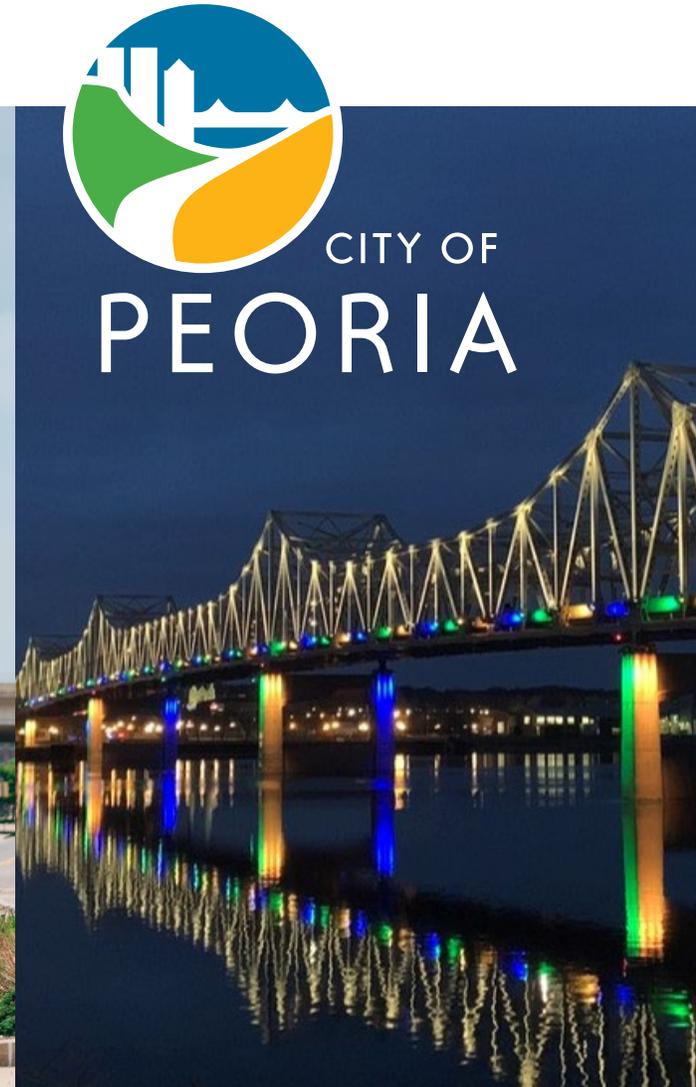


INFRASTRUCTURE IMPROVEMENT

Art can serve to educate the public about the built environment, to calm traffic, and bring streetscapes and plazas to life.



- Ripple Stormwater Ecoart Project
- Stormwater treatment, artistic elements, and community engagement





CITY FISCAL HEALTH + FINANCIAL FUTURE

STATE OF ILLINOIS

- Arts is \$4B industry
- 111,000 full-time jobs
- \$148M in local/state revenue

GREATER PEORIA

- \$20.4M industry
- 850 full-time equivalent jobs
- \$2.2M in local/state gov revenue



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Source: ArtsPartners Presentation to City Council June 14, 2022



“In my regular life, I am very involved in commissions for cities and sometimes countries. And I think of public art as a team sport. The outcome is only possible with the interaction of all the players.”

- Janet Echelman

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