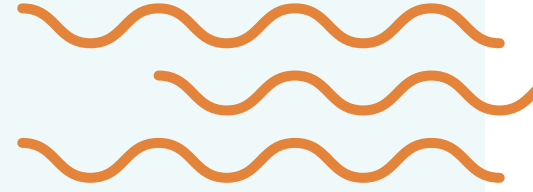


Plan It! Public Meetings

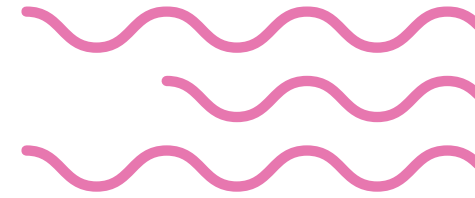
# Imagine Kalamazoo



imagine  
kalamazoo  
2035



# Agenda



**1**

**Imagine Kalamazoo**

**2**

**Phase 1: Imagine It: What we heard**

**3**

**Phase 2: Plan It: Strategic Vision Goals & Outcomes**

**4**

**Table Activities**

IK2025: A Look Back

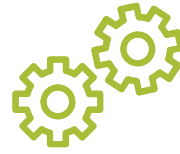
# What's Imagine Kalamazoo?



# IK 2025

## Community conversation

initially involving about 4,000 points of contact that shaped the **Strategic Vision & Master Plan**. IK2025 directly led to the creation of the **Foundation for Excellence** (FFE) to support the community's vision.



## Strategic Vision

City-wide document  
10 high levels goals  
Guides all City work



## Master Plan

City-wide document  
Land use & Transportation



# IK 2025

What made IK2025 successful was the **alignment** with

**10-year plans:** the Strategic Vision & the Master Plan.

**5-year plans** like the Parks & Recreation or Neighborhood Plans.

**1-year plan:** Annual budgets, Capital Improvement Plans, & Policy



**Strategic Vision**

**Master Plan**



**Parks & Rec – N'hood - HUD Plans**



**Budget – CIP – Policy Changes**



## Imagine It

Review of SV **Goals**  
Happy City

What were biggest successes of IK2025? What didn't work? Where do we go from here? Do we need to redefine the goals? Define a happy & healthy city?

Small group & pop-up conversations, surveys



## Plan It

What are the **outcomes** of the community's **goals**?

What is prioritized? What barriers exist to achieve these outcomes?

Large format meetings across the City, focus groups



## Design It

What does this mean at the neighborhood level?

Development of **strategies** (projects & programs) and **metrics**.

Neighborhood meetings

# Imagine Kalamazoo





**690**

Meeting on the  
Go Participants



**113**

Pop Up Engagement  
Participants



**199**

Presentation  
Attendees



**125**

Public Meeting  
Attendees



**301**

Surveys  
Completed



**50**

Partner Meeting  
Attendees



**942**

Happy City Book  
Read Participants



**72**

Youth Art  
Projects

**=**

**2492**

Points of Contact











# Role of Community?

1. Holding Leaders Accountable
2. Engaging with Community
3. Small Scale Changes
4. Participation and Engagement
5. Ensuring a Safe Environment



# What we've heard ...

**Transportation.** Traffic. Non-motorized travel. Accessible for all. Options.

**Housing.** Affordable & accessible for all. Unhoused support. More housing units.

**Infrastructure.** Maintenance. Public Spaces. Transportation choices. Safe.

**Environment.** Protect. Restore. Individual Stewardship. More green spaces.

**Economy.** Support small business. Attract businesses. Thriving downtown. Nodes.

**Community.** Equity. Safety. Connectedness. Communication. Neighborhoods.

**3<sup>rd</sup> Spaces.** Free. Accessible. Year-round. Public spaces. Spaces for all ages.

**Activities/Events.** Free. Accessible. Year-round. Welcoming. Community calendar.

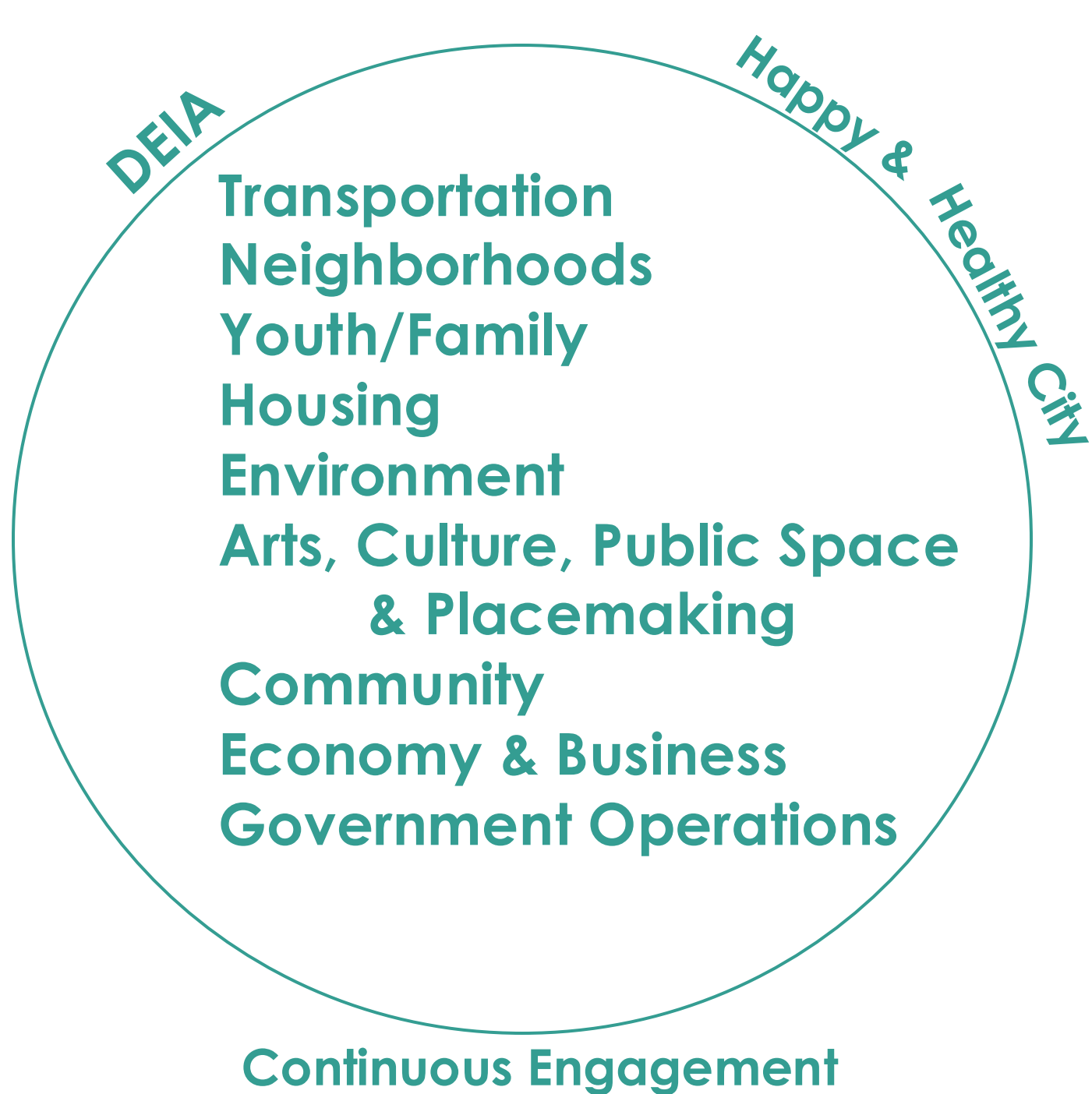
# Strategic Vision Goal Survey



**Survey.** Review IK2025 goals. What needs to change to carry Kalamazoo to 2035?

- 1 Shared Prosperity
- 2 Connected City
- 3 Inviting Public Places
- 4 Environmental Responsibility
- 5 Safe Community
- 6 Youth Development
- 7 Complete Neighborhoods
- 8 Strength Through Diversity
- 9 Economic Vitality
- 10 Good Governance

# Strategic Vision Goal Themes



IK2035: Building on what we heard

Plan It!





# Goal Outcomes

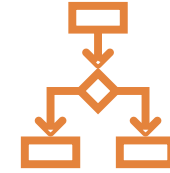
# Strategies Measures

## Strategic Vision



### Goals

What we're striving for



### Outcomes

Impacts or results of achieving a goal. Can be short or long term & build on each other.



### Strategies

Projects, Programs, Plans, & Policies used to achieve Goals & Outcomes



### Measures

How we measure impact

## Master Plan

# Meeting Activities



## Table Exercises:

1. Strategic Vision Goal
2. Strategic Vision Goal Outcomes
3. City Vision Statement

# Meeting Activities



## Goal Exercise:

Individually, review the goal “ingredients”.

- Is it complete?
- If not, what needs to change?

Discuss the goal as a table.

- Share thoughts & ideas
- Answer:
  - Will this goal help achieve a happy & healthy city?
  - Will this goal support DEIA in Kalamazoo?

# Meeting Activities




## Outcome Exercise:

Individually, what community outcomes do you want to see from these goals?

- Short & long term. Timeline.
- Write as an action statement.

Discuss outcome as a table.

- Share thoughts & ideas
- Answer:
  - Will this outcome help achieve a happy & healthy city?
  - Will this outcome support DEIA in Kalamazoo?



The Strategic Vision Goals  
(the summit behind the clouds)

Outcome:  
Reach base  
camp

Outcome:  
Acclimate to the  
altitude

Outcome: All  
gear and  
resources on  
hand

Mervak,  
2025

# Meeting Activities



## City Vision Statement

Complete this sentence:

**In 2035 all residents ...**

**Accessible** Forward-thinking Community  
Livable Adaptive Creative Youth **Clean**  
Work **Welcoming** Core services  
Inclusive *Live* Future Generations  
*Healthy* **Vibrant** Connected Equitable  
*Diverse* **Future** Happy Engaged Opportunity  
**SAFE** *Prosperous* Transparent **Empowered**  
Future-Focused **Outcomes** Responsive  
*Informed* Service-oriented  
*Collaborative* Belonging *Resilient*