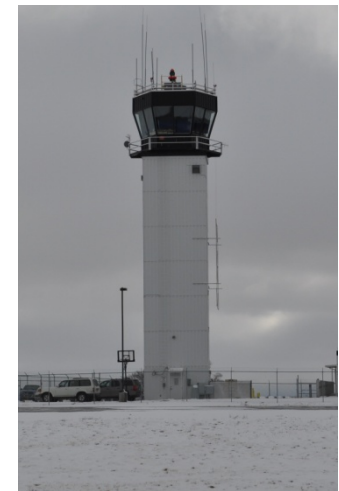




City of Twin Falls Imagine 2030

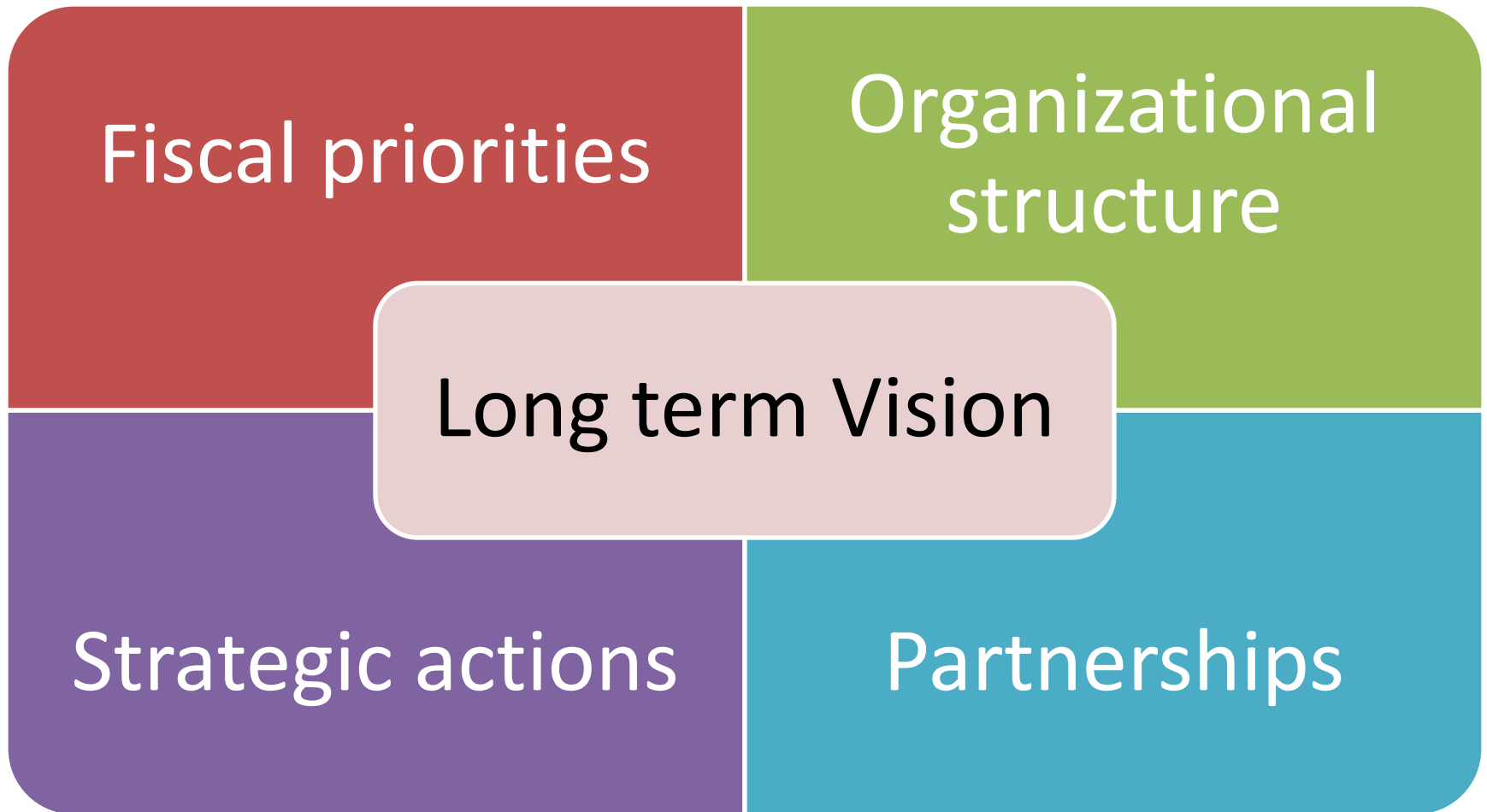


Strategic Planning – Why?

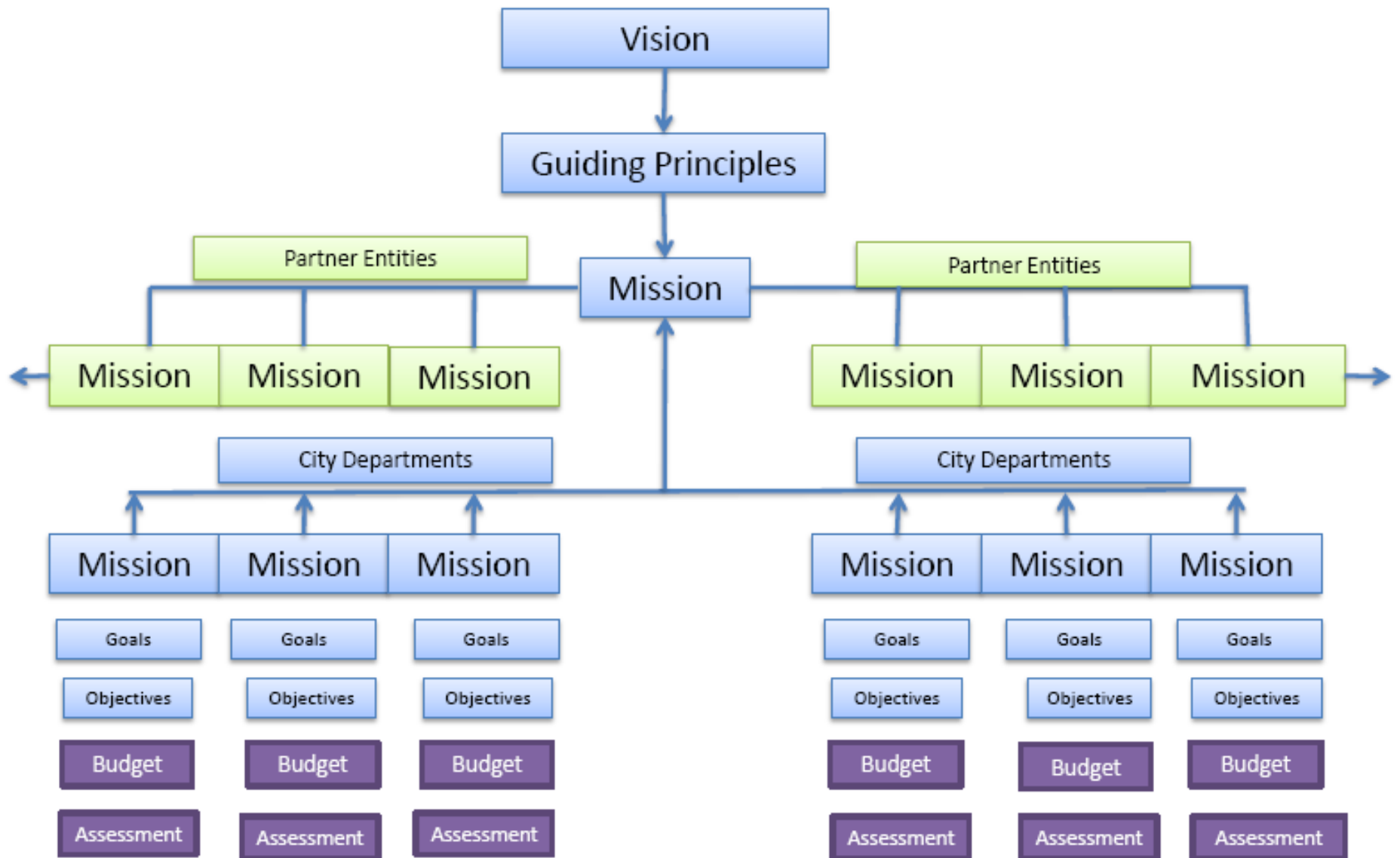
You have to be very careful if you don't know where you're going because you might not get there". Yogi Berra

- Every successful private business engages in strategic planning.
- Strategic planning for local government is more complex.
- Strategic planning value
 - Clarity of purpose over time
 - Focus for organizational energy
 - Discipline in processes
 - Partnership potential

Strategic Planning - process



Strategic Planning Model



Community Outreach

April – May 2012

Social media

- 13 e-mails
- 65 Facebook postings
- 6 twitters

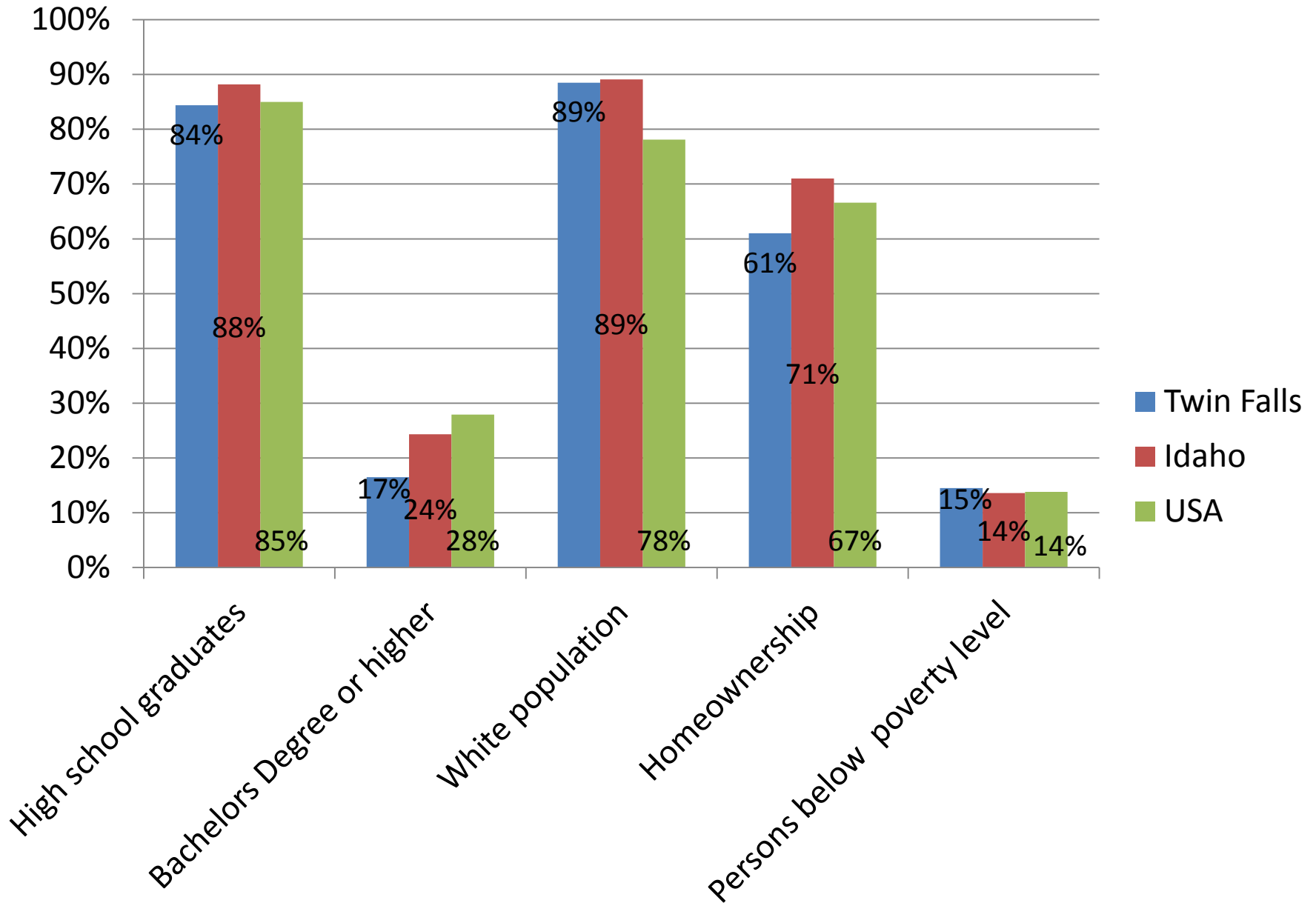
Community Participation

- 65 citizens and city staff at the community visioning event
- 35 one on one interviews with community leaders.
- 4 focus groups
- 50 O’Leary Middle School students

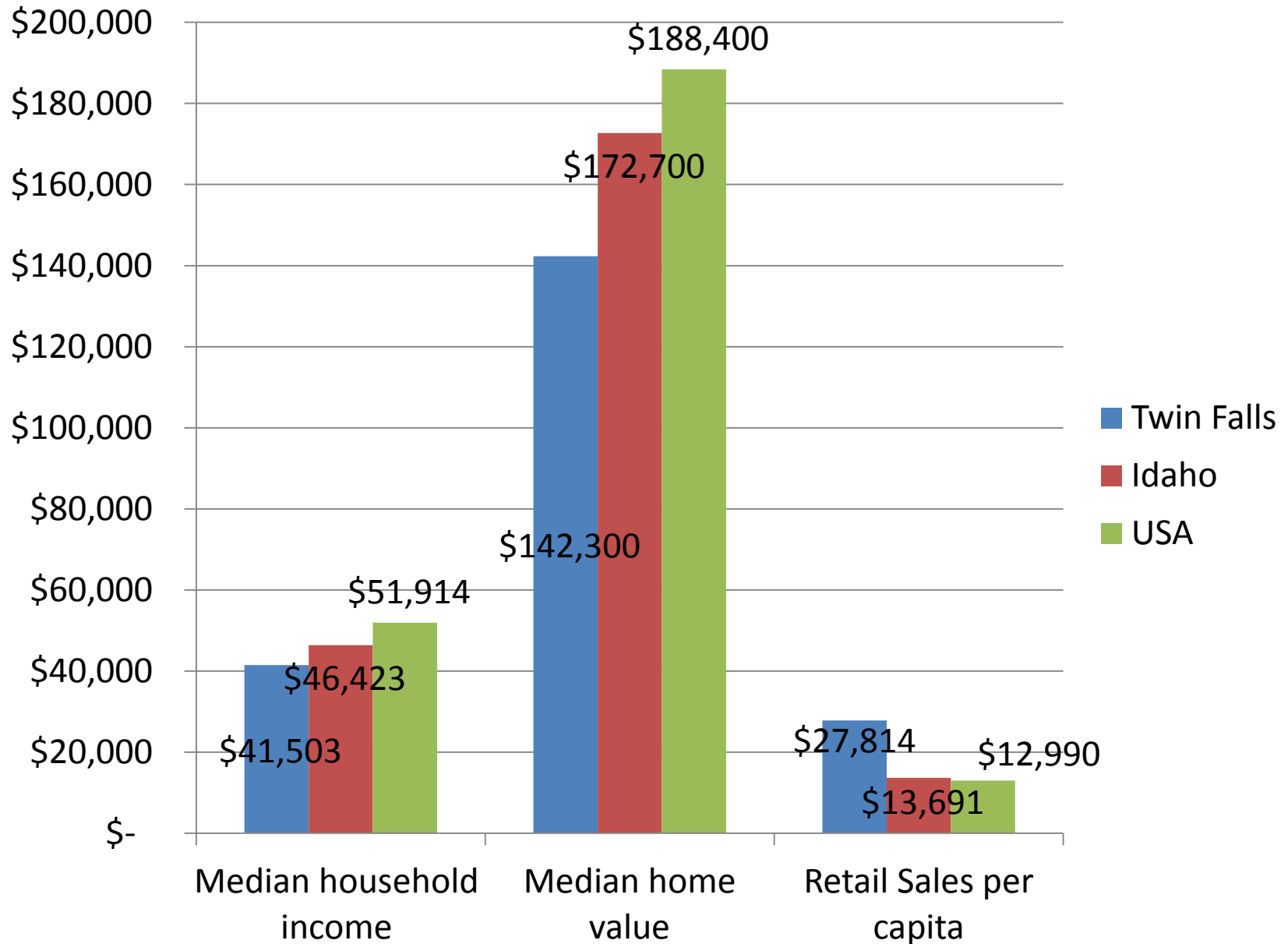
Community's Vision



City of Twin Falls 2010 Federal Census Data

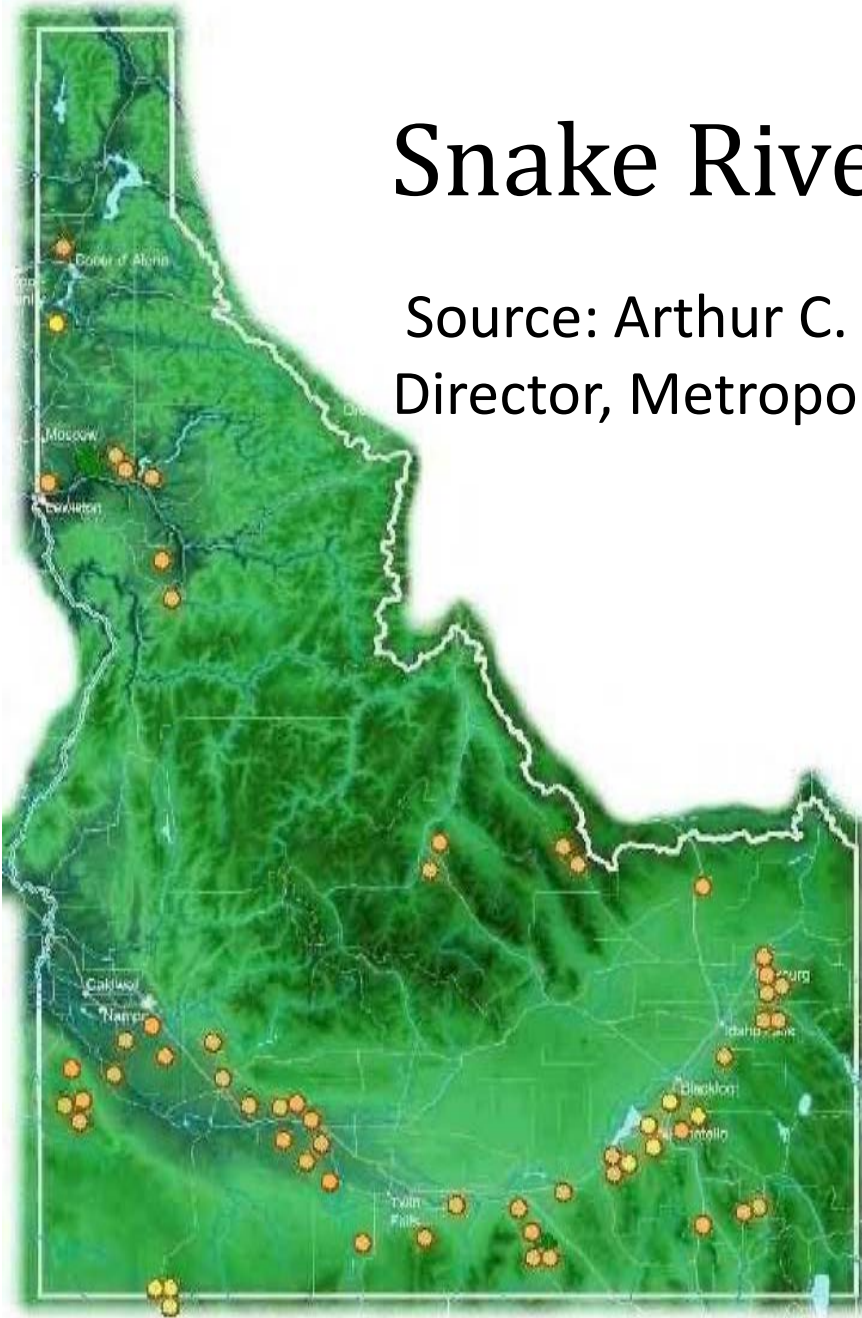


City of Twin Falls 2010 Federal Census Data

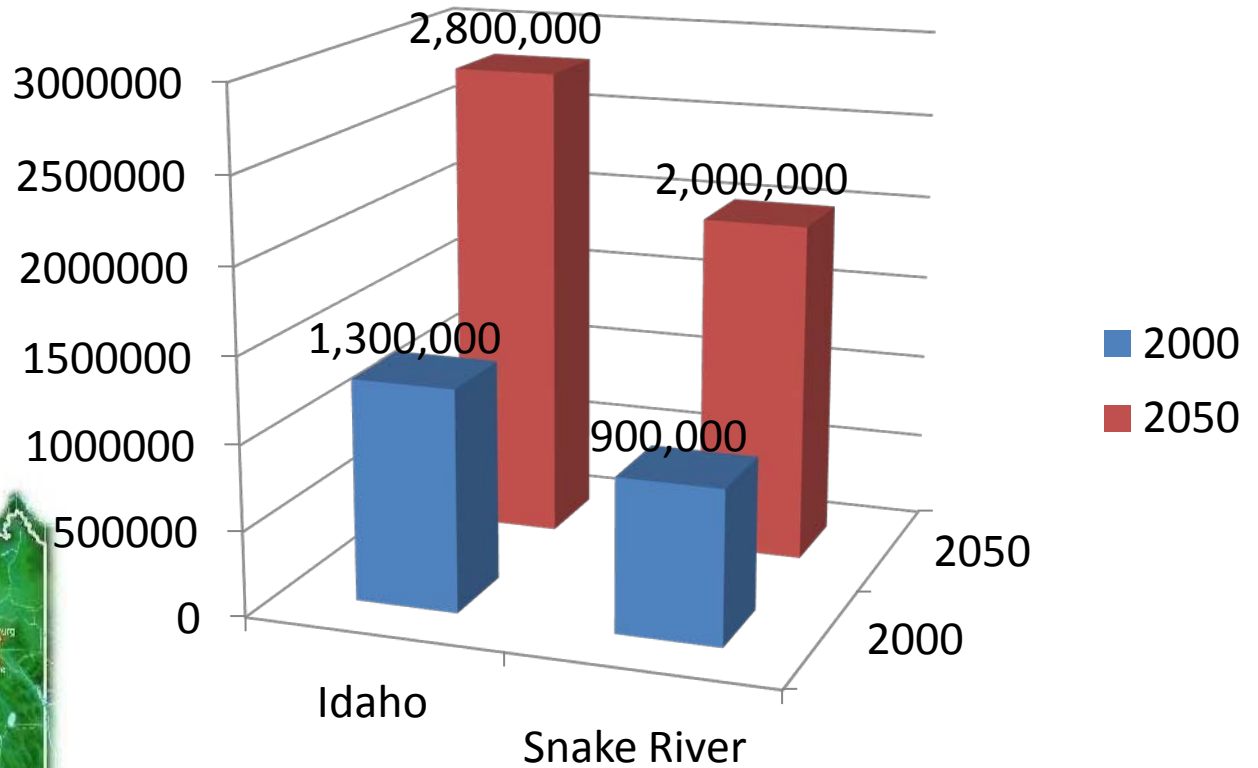
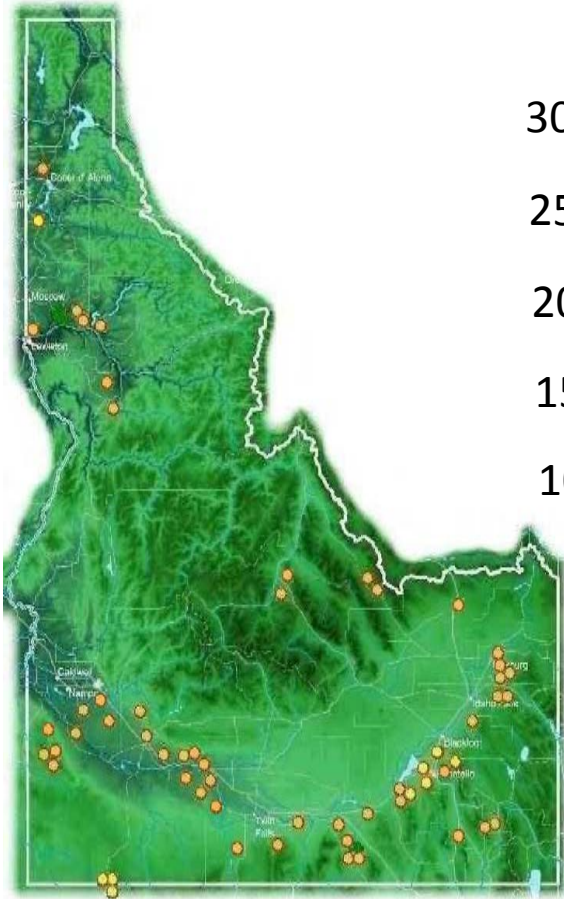


Snake River Corridor Trends

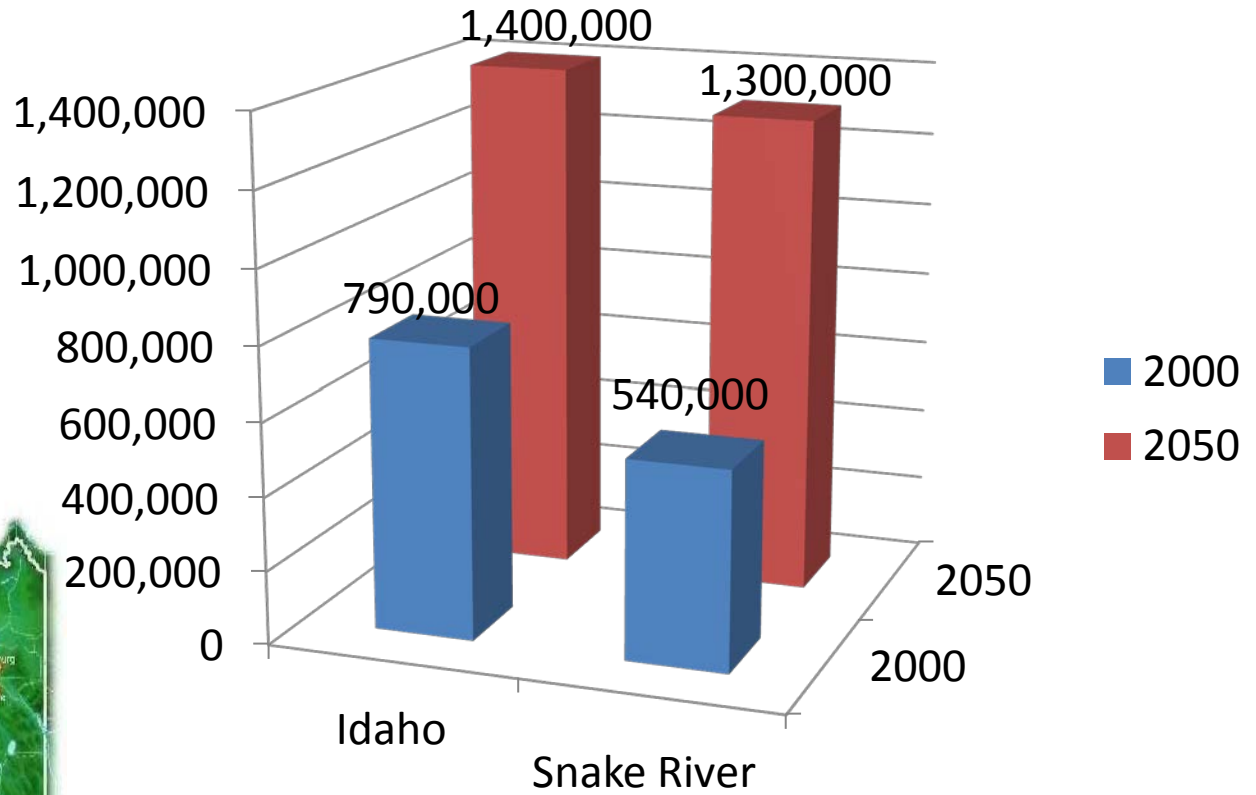
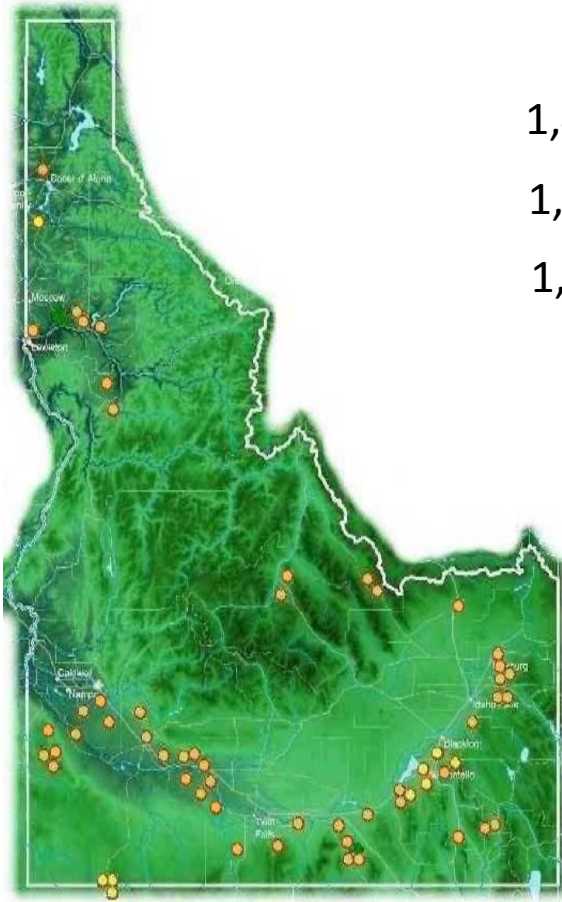
Source: Arthur C. Nelson, Presidential Professor & Director, Metropolitan Research Center, University of Utah.



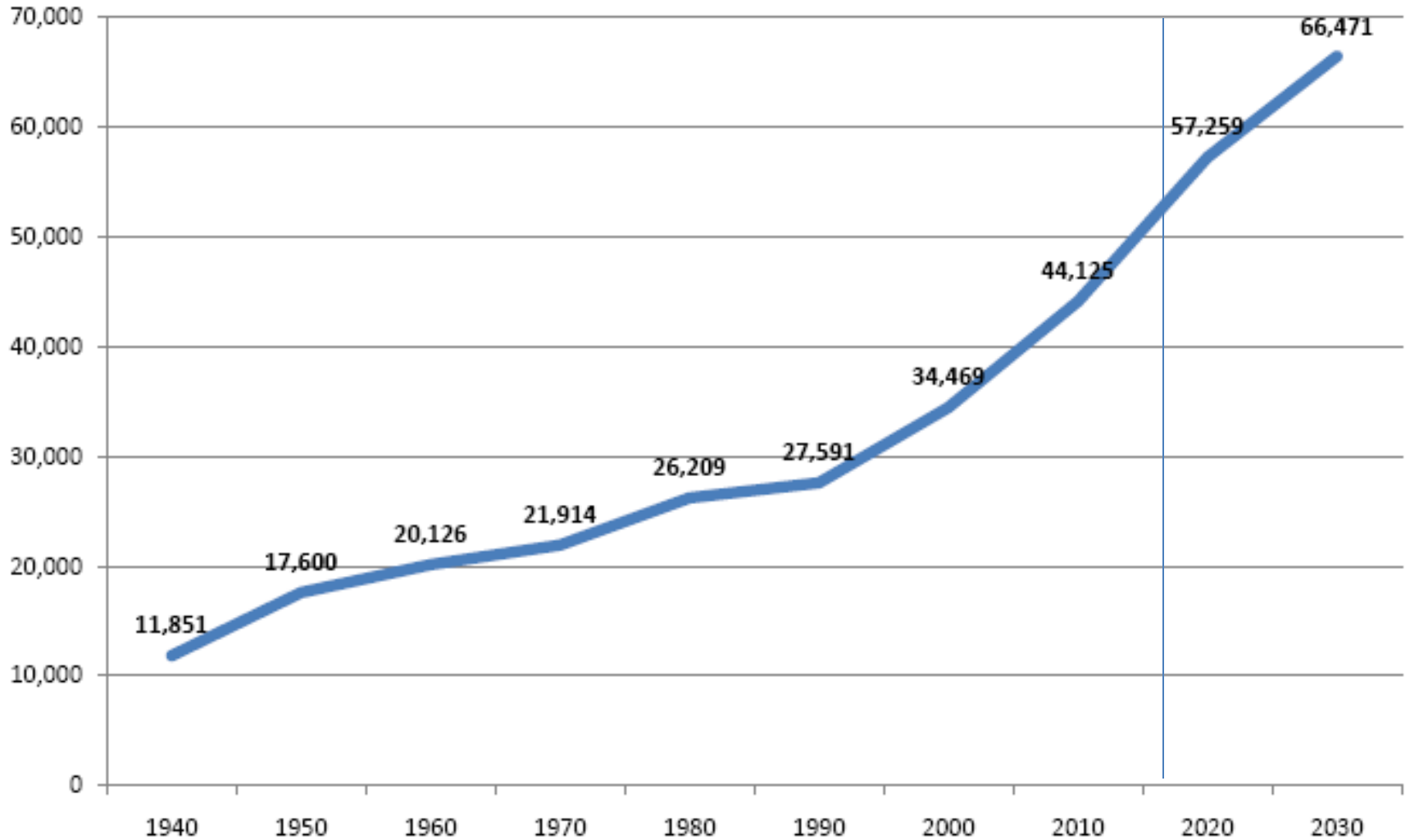
Population Growth Projections



Employment Growth Projections



Twin Fall Historic and Projected Population Growth

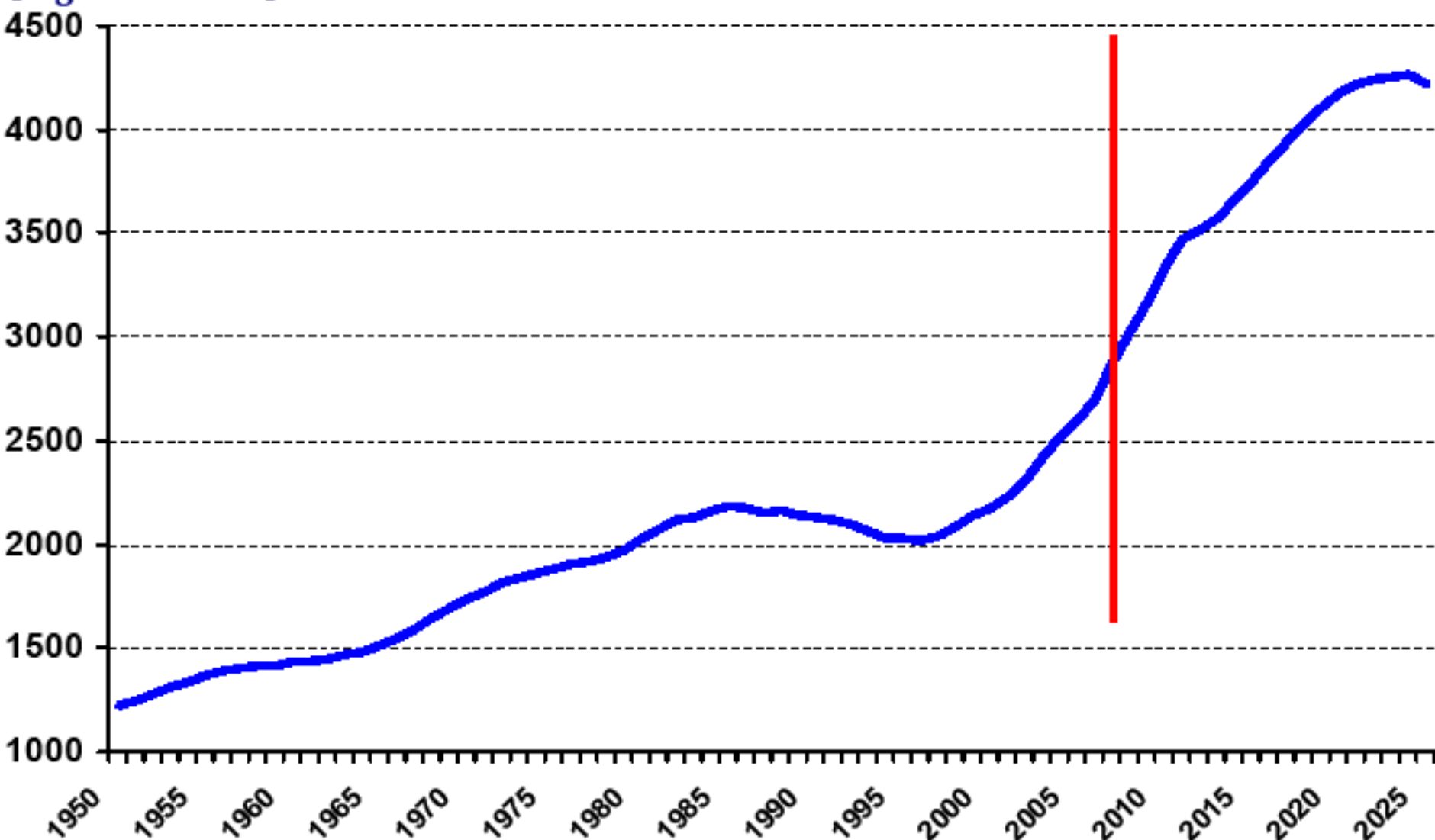


Federal Census 1940-2010

Comprehensive Plan Forecast 2020-2030

People Turning 65 *Each Year*

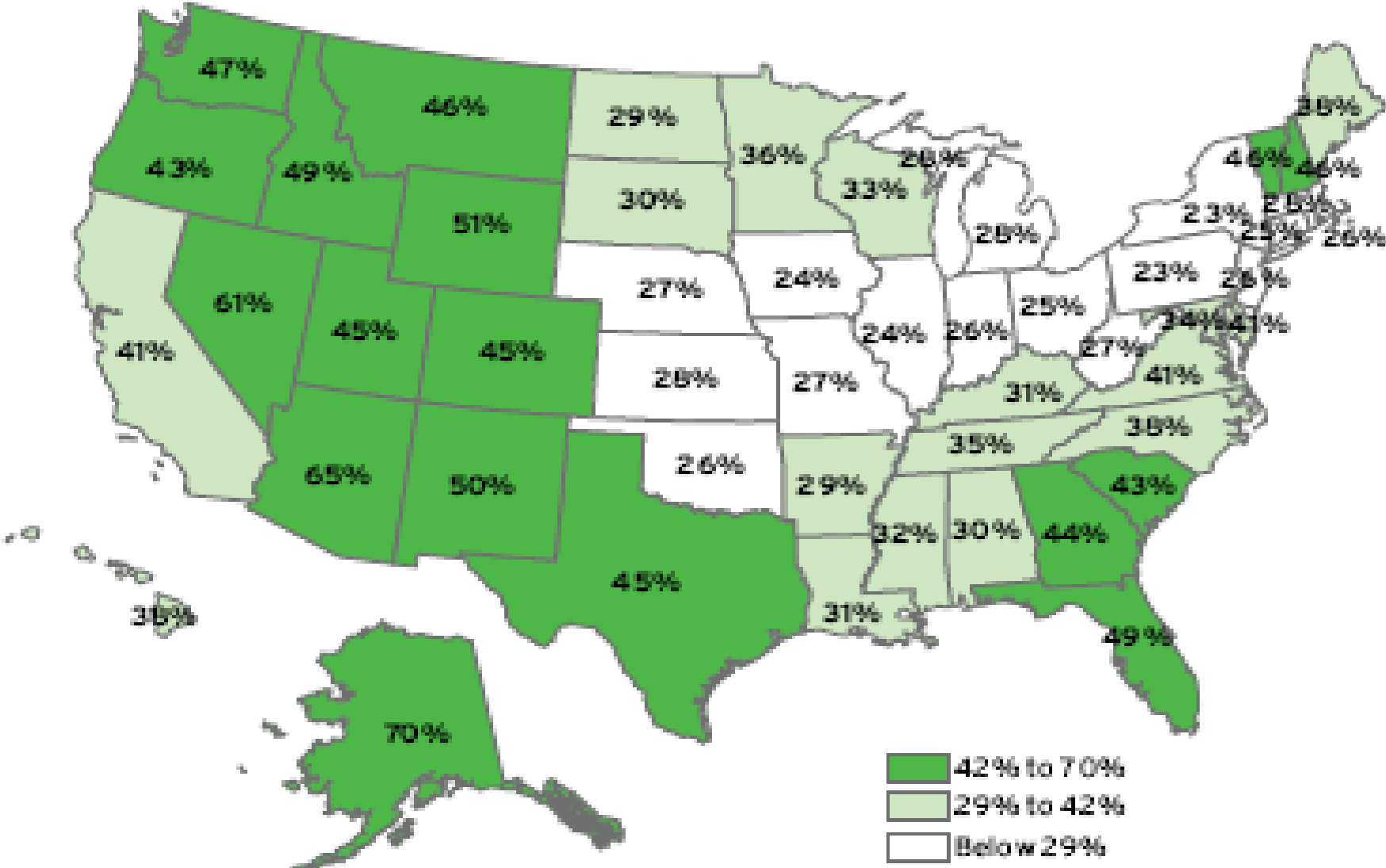
[Figures in 000s]



Source: US Census Bureau – 65+ in the United States: 2005; Wan He, Manisha Sengupta, Victoria A. Velkoff, & Kimberly A DeBarros. December 2005.

Map 5-1. Fastest Senior Growth Will Occur in the Intermountain West, Southeast, and Texas

Projected Growth In 65+ Population by State, 2010-2020



Changing Dreams & Realities

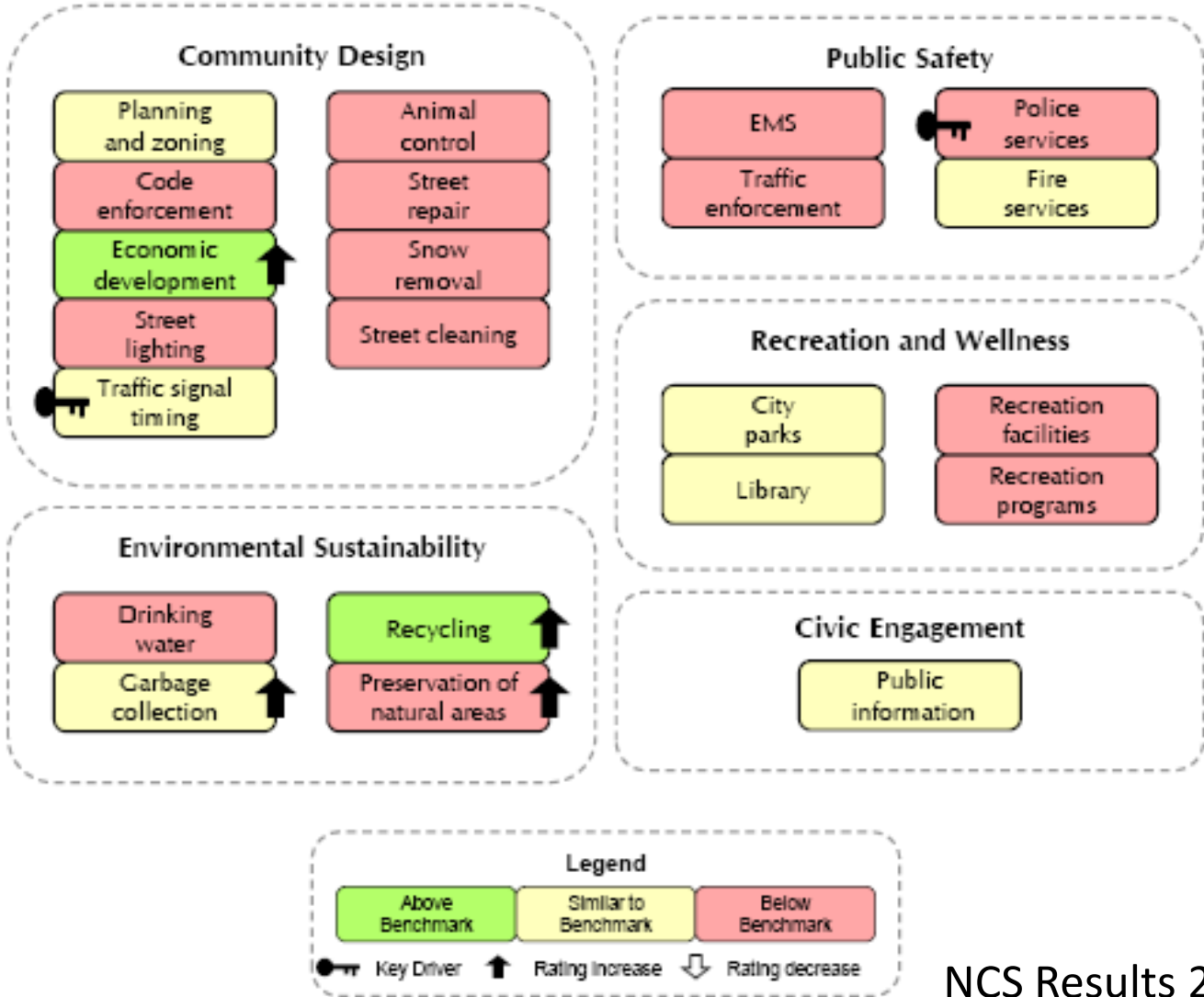
That was then

- 40 year career
- Uniform housing
- Far away job
- Cheap gas
- Transit is “those” people
- All homes gain in value
- Love my subdivision

This is now

- Free agent/contractor
- Life-cycle housing
- Short commute
- Maximum mobility options
- Where is “my” transit?
- Buy in only quality locations
- Want a “real” place

Overall Quality of City of Twin Falls Services



Council Established Focus Areas

Healthy Community

Learning Community

Secure Community

Accessible Community

Environmental Community

Prosperous Community

Responsible Community

*Internal Organization

Working to Achieve the Vision

Accessible Community

2030 Vision: Through effective planning and timely investment, the Twin Falls area has kept pace with the mobility requirements of an expanding and changing population. An integrated and balanced system of transportation modes including bicycles and pedestrians, as well as a modern public transportation system supports the traditional street and highway vehicle users. A commitment to high levels of maintenance of these systems ensure the long-term integrity of the public investments made and maximizes the convenience of those dependent upon the proper functioning of these systems.

Effective coordination with a wide array of partners has ensured that regional transportation facilities such as state highways, the interstate system and Magic Valley Regional Airport continue to provide an improving level of convenient access to the area for residents, visitors and commercial interests.

Example

= timeframe
 = on-going
 = staffing
 = capital
 = communication
 = partners

Air = Airport Division

ED = Economic Development Division

Fin = Finance Department

IS = Information Services Department

PIO = Public Information Officer

Build = Building Division

E=Engineering Division

Fire = Fire Department

Plan = Planning Division

Police = Police Department

CM = City Manager's Office

E-PW= Engineering-Public Works Department

HR = Human Resources Department

P&R = Parks and Recreation Division

PW=Public Works Division

	TIMEFRAME	LEAD	RESOURCES	COMMUNITY
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Goal AC1: Expand multi-modal choices.

Initiative AC1.2: The City will expand and maintain pedestrian and bicycle trails.

Objective AC1.2A: Provide funding for annual trail maintenance.		P&R		
Objective AC1.2B: Adopt roadway design policies and standards that include non-motorized components and require implementation as part of new development.		E		
Objective AC1.2C: Sign bike paths and identify bike lanes with striping on roads where it is appropriate.		E-PW		
Objective AC1.2D: Develop partners to advocate for bike trails and support bike programs.		P&R		
Objective AC1.2E: Identify priorities for vehicular capacity, bike paths and parking that balances competing uses and costs.		E		
SEE ALSO Objectives HC1.1A andHC1.1B.				

Initiative AC1.4: The City will explore land use patterns that support multi-modal transportation options.

Objective AC1.4A: Adopt code provisions that encourage mixed use and in-fill development.		Plan		
Objective AC1.4B: Educate the community on the relationship between a more compact land use pattern and optimizing pedestrian and bicycle transportation.		Plan		
Objective AC1.4C: Work with County and City to maintain protective zoning around the airport restricting incompatible land uses within the airport environs.		Air		

For more Information...

Go to:

- Check out our website – www.tfid.org – for a copy of the draft plan and additional information
- Community Open House – to be held on April 11th at 6:00 PM in the City Council Chambers