

2020 Strategic Plan: A Clear Vision for Rapid City's Future Update: Fall 2011



2020 Strategic Plan:

A Clear Vision for Rapid City's Future

The future should be by choice, not chance, and as such we must plan for its arrival.

The goal was to help develop a strategic plan that will help guide city government in preparing for the future.

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Two Questions were asked in the Fall and Winter of 2009:

How do you envision Rapid City looking in the year 2020?

What would you like Rapid City to be in the year 2020?

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The Process

The two questions were asked of:

- Stakeholders in the community.
- The City Council.
- Department Heads.
- City Staff.
- The Rapid City Community (through the Rapid City website).

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Gathering Data: A Short History

Where and when data was gathered:

- Stakeholders' meeting: September 2009
 - 80 respondents
- Mayor's retreat for Rapid City Department Heads: September 2009
 - 15 respondents
- Meeting with City Council: October 2009
 - 10 respondents
- Public input via Rapid City web page: November 2009
 - 29 respondents
- Rapid City employee feedback: October- December 2009
 - 126 respondents

Total Respondents: 260

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The Process

- The responses were compiled.
- A Steering Committee of community stakeholders met four times.
- The Steering Committee used the responses from the 260 community members to determine five goals for Rapid City to focus on.

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Goal #1 -- By 2020 Rapid City will be recognized as a leader in attracting, expanding and retaining diverse businesses that offer higher skilled positions and higher total compensation employment opportunities. This will be evidenced by growth that exceeds national economic standards.

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Goal #2 -- By 2020 Rapid City will develop and implement a beautification program beginning with the appearance of its entrances and expanding to the overall community that embodies a consistent theme which is welcoming, aesthetically pleasing and pedestrian friendly.

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Goal #3 -- By 2020 Rapid City will be nationally recognized by industry trade measures as a premier regional hub for healthcare, education, entertainment, tourism, retirement, business, technology, agriculture and transportation.

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Goal #4 -- By 2020 Rapid City will develop an interconnected parks, arts and recreation system that provides diverse opportunities for enjoyment and adds to our family friendly quality of life.

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Goal #5 -- By 2020 Rapid City will have in place an accessible, affordable, convenient and safe transportation system that addresses community needs.

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- Rapid City Council approved the Five Strategic Goals in April of 2010.

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- The decision was made to begin by launching Goal One and Goal Two.
- The public was invited to join committees to work on creating strategies for accomplishing these first two goals.

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The Goal One committee was chaired by Jeff Carsud.

The Goal Two committee was chaired first by Linda Lea Viken followed by Pat Roseland.

A complete list of committee members can be found in the linked documented reports from Goal One and Two.

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- Committee members have worked together for a year.
- Presentations of Goal One and Goal Two were made to the Rapid City Council in February, May and June of 2011.

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Committee Recommendations

See Linked documents in
Agenda

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Where are we now? Goal One

- Goal One: Has created a baseline for where we were and where we currently are in the areas of wage per hour and diversity of industry, as well as other economic indicators.
- Goal One: Is currently working together in a partnership with Black Hills Vision and Rapid City Economic Development to study current data to assist with creating the best strategies for the future.

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- **Goal Two: Where are we now?**
 - **The committee recommends the following:**
 - Priority One: Construct Welcome Signs at Major entrances to Rapid City
 - Priority Two: Bury Overhead Utility Lines
 - Priority Three: Remove or Reduce Billboards
 - Priority Four: More Active Code Enforcement
 - Priority Five: Construct/Repair Sidewalks, Bike Lanes and Bike trails Connecting the City.

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- Continue to work on Goals One and Two.
- Create strategies for launching Goals Three through Five.
- Appoint New Council Members to Goals One and Two.

NEXT STEPS