



Dubuque is a viable, livable and equitable community. We embrace economic prosperity, environmental integrity, and social/cultural vibrancy to create a sustainable legacy for generations to come.

Sustainable Dubuque Collaboration

Overall Strategic Goal. To develop and launch an independent, collaborative, well-funded, community-supported organization, with broad demographic participation, in order to:

- gain acceptance of the Sustainable Dubuque Vision and principles;
- increase community education and partnerships around sustainability;
- develop and track data through measurements that show progress and/or gaps; and,
- engage citizens and organizations so that we change individual, collective and institutional behaviors and culture resulting in successful outcomes that benefit everyone.

Current Core Members:

Mayor Roy Buol	Bev Wagner
Cori Burbach	Candace Eudaley
Dave Lyons	Rick Dickinson
Raki Giannakouros	Paul Schultz
Kelly Larson	Randy Rogers
Mark Henning	Eric Dregne
Anderson Sainci	
Chamber representative (currently open)	

Strategic Plan: 2012-2013

Goal 1: Structure. Determine structure and format for Sustainable Dubuque Collaboration.

Goal 2: Education & Engagement. Communicate with the community the Sustainable Dubuque vision, progress made toward that vision, and opportunities for them to participate. Use Sustainable Dubuque Indicator data to inform communication.

Goal 3: Planning. Engage the community in setting targets for future sustainability activity. Implement priority projects for Collaboration as determined through community target-setting process and other input avenues. Develop opportunities for other individuals/organizations/groups to own projects that are not actively taken on by Collaboration.

Goal 1: Structure. Determine structure and format for Sustainable Dubuque Collaboration.

Objective A: Research best practices in order to make recommendation regarding staffing and “home” for Collaboration (short-term and long-term).

Objective B: Define role for and invite Investors to table. Collaboration needs to look like Dubuque.

Objective C: Develop “Memorandum of Understanding” or other expectations for all members.

Objective D: Define budget and plan to secure needed funds. Are there key community programs that should be considered as part of total Sustainable Dubuque budget if it is a stand-alone organization (i.e. Petal Project, Green Vision Schools)?

Goal 2: Education & Engagement. Communicate with the community the Sustainable Dubuque vision, progress made toward that vision, and opportunities for them to participate. Use Sustainable Dubuque Indicator data to inform communication.

Objective A: Develop Sustainable Dubuque 2012-13 marketing plan, including launching new Sustainable Dubuque website, along with related social media, and plans for non-digital communication.

Objective B: Present Sustainable Dubuque Indicators report to public via multiple avenues.

Objective C: Engage business community. Share success stories, market opportunities and services, gain support for Sustainable Dubuque.

Objective D: Evaluate sustainable and effective way(s) to share information in Indicators report and monthly Sustainable Dubuque reports to City Council with public via online dashboard or other tool.

Objective E: Create Sustainable Dubuque guidebook for others who want to use logo, associate with, etc.

Goal 3: Implement priority projects for Collaboration as determined through community target-setting process and other input avenues. Develop opportunities for other individuals/organizations/groups to own projects that are not actively taken on by Collaboration.

Objective A: Work with Community Engagement Coordinator and others to develop strategy for engaging diverse public input.

Objective B: Use Indicators and other data sources to develop targets for improvement and key projects.

Objective C: Develop, market, and implement Sustainable Dubuque Mini Grant program.

Supporting Community Projects:

These projects are key projects happening in the community that support the Sustainable Dubuque vision in 2012-2013. They may or may not be led by members of the Sustainable Dubuque Collaboration and may or may not be directly related to the goals identified in the 2012-2013 Strategic Plan. This is not an inclusive list, but rather projects to keep in mind for calendar and planning purposes.