

## Digital Media - Team 1

- Submitted a grant for \$100,000 for the development of a Toledo Business Express (TBX) web portal - collaboratively with other teams.
- Develop, select and implement the new FoT logo.
- Design and Launched FoT Website Platform.
- Monthly FoT newsletter highlighting great news & work.
- Updated and appealing FoT website.
- Promoted Gun Buy Back, Youth Job Fair, and numerous great projects community organizations are implementing.

## Regional Education - Team 2

- ASPIRE – Empowering Lucas County children to achieve from cradle to career.
- Education Master Plan will be led by ASPIRE.
- Creating a Digital Dashboard to get the word out.

## Regional Water District - Team 3

- Key external regional communities involved – mix of mayors and water administrators.
- Final Stages of Creating a Regional Water Advisory board to provide input to the administration.
- Partnering for economies of scale coordination.

## Econ Dev Corridor - Team 4

- Streamlining resources with other groups and comnty.
- Working with the project initiative members to help with Business Express, and Sylvania Avenue Mile.
- Forbes has identified Toledo as the 9th for Job Growth, beating out cities like Boston, Atlanta, & San Diego. And, Toledo is #1 in the State of Ohio.

## Waterfront District - Team 5

- Focusing in on what grants will line up with their initiatives - focusing on federal and state level grants.
- Several substantial projects in the works - collaborating with other groups to move forward.

## Volunteerism - Team 6

- Working with United Way to leverage and support their strength in volunteerism, creating a joint link to help any team seeking volunteers.
- Creating a portal on the website for volunteers to use.

## Attract Business - Team 7

- Have formed 4 subcommittees - Stakeholders, Strategy, Benchmarking, and Downtown.
- Their purpose is to move specific projects forward - such as the exploration of providing a Business Concierge service, supporting downtown development, and the possibility of partnering with the Promenade Park redevelopment project.

## Eliminate Blight - Team 8

- Possible Neighborhood summit for October - The Neighborhood **Strategies and Solutions** Summit will function as a catalyst for city neighborhoods to learn about and collaborate in creative ideas to improve the community in which they live.

## Jeep Trail - Team 9

- Assembled a diverse group of Jeep Enthusiasts who are committed to the trail and museum. They are fired up!
- Administered National Best Practices Survey with Mayor to collect data - received survey responses from all over the country.
- Focusing on building on flat land, creating a trail from the ground up.
- Considering various sites - 100 to 500 acres – Northtown Mall is 50 acres. Identifying and writing grant.

## Parks & Rec - Team 10

- Master plan is complete and accepted by city council & accepted.
- Forming citizens advisory board to talk about all of the parks as a whole - appointing citizen members – diverse group from all areas.

## Recruit & Retain Police & Fire - Team 11

- Have successfully secured and exhausted almost all funding opportunities
- Now aggressively hiring new officers. By the end of this year will have hired 165 police officers and 169 firefighters. This is as many as were hired in total over the previous 16 years.
- Crime is down 24% over 2012.

## Community Betterment - Team 12

- Applied for City of Service grant – find out if they get it in November.
- Collaborated with United Way for grant writing help and a needed volunteerism piece to ensure the success of the City of Service grant.

## 311 Call Center - Team 13

- Implementing the City-Works City Wide, along with integrating other software.
- Incorporating a web based component.

## Arts - Team 14

- Held Artomatic 419 event.
- Seeking a steady reliable revenue source for the Arts commission – developing idea to sell Toledo Arts bottled water as a funding source.
- Partnering with Dept. of Neighborhoods to move Arts forward in new ways at the local level.

## Sylvania Avenue Mile - Team 15

- Actively collaborating with other team initiatives around several areas to move toward grant funding.
- Potential for public and private grants.
- Close to a financial victory.

## Back to the Future Initiative (School Supplies, Books, and Uniforms)

- Created partnership for summer and year round supplies with 10+ organizations.
- Set up process for teachers to get supplies for children who need them in their classroom - Teachers email - Salvation Army delivers to their school.

## Gov.-Wide Efficiencies

- Engaged 70 plus leaders in government (Directors, Chiefs, Council), business, and community in addressing the \$48m budget deficit. Now have a \$5m budget surplus and significant improvement in bond rating.
- Formed a government-wide internal practice group on grant writing - building internal capacity for grant writing.
- DPS has benchmarked 3 cities at Dept level and more cities at Div. level, engaged all employees in strategic planning, and are implementing 15 strategic projects.
- DPU has benchmarked 3 cities, created a performance model and gap analysis resulting in implementing 7 immediate high impact projects, and is in the process of engaging all employees in strategic planning. Also, see Team Project 3 Regional Water District for more.
- DPU & Dept. of Engineering Services has engaged all citizens in the city through District Forum in improving and prioritizing specific street projects for the last two years. Main comment in feedback, “the city is listening.”

# 2013 Strategic Initiatives Goal Alignment

## Working Document

[www.FutureOfToledo.com](http://www.FutureOfToledo.com)

The following is the list of Strategic Projects for 2013. These priorities are Specific Measurable Actions that are Realistic and Time Bound (SMART). Each project aligns with one or more of Toledo's **goals** (Broad Aim or Areas to Improve).

The **goals** are: Ensure Our **Safety**, Balance our **Budget**, Create Jobs Through **Developing our Regional Economy**, Improve our **Schools**, Stabilize our **Neighborhoods**, Encourage our **Health and Wellness**, Connect - Leverage - and Promote our **Regional Assets**

### GOALS

| Strategic Projects  | Alignment | GOALS                      |                            |   |                                 |   |                            |                            |
|---|-----------|----------------------------|----------------------------|---|---------------------------------|---|----------------------------|----------------------------|
|   |           | S<br>A<br>F<br>E<br>T<br>Y | B<br>U<br>D<br>G<br>E<br>T | E<br>C<br>O<br>N<br>O<br>M<br>I<br>C<br>D<br>E<br>V | S<br>C<br>H<br>O<br>O<br>L<br>S | N<br>E<br>I<br>G<br>H<br>B<br>O<br>R<br>H<br>O<br>O<br>D<br>S | H<br>E<br>A<br>L<br>T<br>H | A<br>S<br>S<br>E<br>T<br>S |
| 1. Advance Community Engagement through Digital Media   |           |                            |                            | X   |                                 |   |                            | X                          |
| 2. Develop Regional Education Master Plan   |           |                            |                            |   | X                               |   |                            |                            |
| 3. Develop a Regional Water District  |           |                            | X                          | X   |                                 |   | X                          | X                          |
| 4. Launch the Economic Development Corridor   |           |                            |                            | X   |                                 |   |                            | X                          |
| 5. Create an Incentive Program for Attracting & Retaining Businesses                              |           |                            |                            | X   |                                 |   |                            | X                          |
| 6. Advance Waterfront Development   |           |                            |                            | X   |                                 |   |                            |                            |
| 7. Promote Citizen Engagement through Volunteerism  |           | X                          | X                          | X   | X                               | X   | X                          | X                          |
| 8. Eliminate Blight & Repurpose Land  |           | X                          |                            | X   |                                 | X   |                            |                            |
| 9. Create the Toledo Off Road Jeep Trail & Museum   |           |                            |                            | X   |                                 | X   |                            | X                          |
| 10. Launch a Park & Rec System Master Plan  |           |                            |                            | X   |                                 | X   |                            |                            |
| 11. Engaging the Public in the Recruitment & Retention of Public Safety Personnel (Police & Fire) |           | X                          |                            |   |                                 |   |                            |                            |
| 12. Community Betterment  |           | X                          |                            |   |                                 | X   | X                          |                            |
| 13. Design/Integrate 311 Customer Service Call Center.  |           | X                          | X                          | X   | X                               | X   | X                          | X                          |
| 14. Arts Event - Partner with the Arts Commission to Put on a Great Event.                        |           |                            |                            |   | X                               | X   |                            | X                          |
| 15. Sylvania Avenue Mile (SAM) Revitalization   |           | X                          |                            | X   |                                 | X   |                            | X                          |
| 16. Back to the Future School Supplies, Books, and Uniforms Initiative                            |           |                            |                            | X   | X                               | X   |                            | X                          |