

Goal Setting: Assessing & Programming Community Needs

The What, Where, and Why meeting is a critical component in the development of a successful project. Setting and prioritizing goals allows the design team to focus its efforts and resources more effectively to help the community develop a vision for Independence based on its goals.



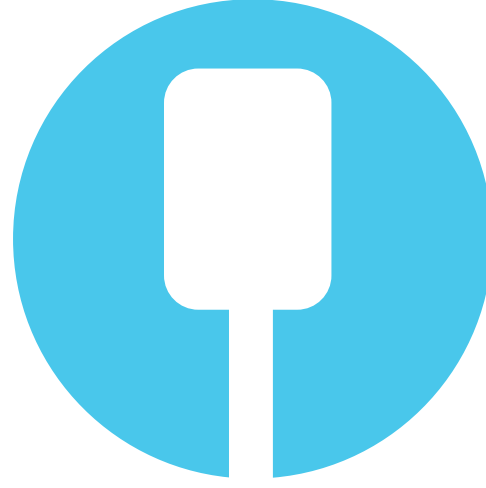
The design team met with the Independence steering committee to discuss its goals. The steering committee presented its takeaways from previous discussions about the transportation assets and barriers, transportation analysis, and bioregional information.

Using the nominal group method to organize the meeting and discussion, the committee identified goals and values based on information from the assessments. Each committee member also included reasoning for improvements around town and highlighted specific programming needs for areas of improvement. These objectives and desired improvements were recorded during an open discussion. Each idea was listed and then like items were categorized into specific themes.

The design team organized programming themes for the city of Independence using the goals and desired improvements identified by the steering committee during the discussion, giving greater weight to those goals receiving more votes and common ideas presented multiple times. The following chart reflects a representation of the outcomes of the goal-setting process.



Historic Wapsipinicon Feed Mill on the Wapsipinicon River.

Community Themes/Issues Based on Assessments	Broad-based Outcomes/Goals	Why Change Anything?	What Exactly & Where?
<p>1st Street W Improvements</p> 	<ul style="list-style-type: none"> Green space/landscaped pedestrian areas with benches to rest Improve overall appearance of city Improve safety for those walking or using bikes in the area Add interpretive signage with historical information Remove some pavement and hardscapes Add drainage area, grasses, and trees Improve existing sidewalks Create an entryway to the west side that is appealing to traffic and pedestrians Revitalize the business corridor by first improving the aesthetics Relocate/remove deteriorating buildings Create destinations on 1st Street W 	<ul style="list-style-type: none"> Safer for kids and families to walk along Create more accessibility Add beautification to corridor Enhance appearance and aesthetics West side has missing sidewalks Improve transportation for people traveling to work Recreational use Control drainage, runoff, and flooding Area looks dreary Historic town Draw people to town Currently gives a poor view of town Currently shows a lack of city pride Bring traffic toward existing businesses Attract new businesses Stimulate development of community 	<ul style="list-style-type: none"> Bioretention cells for storm water east of Early Childhood Center Add sidewalks on north side of 1st Street W across from school campuses Connect sidewalks throughout town Add trees and landscaping Add new sidewalks on the west side of town near Subway Benches on trails Keep nostalgia everywhere Add sidewalks across from Early Childhood Center West end of Independence add sidewalks, benches, art, etc. Pocket parks, possibly near old A&W Visitors center; use empty buildings Add sidewalks west of Spahn & Rose on 1st Street W
<p>Trail Connections</p> 	<ul style="list-style-type: none"> Increase recreational use of trails Improve safety Connection to trails throughout Independence Get grants for trails Increase lighting along trails Add benches and rest areas along trails Add different amenities throughout the trail system 	<ul style="list-style-type: none"> Complete trail loop by connecting all existing trails within the community Expand recreation opportunities for community members Provide an additional means of transportation Lighting is needed 	<ul style="list-style-type: none"> Improve lighting for safer use during evenings and early morning Connect Liberty Trail to Hwy 150 Connect trail to pool Connect Mental Health Institute to schools Pave trail from Triangle Park (where Liberty Trail ends) to Hwy 150 Create trail from Enterprise Drive to Liberty Trail Add amenities around new courthouse building and adjacent buildings
<p>Signage</p> 	<ul style="list-style-type: none"> Provide way-finding signage throughout Independence Add new park names to signage Signage on trails Signage on buildings 	<ul style="list-style-type: none"> Increase traffic to businesses Ease of use navigating Independence Informational for residents and visitors 	<ul style="list-style-type: none"> Provide signage at trail locations Add signage to 1st Street Include signage on the main roads Add emergency markers on the trails

Independence

What, Where, & Why

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Iowa State University | Trees Forever | Iowa Department of Transportation

