



Implementing the Plan

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Four Keys to Success:

1. Unprecedented collaboration among a wide range of stakeholders
2. Consistent and ongoing community engagement
3. Enforce Creative Regulatory Measures
4. Establish, track and report project goals & performance metrics



The 2013 Alabama State Champions -Shades Valley High Girls Basketball Team

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Unprecedented collaboration among a wide range of community stakeholders

- *Leadership* – IOM Project Management Team (City of Irondale, Irondale CDA and Irondale Chamber of Commerce)
- *Advisory Committee* – A diverse group of community stakeholders that provide guidance and assist with ensuring the plan is implemented
- Existing and newly created municipal boards, agencies, task forces and non-profits
- Greater Irondale community – Citizens, businesses, churches, schools, organizations etc.



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Consistent & Ongoing Community Engagement



- **Community Forums**
 - Discuss specific elements of the plan with a panel of experts
- **Semi-Annual Town Hall Meetings**
 - Share progress, encourage community input and discuss next steps
- Irondale On The Move website and social media pages
- **Monthly IOM Newsletter**
 - Provide current status of projects, share information and highlight successes
- **Community Surveys and Contest**
 - Short surveys to gain input from community stakeholders
- Ongoing interviews and meetings with key stakeholders and various communities of interest

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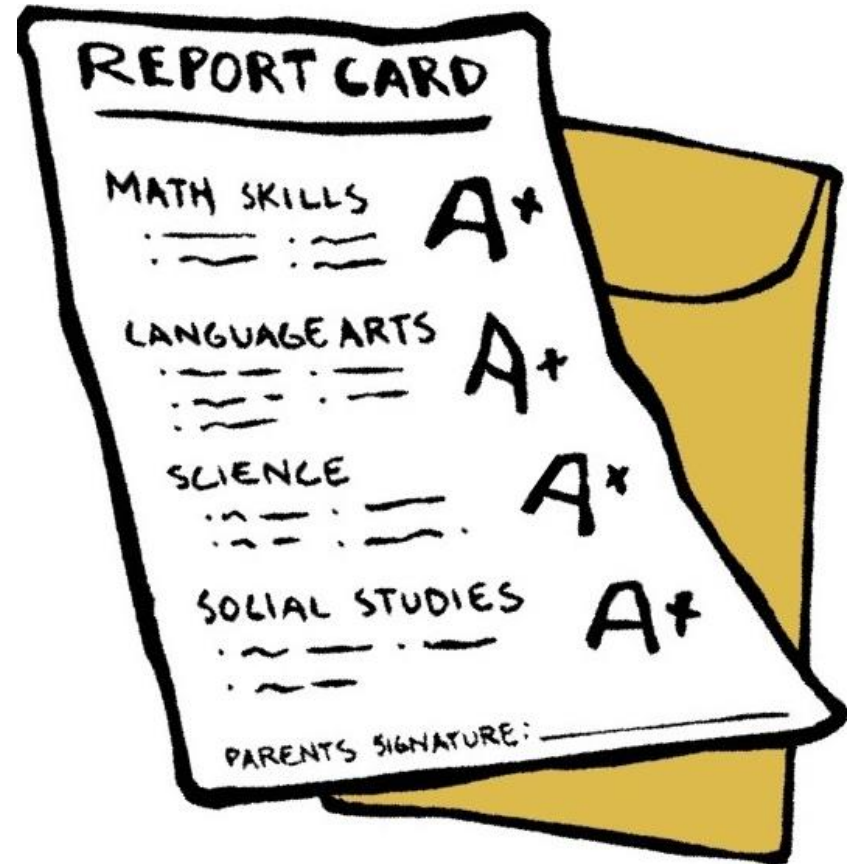
Enforce Creative Regulatory Measures

- Apply incentives in priority revitalization areas
 - Zoning incentives, tax credits, land use guidelines, subsidies
- Modifications to Subdivision Regulations
 - Incorporating access management principles
- Updating Stormwater Management and/or Erosion and Sedimentation Control Ordinances
- Ensuring that the City takes full advantage of all redevelopment techniques and special improvement districts available under current state law
- Revisiting economic development policies

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Establish, track and report project goals & performance metrics

- Utilize an interdepartmental city staff team that will evaluate the progress of Plan implementation
- Develop and utilize a Work Program / Capital Improvements Program
- Be transparent in sharing both goals and results with the community
 - Post quarterly reports on the City's website
- Dedicate more staff to code enforcement and permits



Next Steps

- Establish diverse working groups to focus on each key element of the plan.
 - Determine the initial composition of the group
 - Identify work group lead
 - Set first meeting by the end of July 2016
- Set dates for regular recurring Advisory Committee meetings
- Determine next public engagement event
- Launch monthly IOM newsletter by July 15, 2016

Q&A

Stay Informed – www.irondaleonthemove.com