

2013 *Unprecedented Community Outreach & Input*

1. A revamped website (iowawestfoundation.org) was launched on March 25, 2013
 - Public opinion surveys/quick polls
 - Leadership blog
 - Social media opportunities
 - More online resources available (e.g. studies & feedback summaries)



2. A scientific survey of 700 households throughout Pottawattamie County
3. Comparison of survey to 2007 survey
4. Overview of key data, demographics, studies and reports (e.g. county youth report)
5. Participation in two other regional assessments — MAPA & United Way
6. Review of grant evaluations
7. Monitoring of two comprehensive plans — City of Council Bluffs & CITIES program
8. Interviews of two dozen key community leaders

9. Listening sessions with:
 - Leadership in seniors population
 - Latino community
 - Leadership in human & social needs/mental health
 - Housing issues group
10. 15 focus group discussions facilitated by independent consultants
 - Avoca/Walnut/Hancock
 - Boys & Girls Club - Carter Lake
 - Boys & Girls Club - Council Bluffs
 - Carson Community Center
 - Council Bluffs Chamber of Commerce – large businesses
 - Council Bluffs Chamber of Commerce – small/medium businesses
 - Green Hills AEA
 - Human Services Advisory Council
 - IWCC
 - IWF Grant Advisory Committees
 - McClelland
 - Micah House
 - Neighborhood Center
 - Kaneshville-Tinley Neighborhood Association
 - Western Iowa Development Association
11. Eight service/civic clubs in the Council Bluffs/Pottawattamie County area
12. Iowa West Board retreat

Learn the results of the community outreach and input listed above.



OUR VISION is a community where families choose to live, and businesses choose to locate, because of its quality of life and standard of living



Resulting Input Themes

*Not presented in any order

Extensive community input including leadership interviews, community surveys, listening sessions, and 15 focus groups (facilitated by outside independent consultants), resulted in these themes:

- The need for good jobs, keep investing in economic development
- Housing stock, new and revitalize existing
- Recreation: YMCA, Recreation Center, trails, clean safe parks and programming
- Keeping and attracting young adults and young families
- Internships that are connected to local businesses, high school and college
- West Broadway development
- Education, continue to improve our school systems and preschools
- Mental health and substance abuse
- Relationships with the community, openness, transparency
- Change is happening, leadership change has made a significant difference, keep at it
- Infrastructure of the community
- Growing Hispanic population
- Measuring impact
- Think and plan as a region
- Maximize our natural assets, the people, we are a transportation hub

