

# CHAPTER

# 111

# Implementation



# Introduction

Implementation of the comprehensive plan occurs gradually over the 20-year timeframe. It will require multiple resources in terms of people, funding, and time. It should be integral to the daily operations of the county and the residents should be well aware of its vision and goals.

## Leadership, Partners, + Resources

This plan is for the entire community, not only to guide the county's governmental functions. Much of the implementation will be led by county staff, and appointed and elected officials. However, some elements are most suited to be led by businesses and business organizations, non-profit organizations, community groups, property owners and managers, or developers. The county, when not the leader, should provide support as necessary. Below is a list of potential partners and resources for implementation of this plan. The partners and resources listed in the implementation tables are suggestions for initial outreach to explore the ability to and benefit of partnering on the particular action statement. As the responsible parties continue to implement each action, they may find a need or source for additional partners and resources.

### Countywide

- ☀ Jasper County Board of Supervisors (Supervisors)
- ☀ Jasper County Board of Health (JCBH)
- ☀ Jasper County Community Services (JCCS)
- ☀ Jasper County Conservation Board (JCCB)
- ☀ Jasper County Emergency Management (JCEM)
- ☀ Jasper County Engineering (JCE)
- ☀ Jasper County GIS (JCGIS)
- ☀ Jasper County Health Department (JCHD)
- ☀ Jasper County Planning & Zoning (JCP&Z)
- ☀ Jasper County Sherriff's Office (JCSO)
- ☀ Jasper County Habitat for Humanity (Habitat)
- ☀ Jasper Community Foundation (JCF)
- ☀ Jasper Conservation Connection (JCC)
- ☀ Jasper County Local Housing Trust Fund (LHTF)

- ☀ Jasper County Economic Development Corporation (JEDCO)
- ☀ Jasper County Soil and Water Conservation District (JCSWCD)
- ☀ Young Professionals of Jasper County (YPJC)
- ☀ Farmers/Farmer Advisory Committee (FAC) (to be developed)
- ☀ City/Village/County Residents (Residents)
- ☀ Private Land Developers (Developers)

## Cities

- ☀ City Governments (Cities)
- ☀ School Districts (Schools)
- ☀ Hometown Pride (HP) (9 town committees)
- ☀ Newton Chamber of Commerce (Chamber)
- ☀ Newton Development Corporation (NDC)

## Region

- ☀ Central Iowa Regional Transportation Planning Alliance (CIRTPA)
- ☀ Des Moines Area Regional Transit Authority (DART)
- ☀ Des Moines Area Community College (DMACC)
- ☀ Iowa Heartland Resource Conservation & Development (IHRC&D)
- ☀ CICS (fka Central Iowa Community Services) (CICS)
- ☀ Greater Des Moines Partnership (GDMP)
- ☀ Impact – Community Action Partnership (Impact)
- ☀ Tallgrass Prairie Audubon Society (TPAS)
- ☀ Farming Cooperatives (Farm Co-ops)
- ☀ Heart of Iowa Communications Cooperative (Comm Co-op)

## Statewide

- ☀ Iowa Department of Agriculture & Land Stewardship (IDALS)
- ☀ Iowa Department of Education (IDE)



- ☀ Iowa Department of Human Services (IDHS)
- ☀ Iowa Department of Natural Resources (IDNR)
- ☀ Iowa Department of Transportation (Iowa DOT)
- ☀ Iowa Economic Development Authority (IEDA)
- ☀ Iowa Rural Development Council (IRDC)
- ☀ IASourceLink (IASource)
- ☀ Iowa Workforce Development (IWD)
- ☀ State Historic Preservation Office (SHPO)
- ☀ University of Northern Iowa Center for Business Growth and Innovation (UNI-Bus)
- ☀ Center for Rural Affairs (CRA) (Midwestern)
- ☀ Iowa Environmental Council (IEC)
- ☀ Iowa Farm Bureau (IFB)
- ☀ Iowa Natural Heritage Foundation (INHF)
- ☀ Keep Iowa Beautiful (KIB)
- ☀ Practical Farmers of Iowa (PFI)
- ☀ Iowa State University Extension and Outreach (ISU-EO)

## Funding + Assistance Resources

### Iowa Department of Agriculture & Land Stewardship (IDALS) - various funding programs

- ☀ Buffer Initiative
- ☀ Iowa Conservation Reserve Enhancement Program (CREP)
- ☀ Cost Share
- ☀ State Revolving Loan Fund (SRF)
- ☀ Resource Enhancement and Protection (REAP) - Soil and Water Enhancement Account (SWEA)

### Iowa Economic Development Authority (IEDA) - various funding programs

- ☀ Community Development Block Grant (Downtown, Revitalization, Housing, Community Facilities and Services, Water And Sewer, Disaster Recovery) (CDBG)
- ☀ Career Link Employment Transportation Program (CLET)
- ☀ Workforce Housing Tax Credit (WHTC)

- ☀ Disaster Resilience Grant (DRG)
- ☀ Empower Rural Iowa (Empower)
- ☀ Endow Iowa (Endow)
- ☀ Enhance Iowa – Community Attraction and Tourism (CAT)
- ☀ Historic Preservation Tax Credit (HPTC)
- ☀ Iowa Reinvestment Districts (IAREinvest)
- ☀ Nuisance Property and Abandoned Building Remediation Loan Program (RemLoan)
- ☀ Redevelopment Tax Credits for Brownfield and Grayfield Sites (Brown/GrayTC)
- ☀ Community Catalyst Building Remediation (ComCatGrant)
- ☀ Main Street Iowa (Main Street) (technical assistance only; not funding)

## Iowa Workforce Development (IWD) - various assistance programs

- ☀ Future Ready Iowa
- ☀ Registered Apprenticeship – Earn and Learn
- ☀ Home Base Iowa
- ☀ Adult and Dislocated Workers
- ☀ Employment and Disability
- ☀ Ex-Offender Initiative
- ☀ Federal Bond Program
- ☀ Migrant and Seasonal Farm Worker
- ☀ PROMISE JOBS
- ☀ Skilled Iowa
- ☀ Trade Act Assistance
- ☀ Veterans Employment Services
- ☀ Work Opportunity Tax Credit
- ☀ Youth and Young Adult Services

## Iowa Department of Transportation (IDOT) - various funding programs

- ☀ Surface Transportation Block Grant (STBG)
- ☀ Traffic Engineering and Assistance Program (TEAP)
- ☀ Transportation Alternative Program (TAP)
- ☀ State Recreational Trails (SRT)
- ☀ Federal Recreational Trails (FRT)
- ☀ Revitalizing Iowa's Sound Economy (RISE)



## Iowa Department of Natural Resources (IDNR) - various funding programs

- ☀ Resource Enhancement and Protection (REAP)
- ☀ Education Grants (EG)
- ☀ Land and Water Conservation Fund (LWCF)
- ☀ Natural Resources and Outdoor Recreation Trust Fund (NROR Trust) (not currently funded)
- ☀ State Revolving Fund (water quality) (SRF)
- ☀ Watershed Improvement Grants (WIG)
- ☀ Water Trails Program (WTP)
- ☀ Wildlife Diversity Program Grant (WDP)

## Tax Increment Financing (TIF)

### Existing Plan Resources

- ☀ Jasper County Housing Assessment (JCHA)
- ☀ Jasper County Hazard Mitigation Plan (JCHMP)
- ☀ Iowa Energy Plan (IEP)

### Best Practice Resources

- ☀ Iowa Statewide Urban Design and Specifications (SUDAS)
- ☀ Iowa Energy Office, IEDA (IA Energy)
- ☀ Model Communities, IEDA (Model)
- ☀ American Planning Association (APA)
- ☀ Association of Pedestrian and Bicycle Professionals (APBP)
- ☀ National Recreation and Park Association (NRPA)
- ☀ National Complete Streets Coalition (NCSC)
- ☀ League of American Bicyclists (Bike League)
- ☀ Guide for the Development of Bicycle Facilities, American Association of State Highway Transportation Officials (AASHTO Bike)
- ☀ Small Town and Rural Multimodal Networks, Federal Highway Administration (Rural Bike)
- ☀ Safe Routes to Schools (SRTS)
- ☀ Leadership in Energy and Environmental Design (LEED)

- ☀ US Green Building Council (USGBC)
- ☀ Smart Growth America (SGA)
- ☀ Trust for Public Land (TPL)
- ☀ Institute of Transportation Engineers (ITE)
- ☀ US Department of Transportation (US DOT)
- ☀ Iowa Learning Farms
- ☀ US Department of Agriculture (USDA)
- ☀ Iowa's Smart Planning Principles

## Type of Action

The action statements generally fall into one of the following three categories:

- ☀ Policy and code amendments - Indicate official adoption of a code or policy by the county for regulatory or administrative processes.
- ☀ Tasks - Items which may be one-time or recurring by the county or other members of the community.
- ☀ Capital Improvement Program - Public or utility investments that will implement the physical features of the plan.

## Timeline + Review

This plan has a 20 year timeframe for the future vision.

A time frame has been indicated for implementing each of the actions. Short-term indicates implementation should occur within five years, medium-term within five to ten years, and long-term within ten to twenty years. In some cases, the recommendations are on-going over the planning period. Some items in this implementation plan should be completed soon, such as zoning and policy amendments, since they directly impact future development, while others, such as new trails or paving of gravel roads, should be longer-term and concurrent with public need.

Each year, the Planning and Zoning Commission should develop a work plan to program actions for that year. Additionally, the plan maintenance process should evaluate the plan on a yearly basis in relation to the accomplishments of the prior year. The review should include an explanation of why certain programmed actions did not move forward, such as a change in priorities, or a lack of resources.





The future conditions of land use, streets, and parks and trails constitute the adopted maps in this plan. The goals and objectives constitute the adopted text. These items may only be changed through a public meeting of the Planning and Zoning Commission and adoption by the Board of Supervisors.



## Land Use (LU) Goal, Objectives + Actions

Goal LU: Preserve the rural atmosphere while promoting responsible growth.

| Objective   | Action   | Timeline      | Type        | Responsible Party | Partner(s) | Resource   |
|---|--|---------------|-------------|-------------------|------------|------------|
| LU-1: Improve communication and coordination between the County and cities          | LU-1-A: Establish an electronic data sharing system that includes land use, zoning, utilities, ordinances, development proposals, and other relevant information.                                      | Short         | Task        | JCP&Z, Cities     | CRA, IRDC  | Staff Time |
|   | LU-1-B: Establish a formal protocol for sharing and reviewing land use proposals within each city's extraterritorial area.   | Short         | Task        | JCP&Z, Cities     | CRA, IRDC  | Staff Time |
|   | LU-1-C: Establish a recurring meeting between County Supervisors and City Council representatives.   | Short/Ongoing | Task        | Supervisors       | Cities     | Staff Time |
| LU-2: Promote the efficient and responsible layout and highest and best use of land | LU-2-A: Ensure that land development regulations require necessary utilities, infrastructure, and services to be available concurrent with new development   | Short         | Policy/Code | JCP&Z, Cities     | CRA, IRDC  | SGA        |
|   | LU-2-B: Direct new development to the Growth Area Overlays indicated on the Future Land Use Plan, with priority toward those closest to existing development, infrastructure, utilities, and services. | Ongoing       | Policy/Code | JCP&Z, Cities     | CRA, IRDC  | SGA        |
|   | LU-2-C: Revise the LESA criteria for the county to also address road classification, internet service, and rural water service.  | Short         | Task        | JCP&Z             | Cities     | Staff Time |

## Transportation Network (TN) Goal, Objectives + Actions

Goal TN: Develop and maintain a complete transportation system to benefit residential, agricultural, and economic purposes.

| Objective  | Action   | Timeline | Type        | Responsible Party | Partner(s)       | Resource            |
|--|--|----------|-------------|-------------------|------------------|---------------------|
| TN-1: Ensure that the transportation network is safe and efficient | TN-1-A: Provide adequate local funding and staff to maintain the road network                    | Ongoing  | CIP         | Supervisors       | JCE              | Funding             |
|  | TN-1-B: Seek regional, state, and federal funding for road improvements as applicable            | Ongoing  | Task        | JCE               | CIRTPA, Iowa DOT | STBG, RISE          |
|  | TN-1-C: Create a pavement management plan to guide road repairs                                  | Short    | Task        | JCE               | Iowa DOT, CIRTPA | Funding, Staff Time |
|  | TN-1-D: Identify problematic areas and necessary improvements                                    | Short    | Task        | JCE               | Iowa DOT, CIRTPA | SUDAS, TEAP         |
|  | TN-1-E: Establish criteria for when a gravel roadway should be paved, include proximity to towns | Short    | Code/Policy | JCE               | JCP&Z            | SUDAS               |

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Goal TN: Develop and maintain a complete transportation system to benefit residential, agricultural, and economic purposes.

| Objective  | Action   | Timeline | Type          | Responsible Party | Partner(s)       | Resource            |
|--|--|----------|---------------|-------------------|------------------|---------------------|
| TN-1: Ensure that the transportation network is safe and efficient | TN-1-F: Establish development regulations indicating when transportation systems need to be improved to meet the needs of new development  | Short    | Code / Policy | JCE               | JCP&Z            | SUDAS               |
|  | TN-1-G: Consider Intelligent Transportation Systems (ITS) to improve the transportation network where applicable   | Ongoing  | Task          | JCE               | Iowa DOT, CIRTPA | Funding, Staff Time |
|  | TN-1-H: Require all streets in new subdivisions to be connected in a grid-type pattern whenever feasible (natural features and the built environment may necessitate cul-de-sacs or looped roadways) | Ongoing  | Code/ Policy  | JCE, Cities       | JCP&Z            | SUDAS, SGA          |
|  | TN-1-I: Adopt access management plans for the existing and future arterial streets to maintain the capacity of those streets   | Medium   | Task          | JCE               | JCP&Z            | SUDAS               |

## Transportation Network (TN) Goal, Objectives + Actions

Goal TN: Develop and maintain a complete transportation system to benefit residential, agricultural, and economic purposes.

| Objective   | Action  | Timeline | Type          | Responsible Party | Partner(s)             | Resource |
|---|---|----------|---------------|-------------------|------------------------|----------|
| TN-2: Use street design to establish a character within cities and villages | TN-2-A: Bury utilities with all new development and with redevelopment whenever possible  | Ongoing  | CIP           | Comm Co-op        | Developers             | SUDAS    |
|   | TN-2-B: Follow tree planting guidelines to ensure that street trees will not interfere with utilities, sidewalks, or the adjacent roadway                             | Ongoing  | Code / Policy | Cities            | Developers , Residents | SUDAS    |
|   | TN-2-C: Plant street trees adjacent to all publicly-owned properties whenever possible  | Ongoing  | Task          | Cities            | JCCB                   | SUDAS    |
|   | TN-2-D: Develop and use complete streets and traffic calming policies and design guidelines for new streets and rehabilitation of existing streets in developed areas | Ongoing  | Code / Policy | Cities            | CIRTPA                 | NCSC     |



## Transportation Mobility (MO) Goal, Objectives + Actions

### Goal MO: Provide mobility options for all ages and abilities

| Objective  | Action   | Timeline | Type        | Responsible Party | Partner(s)  | Resource                  |
|--|--|----------|-------------|-------------------|-------------|---------------------------|
| MO-1: Develop non-motorized connectivity for transportation purposes | MO-1-A: Adopt a complete streets policy to balance the needs of all users of all modes of transportation   | Short    | Code/Policy | Supervisors       | JCE, JCP&Z  | NCSC                      |
|  | MO-1-B: Pave wide shoulders for use by bicyclists when repaving roadways   | Ongoing  | CIP         | JCE               | JCCB        | SUDAS, AASHTO, Rural Bike |
|  | MO-1-C: Develop trails that separate bicyclists and pedestrians from the roadway and connect trip ends to commercial, residential, educational, and recreational destinations        | Ongoing  | CIP         | JCCB              | JCE, Cities | TAP, SRT, FRT             |
|  | MO-1-D: Evaluate the bicycle and trail network for gaps, with focus on connections to commercial, residential, educational, and recreational destinations and recommend improvements | Medium   | Task        | JCCB              | JCE, Cities | SUDAS, AASHTO, Rural Bike |

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### Goal MO: Provide mobility options for all ages and abilities

| Objective   | Action   | Timeline | Type        | Responsible Party   | Partner(s)  | Resource   |
|---|--|----------|-------------|---------------------|-------------|------------|
| MO-2: Support motorized travel without individual motorized vehicle ownership | MO-2-A: Create a county licensing system to enable transportation network companies to provide on-call transportation services (e.g. ride share) | Short    | Code/Policy | JCP&Z               | Supervisors | Staff Time |
|   | MO-2-B: Revise the zoning code to establish licensing requirements and specify parking areas for car-share programs                              | Short    | Code/Policy | JCP&Z               | JCE         | Staff Time |
|   | MO-2-C: Advertise the option of DART's RideShare Vanpooling program and provide a park and ride location(s)                                      | Ongoing  | Task        | Supervisors, Cities | DART, JEDCO | Staff Time |
|   | MO-2-D: Coordinate with DART to extend the Heart of Iowa Regional Transit Agency (HIRTA) operating hours to include the evenings and weekend     | Short    | Task        | Supervisors, Cities | DART        | Funding    |
|   | MO-2-E: Coordinate with DART to evaluate the potential of bus service to Des Moines  | Short    | Task        | Supervisors, Cities | DART        | Funding    |

## Housing (HS) Goal, Objectives + Actions

Goal HS: Provide a variety of attractive housing options, accommodating all income levels in all stages of life.

| Objective  | Action   | Timeline | Type            | Responsible Party | Partner(s)                        | Resource |
|--|--|----------|-----------------|-------------------|-----------------------------------|----------|
| HS-1: Allow innovative and creative housing designs that accommodate the public's needs and preferences, while maintaining the county's character. | HS-1-A: Amend subdivision regulations and zoning codes to allow for a variety of housing types and lot sizes including mixed-use, cluster development, multi-family, co-housing, tiny housing, and eco-friendly design | Short    | Code/<br>Policy | JCP&Z             | IRDC,<br>Developers               | APA, SGA |
|  | HS-1-B: Amend the zoning code to allow accessory dwelling units on all single-family and rural residential lots  | Short    | Code/<br>Policy | JCP&Z             | IRDC,<br>Residents                | APA, SGA |
| HS-2: Increase the availability of housing targeted toward households earning more than the County's median income.                                | HS-2-A: Consider tax abatement for new housing over a particular price point   | Short    | Code/<br>Policy | Supervisors       | Developers,<br>Residents,<br>LHTF | APA, SGA |
|  | HS-2-B: Consider tax abatement for renovations and upgrades to housing over a particular price point   | Short    | Code/<br>Policy | Supervisors       | Residents,<br>LHTF                | APA, SGA |



## Housing (HS) Goal, Objectives + Actions

Goal HS: Provide a variety of attractive housing options, accommodating all income levels in all stages of life.

| Objective   | Action   | Timeline | Type        | Responsible Party | Partner(s) | Resource            |
|---|--|----------|-------------|-------------------|------------|---------------------|
| HS-3: Ensure the housing stock is safe and attractive | HS-3-A: Establish property maintenance standards that address safety, maintenance, and aesthetics  | Short    | Code/Policy | JCP&Z             | Habitat    | Staff Time          |
|   | HS-3-B: Develop a policy for identification, notification, and required compliance timeline for properties that are in violation   | Short    | Code/Policy | JCP&Z             | Habitat    | Staff Time          |
|   | HS-3-C: Expand code enforcement, potentially through shared staff (JCHA)   | Medium   | Task        | JCP&Z             | Cities     | Staff Time, Funding |
|   | HS-3-D: Consider a forgivable loan program for safety and repair of exterior elements that could compromise the health and well-being of the occupants and those that improve energy conservation, such as roofs, windows and doors (JHCA) | Medium   | Task        | JCCS              | IRDC, LHTF | CDBG                |



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| Objective  | Action  | Timeline          | Type            | Responsible Party | Partner(s)                   | Resource                         |
|--|---|-------------------|-----------------|-------------------|------------------------------|----------------------------------|
| HS-3: Ensure the housing stock is safe and attractive                        | HS-3E: Implement site, building, and landscaping design standards for new residential development   | Medium            | Code/<br>Policy | JCP&Z             | Developers,<br>Residents     | APA, SGA                         |
|  | HS-3-F: Identify and promote programs that provide financial, labor, and technical resources to assist low income residents in maintaining or repairing their homes | Short             | Task            | JCCS              | Habitat,<br>LHTF             | CDBG/<br>HOME                    |
| HS-4: Promote, incentivize, and facilitate housing development opportunities | HS-4-A: Develop a branding campaign to highlight the strengths and potential of the county to builders and developers.  | Short/<br>Ongoing | Task            | JEDCO             | Supervisors,<br>Cities, LHTF | Staff Time                       |
|  | HS-4-B: Develop a marketing strategy to promote sites with existing infrastructure  | Short/<br>Ongoing | Task            | JEDCO             | Supervisors,<br>Cities, LHTF | Staff Time                       |
|  | HS-4-C: Identify and/or develop incentive programs for developers for home and lot development (JCHA)   | Medium            | Task            | JCCS              | IRDC,<br>CDO, LHTF           | CDBG/<br>HOME, TIF,<br>CDO, LHTF |

## Housing (HS) Goal, Objectives + Actions

Goal HS: Provide a variety of attractive housing options, accommodating all income levels in all stages of life.

| Objective  | Action  | Timeline | Type        | Responsible Party         | Partner(s)    | Resource                              |
|--|---|----------|-------------|---------------------------|---------------|---------------------------------------|
| HS-4: Promote, incentivize, and facilitate housing development opportunities | HS-4-D: Provide incentives to develop rental properties (JHCA)  | Medium   | Code/Policy | Cities                    | IRDC, LHTF    | TIF, LHTF, Tax Abatement, Tax Credits |
|  | HS-4-E: Develop a partnership between Jasper County and communities that creates a shared risk partnership for housing development (JCHA)     | Medium   | Task        | Supervisors, Cities, LHTF | IRDC          | Staff Time                            |
|  | HS-4-F: Identify existing lot inventory for infill development and consider reduced fees for infill development (JCHA)                        | Short    | Code/Policy | Cities, LHTF              | Habitat       | Staff Time                            |
|  | HS-4-G: Consider governmental purchase and preparation of infill lots and those with dilapidated structures that need to be demolished (JCHA) | Medium   | CIP         | Supervisors, LHTF         | IRDC, Habitat | CDBG                                  |

## Housing (HS) Goal, Objectives + Actions

Goal HS: Provide a variety of attractive housing options, accommodating all income levels in all stages of life.

| Objective  | Action  | Timeline | Type | Responsible Party         | Partner(s)    | Resource      |
|--|---|----------|------|---------------------------|---------------|---------------|
| HS-4: Promote, incentivize, and facilitate housing development opportunities | HS-4-H: Develop a Purchase Rehab Resale Program (by a non-profit development corp) (JCHA) | Medium   | CIP  | Supervisors, Cities, LHTF | IRDC, Habitat | CDBG, Funding |



## Agriculture (AG) Goal, Objectives + Actions

Goal AG: Preserve the future of agriculture as a vibrant part of Jasper County's identity, community, and economy

| Objective  | Action  | Timeline           | Type            | Responsible Party | Partner(s)  | Resource                   |
|--|---|--------------------|-----------------|-------------------|---|----------------------------|
| AG-1: Support agricultural prosperity through educational, infrastructure, and marketing resources | AG-1-A: Develop a Farmer Advisory Committee (FAC) including farmers, rural landowners, a county government representative, and other relevant parties to meet periodically to discuss topics related to agriculture in the county | Short/<br>Ongoing  | Code/<br>Policy | Supervisors       | Agricultural forum participants, JCP&Z, JEDCO, IFB, PFI | PFI                        |
|  | AG-1-B: Maintain a farming resources database that is accessible to all farmers   | Short/<br>Ongoing  | Task            | JCP&Z             | FAC, IFB, PFI   | Comp Plan, IDALS, IFB, PFI |
|  | AG-1-C: Create a marketing campaign to promote agricultural events taking place in the county   | Short              | Task            | FAC               | Supervisors, HP, JEDCO                                  | Marketing Expertise        |
|  | AG-1-D: Plan new events for networking and agricultural business development  | Medium/<br>Ongoing | Task            | FAC               | HP, JEDCO, IFB, PFI                                     | IFB, PFI                   |



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| Objective  | Action   | Timeline           | Type         | Responsible Party   | Partner(s)                      | Resource                         |
|--|--|--------------------|--------------|---------------------|---------------------------------|----------------------------------|
| AG-1: Support agricultural prosperity through educational, infrastructure, and marketing resources | AG-1-E: Assist beginning farmers, small scale, niche, or other resource-challenged farms   | Short/<br>Ongoing  | Task         | FAC                 | JCSWCD, IDALS, IFB, PFI         | IFB programs, PFI programs, USDA |
|  | AG-1-F: Assess resources needed to build a local food network for farmers to supply food to consumers (restaurants, schools, grocery stores, and households etc.)                      | Medium/<br>Ongoing | Task         | FAC                 | JEDCO, Schools, Businesses, PFI | PFI, USDA                        |
|  | AG-1-G: Maintain sufficient agriculture-related infrastructure (e.g. transportation, land, labor, equipment, technology, access points to the market, etc.) to support farming success | Medium/<br>Ongoing | CIP,<br>Task | FAC,<br>Supervisors | JEDCO, JCSWCD, IFB, PFI         | IFB, PFI                         |



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| Objective   | Action  | Timeline      | Type | Responsible Party | Partner(s)               | Resource               |
|---|---|---------------|------|-------------------|--------------------------|------------------------|
| AG-2: Improve the public image and understanding of the role of agriculture in the county         | AG-2-A: Include agricultural information on the county's website, social media, and print marketing materials   | Short/Ongoing | Task | Supervisors       | FAC                      | Staff Time             |
|   | AG-2-B: Create a marketing campaign to highlight agriculture's economic and cultural impact in the county (e.g. share information on specific farmers/farms, century farms, farming events, local food farmers, farmers markets, non-food products producers, conservation practices, etc.) | Short         | Task | FAC, Supervisors  | HP, JEDCO                | Marketing Expertise    |
| AG-3: Protect Jasper County's natural resources through environmentally-sensitive farming methods | AG-3-A: Include farmers in watershed planning   | Medium        | Task | JCCB              | FAC, JCSWCD, IDALS, IDNR | REAP, Reference CR-1-D |
|   | AG-3-B: Include agricultural resources and farmers in development of the County Conservation Board master plan  | Medium        | Task | JCCB              | FAC                      | Reference CR-2-A       |

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| Objective   | Action   | Timeline           | Type | Responsible Party  | Partner(s)                                   | Resource  |
|---|--|--------------------|------|--------------------|--|---|
| AG-3: Protect Jasper County's natural resources through environmentally-sensitive farming methods | AG-3-C: Provide conservation practice information to farmers in environmentally sensitive areas  | Medium/<br>Ongoing | Task | FAC                | JCCB,<br>JCSWCD,<br>IDALS, IDNR,<br>IFB, PFI | CREP, Iowa Learning Farms, USDA, PFI, IFB, ISU-EO   |
|   | AG-3-D: Seek funding to support environmentally-sensitive practices in agricultural environments | Short/<br>Ongoing  | Task | Landowners,<br>FAC | JCCB,<br>JCSWCD,<br>IDALS, IDNR              | Cost Share, Buffer Initiative, CREP, SRF, REAP-SWEA |



## Conservation + Recreation (CR) Goal, Objectives + Actions

Goal CR: Maintain and enhance natural resources and conservation land

| Objective   | Action   | Timeline | Type        | Responsible Party | Partner(s)                      | Resource   |
|---|--|----------|-------------|-------------------|---------------------------------|--|
| CR-1: Protect wetland, prairies, stream corridors, and other wildlife habitat | CR-1-A: Create a natural resource zoning district (potentially an overlay district) to establish protection measures | Medium   | Code/Policy | JCP&Z, Cities     | Supervisors, Residents, Farmers | APA  |
|   | CR-1-B: Acquire environmentally sensitive land for protection  | Long     | Task        | JCCB              | INHF, IDNR                      | REAP, WDP  |
|   | CR-1-C: Develop conservation easement agreements with private land owners  | Long     | Task        | JCCB              | INHF, IDNR                      | APA  |
|   | CR-1-D: Develop watershed management plans and best practices  | Medium   | Task        | JCCB              | JCP&Z/<br>Cities                | WIG, SRF   |
|   | CR-1-E: Provide incentives for re-development (using existing buildings) and infill over greenfield development      | Short    | Code/Policy | JCP&Z, Cities     | IEDA                            | CDBG, Brown/Gray TC, HPTC, IAREinvest, CommCat Grant |

## Conservation + Recreation (CR) Goal, Objectives + Actions

Goal CR: Maintain and enhance natural resources and conservation land

| Objective  | Action  | Timeline        | Type        | Responsible Party | Partner(s)                          | Resource            |
|--|---|-----------------|-------------|-------------------|-------------------------------------|---------------------|
| CR-1: Protect wetland, prairies, stream corridors, and other wildlife habitat  | CR-1-F: Create a transfer of development rights program to protect open space and sensitive lands                               | Medium          | Code/Policy | JCP&Z, Cities     | IRDC                                | APA, SGA            |
|  | CR-2-A: Develop a County Conservation Board master plan   | Medium          | Task        | JCCB              | Supervisors                         | NRPA, TPL, Funding  |
| CR-2: Foster community connection, access and awareness of natural resources through wildlife parks, trails and programs | CR-2-B: Seek grant funding for land trail development   | Ongoing         | Task        | JCCB              | Supervisors, IDNR, Iowa DOT, CIRTPA | REAP, TAP, SRT, FRT |
|  | CR-2-C: Apply for the Iowa DNR Water Trails program for the South Skunk River to plan for improvements and official designation | Ongoing         | Task        | JCCB              | Supervisors, IDNR                   | WTP                 |
|  | CR-2-D: Apply for the Iowa DNR Water Trails program for the North Skunk River to plan for improvements and official designation | Short / Ongoing | Task        | JCCB              | Supervisors, IDNR                   | WTP                 |



## Conservation + Recreation (CR) Goal, Objectives + Actions

Goal CR: Maintain and enhance natural resources and conservation land

| Objective  | Action   | Timeline      | Type | Responsible Party | Partner(s)  | Resource   |
|--|--|---------------|------|-------------------|-------------|------------|
| CR-2: Foster community connection, access and awareness of natural resources through wildlife parks, trails and programs | CR-2-E: Increase marketing of existing conservation resources and programs | Short/Ongoing | Task | JCCB              | Supervisors | Staff Time |
|  | CR-2-F: Support development of the planned Environmental Education Center  | Short         | CIP  | JCCB              | Supervisors | Funding    |

## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective  | Action   | Timeline | Type | Responsible Party   | Partner(s)          | Resource   |
|--|--|----------|------|---------------------|---------------------|------------|
| EC-1: Create and attract an educated and skilled workforce | EC-1-A: Identify workforce development needs to satisfy market demands   | Short    | Task | JEDCO               | IWD                 | Staff Time |
|  | EC-1-B: Increase training certifications and programs  | Ongoing  | Task | JEDCO               | IWD, IDE            | Staff Time |
|  | EC-1-C: Create mentorship programs between businesses and students   | Ongoing  | Task | JEDCO               | IWD, Schools, DMACC | Staff Time |
|  | EC-1-D: Support the public library system for its educational and programmatic resources   | Ongoing  | Task | Supervisors, Cities | Residents           | Funding    |
| EC-2: Establish a business-friendly environment            | EC-2-A: Develop new and expand existing relationships with economic development partners, such as colleges, school districts, non-profits, and lenders to provide resources to support business growth | Ongoing  | Task | JEDCO               | Schools, DMACC      | Staff Time |

## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective                                       | Action  | Timeline | Type        | Responsible Party   | Partner(s)  | Resource             |
|---|---|----------|-------------|---------------------|-------------|----------------------|
| EC-2: Establish a business-friendly environment | EC-2-B: Review site development review and business licensing procedures to identify opportunities to streamline applications and reduce review timelines | Short    | Code/Policy | JCP&Z, Cities       | Developers  | Staff Time           |
|   | EC-2-C: Ensure that city and county review procedures are compatible and consistent for development within cities' extraterritorial jurisdiction          | Short    | Task        | JCP&Z, Cities       | Developers  | Staff Time           |
|   | EC-2-D: Review land development and site plan regulations to make sure that they are up-to-date with current development best practices                   | Short    | Code/Policy | JCP&Z, Cities       | Supervisors | Staff Time, APA, SGA |
|   | EC-2-E: Offer tax abatement and Tax Increment Financing (TIF) on building enhancements or expansions needed to support new businesses or expansion        | Ongoing  | Code/Policy | Supervisors, Cities | IEDA        | APA, SGA             |

## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective                                       | Action   | Timeline | Type        | Responsible Party | Partner(s)        | Resource    |
|---|--|----------|-------------|-------------------|-------------------|-------------|
| EC-2: Establish a business-friendly environment | EC-2-F: Ensure that high-speed internet service is available within the Growth Area Overlay on the Future Land Use Map                             | Ongoing  | Task        | Supervisors       | Comm Co-Op        | Empower     |
|   | EC-2-G: Further evaluate internet availability, technology type (fiber, satellite, cable, DSL), level of service, and needs throughout the county. | Short    | Task        | Supervisors       | Comm Co-op        | Empower     |
|   | EC-2-H: Develop architectural standards to improve building appearance   | Medium   | Code/Policy | JCP&Z, Cities     | JEDCO, Developers | APA, SGA    |
|   | EC-2-I: Expand the Young Professionals group to include members countywide   | Short    | Task        | YPJC              | JEDCO             | Member Time |
|   | EC-2-J: Expand the existing Newton Chamber of Commerce to be countywide  | Medium   | Task        | Chamber           | County, Cities    | Member Time |
|   | EC-2-K: Create an online presence for business professionals to connect with each other  | Short    | Task        | JEDCO             | YPJC              | Member Time |

## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective  | Action   | Timeline      | Type | Responsible Party  | Partner(s)      | Resource   |
|--|--|---------------|------|--------------------|-----------------|------------|
| EC-3: Use countywide marketing to promote tourism and local businesses         | EC-3-A: Develop a brand and update the logo for the county   | Short         | Task | Supervisors, Staff | JEDCO, YPJC, HP | Staff Time |
|  | EC-3-B: Use the brand and logo in a marketing plan   | Short/Ongoing | Task | Supervisors        | JEDCO, YPJC, HP | Staff Time |
|  | EC-3-C: Use existing services (e.g. Travel Iowa, Google Maps, etc.) to promote businesses and special events | Short         | Task | Supervisors        | JEDCO, YPJC     | Staff Time |
|  | EC-3-D: Promote events and places in cities on the county's website  | Ongoing       | Task | Supervisors, Staff | JEDCO           | Staff Time |
| EC-4: Seek new businesses that will diversify and strengthen the local economy | EC-4-A: Designate "Certified Sites" which are ready for industrial development                               | Medium        | Task | JCP&Z, Cities      | IEDA            | CDBG       |
|  | EC-4-B: Support business that relate to the Iowa Speedway and other regional draws to the county             | Ongoing       | Task | Supervisors        | JEDCO           | IEDA       |



## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective  | Action   | Timeline | Type   | Responsible Party | Partner(s)  | Resource            |
|--|--|----------|--------|-------------------|-------------|---------------------|
| EC-4: Seek new businesses that will diversify and strengthen the local economy | EC-4-C: Support businesses that cater to outdoor recreation such as along trails, near hunting areas, and near campgrounds (e.g. equipment rental, food, overnight accommodations, etc.) | Ongoing  | Task   | Supervisors       | JEDCO, HP   | IEDA                |
|  | EC-4-D: Attract more full-service restaurants and retail stores  | Medium   | Task   | JEDCO             | IEDA        | IASource            |
|  | EC-4-E: Encourage reuse of vacant spaces rather than focusing on new development   | Medium   | Policy | Cities            | JEDCO, IEDA | IASource            |
| EC-5: Encourage entrepreneurship and support of local businesses development   | EC-5-A: Establish grant and loan programs that can assist with local business startups and expansion   | Medium   | Task   | JEDCO             | IEDA, IWD   | Staff Time, Funding |
|  | EC-5-B: Establish a business incubator with co-working space   | Medium   | Task   | JEDCO             | YPJC        | IEDA, IASource      |

## Economy (EC) Goal, Objectives + Actions

### Goal EC: Attract, retain, and expand a variety of businesses

| Objective  | Action   | Timeline | Type        | Responsible Party | Partner(s)             | Resource          |
|--|--|----------|-------------|-------------------|------------------------|-------------------|
| EC-5: Encourage entrepreneurship and support of local businesses development | EC-5-C: Modify zoning regulations to allow for home-based business   | Short    | Code/Policy | JCP&Z             | Supervisors, Residents | Staff Time        |
|  | EC-5-D: Establish educational, mentorship, networking, and business collaboration programs   | Short    | Task        | JEDCO             | YPJC                   | IASource          |
|  | EC-5-E Provide workshops for educating new business owners and managers on business-related topics such as taxes, legal requirements, and marketing tips | Short    | Task        | JEDCO             | YPJC                   | UNI-Bus, IASource |

## Public Health + Safety (PH) Goal, Objectives + Actions

Goal PH: Maintain high level of service for public health and safety

| Objective   | Action  | Timeline | Type | Responsible Party | Partner(s)          | Resource            |
|---|---|----------|------|-------------------|---------------------|---------------------|
| PH-1: Ensure adequate and effective sheriff patrol and public outreach                          | PH-1-A: Continue public outreach programs, such as with schools and public events                     | Ongoing  | Task | JCSO, Police      | Residents           | Staff Time, Funding |
|   | PH-1-B: Periodically evaluate patrol needs  | Ongoing  | Task | JCSO, Police      | Residents           | Staff Time          |
| PH-2: Minimize injuries and loss of life and property due to impacts of natural hazards (JCMMP) | PH-2-A: Ensure evacuation routes are identified and safe for travel                                   | Ongoing  | Task | JCEM              | JCE                 | Staff Time          |
|   | PH-2-B: Ensure that emergency shelters are available and prepared, including tornado shelters (JCMMP) | Ongoing  | Task | JCEM              | Supervisors /Cities | Funding             |
|   | PH-2-C: Prepare medical response teams with training, supplies, and equipment                         | Ongoing  | Task | JCEM              | JCHD                | Staff Time, Funding |

## Public Health + Safety (PH) Goal, Objectives + Actions

Goal PH: Maintain high level of service for public health and safety

| Objective  | Action  | Timeline | Type        | Responsible Party | Partner(s)  | Resource          |
|--|---|----------|-------------|-------------------|-------------|-------------------|
| PH-2: Minimize injuries and loss of life and property due to impacts of natural hazards (JCMEMP) | PH-2-D: Educate the public on what to do before, during, and after extreme weather events (tornados, high winds, lighting, hail, winter storms, ice, flood, extreme heat, and drought) (JCMEMP) | Ongoing  | Task        | JCEM              | JCSO, JCHD  | Staff Time        |
|  | PH-2-E: Review, update, and enforce floodplain ordinances (JCMEMP)  | Short    | Code/Policy | JCP&Z, Cities     | JCEM        | Staff Time        |
|  | PH-2-F: Encourage green design techniques to manage stormwater on site and use alternative energy sources to enable faster recovery from power outages  | Ongoing  | Code/Policy | JCP&Z, Cities     | IDNR, IEDA  | SRF, AERLP, USGBC |
|  | PH-2-G: Install flood gates where necessary (JCMEMP)  | Short    | CIP         | JCEM              | IDNR        | DRG               |
|  | PH-2-H: Install emergency sirens to ensure coverage to all residents (JCMEMP)   | Medium   | CIP         | JCEM              | Supervisors | Funding           |

## Public Health + Safety (PH) Goal, Objectives + Actions

Goal PH: Maintain high level of service for public health and safety

| Objective  | Action   | Timeline      | Type | Responsible Party | Partner(s)  | Resource            |
|--|--|---------------|------|-------------------|-------------|---------------------|
| PH-3: Maintain a high level of communication with residents                                  | PH-3-A: Provide proactive and transparent communication, easy-to-access information and materials about government activities and policies | Short/Ongoing | Task | All Depts, Cities | Residents   | Staff Time, Funding |
|  | PH-3-B: Revise the County's website and maintain current information   | Short/Ongoing | Task | All Depts, Cities | Residents   | Staff Time, Funding |
|  | PH-3-C: Improve urgent communication systems (phone, text, radio)  | Short         | Task | JCEM              | Supervisors | Staff Time, Funding |
|  | PH-3-D: Improve government's social media presence   | Short/Ongoing | Task | All Depts, Cities | IEDA        | IASource            |
| PH-4: Ensure that the health needs, both physical and mental, of all residents are being met | PH-4-A: Expand and market mental health services   | Ongoing       | Task | JCHD              | JCBH        | Staff Time, Funding |



## Public Health + Safety (PH) Goal, Objectives + Actions

Goal PH: Maintain high level of service for public health and safety

| Objective  | Action  | Timeline | Type | Responsible Party | Partner(s) | Resource            |
|--|---|----------|------|-------------------|------------|---------------------|
| PH-4: Ensure that the health needs, both physical and mental, of all residents are being met | PH-4-B: Provide common medical services locally | Ongoing  | Task | JCHD              | JCBH       | Staff Time, Funding |
|  | PH-4-C: Meet the needs of all demographics      | Ongoing  | Task | JCHD              | JCBH       | Staff Time          |

## County Character (CC) Goal, Objectives + Actions

Goal CC: Establish a county character that is family-friendly, evokes a rural feel, and celebrates the unique attributes of the county.

| Objective  | Action  | Timeline       | Type        | Responsible Party | Partner(s)                     | Resource            |
|--|---|----------------|-------------|-------------------|--------------------------------|---------------------|
| CC-1: Support and expand special events and festivals showcasing locations throughout the county | CC-1-A: Create a countywide event committee   | Short          | Task        | HP                | Supervisors, Cities, Residents | Staff Time, Funding |
|  | CC-1-B: Host at least one special event each month, in varied places throughout the county                                      | Medium/Ongoing | Task        | HP                | Supervisors, Cities, Residents | Staff Time, Funding |
|  | CC-1-C: Develop a shared marketing campaign for special events and places of interest, including print, radio, and social media | Short          | Task        | HP                | Supervisors, Cities, Residents | Staff Time, Funding |
| CC-2: Create a unique identity for the county and its towns and villages                         | CC-2-A: Consider developing a grant program for restoring historic sites and buildings  | Medium         | Code/Policy | JCP&Z, Cities     | SHPO, IEDA                     | HPTC                |

## County Character (CC) Goal, Objectives + Actions

Goal CC: Establish a county character that is family-friendly, evokes a rural feel, and celebrates the unique attributes of the county.

| Objective  | Action  | Timeline | Type        | Responsible Party   | Partner(s)             | Resource            |
|--|---|----------|-------------|---------------------|------------------------|---------------------|
| CC-2: Create a unique identity for the county and its towns and villages | CC-2-B: Consider developing programs to assist with deferred maintenance issues                             | Medium   | Code/Policy | JCP&Z, Cities       | Supervisors            | RemLoan, IAReinvest |
|  | CC-2-C: Install public art on public properties   | Long     | Task        | Supervisors, Cities | HP, IEDA - Main Street | Funding             |
|  | CC-2-D: Provide incentives for private development to incorporate art visible to the public                 | Medium   | Code/Policy | JCP&Z, Cities       | IEDA - Main Street     | Staff Time          |
| CC-3: Be an environmentally-conscious leader                             | CC-3-A: Update ordinances to allow for alternative energy production  | Short    | Code/Policy | JCP&Z, Cities       | IEDA - Energy Office   | IEP                 |
|  | CC-3-B: Complete energy audits on all public buildings to determine baseline for improving carbon footprint | Medium   | Task        | JCP&Z, Cities       | IEDA - Energy Office   | IEP                 |

## County Character (CC) Goal, Objectives + Actions

Goal CC: Establish a county character that is family-friendly, evokes a rural feel, and celebrates the unique attributes of the county.

| Objective                                    | Action   | Timeline | Type        | Responsible Party | Partner(s)           | Resource |
|--|--|----------|-------------|-------------------|----------------------|----------|
| CC-3: Be an environmentally-conscious leader | CC-3-C: Improve energy efficiency and reduce the carbon footprint of public buildings and operations | Long     | Task        | JCP&Z, Cities     | IEDA - Energy Office | IEP      |
|  | CC-3-D: Provide incentives to design green infrastructure and buildings                              | Short    | Code/Policy | JCP&Z, Cities     | IEDA - Energy Office | IEP      |

