Implementation Plan
CDA 2030 VISIONING PROJECT

A BRIGHT FUTURE.
TOGETHER.

V I S I O N 2030
CŒUR D’ALENE
The Implementation Plan details specific actions to guide our community partners in achieving our vision through a broad range of programs and projects.

CDA 2030 reflects a conversation shaped by the diverse ideas, perspectives, and points of view of our community. It is designed to build community awareness and collaboration based on sound information and open, constructive dialogue.

CDA 2030 used public forums and workshops, surveys, opinion polls, interviews, a website and social media to collect and compile data about our vision for the future. Coeur d’Alene residents joined committees and workgroups to successfully craft a long-range Vision and Implementation Plan for greater Coeur d’Alene.

Our Vision and Implementation Plan focuses on six key themes:

- Community & Identity
- Education & Learning
- Environment & Recreation
- Growth & Development
- Health & Safety
- Jobs & Economy

In the Implementation Plan, specific strategies and actions are included in each focus area to move us in the direction of our vision—a total of 36 strategies and 178 action actions in all. Greater Coeur d’Alene volunteer groups, nonprofit organizations, businesses, and local government will share responsibility in bringing the Vision to fruition by leading or supporting implementation of specific actions. The Implementation Plan will be renewed and updated throughout the project period with annual town hall meetings, and periodic Vision update opportunities.

The CDA 2030 Visioning Project is an ongoing effort supported by government, businesses, civic, and community leaders. On June 17, 2014, the Coeur d’Alene City Council passed a resolution adopting the Coeur d’Alene 2030 Community Vision Statement, Strategies, and Implementation Plan. More than 45 other partner organizations have signed on to help achieve our Vision Implementation Plan.

The CDA 2030 Vision and Implementation Plan exists to inform, guide, and motivate community citizens in taking action that brings our vision closer to reality. Focused on key points of agreement from across the community, the vision and implementation are an affirmation of our shared values and goals. It is our roadmap to a bright future.

We invite you to join us on this journey!
The Coeur d’Alene 2030 Implementation Plan outlines strategies and actions to bring the Vision to life. Developed through extensive community involvement, it will be periodically updated to stay current with changing community resources, opportunities, and long-term needs. Proposed changes or revisions to the implementation plan will be evaluated for consistency with the Vision Statement and reviewed by a Community Implementation Plan team.

The Implementation Plan is presented in a matrix format listing 36 strategies and 178 actions. This ‘living’ document is expected to include revisions and additions over time, and the plan will be periodically reviewed and updated to incorporate such changes - as well as to reflect the community’s progress in implementing its Vision. The current version of the Implementation Plan will always be available online on the Coeur d’Alene 2030 Visioning Project website at www.CDA2030.org. The Implementation Plan matrix on the following pages is divided into six Vision focus areas, organized by color. A key to understanding and using the plan matrix is presented below.

### Key for using the CDA 2030 Implementation Plan

<table>
<thead>
<tr>
<th>Strategies &amp; Actions</th>
<th>Partners &amp; Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Transportation Improvements</strong></td>
<td>1. Leadership Partner: City of Coeur d’Alene</td>
</tr>
<tr>
<td>Coeur d’Alene will complete a comprehensive multi-modal program of transportation and street improvements, facilitating traffic flow, connections between neighborhoods, and safe, accessible pedestrian and bicycle routes and lanes.</td>
<td>Support: Kootenai Metropolitan Planning Organization, Expanded Joint Powers Board, Idaho Transportation Department, Lake City Development Corporation, Panhandle Area Council</td>
</tr>
<tr>
<td>2. Comprehensive Transportation Plan</td>
<td>2. A suggested timeframe for implementation of each action. Each action is assigned a 5-year time period to initiate project/program planning or implementation.</td>
</tr>
<tr>
<td>– Retain a transportation planning consultant to conduct a major study of the current state of transportation infrastructure in Coeur d’Alene and develop a comprehensive transportation plan for implementation by the city.</td>
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<tr>
<td>3.</td>
<td>3. Project, programs, or activities which support implementation of a strategy with bold describing the project or program.</td>
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<tr>
<td></td>
<td>LEAD: Area Council</td>
</tr>
<tr>
<td>4. <strong>Lead Partners</strong></td>
<td>4. A community organization, local government agency, or business that has accepted responsibility for facilitating the implementation of the action. Lead partners are not required to fund their actions, only to champion the implementation effort.</td>
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<tr>
<td></td>
<td>4. Area Council</td>
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<tr>
<td>5. <strong>Support Partners</strong></td>
<td>5. Organizations and general interests supporting action implementation or suggested by the Implementation Planning Committee or a lead partner for involvement.</td>
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<tr>
<td></td>
<td>5. Area Council</td>
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</tbody>
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### Implementation Timeline

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Action &amp; Description</th>
<th>Implementation Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <strong>Comprehensive Transportation Plan</strong></td>
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<td>– Retain a transportation planning consultant to conduct a major study of the current state of transportation infrastructure in Coeur d’Alene and develop a comprehensive transportation plan for implementation by the city.</td>
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</tr>
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</table>
Our community enjoys a spectacular lakeside setting and has unparalleled access to nature and recreation. We have preserved our small town character and heritage, strengthening our neighborhoods while improving our downtown and commercial districts. Our area remains affordable and has expanded economic opportunities. We are providing competitive wage jobs for our diverse workforce, professionals, and innovators composed of individuals produced by our excellent, comprehensive educational system. Our interconnected community is well planned, and continues to manage its growth, development and transportation, while protecting our open spaces, environment and natural resources. Our community’s aspirations are realized by its engaged citizens in collaboration with the public and private sectors. We are proud of our values and are committed to our future and the legacy we celebrate.

In 2030, greater Coeur d’Alene is the vibrant heart of North Idaho...
In 2030, greater Coeur d’Alene is a thriving, affordable community with a distinct small-town feel and welcoming, friendly atmosphere...

We celebrate and preserve our city’s unique features, heritage, and traditions. Coeur d’Alene has a wide variety of cultural events and activities, as well as public places where community members gather and interact. Community and volunteer organizations work together to maximize our resources. We honor and value all people by promoting tolerance and respect. Citizens are well informed and involved in community affairs, and our public officials maintain an ongoing dialogue to guide their decisions and actions.

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<thead>
<tr>
<th>STRATEGIES &amp; ACTIONS</th>
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<tr>
<td><strong>Public Places</strong> - Coeur d’Alene will encourage the development of public spaces throughout the greater Coeur d’Alene area, where community members gather and interact.</td>
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<tr>
<td><strong>Activities &amp; Event Center</strong> - Develop the “Greater CDA Activities and Event Center” – a complex of public attractions and events-related facilities located in close proximity that benefit from the synergy of shared infrastructure and public activity.</td>
<td><strong>Lead Partner:</strong> Panhandle Area Council  <strong>Support:</strong> Kootenai County, City of Coeur d’Alene, Idaho Fish &amp; Game, Idaho Department of Parks &amp; Recreation, Idaho Department of Lands, Army Corps of Engineers, Jobs Plus, Lake City Development Corporation, supporting nonprofits</td>
</tr>
<tr>
<td><strong>“Living Streets” &amp; “Pop-Up Parks”</strong> - Adopt “living streets” and “pop-up parks” policies that facilitate development of temporary, short-term public spaces to accommodate street fairs, events, and other community activities.</td>
<td><strong>Lead Partner:</strong> City of Coeur d’Alene  <strong>Support:</strong> Kootenai County</td>
</tr>
<tr>
<td><strong>Informed Citizens &amp; Government</strong> - Coeur d’Alene citizens will strive to be well informed, responsive, and involved in community affairs; public officials use citizens input to provide direction and inform their decisions and actions.</td>
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</tr>
<tr>
<td><strong>City Communications Coordinator</strong> - Create a Communications Coordinator position at the City of Coeur d’Alene to provide uniform information to the public regarding general city business, projects, and services.</td>
<td><strong>Lead Partner:</strong> City of Coeur d’Alene  <strong>Support:</strong> To be determined</td>
</tr>
</tbody>
</table>
Informed Citizens & Government - Continued

**City Social Media** - Promote increasing use of social media and other emerging digital/mobile media to disseminate important community information and encourage citizen engagement.

- **Lead Partner:** City of Coeur d’Alene
- **Support:** Coeur d’Alene School District #271, nonprofit organizations, community groups

**“Hot Topics” List** - Develop and maintain a “Hot Topics” list of the most current, relevant and important topics of interest for dissemination in the wider community. When governments or organizations plan to discuss these topics, they will notify the Communications Coordinator and meetings will be posted. Citizens can sign up to be notified by email or text message.

- **Lead Partner:** City of Coeur d’Alene
- **Support:** Nonprofit organizations

**Regional Adoption of 2030 Vision** - Promote region wide adoption of the CDA 2030 Vision by local governments and other organizations as the community’s long-range vision, including their participation in an annual CDA 2030 Day celebration.

- **Lead Partner:** CDA 2030 Project Management Team
- **Support:** Coeur d’Alene Chamber of Commerce, City of Coeur d’Alene, nonprofit and other organizations, businesses

Affordable Community - Greater Coeur d’Alene will aim to be affordable for all income levels, including low-income, fixed income, young families, and individuals with disabilities.

**Mix of Housing Types** - Ensure that planning for new residential development within the City of Coeur d’Alene provides a mix of different types of housing, including affordable and low-moderate income housing.

- **Lead Partner:** City of Coeur d’Alene, Region 1 Homeless Coalition
- **Support:** North Idaho Builders and Contractors Association, nonprofit organizations, developers, real estate agents

**Low-Moderate Income Housing** - Adopt planning guidelines that encourage development of a percentage of low-moderate income housing within the City of Coeur d’Alene.

- **Lead Partner:** City of Coeur d’Alene, Region 1 Homeless Coalition
- **Support:** To be determined

**Affordable Child Care** - Create public-private partnerships to provide more affordable child care in greater Coeur d’Alene.

- **Lead Partner:** Family and Community Services Health and Welfare
- **Support:** Area school districts, parent cooperatives, businesses

**Community Gardens** - Identify sites for, and develop community gardens to enable local production of fresh, healthy, affordable food for community members.

- **Lead Partner:** City of Coeur d’Alene, Inland Northwest Food Network
- **Support:** University of Idaho Extension Master Gardeners, Trinity Group Home, private land owners, nonprofit organizations, food banks

Community-Based Collaboration - Coeur d’Alene’s government, nonprofits, and volunteer and community organizations will work to achieve tight coordination and collaborate effectively to maximize resources for the betterment of the community.

**Community-Wide Events Calendar** - Develop and disseminate a centralized community-wide events calendar to better coordinate the planning, scheduling, and promotion of major community events.

- **Lead Partner:** Coeur d’Alene Press, CDAEvents.net
- **Support:** City of Coeur d’Alene, area Chambers of Commerce, nonprofit organizations
Affordable Child Care
Providing quality care that helps children thrive, families succeed, and the economy grow.

In recent years, access to affordable child care has become a major issue across the nation with increasing costs, declining quality of available care, more parents leaving the workforce due to lack of affordable care, increased parental reliance on public assistance, and the impact of all these trends on the economy. Coeur d’Alene is no exception to such challenges. To reduce costly burdens on families, provide opportunities for high-quality child care essential to a successful start in life, and enable parents to participate in the workforce, Coeur d’Alene plans to increase the range of affordable child care options for all of its residents.

**STRATEGIES & ACTIONS**

**Community-Based Collaboration - Continued**

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<thead>
<tr>
<th>Action</th>
<th>STRATEGIES &amp; ACTIONS</th>
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</thead>
<tbody>
<tr>
<td>City Events &amp; Activities Mobile Website - Develop and disseminate a mobile website that features information on events, activities, and attractions in downtown Coeur d’Alene and the surrounding area.</td>
<td>Lead Partner: Coeur d’Alene Convention &amp; Visitors Bureau</td>
<td>Support: City of Coeur d’Alene, CDEvents.net, iShoutOut</td>
</tr>
<tr>
<td>Directory of Community Organizations - Develop and disseminate a directory of all community organizations, including their organizational missions, key personnel and contact information, links to websites, and other important information.</td>
<td>Lead Partner: North Idaho Family Magazine, United Way of Kootenai County</td>
<td>Support: North Idaho InterAgency, Panhandle Area Council, high school civics classes</td>
</tr>
<tr>
<td>Councils of Organizations - Create councils of community groups and organizations with similar missions. Encourage annual cross-council meetings to share information and priorities among groups.</td>
<td>Lead Partner: North Idaho Family Magazine, United Way of Kootenai County</td>
<td>Support: North Idaho InterAgency, Panhandle Area Council, high school civics classes</td>
</tr>
<tr>
<td>City Adoption of CDA 2030 Vision - Adopt CDA 2030 Vision as the community’s official vision. Encourage the use of the 2030 Vision to evaluate ongoing city programs and activities against the vision and its five-year implementation plan.</td>
<td>Lead Partner: City of Coeur d’Alene</td>
<td>Support: Coeur d’Alene Chamber of Commerce, nonprofit and other organizations, businesses</td>
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**COMMUNITY & IDENTITY VISION**

**Action:** Affordable Child Care - Create public-private partnerships to provide more affordable quality child care in greater Coeur d’Alene.

**Lead Partner:** Family and Community Services Health and Welfare

**Supporting Partners:** Area school districts, parent cooperatives, businesses

**Implementation Timeline:**

<table>
<thead>
<tr>
<th>2014</th>
<th>2015-16</th>
<th>2017-19</th>
<th>2020+</th>
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**Milestones:**

- By the year 2017, Coeur d’Alene area residents will have created a public-private partnership to provide a variety of affordable child care options. All residents will have access to options that are safe, foster early childhood learning, and provide affordable alternatives for excellent child care.

**Community Benefits:**

- Increased equitable long-term outcomes for children of divergent economic backgrounds
- More opportunities for parents to participate in the workforce
- Positive impacts on the gender wage gap
- Reduction of parental reliance on public assistance
### STRATEGIES & ACTIONS

#### Small-Town Feel - Continued

<table>
<thead>
<tr>
<th>C&amp;I 5.4</th>
<th>Small Event-Friendly Venues</th>
<th>Ensure that large events and venues can be reconfigured for more frequent smaller events, concerts, etc.</th>
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<tbody>
<tr>
<td>2014</td>
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<td>2017-19</td>
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<td></td>
<td>Lead Partner: City of Coeur d’Alene</td>
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<td></td>
<td>Support: Planning agencies, neighboring cities</td>
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<tr>
<th>C&amp;I 5.5</th>
<th>Community and Neighborhood Events</th>
<th>Increase the number of community and neighborhood events, festivals, parades, farmers markets, community, and neighborhood events showcasing different areas of the city, its natural resources, diversity, local foods and other aspects of the community.</th>
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<tr>
<td>2014</td>
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<td>Lead Partner: City of Coeur d’Alene</td>
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<tr>
<td></td>
<td>Support: Kootenai County, area Chambers of Commerce, area cities, homeowners and neighborhoods groups</td>
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<table>
<thead>
<tr>
<th>C&amp;I 5.6</th>
<th>Local Neighborhoods</th>
<th>Foster development of voluntary local neighborhoods citywide, through supportive zoning where appropriate, to create “live-work-play” districts with distinct identities (e.g., Midtown, Downtown Corridor, Atlas, Riverstone, E. Sherman, Appleway, Government Way, and Silver Lake Mall area).</th>
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<td>Lead Partner: City of Coeur d’Alene</td>
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<tr>
<td></td>
<td>Support: Parent Teacher Associations, businesses, developers, nonprofit organizations</td>
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<tr>
<th>C&amp;I 5.7</th>
<th>Community Grants</th>
<th>Develop and implement a city grant program for local neighborhoods to promote local activities, amenities, and identity.</th>
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<td>Lead Partner: City of Coeur d’Alene</td>
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<td></td>
<td>Support: Neighborhoods groups</td>
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</table>

#### Community History & Heritage - Coeur d’Alene will support programs that preserve its historical collections, key community features, cultural heritage, and traditions.

<table>
<thead>
<tr>
<th>C&amp;I 6.1</th>
<th>CDA Heritage Day</th>
<th>Create an annual “Coeur d’Alene Heritage Day” with events, activities, music, and food that celebrates Coeur d’Alene’s history, traditions, and local culture. Showcase the diverse individuals, groups, and events that have contributed to Coeur d’Alene’s history.</th>
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<td></td>
<td>Lead Partner: City of Coeur d’Alene</td>
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<tr>
<td></td>
<td>Support: Museum of North Idaho Chamber of Commerce, North Idaho College, Coeur d’Alene Tribe, business, nonprofit organizations</td>
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<tr>
<th>C&amp;I 6.2</th>
<th>Historic Markers</th>
<th>Create historic markers and tours that highlight historically and architecturally significant buildings, open spaces, natural resources, and other key community features. Tours may be virtual and/or electronic for use on mobile devices.</th>
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<tbody>
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<td></td>
<td>Lead Partner: Museum of North Idaho</td>
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<td></td>
<td>Support: Coeur d’Alene Convention and Visitors Bureau, City of Coeur d’Alene Arts Commission</td>
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<thead>
<tr>
<th>C&amp;I 6.3</th>
<th>City Heritage and Historical Buildings Commission</th>
<th>Establish a volunteer city Heritage and Historical Buildings Commission to provide a resource for information and conservation.</th>
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<tbody>
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<td>Lead Partner: City of Coeur d’Alene, Museum of North Idaho</td>
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<tr>
<td></td>
<td>Support: City of Coeur d’Alene Arts Commission, Idaho State Historical Society</td>
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<td></td>
<td>Lead Partner: Museum of North Idaho</td>
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<td></td>
<td>Support: Preserve the Carousel Group, Lake City Development Corporation, City of Coeur d’Alene</td>
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<table>
<thead>
<tr>
<th>C&amp;I 6.5</th>
<th>Restore the Carousel</th>
<th>Restore “The Carousel” to the community, the 90+ year-old carved wooden horse merry-go-round attraction that was featured at Independence Point in downtown Coeur d’Alene in the 1940s - 1960s.</th>
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<tr>
<th>C&amp;I 6.6</th>
<th>Interactive World Map Display</th>
<th>Develop an interactive world map display showcasing where residents of greater Coeur d’Alene have come from.</th>
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<td></td>
<td>Support: To be determined</td>
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</tbody>
</table>
In 2030, greater Coeur d’Alene’s schools are nationally recognized for innovation, well-trained teachers, demanding curricula...

...exceptional literacy, and culturally as well as globally-aware graduates. PreK-12 education has achieved stable sources of funding, ensuring excellent facilities, small class sizes, and the best technology. Our schools prepare students for professional and leadership positions in the community, as well as for skilled jobs in the regional economy. Our colleges and universities partner to offer greater educational options through combined campus, classroom, research and scholarship resources, and are actively involved in community affairs. Opportunities for lifelong learning abound, fostering mastery of new skills, academic enrichment, mentoring, and personal growth.

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<tbody>
<tr>
<td><strong>Stable PreK-12 Funding</strong> – Coeur d’Alene area schools will cooperate and educate to achieve a stable source of funding for PreK-12 education, with well-qualified teachers, small class sizes, technology, facilities, resources, curricula and programs for its students.</td>
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<tr>
<td><strong>New Grant Writer Positions</strong> – Explore opportunities for a new grant writer position(s) focused on bringing grants and other sources of funding that specifically address the needs of individual schools.</td>
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<tr>
<td><strong>Educational Volunteers</strong> – Develop community partnerships to facilitate provision of volunteers to assist in education of students.</td>
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<tr>
<td><strong>Voter Education on Schools</strong> – Educate voters about needs, expenses, and resources for public schools and the level and types of government support for schools.</td>
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<tr>
<td><strong>Grassroots Support for Education</strong> – Promote grassroots, community-wide support for educational funding to enable consistent increases in student success.</td>
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</tbody>
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**TIMELINE KEY:**
- Planning
- Ongoing
- Implemented

**Lead Partner:** Coeur d’Alene School District #271

**Support:** Protelligent Inc., nonprofit organizations

**Lead Partner:** Coeur d’Alene School District #271

**Support:** Coeur d’Alene Education Partnership, Protelligent Inc., businesses, retirees

**Lead Partner:** Coeur d’Alene Education Partnership

**Support:** Parent Teacher Associations, Coeur d’Alene School District #271, nonprofit organizations

**Lead Partner:** Coeur d’Alene Education Partnership

**Support:** To be determined
### Workforce Training

**E&L 2.1**
**Career Education** - Promote career education, including goal setting, entrepreneur skills, and career pathways starting from the elementary level.

<table>
<thead>
<tr>
<th>Year</th>
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<td>2020</td>
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**Lead Partner:** Coeur d’Alene School District #271

**Support:** Coeur d’Alene Education Partnership, Gizmo–CDA, Hayden Canyon Charter School of Expeditionary Learning, businesses

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**E&L 2.2**
**Career ‘Soft’ Skills** - Teach and foster “soft skills” such as problem solving, public speaking, collaboration, timeliness, etiquette, professionalism, etc., for K-12 students and for those in the workforce.

<table>
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<td>2020</td>
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**Lead Partner:** Department of Labor

**Support:** Coeur d’Alene School District #271, NIC Workforce Training, Coeur d’Alene Chamber Leadership Class, Coeur d’Alene Chamber Education Committee, Hayden Canyon Charter School of Expeditionary Learning, businesses, nonprofit organizations

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### STRATEGIES & ACTIONS

**E&L 2.3**
**Labor Skills Gap Analysis** - Develop and conduct a labor skills gap analysis, addressing industry needs, educational requirements, and availability of skilled workers in Coeur d’Alene, to help determine effective strategies for improving local workforce education and training programs.

<table>
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</tbody>
</table>

**Lead Partner:** Department of Labor

**Support:** North Idaho College, Panhandle Area Council, University of Idaho – Coeur d’Alene, Jobs Plus, Lewis Clark State College, NIC Workforce Training, North Idaho IT Professionals Association

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**E&L 2.4**
**K-16 Career Technical Education** - Create programs, projects, and curriculum that supports career technical education in K-16 education.

<table>
<thead>
<tr>
<th>Year</th>
<th>Planning</th>
<th>Ongoing</th>
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</table>

**Lead Partner:** Coeur d’Alene School District #271

**Support:** North Idaho College, Panhandle Area Council, University of Idaho – Coeur d’Alene, Jobs Plus, Lewis Clark State College, NIC Workforce Training, North Idaho IT Professionals Association

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### STRATEGIES & ACTIONS

**E&L 3.1**
**Chamber Leadership Class for Students** - Develop a Coeur d’Alene Chamber Leadership Class for high school students that is dedicated to leading, learning, and serving the community.

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<thead>
<tr>
<th>Year</th>
<th>Planning</th>
<th>Ongoing</th>
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</table>

**Lead Partner:** Coeur d’Alene Chamber of Commerce

**Support:** Coeur d’Alene School District #271, Kootenai Technical Education Campus, youth organizations

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**E&L 3.2**
**School Citizenship and Service Opportunities** - Encourage youth citizenship and service opportunities starting in the elementary schools.

<table>
<thead>
<tr>
<th>Year</th>
<th>Planning</th>
<th>Ongoing</th>
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</table>

**Lead Partner:** Kootenai County Young Professionals

**Support:** The Coeur Group, Coeur d’Alene Education Partnership, Excel Foundation

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**E&L 3.3**
**Small Group Leadership Class** - Support and promote a dual enrollment, small group leadership class.

<table>
<thead>
<tr>
<th>Year</th>
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</table>

**Lead Partner:** University of Idaho – Coeur d’Alene

**Support:** North Idaho Higher Education, area school districts

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**E&L 3.4**
**Youth Advisory Positions on Community Boards** - Develop youth advisory positions for diverse city and community boards, commissions and committees.

<table>
<thead>
<tr>
<th>Year</th>
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<th>Ongoing</th>
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</table>

**Lead Partner:** Coeur d’Alene School District, Student Governments

**Support:** Boards and committees

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**E&L 3.5**
**Center for Civic Leadership** - Create a “Center for Civic Leadership” featuring youth mentoring programs with retired civic leaders/seniors to foster youth entrepreneurship, technical skills, leadership and professionalism.

<table>
<thead>
<tr>
<th>Year</th>
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**Lead Partner:** Panhandle Area Council

**Support:** Kootenai Perspectives, Coeur d’Alene School District #271, Kootenai Technical Education Campus, youth organizations

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**E&L 3.6**
**TEDx for Local Students** - Develop and present an independently organized Technology, Entertainment and Design (TEDx) event designed for and featuring local students.

<table>
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<tr>
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</table>

**Lead Partner:** Innovation Collective

**Support:** Area Chambers of Commerce, area school districts
Unified Higher Education
Supplying the knowledge economy.

Coeur d’Alene residents benefit from a strong higher education consortium that includes Idaho’s research universities and our community college. However, there is a need for a greater number and diversity of postsecondary school training options to meet the needs of regional employers and to support a growing, knowledge-based economy. In addition, increased awareness of available programs and the advantages of completing these local programs should be more effectively promoted. The North Idaho Higher Education consortium is a student success-centered group focused on achieving this action item.

### Educational Excellence
The Coeur d’Alene area school system will be recognized as among the best in the nation, known for its innovation, well-trained teachers, demanding curricula, exceptional literacy, and culturally and globally aware graduates.

#### Distribution of PreK Education Boxes
- **Promote distribution of United Way of Kootenai County’s PreK education boxes that better prepare new students for educational success.**
  - **2014**: 
  - **2015-16**: 
  - **2017-19**: 
  - **2020+**: 

  **Lead Partner:** Kootenai County Young Professionals
  **Support:** United Way of Kootenai County
  **Coeur d’Alene Chamber of Commerce, Heritage Health, St. Vincent de Paul, pediatric offices, food banks**

#### PreK Programs
- **Promote the awareness of the importance of Pre-K programs.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** Coeur d’Alene Chamber Education Committee
  **Support:** United Way of Kootenai County
  **Coeur d’Alene Education Partnership**

#### Experiential Learning Program
- **Explore opportunities to develop an experiential learning curriculum for PreK-12 students.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** Coeur d’Alene School District #271
  **Support:** Gizmo-CDA, Inland Northwest Food Network, University of Idaho Extension, University of Idaho – Coeur d’Alene, Coeur d’Alene Chamber of Commerce, Kootenai Environmental Alliance, Coeur d’Alene Education Partnership, Hayden Canyon Charter School of Expeditionary Learning, businesses

#### Service Learning Program
- **Develop and promote service learning program to link school curriculum and classes to real-world life experiences.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** To be determined
  **Support:** United Way of Kootenai County, Prodigent Inc., North Idaho IT Professionals Association, nonprofit organizations

### Promotion of PreK Education Boxes
- **Promote distribution of United Way of Kootenai County’s PreK education boxes that better prepare new students for educational success.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** Kootenai County Young Professionals
  **Support:** United Way of Kootenai County
  **Coeur d’Alene Chamber of Commerce, Heritage Health, St. Vincent de Paul, pediatric offices, food banks**

### Service Learning Program
- **Develop and promote service learning program to link school curriculum and classes to real-world life experiences.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** To be determined
  **Support:** United Way of Kootenai County, Prodigent Inc., North Idaho IT Professionals Association, nonprofit organizations

### Special Needs Programming
- **Expand and promote programs to aid students with special needs.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** Coeur d’Alene School District #271
  **Support:** Coeur d’Alene Chamber Education Committee

### Summer Reading Program
- **Support community-wide programs in schools to increase awareness, education, and training opportunities for the development of high tech industries in Coeur d’Alene.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** University of Idaho – Coeur d’Alene
  **Support:** North Idaho Software Initiative, Gizmo-CDA, Prodigent Inc., North Idaho IT Professionals Association

### Promote Robotics & Engineering
- **Promote Coeur d’Alene as a center for robotics excellence, encourage efforts to include robotics in curricula, develop expertise in this area, support robotics technology in local businesses, and promote community awareness of robotics and software engineering.**
  - **2014**:  
  - **2015-16**:  
  - **2017-19**:  
  - **2020+**:  

  **Lead Partner:** Innovation Collective
  **Support:** Gizmo – Coeur d’Alene, Coeur d’Alene School District #271, Jobs Plus, University of Idaho – Coeur d’Alene, North Idaho College, Coeur d’Alene Makers Club, North Idaho IT Professionals Association, youth organizations

### Action:
Unified Higher Education - Promote a unified higher education enterprise including development and expansions of programs to create enhanced and more diverse local higher education opportunities.

**Lead Partner:** North Idaho Higher Education

**Supporting Partners:** To be determined

**Implementation Timeline:**
- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Milestones:**
- By the year 2016, greater Coeur d’Alene residents will have access to new, relevant certificate and degree options offered through the higher education community. These will include more technical and advanced degrees in high technology fields. Residents will be informed about available programs and requirements and will have access to more comprehensive advising that is student, not institution, centric.

**Community Benefits:**
- Increasingly capable and skilled workforce that will attract new businesses
- Increased business startups from better educated and better informed entrepreneurs
- Better opportunity for higher wage jobs for citizens who are ‘place bound’
- Increased retention of bright students in our greater Coeur d’Alene community

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**Supporting Partners:**
- United Way of Kootenai County, Protelligent Inc., North Idaho IT Professionals Association, nonprofit organizations
- Hayden Canyon Charter School of Expeditionary Learning, Environmental Alliance, Coeur d’Alene Education Partnership, University of Idaho Extension, University of Idaho – Coeur d’Alene, North Idaho Software Initiative, Gizmo-CDA, Inland Northwest Food Network, United Way of Kootenai County, Coeur d’Alene School District #271, Jobs Plus, University of Idaho – Coeur d’Alene, North Idaho IT Professionals Association, youth organizations
E&L 4.10  Diversified Schools - Support the continuing development and choice of diverse educational opportunities.

2014  2015-16  2017-19  2020+

Lead Partner: Coeur d’Alene Chamber Education Committee
Support: Hayden Canyon Charter School of Expeditionary Learning

E&L 4.11  Teacher Appreciation Programs - Develop and promote a comprehensive teacher appreciation program to encourage educational excellence.

2014  2015-16  2017-19  2020+

Lead Partner: Coeur d’Alene Education Partnership
Support: Coeur d’Alene School District #271, University of Idaho – Coeur d’Alene, Coeur d’Alene Press

E&L 4.12  Reward Excellent Teaching – Promote more competitive pay for teachers by providing rewards for excellent overall performance.

2014  2015-16  2017-19  2020+

Lead Partner: To be determined
Support: To be determined

E&L 4.13  Teaching the ‘Idaho Core’ - Expand and support education courses based on teaching the Idaho Core curriculum.

2014  2015-16  2017-19  2020+

Lead Partner: University of Idaho – Coeur d’Alene
Support: To be determined

E&L 4.14  Parent Involvement - Encourage and support greater parental involvement in local schools.

2014  2015-16  2017-19  2020+

Lead Partner: Coeur d’Alene School District #271
Support: To be determined

E&L 5.1  Unified Higher Education - Promote a unified higher education enterprise, to include development and expansions of programs to create enhanced and more diverse local higher education opportunities.

2014  2015-16  2017-19  2020+

Lead Partner: North Idaho Higher Education
Support: To be determined

E&L 5.2  Economic Development Degree Options - Encourage the expansion of undergraduate and graduate degree options linked to regional economic development strategies and workforce needs.

2014  2015-16  2017-19  2020+

Lead Partner: North Idaho Higher Education
Support: Cœur d’Alene Chamber of Commerce Education Committee, Kootenai Health, Panhandle Area Council, North Idaho IT Professionals Association, economic development agencies

E&L 5.3  ROTC Program - Create a Reserve Office Training Corps (ROTC) or ROTC-like program to provide additional opportunities and financial support for higher education students in greater Coeur d’Alene.

2014  2015-16  2017-19  2020+

Lead Partner: North Idaho Higher Education
Support: To be determined

E&L 6.1  CDA ‘Makerspace’ - Create a makerspace in Coeur d’Alene – a physical community gathering place that encourages and supports design, active tool use, mentoring, and innovation.

2014  2015-16  2017-19  2020+

Lead Partner: Gizmo – Coeur d’Alene

E&L 6.2  Non-Traditional Student Courses - Promote and expand courses for non-traditional students (e.g. those who are not 18-24 years of age).

2014  2015-16  2017-19  2020+

Lead Partner: North Idaho Family Magazine
Support: North Idaho Higher Education, Coeur d’Alene Press

E&L 6.3  Lifelong Learning Website - Promote the development of a website with all lifelong learning opportunities career, vocational, technical available.

2014  2015-16  2017-19  2020+

Lead Partner: North Idaho Family Magazine
Support: North Idaho Higher Education, Department of Labor, area school districts
In 2030, greater Coeur d’Alene has protected its lakes and rivers, even as our city has grown...

Waterways and shorelines remain our community’s distinctive feature. We have preserved open spaces and natural areas, and enhanced the urban forest that beautifies and blends our city with nature. An integrated trail system connects walkers, runners and bicyclists to parks, recreational facilities, and open spaces. We have expanded recreational facilities and increased opportunities for our youth to connect with nature. Coeur d’Alene’s sustainability programs and watershed planning protect its natural resources. Our residential and commercial recycling rates are among the highest in the nation.

<table>
<thead>
<tr>
<th>STRATEGIES &amp; ACTIONS</th>
<th>PARTNERS &amp; SUPPORT</th>
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<tbody>
<tr>
<td><strong>Lake and River Enhancement</strong></td>
<td>Coeur d’Alene will collaborate to enhance and improve lake and river habitats and riparian environments and maintained waterways and shorelines that are distinctive features of the community.</td>
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<tr>
<td><strong>Consolidated Countywide Master Plan</strong></td>
<td>Create a countywide master plan for lake and river enhancement, that consolidates related information from existing plans and addresses public access, use, health and improvements to the lake, river, and aquifer.</td>
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<tr>
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<td>Lead Partner: Community Water Resource Center</td>
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<td>Support: Kootenai County, Kootenai Environmental Alliance, Lakeshore Property Owners, Riverside Property Owners, City of Coeur d’Alene, Kootenai Metropolitan Planning Organization, Department of Environmental Quality, Rathdrum Prairie Comprehensive Aquifer Management Plan, Coeur d’Alene Tribe, Environmental Protection Agency</td>
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<tr>
<td><strong>Lake CDA Shoreline Public Access</strong></td>
<td>Create a public partnership to acquire ownership and/or preserve shoreline access to Lake Coeur d’Alene from Silver Beach to Higgins Point.</td>
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<td>Lead Partner: Idaho Transportation Department</td>
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<td>Support: Kootenai County, Idaho Department of Lands, Idaho Parks &amp; Waterways, North Idaho Centennial Trail Foundation, Eastside Highway District, property owners</td>
</tr>
<tr>
<td><strong>Lake Festival and Education Program</strong></td>
<td>Implement a Lake Festival and education program to emphasize the importance of the lake and river to the community and to educate the public about responsible stewardship.</td>
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<td>Lead Partner: Coeur d’Alene Chamber of Commerce Natural Resource Committee</td>
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<tr>
<td></td>
<td>Support: Kootenai Environmental Alliance, Community Water Resource Center, Kootenai County, Lakeshore Property Owners</td>
</tr>
<tr>
<td><strong>Four Corners Steering Committee</strong></td>
<td>Form a Four Corners Steering Committee to identify strategies and partnerships to acquire ownership and/or preserve public access to the Burlington Northern Santa Fe (BNSF) Corridor.</td>
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<td>Lead Partner: City of Coeur d’Alene</td>
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<td>Support: Lake City Development Corporation, Mill River Homeowners Association</td>
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**TIMELINE KEY:**
- **PLANNING**
- **ONGOING**
- **IMPLEMENTED**
STRATEGIES & ACTIONS

Open Space Protection - Coeur d’Alene will endeavor to preserve open spaces, natural areas and habitat in and around the city, incorporating stronger protections into its planning and policies.

Lead Partner: City of Coeur d’Alene
Support: City of Coeur d’Alene, Kootenai County, Hayden Canyon Development, American Land Fund, LLC

Open Space Preservation Program - Continue to implement the Coeur d’Alene Parks Master Plan for the purpose of acquiring and preserving public open space for beneficial use of the citizens that includes parkland, trails, passive and active recreation, scenic views and vistas, wildlife habitat, and conservation easements.

2014  2015-16  2017-19  2020+

Recreational Lands Acquisition Program - Identify, develop, coordinate, prioritize, and identify a funding mechanism to purchase diverse city land acquisitions to expand recreation offerings and achieve conservation.

2014  2015-16  2017-19  2020+

99 Rights-of-Way Acquisition - Acquire railroad rights of way for major trail expansions and connections.

2014  2015-16  2017-19  2020+

Farm Incubator - Identify land for purchase or lease to create a farm incubator program and establish marketing outlets.

2014  2015-16  2017-19  2020+

Farm Incubator - Foster sustainable agriculture in and around the city, incorporating stronger protections into its planning and policies.

Lead Partner: City of Coeur d’Alene
Support: North Idaho Centennial Trail Foundation

2014  2015-16  2017-19  2020+

2014  2015-16  2017-19  2020+

Lead Partner: Kootenai-Shoshone Soil and Water Conservation District, Inland Northwest Food Network
Support: Shared Harvest, City of Coeur d’Alene, Kootenai County, City of Post Falls, City of Hayden, City of Rathdrum, University of Idaho Extension, Master Gardeners Program, Cultivating Success, Rural Roots, Farm Bureau, neighborhood groups

City Urban Forest Master Plan - Update and adopt an Urban Forest Master Plan that establishes goals and methods to enhance and preserve the urban forest.

2014  2015-16  2017-19  2020+

City Urban Forest Management Policy - Adopt a city urban forest management policy that recognizes the value of the urban forest as a public infrastructure asset. Modify city ordinances to give the city (not abutting property owners) authority and funding to provide proper tree maintenance, removal, and planting of trees within city right-of-way.

2014  2015-16  2017-19  2020+

Coeur d’Alene will protect and enhance its urban forest, including wooded areas, street trees, and “heritage” trees that beautify neighborhoods and integrate nature with the city.

Lead Partner: City of Coeur d’Alene
Support: City of Coeur d’Alene Urban Forestry Committee

2014  2015-16  2017-19  2020+

Watershed Planning - Coeur d’Alene will engage an active and comprehensive watershed plan to protect and improve natural resources.

Holistic Watershed Planning - Develop and implement a holistic approach to watershed planning that integrates stormwater treatment, urban forestry, and natural systems to reduce and treat stormwater runoff while also enhancing Coeur d’Alene’s natural beauty.

Lead Partner: City of Coeur d’Alene
Support: Community Water Resource Center, University of Idaho - Coeur d’Alene, University of Idaho Extension, Department of Environmental Quality, Stormwater & Erosion Education Program, Kootenai Environmental Alliance, City of Fernan Village

2014  2015-16  2017-19  2020+

Urban Stormwater Best Management Practice - Integrate innovative Stormwater Best Management Practice (BMP) Demonstration Projects into Public Works Projects, including “green” urban infrastructure. Include appropriate outreach with websites, virtual tours, interpretive signage, presentations, etc.

2014  2015-16  2017-19  2020+

Lead Partner: City of Coeur d’Alene
Support: Community Water Resource Center, University of Idaho - Coeur d’Alene, University of Idaho Extension, Department of Environmental Quality, Stormwater & Erosion Education Program, Kootenai Environmental Alliance, City of Fernan Village

Urban Stormwater Best Management Practice - Acquire railroad rights of way for major trail expansions and connections.

2014  2015-16  2017-19  2020+

Lead Partner: Burlington Northern Santa Fe Corporation
Support: City of Coeur d’Alene

2014  2015-16  2017-19  2020+

TIMELINE KEY: PLANNING  ONGOING  IMPLEMENTED

www.CDA2030.org
Expanded Recycling Options
Transforming area recycling programs to rank among the best in the nation

Coeur d’Alene businesses and residents currently lack comprehensive information and access to best practice options for recycling the area’s solid waste. To better conserve valuable resources, reduce energy consumption, protect our rivers and lakes, and minimize the city’s “carbon footprint,” Coeur d’Alene plans to research and develop programs of best practice commercial and residential curbside recycling and public facilities programs. This would include options to recycle or repurpose materials such as glass, yard waste, food waste and electronics. Based on best practice information, new programs will be developed and instituted over time to advance the community’s recycling, helping Coeur d’Alene rank among the best urban recycling programs in the nation.

**Supporting Partners:** Kootenai County, Waste Management, Coeur d’Alene Glass Recyclers, Kootenai Environmental Alliance

**Implementation Timeline:**
- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Milestones:**
By the year 2017, Coeur d’Alene will have researched and recommended best practice solutions to expand and upgrade its commercial and residential curbside recycling program and recycling facilities to increase the collection, recycling and reuse of a full range of recyclable materials. City businesses and residents will then be educated and prepared in advance for the release of new recycling programs over time, including information on their positive impacts, both locally on the Coeur d’Alene community, as well as nationwide.

**Community Benefits:**
- Conservation of natural resources
- Energy savings
- Pollution reduction
- Decrease in Carbon Footprint
- Reduction in landfill use
- Lowered production costs (compared to new items)
**Recreational Facilities - Continued**

**E&R 6.4 Bike Park Facility**
- Develop a bike park that will include a BMX freestyle track, jumps and cyclocross. Evaluate feasibility at Cherry Hill Park with connectivity to the U.S. Forest Service mountain bike trails.
- Lead Partner: City of Coeur d’Alene
- Support: City of Coeur d’Alene Ped/Bike Committee, U.S. Forest Service, local BMX group
- 2014  2015-16  2017-19  2020+

**E&R 6.5 Renovate & Expand Skate Park**
- Renovate and expand the downtown skate park to accommodate modern users and competitions.
- Lead Partner: City of Coeur d’Alene
- Support: To be determined
- 2014  2015-16  2017-19  2020+

**E&R 6.6 Silver Beach Public Boaters Park**
- Develop a public boaters park in the Silver Beach area with parking, restrooms, overnight moorage, vessel pump-out, day use and picnic area, beach with swim area, and concession area.
- Lead Partner: City of Coeur d’Alene
- Support: Kootenai County, Idaho Parks & Waterways, Idaho Fish and Game, Idaho Department of Lands, Army Corps of Engineers
- 2014  2015-16  2017-19  2020+

**E&R 6.7 Water Recreation Facilities**
- Develop feasibility, partnerships, and funding for a year-round indoor community swimming pool, waterpark, and splashpad.
- Lead Partner: City of Coeur d’Alene
- Support: To be determined
- 2014  2015-16  2017-19  2020+

**E&R 6.8 Family Friendly Outdoor Events**
- Promote additional family friendly outdoor family events i.e. cross country ski trails.
- Lead Partner: City of Coeur d’Alene
- Support: To be determined
- 2014  2015-16  2017-19  2020+

**E&R 6.9 Winter Recreation**
- Expand and develop winter activities and facilities engaging broad community and visitor involvement.
- Lead Partner: City of Coeur d’Alene
- Support: Coeur d’Alene Convention and Visitors Bureau
- 2014  2015-16  2017-19  2020+

**E&R 6.10 Unique Recreational and Vendor Services**
- Promote public private partnerships at public recreation sites to enable private provision of unique recreational, ReTech, and vendor services not provided by government.
- Lead Partner: Kootenai County, City of Coeur d’Alene
- Support: Businesses
- 2014  2015-16  2017-19  2020+

**Increased Recycling**
- Coeur d’Alene will expand recycling programs and facilities area-wide, achieving residential and commercial recycling rates that are among the highest in the nation.
- Lead Partner: City of Coeur d’Alene
- Support: City of Coeur d’Alene Glass Recyclers, Waste Management, Kootenai Environmental Alliance
- 2014  2015-16  2017-19  2020+

**Public Recycling Receptacles**
- Provide recycling receptacles in public spaces next to garbage cans.
- Lead Partner: City of Coeur d’Alene
- Support: Waste Management
- 2014  2015-16  2017-19  2020+

**School Recycling Receptacles**
- Provide recycling receptacles throughout Coeur d’Alene schools. Educate and assist K-12 students and staff to reduce solid waste and expand recycling participation.
- Lead Partner: Coeur d’Alene School District #271
- Support: Waste Management
- 2014  2015-16  2017-19  2020+

**Sustainability Memorial Foundation**
- Create a memorial foundation dedicated to providing grant funding for projects and materials required for a more sustainability community.
- Lead Partner: To be determined
- Support: To be determined
- 2014  2015-16  2017-19  2020+
In 2030, greater Coeur d'Alene uses comprehensive planning to guide and direct future growth and development...

We have further improved downtown as a regional center and developed vibrant neighborhood centers, where residents can walk or bike to cafes, shops, services and jobs. Coeur d'Alene has a ‘multi-modal’ transportation and street system that facilitates traffic flow, connections between neighborhoods, and pedestrian and bicycle routes and lanes. Public transportation connects all parts of the region with convenient, affordable, environmentally-friendly service. Innovative planning and good design have increased the supply of affordable housing. We continue to preserve our historic community treasures.

<table>
<thead>
<tr>
<th>STRATEGIES &amp; ACTIONS</th>
<th>PARTNERS &amp; SUPPORT</th>
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</table>
| Transportation Improvements – Coeur d’Alene will complete a comprehensive ‘multi-modal’ program of transportation and street improvements, facilitating traffic flow, connections between neighborhoods, and safe, accessible pedestrian and bicycle routes and lanes. | **Lead Partner:** City of Coeur d’Alene  
**Support:** Kootenai Metropolitan Planning Organization, Expanded Joint Powers Board, Idaho Transportation Department, Lake City Development Corporation, Panhandle Area Council |
| **G&D 1.1** Comprehensive Transportation Plan - Retain a transportation planning consultant to conduct a major study of the current state of transportation infrastructure in Coeur d’Alene and develop a comprehensive transportation plan for implementation by the city. | **Lead Partner:** City of Coeur d’Alene  
**Support:** Kootenai Metropolitan Planning Organization, Expanded Joint Powers Board, Idaho Transportation Department, Lake City Development Corporation, Panhandle Area Council |
| **G&D 1.2** Traffic Improvements - Evaluate policy changes and specific recommendation of the traffic study, prioritize and implement the findings. | **Lead Partner:** City of Coeur d’Alene  
**Support:** Idaho Transportation Department, state and federal legislators, traffic consultant |
| **G&D 1.3** ‘Complete Street’ Policy Review - Review and revise the city’s “Complete Street” policy aimed at multifunctional streets for drivers, walkers, and bikers. Involve citizen and boards in the review process. | **Lead Partner:** City of Coeur d’Alene  
**Support:** City of Coeur d’Alene Ped/Bike Committee, North Idaho InterAgency |
| **G&D 1.4** Traffic and Street Maintenance Education - Develop and implement a comprehensive educational strategy on transportation, traffic and street maintenance programs for the public, including the city website and social media. | **Lead Partner:** City of Coeur d’Alene  
**Support:** Idaho Transportation Department, Highway Districts |

**TIMELINE KEY:**  
- **PLANNING**  
- **ONGOING**  
- **IMPLEMENTED**  

**WWW.CDA2030.ORG**
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<tr>
<th>Strategies &amp; Actions</th>
<th>Partners &amp; Support</th>
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</table>
| **G&D 1.5** Trail Expansion and Connections | Lead Partner: City of Coeur d’Alene  
Support: Burlington Northern Santa Fe Corporation, Lake City Development Corporation, City of Coeur d’Alene Ped/Bike Committee, North Idaho Centennial Trail Foundation, Federal Officials, Union Pacific Railroad |
| **G&D 1.6** Safe School Routes | Lead Partner: City of Coeur d’Alene  
Support: Coeur d’Alene School District #271, City of Coeur d’Alene Ped/Bike Committee, North Idaho Centennial Trail Foundation |
| **G&D 1.7** Small Neighborhood Centers | Lead Partner: City of Coeur d’Alene  
Support: City of Coeur d’Alene Ped/Bike Committee, Coeur d’Alene Tribe, Kootenai Metropolitan Planning Organization |
| **G&D 2.1** Neighborhood, School, and Park Linkages | Lead Partner: City of Coeur d’Alene  
Support: City of Coeur d’Alene Ped/Bike Committee, Coeur d’Alene Tribe, Kootenai Metropolitan Planning Organization |
| **G&D 2.2** Neighborhood Business Promotion | Lead Partner: City of Coeur d’Alene  
Support: Jobs Plus, Coeur d’Alene Chamber of Commerce, Panhandle Area Council |
| **G&D 2.3** East Sherman Avenue Master Plan | Lead Partner: City of Coeur d’Alene  
Support: City of Fernan Village, neighbors, businesses |
| **G&D 2.4** Vibrant Downtown | Lead Partner: City of Coeur d’Alene  
Support: Lake City Development Corporation, Coeur d’Alene Downtown Association |
| **G&D 3.1** Continued Enhancement of Downtown CDA | Lead Partner: City of Coeur d’Alene  
Support: Lake City Development Corporation, Coeur d’Alene Downtown Association |
| **G&D 3.2** Downtown Traffic/Parking Study | Lead Partner: City of Coeur d’Alene  
Support: Coeur d’Alene Downtown Association |
| **G&D 3.3** Downtown Traffic Improvements | Lead Partner: City of Coeur d’Alene  
Support: Coeur d’Alene Downtown Association |
| **G&D 3.4** Downtown Parking Options | Lead Partner: City of Coeur d’Alene  
Support: Coeur d’Alene Downtown Association |
| **G&D 3.5** Vacant Buildings Redevelopment & Repurposing | Lead Partner: City of Coeur d’Alene  
Support: Panhandle Area Council, Lake City Development Corporation |
| **G&D 3.6** Outdoor Dining Areas | Lead Partner: City of Coeur d’Alene  
Support: To be determined |
**East Sherman Avenue Master Plan**

Revitalizing Coeur d’Alene’s eastern gateway as a vibrant part of the city.

As the eastern gateway to Coeur d’Alene, an important access point to the Lake Coeur d’Alene waterfront, and an extension of Coeur d’Alene’s traditional small town main street, East Sherman Avenue is in need of revitalization in order to realize its potential as a vibrant part of the city. Among the issues that currently face East Sherman are a lack of adequate social services, unmaintained buildings and infrastructure, deficiencies in retail businesses, unrealized potential, and a lack of development continuity as a primary access route and residential area. Coeur d’Alene plans to promote comprehensive revitalization of this area through development of the East Sherman Avenue Master Plan.

**STRATEGIES & ACTIONS**

- **Vibrant Downtown** - Continued
  - **Preserve View Corridors** - Support zoning which would limit building heights in order to preserve major view corridors and signature vistas in and around the lakefront and river.
    - 2014 □ 2015-16 □ 2017-19 □ 2020+ □
  - **Downtown Wireless Hotspot** - Provide free wireless access throughout the downtown area, creating uniform hotspots for downtown businesses, customers, and visitors.
    - 2014 □ 2015-16 □ 2017-19 □ 2020+ □
  - **Public Transportation System** - Coeur d’Alene will provide a convenient, affordable, environmentally friendly public transportation system, including covered transit stops, connecting all parts of the region.
    - 2014 □ 2015-16 □ 2017-19 □ 2020+ □
  - **Airport Expansion** - Conduct a study of options for expanding the airport for appropriate commercial development and implement key recommendations.
    - 2014 □ 2015-16 □ 2017-19 □ 2020+ □
  - **CDA/Spokane Airport Link Feasibility** - Conduct a feasibility study for a light rail or other express transit service linking Coeur d’Alene to Spokane Airport.
    - 2014 □ 2015-16 □ 2017-19 □ 2020+ □

**PARTNERS & SUPPORT**

- **Lead Partner:** City of Coeur d’Alene
- **Support:** To be determined
- **Lead Partner:** City of Coeur d’Alene
  - **Support:** Frontier Communications, Intermax Networks, Hagadone Corporation
- **Lead Partner:** Kootenai County
  - **Support:** City of Coeur d’Alene
- **Lead Partner:** Kootenai Metropolitan Planning Organization, Panhandle Area Council, Coeur d’Alene Airport Board
- **Lead Partner:** Kootenai Metropolitan Planning Organization, Panhandle Area Council, Coeur d’Alene Airport Board
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**TIMELINE KEY:**

- **PLANNING:**
- **ONGOING:**
- **IMPLEMENTED:**

**MILESTONES:**

- Further economic development
- Improved access to public services
- Increased property tax revenue
- Better public perceptions
- Amplified cultural vitality

**COMMUNITY BENEFITS:**

- Improved access to public services
- Increased property tax revenue
- Better public perceptions
- Amplified cultural vitality
Affordable Housing - Coeur d’Alene will cooperate to increase its supply of affordable housing through available land, innovative planning, good design, and increased density where appropriate.

Affordable Housing Study - Update/conduct a study of the number of affordable housing options in relation to the demographic need. Facilitate creation of additional affordable housing as needed.

Affordable Housing Development - Promote affordable housing projects to meet city needs, creating a “win-win” with developers of affordable housing.

Affordable Housing Construction Incentives - Develop financial and other incentives for developers to encourage the construction of affordable housing.

‘Self-Starter’ Housing Program - Develop a “self-starter” program to help enable low-moderate income individuals in securing safe, affordable housing by providing labor and/or community service.

Comprehensive Growth & Development Plan - Coeur d’Alene’s comprehensive planning will guide and direct future growth and development while protecting architecturally and historically significant buildings, open spaces, the environment, and natural resources.

Comprehensive Plan Vision Integration - Revise and update the city’s comprehensive plan to reflect the CDA 2030 Vision, integrating specific action items in the 2030 Implementation Plan that are relevant to city planning. Publicize the plan’s commitment to the CDA 2030 Vision.

Historic Preservation Inventory and Overlay - Inventory and map historically and architecturally significant buildings, open spaces, and natural resources in the Comprehensive Plan and create an overlay protection on their future development.

Infrastructure Master Plan - Develop an infrastructure master plan to ensure critical infrastructure (fiber optics, water, wastewater, storm water, electrical, and natural gas) needs are met for today and can be met tomorrow. Review requirements as part of any development.

Lakewater and Riverfront Public Access - Require public access to the lake and river fronts for all new developments.

Open Space Requirements for New Development - Review current requirements for open space in new developments and subdivisions (i.e., 4 acres for parks and open space/1,000 population) and reaffirm the city’s commitment to a specific requirement to help meet the needs of a growing Coeur d’Alene population.

Seltice Way Corridor Design - Develop a Seltice Way corridor design with standard overlay to ensure consistent roadway and corridor frontage improvements as development of Seltice Way and adjacent properties occur.

CDA Medical Corridor - Support the establishment of a Coeur d’Alene medical corridor from US-95 to Northwest Boulevard along Ironwood Drive to support needed expansion of medical services and associated medical businesses.

Renewable Energy Development - Develop incentives and grants for individuals and businesses that elect to voluntarily capture and utilize renewable energy sources.

CDA Brand - Develop and implement a cohesive Coeur d’Alene brand and marketing plan to promote the city.

Support:
- City of Coeur d’Alene, Department of Housing and Urban Development
- Whitewater Creek Inc., nonprofit organizations

Support:
- Panhandle Area Council, U.S. Department of Housing and Urban Development, Community Action Partnership, nonprofit organizations, developers

Support:
- Panhandle Area Council, U.S. Department of Housing and Urban Development, Community Action Partnership, North Idaho Housing Coalition, nonprofit organizations, developers

Support:
- Museum of North Idaho

Support:
- Local utility and communications companies, local Society of Professional Engineers

Support:
- Whitewater Creek Inc., nonprofit organizations

Support:
- City of Coeur d’Alene, Department of Housing and Urban Development, Community Action Partnership, nonprofit organizations, developers

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Support:
- Museum of North Idaho

Support:
- Local utility and communications companies, local Society of Professional Engineers

Support:
- Whitewater Creek Inc., nonprofit organizations
In 2030, greater Coeur d’Alene is one of the safest, healthiest cities in the nation...

We promote community health and wellness through education and awareness, prevention, environmental health and safety measures, recreational activities, and active lifestyles. We provide programs and facilities where youth can gather, connect and participate in safe, healthy social activities. Police, fire and emergency services in Coeur d’Alene are fast and reliable, with excellent training, personnel, equipment and facilities. Medical and mental health services meet the needs of our growing population. Our government, business and community groups collaborate to provide programs and services for our at-risk and vulnerable populations.

<table>
<thead>
<tr>
<th>STRATEGIES &amp; ACTIONS</th>
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<tbody>
<tr>
<td><strong>Thriving Youth</strong> – Coeur d’Alene will provide safe programs and facilities for its youth to gather, connect and take part in healthy social activities and youth-centered endeavors.</td>
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<tr>
<td><strong>Healthy Youth Services</strong> - Expand structured out-of-school programs focused on healthy and active youth.</td>
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<tr>
<td><strong>Winter Activities for Youth</strong> - Develop safe, healthy, out-of-school activities for youth in the winter.</td>
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<tr>
<td><strong>’Makerspace’ After School Programs</strong> - Develop after school programs for area students at the Coeur d’Alene Makerspace.</td>
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<tr>
<td><strong>Comprehensive Medical Services</strong> - Coeur d’Alene will pursue expansion of comprehensive medical and mental health services to further meet the needs of its growing population.</td>
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**H&S 1.1 Healthy Youth Services**

- Expand structured out-of-school programs focused on healthy and active youth.
- **Lead Partner:** United Way of Kootenai County
- **Support:** Boys & Girls Club, The Salvation Army Kroc Center, Kootenai Alliance for Children & Families, St. Vincent de Paul Act on the Edge, area school districts, churches

**H&S 1.2 Winter Activities for Youth**

- Develop safe, healthy, out-of-school activities for youth in the winter.
- **2014**
- **2015-16**
- **2017-19**
- **2020+**
- **Lead Partner:** City of Coeur d’Alene
- **Support:** Schweitzer Mountain Resort, Silver Mountain Resort, Lookout Pass Ski Resort

**H&S 1.3 ’Makerspace’ After School Programs**

- Develop after school programs for area students at the Coeur d’Alene Makerspace.
- **2014**
- **2015-16**
- **2017-19**
- **2020+**
- **Lead Partner:** University of Idaho – Coeur d’Alene
- **Support:** Innovative Collective

**H&S 2.1 High Demand Medical Services**

- Expand new high demand medical services in greater Coeur d’Alene with a focus of keeping patients in our community to receive necessary medical and health care services.
- **2014**
- **2015-16**
- **2017-19**
- **2020+**
- **Lead Partner:** Kootenai Health
- **Support:** Heritage Health, Panhandle Health, Panhandle Area Council, Coeur d’Alene Tribe, Protegent Inc., North Idaho IT Professionals Association

**TIMELINE KEY:**

- **PLANNING**
- **ONGOING**
- **IMPLEMENTED**
Responsive Police, Fire & Emergency - Coeur d'Alene will coordinate exceptional police, fire and emergency personnel, services, equipment and facilities, supporting fast, reliable emergency services enhanced by regional cooperation.

**H&S 3.1**
**Police Substations** - Establish substation for police at existing Fire and Emergency Medical Services (EMS) Station locations. As new Fire/EMS Stations are planned and developed, integrate police services into these facilities.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** City of Coeur d'Alene

**Support:** Kootenai County

**H&S 3.2**
**Emergency Response Protocol Review** - Conduct an emergency response protocol review so the minimal needed number of emergency units respond to calls for service.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** City of Coeur d'Alene

**Support:** Kootenai County, Panhandle Health District, other emergency responders

**H&S 3.3**
**Mass Messaging for Health and Safety Alerts** - Encourage use of a mass messaging system (voice mail, email, texting, etc.) for community members to receive health and safety alerts. Support an ongoing marketing campaign to sign up residents for messaging service.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** Kootenai County

**Support:** City of Coeur d'Alene, North Idaho Public Information Network, other emergency responders

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**Universal Design** - Coeur d'Alene's local governments and businesses will cooperate to achieve policies encouraging universal design (disabled and elder-friendly access) in new construction.

**H&S 4.1**
**ADA Standard Operating Procedure** - Create a standard operating procedure for compliance with the American Disability Act (ADA) to provide with the building permitting process. Train city workers to provide accurate, thorough, and business favorable information on ADA compliance.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** City of Coeur d'Alene

**Support:** North Idaho Builders and Contractors Association, Disability Action Center

**H&S 4.2**
**Small Business ADA Compliance** - Encourage local workforce training to integrate classes on American Disability Act (ADA) compliance and accessibility for small businesses.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** NIC Workforce, Small Business Development Center

**Support:** City of Coeur d'Alene

**H&S 4.3**
**ADA Lake Access** - Develop and identify with signage, appropriate American Disability Act (ADA) access points for disabled access along the lake and river fronts.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** City of Coeur d'Alene

**Support:** To be determined

**H&S 4.4**
**Universal Design Incentive Program** - Create incentive program for adoption of universal design for existing buildings, including acknowledgement of businesses completing American Disability Act (ADA) requirements.

- **2014**
- **2015-16**
- **2017-19**
- **2020+**

**Lead Partner:** City of Coeur d'Alene

**Support:** North Idaho Builders and Contractors Association, Disability Action Center
Community Mental Health Rehabilitation

Recognize and treat mental health problems to enable more productive citizens and to minimize negative societal impact.

Coeur d’Alene area residents currently lack comprehensive access to proper mental health and substance abuse treatment and facilities. Issues created by mental health problems and substance abuse are both social and economic, including lost productivity, medical expenses, increased crime, increased costs for the police and the criminal justice system, and other social services. To address these issues, Coeur d’Alene plans to develop a comprehensive behavioral mental health and substance abuse treatment facility.

Universal Design - Continued

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<tr>
<th>STRATEGIES &amp; ACTIONS</th>
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<tbody>
<tr>
<td>Special Needs Assessment - Conduct an assessment of citizens with special needs through a comprehensive survey and via partnerships with relevant community organizations and service providers.</td>
<td>Lead Partner: City of Coeur d’Alene Support: Panhandle Area Council, Disability Action Center, U.S. Department of Housing and Urban Development, senior centers and organizations</td>
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Community Health & Wellness - Coeur d’Alene will promote community health and wellness through education, awareness, prevention programs, recreational activities, active lifestyles, and environmental health and safety measures.

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<td>Affordable Care Act Outreach – Connect individuals to more affordable health coverage options through outreach and education efforts. Develop and host workshops to give community members information on the Affordable Care Act (ACA) and how to connect to local resources.</td>
<td>Lead Partner: Your Health Idaho (yourhealthidaho.org) Support: Kootenai Health, Heritage Health, Panhandle Health, Community Action Partnership, Head Start, The Salvation Army Kroc Center</td>
</tr>
</tbody>
</table>

Health & Wellness Services Campaign - Implement and support semiannual Health and Wellness Services Campaigns to promote health and wellness services and related volunteer activities. | Lead Partner: Kootenai Health Support: Local churches, nonprofit organizations |

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<tr>
<td>Community Health Events Promotion - Encourage coordinated promotion of community health events, classes and workshops. Develop a comprehensive Coeur d’Alene Health Calendar, along with a mobile friendly website.</td>
<td>Lead Partner: Coeur d’Alene Press Support: CDAEvents.net</td>
</tr>
</tbody>
</table>

Healthy Lifestyle Message - Coordinate and promote development of recreational activities and a healthy lifestyle through a campaign of public service announcements and focused messaging on increased physical activity, safety, and nutrition. | Lead Partner: Panhandle Health District Support: Kootenai Health, Heritage Health, Lake City Development Corporation, The Salvation Army Kroc Center, North Idaho Wellness, Coeur d’Alene Chamber Commerce, Coeur d’Alene School District #271, University of Idaho - Coeur d’Alene, businesses |

“Let’s Move!” Campaign - Promote and expand the “Let’s Move!” campaign led by our elected officials to promote and provide examples of healthy lifestyles. | Lead Partner: Panhandle Health District Support: Local elected officials |

Community Mental Health Rehabilitation - Create a network of support services in the areas of mental health and substance abuse treatment to address the needs of the community. | Lead Partner: Kootenai Health Support: North Idaho InterAgency, Panhandle Health, Kootenai Health, Heritage Health, St. Vincent, Women’s Shelter, Union Gospel Mission, regional partners |

Recreation Public Transportation - Develop public transportation systems to better serve outdoor and recreational activities in the community and surrounding areas (e.g. shuttle service to ski slopes, etc.). | Lead Partner: City of Coeur d’Alene Support: To be determined |
**HEALTH & SAFETY VISION**

### Community Health & Wellness - Continued

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<tr>
<th>Health &amp; Safety Objective</th>
<th>Lead Partner</th>
<th>Support</th>
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<tbody>
<tr>
<td><strong>Special Needs Housing</strong></td>
<td>Lead Partner: City of Coeur d’Alene</td>
<td>Support: North Idaho InterAgency, St. Vincent de Paul, Union Gospel Mission, regional partners, law enforcement agencies, churches</td>
</tr>
<tr>
<td><strong>Homeless Housing and Shelter Options</strong></td>
<td>Lead Partner: City of Coeur d’Alene</td>
<td>Support: Community Action Partnership, Panhandle Area Council, Disability Action Center, U.S. Department of Housing and Urban Development, law enforcement agencies</td>
</tr>
<tr>
<td><strong>Special Needs Housing In New Developments</strong></td>
<td>Lead Partner: City of Coeur d’Alene</td>
<td>Support: To be determined</td>
</tr>
<tr>
<td><strong>Special Housing Needs Provision</strong></td>
<td>Lead Partner: City of Coeur d’Alene</td>
<td>Support: To be determined</td>
</tr>
<tr>
<td><strong>Homebound Services</strong></td>
<td>Lead Partner: United Way of Kootenai County</td>
<td>Support: Lake City Center, Hayden Senior Center, Jumpin’ Beans Mobile Food Bank</td>
</tr>
</tbody>
</table>

### Strategies & Actions

#### Community Health & Wellness

- Expanded Recycling for Businesses and Public Buildings: Develop an expanded city recycling program for businesses and public buildings with additional bins and collection services.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

#### Special Needs Housing

- Special Needs Housing: Special needs population in Coeur d’Alene, including the elderly, and the mentally and physically disabled, will be able to secure safe, affordable, accessible housing that meets their basic needs and income levels.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

- Homeless Housing and Shelter Options: Develop increased housing and shelter options to better address the needs of the homeless community.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

- Special Housing Needs Assessment: Conduct a needs assessment to determine the demand for special housing to serve the elderly, mentally disabled, and physically disabled. Implement programs to meet these needs.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

- Special Needs Housing In New Developments: Encourage and incentivize developers to incorporate a percentage of special needs housing (e.g., Universal Design for elderly) in all new residential developments.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

- Special Housing Needs Provision: Provide city incentives for projects that provide housing for people with special needs, such as moving these projects ahead of other residential projects in the plan review and permitting process.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented

- Homebound Services: Develop and expand access to services for homebound individuals, including community transportation for appointments, grocery delivery, and Meals on Wheels programs.
  - 2014: Planning
  - 2015–16: Planning
  - 2017–19: Ongoing
  - 2020+: Implemented
In 2030, greater Coeur d’Alene has diversified our employment base for a better educated workforce and expanded its skilled labor pool…

...for new and emerging businesses and industries. We have living wage jobs to support our population, offering all residents opportunities to achieve a high quality of life. Coeur d’Alene is known for its proactive, innovative business climate, with supportive regulations, essential infrastructure, and available land for development. We have targeted a diverse range of industry clusters, including aviation, high technology, medical products and services, recreation, and sustainability industries. We support our existing and emerging small businesses with information, lending programs, and technical assistance.

STRATEGIES & ACTIONS

Living Wage Jobs and Diversified Employment – Coeur d’Alene will strive to provide its population with living wage jobs, a diversified employment base and excellent professional and career education, so that all residents may achieve a high quality of life.

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<tr>
<th>STRATEGY</th>
<th>DESCRIPTION</th>
<th>LEAD PARTNER(S)</th>
<th>SUPPORT</th>
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<tbody>
<tr>
<td>J&amp;E 1.1</td>
<td>High Wage Employment Opportunities - Support activities to start, recruit, and expand businesses and industries that provide higher wages at entry levels and clear opportunities for wage increases.</td>
<td>Jobs Plus</td>
<td>Coeur d’Alene Chamber of Commerce, Hayden Chamber of Commerce, North Idaho Higher Education, Protelligent Inc.</td>
</tr>
<tr>
<td>J&amp;E 1.2</td>
<td>Recruitment of Living Wage Employers - Develop specific recruitment strategies for targeted industries and employers that provide benefited living wage jobs.</td>
<td>Jobs Plus</td>
<td>Panhandle Area Council, Idaho Department of Commerce, Coeur d’Alene Chamber of Commerce, Hayden Chamber of Commerce, Post Falls Chamber of Commerce, Protelligent Inc., North Idaho IT Professionals Association</td>
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<td>J&amp;E 1.3</td>
<td>Opt Out of Low Wage Recruitment - Encourage economic development agencies to “opt out” of campaigns or initiatives promoting Idaho as a low-wage state in the recruitment of new businesses.</td>
<td>Jobs Plus</td>
<td>Idaho Department of Commerce, Panhandle Area Council, Coeur d’Alene Chamber of Commerce</td>
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Recruitment of Living Wage Employers

Providing living wage opportunities to boost workforce advancement and community prosperity.

Coeur d’Alene has been recognized as having a good climate for business for reasons including, regulatory friendliness, lower cost of living, and lower wages. While lower worker compensation has some advantages, it can also suppress opportunities for economic advancement and the maintenance of a healthy middle class. To provide balance to living wage and benefited employment opportunities, Coeur d’Alene will develop specific recruitment strategies that place greater emphasis on Coeur d’Alene as a good place to do business, including its friendly small-town atmosphere, access to outdoor recreation, tax incentives, and a productive workforce.

**Skilled Labor Pool** - Coeur d’Alene will cooperate with economic development groups and workforce training programs to expand its skilled labor pool for new and emerging businesses and industries.

- **National Skills Certification System** - Participate in the National Skills Certification System, which identifies job skills needed by employers, assesses worker skill levels, and provides skills certification testing for workers to better match worker skills to employer needs.
  - **Lead Partner:** North Idaho College, North Idaho Higher Education Support: Department of Labor, area Chamber of Commerce, Panhandle Area Council, Jobs Plus, businesses

- **Workforce Training Opportunities** - Expand collaboration and interaction among economic development and workforce training organizations to better promote training activities and provide expanded opportunities for youth and citizen involvement.
  - **Lead Partner:** NIC Workforce Training Support: Department of Labor, North Idaho College, University of Idaho – Coeur d’Alene, area Chambers of Commerce, Panhandle Area Council, Jobs Plus, North Idaho IT Professionals Association, Protelligent Inc., businesses

- **Living Wage Skills Gaps** - Develop plans and seek funding to address workforce issues when living wage skill gaps in targeted industry sectors are identified.
  - **Lead Partner:** NIC Workforce Training Support: Panhandle Area Council, Jobs Plus, Department of Labor, Idaho Department of Commerce, Coeur d’Alene School District #271

- **Basic Workforce Skills** - Support initiatives for entry level workers to maintain their employment status through good workforce behavior and interpersonal skill training. Provide complementary program components for participating employers with tools to reduce turnover costs for their entry level workforce.
  - **Lead Partner:** Community Action Partnership Support: Idaho Department of Labor, North Idaho InterAgency, businesses

**Support for Small Business** - Coeur d’Alene will promote and support existing and new small businesses with information, funding programs, technical assistance, and other resources.

- **Small Business Resource Guide** - Develop a “Small Business Resource Guide” that provides information about business support programs and points of contact. Distribute online and in hard copy.
  - **Lead Partner:** Idaho Small Business Development Center Support: Panhandle Area Council, Department of Labor, Jobs Plus, Idaho Department of Commerce, North Idaho Higher Education, Small Business Administration

- **Encourage Innovation and Entrepreneurialism** - Support and create business incubators, “makerspaces” and similar activities to encourage entrepreneurialism, innovation, and business startups as part of larger industry sector/cluster strategies.

- **Local Capital Funds Creation** - Create local capital funds through “angel investors”, crowd funding strategies, and other mechanisms to support business startup, growth, and retention.
  - **Lead Partner:** Innovation Collective Support: Big Horn Ventures, Panhandle Area Council, University of Idaho – Coeur d’Alene, Inland TechStart Fund, other local investors
STRATEGIES & ACTIONS

Proactive Business Climate - Coeur d’Alene will foster a proactive business climate with supportive government regulations, essential infrastructure, and available land for commercial and industrial development.

“Know Your Local” Campaign - Promote local businesses products and services with a “Know your Local” campaign.

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Lead Partner: Coeur d’Alene Chamber of Commerce
Support: City of Coeur d’Alene, farmers markets, nonprofit organizations

J&E 4.2
Economic Incentives - Develop economic incentives to attract new businesses or encourage business startup and development activities.

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Lead Partner: City of Coeur d’Alene
Support: Coeur d’Alene Chamber of Commerce, Jobs Plus, Panhandle Area Council, developers, other economic development organizations

J&E 4.3
Business Opportunity Zones - Identify and publicize areas zoned for business; develop business opportunity areas and zones that support industry sector/cluster strategies.

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Lead Partner: City of Coeur d’Alene
Support: Coeur d’Alene Chamber of Commerce

Business Development - Coeur d’Alene will cooperate to create a comprehensive program to recruit, retain, and expand a diverse range of business and industry clusters, including high technology, aviation/aerospace, medical products/services, recreational, and sustainability industries.

J&E 5.1
CEDS Economic Development Process - Encourage Coeur d’Alene’s participation in a regional Comprehensive Economic Development Strategy (CEDS) process to connect local economic development efforts and strategies to those of other cities and counties in the region.

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Lead Partner: Panhandle Area Council
Support: Jobs Plus, North Idaho Higher Education, Coeur d’Alene Chamber of Commerce, City of Coeur d’Alene, Department of Labor, industry groups

J&E 5.2
Industry Supply Chains - Connect industry supply chains by identifying local sub-suppliers that can provide parts/materials/services to local end-product manufacturers.

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Lead Partner: Jobs Plus
Support: Jobs Plus, North Idaho Higher Education, Coeur d’Alene Chamber of Commerce, City of Coeur d’Alene, Department of Labor, industry groups

J&E 5.3
Sports Commission - Develop a sports commission to attract sports activities and tournaments to the Coeur d’Alene area to support our tourism and hospitality industries, while providing opportunities for locally grown athletes to learn and compete.

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Lead Partner: Coeur d’Alene Convention and Visitors Bureau, Coeur d’Alene Chamber Commerce
Support: Kootenai County Lodging Association, North Idaho Tourism Alliance, sports related private industries and associations
Project Structure and Financial Support

Project Manager
Nicole Kohler, Coeur d’Alene 2030 Visioning Project

Project Consultant
Steven Ames, Steven Ames Planning

Project Management Team
Dr. Charles Buck, University of Idaho – Coeur d’Alene (Chair)
Michael Grady, City of Coeur d’Alene
Marcie Hartwell, University of Idaho – Coeur d’Alene
Steve Wilson, Coeur d’Alene Chamber of Commerce

Community Advisory Committee
Sandi Bloom, City of Coeur d’Alene/Idaho & Company Jeweler
Mark Browning, North Idaho College
Jeff Conroy, St. Vincent de Paul
Dorothy Daigrep, Museum of North Idaho
Denny Davis, Lake City Development Corporation/Witherspoon
Kelley Attorneys & Counselors
Jennifer Drake, Fita Pit USA
Joe Dunlap, North Idaho College

Amy Evans, City of Coeur d’Alene/Idaho Youth Ranch
Wendy Gabriels, City of Coeur d’Alene
Dan Goe, City of Coeur d’Alene
Greg Green, Fatback
Steve Griffiths, Jobs Plus, Inc.
Hele Hancock, Coeur d’Alene Tribe
Matt Handelman, Coeur d’Alene School District #271
Eden Igner, Range NW
Eric Keck, Ground Force Worldwide
Heather Keen, Coeur d’Alene Tribe
Tom Messina, Messina Construction Company
Glenn Miles, Kootenai Metropolitan Planning Organization
Charlie Miller, North Idaho Centennial Trail Foundation
Doug Miller, Coeur d’Alene Diamond Cup Regatta, Inc.
Kiw Miller, City of Coeur d’Alene/Kaypee Company
Jan Nelson, Kootenai County
Jon Nec, Kootenai Health
Ryan Nipp, Coeur d’Alene Chamber of Commerce/Parkwood Business Properties
Ricky Owens, Lew-Clark State College – Coeur d’Alene
Ashley Piaskowski, Heritage Health/Kootenai County Young Professionals
Jim Piere, Title One

Bill Regeen, Hagadone Hospitality
Laura Rumpker, Coeur d’Alene School District #271
Mary Sanderson, Kootenai Obstetrics & Gynecology
Shannon Schmitt, Avista Corporation
Patty Shea, Avista Corporation
John Stone, Riverstone
Craig Sumey, First Presbyterian Church
Shawn Swanson, Esthetics, Inc.
Janet Toree, Kootenai Environmental Alliance
Rick Vernon, Coeur d’Alene Association of Realtors
Steve Widmyer, City of Coeur d’Alene/WSR Properties
Dave Yaden, City of Coeur d’Alene

Marketing & Outreach Committee
Mark Browning, North Idaho College
Marcie Hartwell, University of Idaho – Coeur d’Alene
Eden Igner, Range NW
Heather Keen, Coeur d’Alene Tribe
Charlie Miller, North Idaho Centennial Trail Foundation
Ashley Piaskowski, Heritage Health/Kootenai County Young Professionals
Craig Sumey, First Presbyterian of Coeur d’Alene

Vision Drafting Committee
Chet Gaecke, Retired
Greta Gissel, Coeur d’Alene Education Partnership
Nancy Moblie, Kootenai County
Mary Vehr, Retired
Deanna Wilson, Independent Mining Technical Services Contractor
Dave Yaden, City of Coeur d’Alene

Implementation Planning Committee
Community & Identity
Wendy Gabriels, City of Coeur d’Alene
Chet Gaecke, Retired
Tamara Podbiela, Tim Skelton State Farm
Karen Roetker, US Senator Mike Crapo
Nick Snyder, Kootenai County

Education & Learning
Paul Amador, University of Idaho – Coeur d’Alene
Mark Browning, North Idaho College
Tedd Gilkey, Coeur d’Alene School District #271
Greta Gissel, Coeur d’Alene Education Partnership

Health & Safety
Alan Brockway, Heritage Health
Jennifer Starns, Kootenai Health/Vertical Earth

Environment & Recreation
Ryan Arnold, Sightline Energy
Doug Eastwood, City of Coeur d’Alene
Carl Fux, Lake Coeur d’Alene Cruises
Pete Stayton, J-U-B Engineering, Inc.
Kim Stearns, Panhandle Parks Foundation

Businesses, civic and governmental organizations, and scores of greater Coeur d’Alene community members generously contribute energy, time, and money to the CDA 2030 Visioning Project. Financial and in-kind contributions continue to enable the success of this community-driven process. To best recognize these engaged project partners, an up-to-date list of contributors is provided on the CDA 2030 website. Navigate to www.CDA2030.org/project-structure to see a current list of contributors. Please help us thank these vital project partners!
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TOGETHER.

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Email info@cda2030.org

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