



Contact: Andrea Ruedi  
Senior Advisor for Integrated Strategy Development  
City of Urbana, Illinois  
217-402-3678  
alruedi@urbanaininois.us



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### **IMAGINE URBANA COMMUNITY ENGAGEMENT WEBSITE IS LAUNCHED**

The City of Urbana is creating a new comprehensive plan. Urbana’s planning process, themed *Imagine Urbana*, is centered on extensive community engagement to identify goals and aspirations for the future of Urbana. Mayor Diane Wolf Marlin stated, “The themes that evolve out of this inclusive process will be the foundation for our City’s comprehensive plan, and be the basis for developing our community’s vision, and the policies and strategies to make that vision a reality.”

The City launched its *Imagine Urbana* website, [imagineurbana.com](http://imagineurbana.com), today, with tools for community engagement, including an “Idea Wall” to publicly post comments, an “Urbana Places Map” to pin remarks and photos on a specific place in Urbana, and a brief survey. On the “Home” page, is a short video, “Why is the Urbana Comprehensive Plan Important to Me?”, featuring individuals who live in and around the community describing how the comprehensive plan impacts them. The website will also include educational videos, the first being a series, “Get to Know Your Area Community Services Providers”, with leaders talking about their organization’s mission, structure, funding and services.

Andrea Ruedi, Senior Advisor for Integrated Strategy Development, who leads the Urbana comprehensive plan initiative, encourages everyone who lives, works, plays, visits, or studies in Urbana to go to the website to provide feedback. Ruedi emphasized, “Your ideas and feedback are needed on opportunities, issues, and challenges that our City will face over the next 20 years. Whether your priorities or concerns pertain to racial equity, social justice, Urbana’s quality of life, its arts & culture scene, land use, transportation, infrastructure, environment, economic growth, housing, governance, or whatever else is on your mind, we want to hear from you!”

Other engagement methods will be released or underway soon, including SMS texting, webinars, small virtual discussion groups, yard signs promoting the website and text number, as well as communications through area organizations and neighborhood groups to outreach across the community.

Mayor Marlin added, “You see your City of Urbana through a unique lens, and we need you to share your ideas with us!”

For more information about the City of Urbana’s *Imagine Urbana* Comprehensive Plan, please visit [imagineurbana.com](http://imagineurbana.com)

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