

DRAFT ACTION PLAN

August 2023

Map for Mobile is more than a broad vision. It is also intended to serve as a tool for progress. The Action Plan contains a list of projects, programs, initiatives or steps that the City should focus on to support the goals of Map for Mobile.

When the plan was adopted in November 2015, City Planning Commission requested annual progress reports and periodic updates to the Action Plan. This 2023 Action Plan updates the 2021 Action Plan. It also features a more user-friendly, streamlined format.

Seven pillars organize the City’s strategic initiatives. These pillars are addressed through various plans and ongoing departmental activities. The Action Plan addresses six pillars, which relate closely to physical planning opportunities. Each action indicates a status for completion and the groups responsible for leading and supporting implementation.



GROW



CONNECT



PROTECT



ENJOY



EDUCATE



PREPARE



ENGAGE

Action Status

- Initiated (project is underway)
- Ongoing (continuously occurring)
- Future
- Complete*

Line of Effort Leaders

- City
- External
- Shared

*complete actions have been removed from this version.





GROW

OUTCOMES / What we want to achieve

- › A growing city with a strong sense of place, where historic assets, the working waterfront, and natural resources are respected.
- › Anyone can find desirable and affordable housing.
- › A diverse economy with opportunities for all.

LINES OF EFFORT

- Revitalization & planning
- Codes
- Annexation
- Housing
- Business & industry growth

ACTIONS / What we should do

1. REVITALIZATION AND PLANNING		STATUS	LEADER	OTHERS	NOTES
GR.1.1	<p>Update the Future Land Use Map (FLUM).</p> <p>Update the FLUM to address potential conflicts with existing policies, alignment with other plans and initiatives, identification of Priority Investment Opportunity Areas (PIOAs), and correspondence with the UDC.</p>	☰	Build Mobile		Prepare draft FLUM for review
GR.1.2	<p>Establish a Redevelopment Authority.</p> <p>A Redevelopment Authority is a public corporation per Alabama statutes to identify and target properties for redevelopment in the downtown area.</p>	☰	City Council		
GR.1.3	<p>Develop area plans for Priority Investment Opportunity Areas identified in the Future Land Use Plan.</p> <p>Pursue additional focused planning in priority areas to better guide future public and private investment. Some locations currently identified need to be studied independently, while others could be studied together. Existing resources such as the Repetitive Loss List should be used to identify investment locations. Update the Future Land Use Map to reflect area plans.</p>	⋯	Build Mobile	City: Neighborhood Development, Community Development Group	
GR.1.4	<p>Develop a historic property rehabilitation toolkit.</p> <p>Establish a set of informational resources and guidance for the preservation of vulnerable and neglected properties in locally and nationally designated historic districts.</p>	⋯	Historic Development		
GR.1.5	<p>Establish a land bank program.</p> <p>The program would identify and acquire vacant, tax delinquent, or other grayfield sites citywide and market those sites to developers.</p>	⋯	Neighborhood Development		



GR.1.6 **Create a wayfinding plan.**

Address wayfinding for pedestrians and motorists through the Downtown and between major destinations such as Brookley By The Bay and Africatown.

Build Mobile,
Traffic Engineering

ONGOING ACTIONS

GR.1.7 **Dispose of excess City property and make available for new/redevelopment.**

Continue to implement recommendations from the real estate and facility assessment (also known as the CBRE study) to reduce long-term costs through facility consolidation or property disposition. Beyond the recommendations of this study, the City owns various tracts of undeveloped land that may offer value for private development. The City should identify the long-term use for these sites and consider selling or partnering to develop them where appropriate.

Real Estate and Asset Management (REAM)

GR.1.8 **Establish special financing incentive districts to encourage redevelopment.**

Create other redevelopment districts modeled after the Downtown redevelopment incentive program (which uses Tax Increment Financing - TIF) to encourage reinvestment and private development in defined areas.

Finance, City Council

GR.1.9 **Identify and evaluate potential historic neighborhoods.**

Identify and document historic neighborhoods that are not locally designated but could benefit from National Register nomination to qualify for tax incentives and other benefits. Similarly, identify newer neighborhoods and areas that now meet the 50-year requirement for local historic designation. Work with neighborhood groups to determine if local historic designation is desirable for their area.

Build Mobile

GR.1.10 **Maintain regular coordination with MCPSS and higher education institutions regarding facility planning.**

Coordinate with the Mobile County Public School System, University of South Alabama, and Bishop State Community College on topics including long-term physical planning and strategic partnership opportunities. Exchange information that may impact these institution's planning and the City's future land use policies.

Build Mobile,
Real Estate and Asset Management (REAM)

2. CODES

STATUS LEADER OTHERS NOTES

ONGOING ACTIONS

GR.2.1 **Monitor the UDC and other codes**

As the City transitions to using the recently adopted UDC and subdivision regulations, identify topics where these regulations could be improved. Such improvements may include provisions to address resiliency or provisions that may not be performing as intended.

Build Mobile

3. ANNEXATION		STATUS	LEADER	OTHERS	NOTES
ONGOING ACTIONS					
GR.3.1	<p>Analyze the long-term net financial impacts of potential annexation.</p> <p>Whenever considering an annexation request, the City should prepare an analysis of the proposal's long-term impacts on net financial and operational revenues and the cost to provide services and infrastructure.</p>		City Council, Finance	Public Works, Public Safety	

4. HOUSING		STATUS	LEADER	OTHERS	NOTES
GR.4.1	<p>Implement the 1,000 Homes by 2026 Initiative.</p> <p>Pursue opportunities to build or renovate one thousand homes across the City to improve affordability for residents and revitalize historic neighborhoods.</p>		City: Neighborhood Development		
GR.4.2	<p>Create a housing action plan.</p> <p>Build upon the recently prepared housing study with action items to promote development of owner-occupied and rental housing throughout the city.</p>		City: Neighborhood Development	Community Development Group	
ONGOING ACTIONS					
GR.4.3	<p>Continue to implement the blight removal and abatement program.</p> <p>Include efforts to restore and rehabilitate existing housing stock as well as proactive measures to prevent blight by providing assistance to at-risk home owners or renters.</p>		City: Neighborhood Development		Consider targeting resources to specific neighborhoods
GR.4.4	<p>Establish additional funding sources for housing programs.</p> <p>Identify potential funding sources beyond HUD (which may be unstable) to support affordable housing development. Funding sources could include grants, city funds, a special financing program with public-private partnerships, or dedicated revenue such as rental licensing fees.</p>		City: Neighborhood Development	Community Development Group	
GR.4.5	<p>Lobby for the modification of the State's Qualified Allocation Plan.</p> <p>This State plan determines how Federal funding is distributed within Alabama for low income housing programs. Lobby for more projects within the City of Mobile.</p>		City: Neighborhood Development		
GR.4.6	<p>Continue to work with the Mobile Housing Authority.</p> <p>Coordinate efforts regarding the HUD Choice Neighborhoods Initiatives (CNI) and the MHB Housing Transformation Plan.</p>		City: Neighborhood Development	Mobile Housing Authority Community Development Group	



EXTERNALLY-LED LINES OF EFFORT

The following initiatives are led by partners to the City. They are important efforts for ongoing collaboration and cooperation that support plan goals.

5. BUSINESS AND INDUSTRY GROWTH

LEADER / OTHERS

Monitor the Alabama State Port Authority Expansion.

Port

Maintain regular regular coordination with the Port their current expansion projects, economic development, infrastructure issues, security, disaster response, and other matters of mutual interest.

Coordinate with Airbus regarding expansion plans.

Airbus, MAA

Collaboratively establish an economic development master plan.

Chamber

The plan should include an analysis of industry opportunities based on regional competitive advantages and considers economic shifts driven by COVID-19. Use the master plan to align industry recruitment efforts, workforce development programs, and economic incentives.

MABCC

Develop incentives for small business.

Collaboratively identify incentives that the city could provide to support small business and entrepreneurship.

Chamber, City,
MABCC



OUTCOMES / What we want to achieve

- › Neighborhoods, major destinations, and job centers are well-connected to each other through multiple modes of transportation.
- › Convenient and efficient access to the region and beyond.
- › A greenway system connects the entire city.

LINES OF EFFORT

- Rebuild major corridors
- Greenway system
- Sidewalks & safety
- New mobility technology
- Regional-international connections

ACTIONS / What we should do


1. REBUILD MAJOR CORRIDORS		STATUS	LEADER	OTHERS	NOTES
CO.1.1	<p>Continue to implement the Redeveloping Broad Street initiative.</p> <p>Redeveloping Broad Street is a “complete streets” initiative. It aims to provide safe pedestrian and bicycle-friendly access, reconnect severed neighborhoods, reconstruct aging underground infrastructure, create attractive and cohesive streetscapes, and stimulate an economically vibrant and active street environment. Funding for the first two phases (of four) of this project were supported by a grant from the US Department of Transportation.</p>	☰	Program and Project Management		
CO.1.2	<p>Implement the redesigning St Louis Street project.</p> <p>This project will redesign and rebuild 17 blocks of St. Louis Street in downtown. This initiative supports broad objectives for fostering business development and economic revitalization opportunities in the surrounding area.</p>	☰	Traffic Engineering, Engineering	Program and Project Management	
CO.1.3	<p>Implement the Water Street improvements and accessibility design.</p> <p>The project would involve a significant redesign and reconstruction of Water Street to improve the pedestrian and cycling and non-motorized accessibility. It may include reducing lane widths, installing a median, improved bike facilities and improved pedestrian crossings.</p>	⦿	Traffic Engineering, Engineering	ALDOT	
CO.1.4	<p>Pursue the redesign and improvement of Old Water and Old Royal Streets.</p> <p>The project would involve a significant redesign and reconstruction of Old Water and Old Royal Streets to bring these roads up to current city design standards.</p>	⦿	Traffic Engineering, Engineering		



ONGOING ACTIONS

CO.1.5 **Identify non-City funding sources for transportation projects.**

Ensure that all city programs, facilities, and infrastructure is accessible to persons with disabilities. Update the prioritized list of ADA improvements and maintain City budget allocation for these improvements.

 Traffic Engineering, Engineering, Grants Management

CO.1.6 **Prioritize low-impact and cost-effective traffic management techniques before adding lane capacity.**


 Traffic Engineering

2. GREENWAY SYSTEM (GREENWAY INITIATIVE)

STATUS LEADER OTHERS NOTES


CO.2.1 **Implement all phases of the Three Mile Creek Greenway masterplan.**

The Three Mile Creek Greenway is becoming a transformative community amenity that provides access to one of Mobile's most beautiful natural assets. The greenway is a system of trailheads, shared paths, sidewalks, and bike lanes. The greenway is part of a plan to restore the health of the Three Mile Creek watershed and is the first major piece of a long-term Mobile Greenway Initiative (MGI). When complete, the greenway will be within 1-mile of 70,000 residents and have city-wide benefits related to the local economy, personal health, and the environment.

 Program and Project Management

CO.2.2 **Design and implement the Crepe Myrtle Trail concept.**

This project would create the next phase of the Mobile Greenway Initiative and connect the Broad Street project with Arlington Park, Brookley, and other parks in the Peninsula (e.g. Doyle Park, McNally, Perch Creek Preserve).


 Program and Project Management

3. SIDEWALKS AND SAFETY (NON-MOTORIZED MOBILITY)

STATUS LEADER OTHERS NOTES


CO.3.1 **Develop a sidewalk improvement prioritization tool.**

Assess sidewalk conditions and gaps citywide and create a map-based tool priority areas for sidewalk improvements. Ensure that connectivity to schools, parks, subsidized housing areas, and neighborhood centers are prioritized. Use this tool in the ongoing sidewalk maintenance and repair program as part of the Capital Improvements Plan. Relates to the ADA plan.

 Public Works


CO.3.2 **Create a street and public realm design guide.**

Refine the Street Design Priority Matrix along with a map that identifies where and which elements of "complete streets" design should be incorporated into rebuilding, resurfacing, or restriping projects based on street type and land use context. Prioritize connectivity and complete streets projects in areas where they could serve as catalysts for revitalization and economic development. Priority locations may include those identified on the Future Land Use Map or other traditional or suburban centers. Build upon the Downtown Mobility Study.

 Build Mobile, Downtown Alliance
Traffic Engineering, Engineering

ONGOING ACTIONS

CO.3.3 **Continue to implement the Downtown Mobile Non-Motorized Mobility Study.**
 This 2015 study contained an action plan with programmatic recommendations and infrastructure improvements including Canal Street and Broad/Beauregard Streets. Most of the actions from this plan are underway.

 Traffic Engineering, SARPC
 Engineering

CO.3.4 **Update and continue to implement the ADA transition plan.**
 Ensure that all City programs, facilities, and infrastructure is accessible to persons with disabilities. Update the prioritized list of ADA improvements and maintain City budget allocation for these improvements.

 Public Works,
 Real Estate and Asset Management (REAM)

4. NEW MOBILITY TECHNOLOGY


STATUS LEADER OTHERS NOTES

CO.4.1 **Form an integrated mobility task force.**
 Assign an internal city team to review existing County-wide and regional plans for recommendations and projects related to bike, pedestrian, transit, freight, and vehicular mobility that the city should lead on. Identify and monitor emerging mobility technology and its potential impact on the city. Continue to participate in regional mobility initiatives.

 Public Works

ONGOING ACTIONS

CO.4.2 **Implement new traffic management technology.**
 Continue to implement strategic traffic management infrastructure including smart signal systems along major corridors such as Airport Boulevard.

 Traffic Engineering

EXTERNALLY-LED LINES OF EFFORT

The following initiatives are led by partners to the City. They are important efforts for ongoing collaboration and cooperation that support plan goals.

5. REGIONAL-INTERNATIONAL CONNECTIONS

LEADER

Coordinate with partners in implementation of the I-10 bridge project ALDOT

Coordinate with partners in the move of the Mobile airport to Brookley. MAA

Study the feasibility and potential locations for a passenger rail terminal. MPO

Conduct periodic reviews of the Wave Bus/Transit system. Wave Transit

Collaborate on future opportunities for the Mobile Regional Airport. MAA



PROTECT

OUTCOMES / What we want to achieve

- › A safe city.
- › Innovative and reliable city services.
- › Access to high quality, reliable utility services.
- › Community health needs are addressed (food, mental, physical).
- › Critical infrastructure is maintained.

LINES OF EFFORT

Public safety

City services

Infrastructure maintenance

Community health

Utilities

ACTIONS / What we should do

1. PUBLIC SAFETY

PR.1.1 Establish a new combined public safety headquarters.

To improve service efficiency and reduce long term facility costs, consolidate the existing Mobile Police Headquarters located on Government Boulevard and the Mobile Fire and Rescue Administrative offices located at the Central Fire Station into one new facility.



Real Estate and Asset Management (REAM),

Included in 5-year CIP

Police,

Fire and Rescue

PR.1.2 Establish a new public safety training facility.

Replace multiple outdated facilities with one new facility where police and fire-rescue professionals would train together. The facility would help first responders to perform at an elite level and attract and retain top tier public safety professionals.



Real Estate and Asset Management (REAM),

Included in 5-year CIP

Police,

Fire and Rescue

PR.1.3 Develop a coordinated plan for Fire Station facilities.

The plan should identify future needs and consider if new or consolidated facilities would improve service and reduce long-term costs. Allocate funding for safety facilities in the Capital Improvements Plan.





Real Estate and Asset Management (REAM),


Included in 5-year CIP


Fire and Rescue

2. CITY SERVICES STATUS LEADER OTHERS NOTES

PR.2.1	<p>Establish a new Public Works Complex.</p> <p>The current Public Works Complex located at Gayle Street does not currently meet the requirements to best serve the Citizens of Mobile. The current complex requires a full renovation to meet today's operational needs. Additionally, smaller 'satellite' Public Works complexes are being planned to better provide services to citizens while reducing the time and distance required to move assets to respond to requirements.</p>		Public Works	Included in 5-year CIP
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PR.2.2	<p>Replace the Animal Services Facility.</p> <p>The current shelter, built in 1965, is obsolete. The focus of modern animal shelters is to simultaneously acts as a shelter, hospital, retail center, and an operations hub of animal control and other programming like foster programs and spay and neuter support.</p>		Real Estate and Asset Management (REAM), Animal Services	Included in 5-year CIP
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ONGOING ACTIONS				
PR.2.3	<p>Continue to pursue strategies to better deliver public services.</p> <p>Identify, study, and implement where appropriate, various strategies to better deliver public services that may be more geographically dispersed vs. centralized to better support sanitation collection, street repairs, etc.</p>		Public Works	

PR.2.4	<p>Utilize neighborhood-level planning data in community service decision making.</p> <p>Implement technology tools such as smart parking meters, membership cards, website analytics, or instant feedback kiosks, as well as traditional community surveys to understand how citizens use City services. Use this data to improve the level of service and cost efficiency of various City programs such as parks and recreation, libraries, and community centers.</p>		Public Works,	
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3. INFRASTRUCTURE MAINTENANCE STATUS LEADER OTHERS NOTES

PR.3.1	<p>Implement a Facility Asset Management System.</p> <p>Identify, assess, and implement an asset management system that will aid in proactive management of facilities and their maintenance.</p>		Real Estate and Asset Management (REAM)	
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ONGOING ACTIONS				
PR.3.2	<p>Conduct regular infrastructure conditions assessments.</p> <p>Maintain infrastructure conditions assessments such as street pavement conditions and sidewalk conditions to anticipate needs and prioritize deferred maintenance items. Update these assessments as needed (every 3-5 years) and use assessments to allocate CIP finding based on city-wide needs.</p>		Engineering	



PR.3.3 **Prioritize infrastructure, facility, and service improvements in existing areas.**

 Various

Invest in infrastructure rehabilitation within older areas to maintain their viability and attractiveness and encourage infill and redevelopment where appropriate. Limit expansion of City services and facilities into remote areas.

PR.3.4 **Continue to fund a planning-driven five-year capital improvement program (CIP).**

 Public Works

Use a consistent process to identify, prioritize, and fund infrastructure investments through multiple funding sources. Address maintenance and improvements to infrastructure and facilities.

EXTERNALLY-LED LINES OF EFFORT

The following initiatives are led by partners to the City. They are important efforts for ongoing collaboration and cooperation that support plan goals.

4. COMMUNITY HEALTH

LEADER / PARTNERS

Evaluate potential collaborative efforts to deliver health services to underserved groups more efficiently.

In partnership with regional health care and social service providers, evaluate emerging models such as community paramedicine to connect underserved populations to underutilized medical, mental health, social, and safety services, helping to decrease strain on emergency rooms, hospitals, and first responders such as EMS, fire, and police.

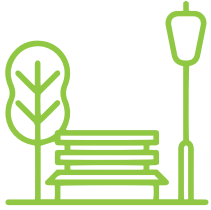
Mobile Fire-Rescue,
MCHD,
Mobile Medical Security

5. UTILITIES

LEADER / PARTNERS

Coordinate with local utilities on concurrent improvement and maintenance projects.

MAWSS,
Alabama Power,
Spire



ENJOY

OUTCOMES / What we want to achieve

- › Well-recognized as a visitor destination.
- › A wide range of things to do for all members of the community.
- › High quality venues and public spaces.
- › Access to our unique natural areas.

LINES OF EFFORT

Parks & recreation amenities

New venues & facilities

Events & experiences


Destination marketing


ACTIONS / What we should do

1. PARKS & RECREATION AMENITIES		STATUS	LEADER	OTHERS	NOTES
EN.1.1	<p>Build new pickleball courts at parks throughout the city.</p> <p>Provide pickleball courts throughout the city within existing parks.</p>	☰	Real Estate and Asset Management (REAM)	Parks and Recreation	
EN.1.2	<p>Implement the Perch Creek Preserve Masterplan.</p> <p>That 2019 plan aims to connect, conserve, and create park spaces that will serve as a destination and economic asset for the Peninsula of Mobile. The plan involves a series of improvements in each of these zones creating a connected park system. The improvements involve trails, pavilions, restrooms, lighting, playgrounds, disc golf, volleyball courts, and tennis courts, restrooms, and other amenities. The areas will be connected by pedestrian and greenway trails, and kayak launches for blueway (water trail) access.</p>	⚙️	Program and Project Management		
EN.1.3	<p>Update the Park Facilities Master Plan and Tricentennial Greenspace Master Plan to identify and prioritize park improvements citywide.</p> <p>Include a citywide map of parks and greenways including existing and new assets such as the Perch Creek Preserve, Brookley By The Bay, and various greenways. Include citywide policies and actions that address land aquisition/disposition, staffing, programming, and maintenance. For each park, outline physical improvements that should be pursued. Also include a water access component that identifies public access that needs improvement and new access points to be developed. Create a map of water access points to share with visitors and citizens. Include boat ramps, kayak inlets, parks, fishing piers or shores, etc.</p>	⚙️	Real Estate and Asset Management (REAM)	Parks and Recreation	



- EN.1.4 **Expand the Copeland Cox Tennis Center.**
Expand the tennis center facilities to support more large-scale tournaments to be hosted in the city.

 Real Estate and Asset Management (REAM) Parks and Recreation
- EN.1.5 **Upgrade Azalea City Golf Course and Facilities.**
Pursue upgrades and improvements to the golf course including interior renovations and a new service building.

 Real Estate and Asset Management (REAM) Parks and Recreation

ONGOING ACTIONS


- EN.1.6 **Pursue a community-based greenway and neighborhood parks sponsorship or stewardship program.**
Involve neighborhoods or other community groups in assisting with some upkeep tasks, promotion, programming, or other activities that support the greenway and parks system.


 Parks and Recreation
- EN.1.7 **Identify and pursue partnership opportunities for recreation programming.**
Collaborate and partner with public agencies, nonprofits, or other organizations to provide recreational programming and services. Support use of City facilities for programming conducted by outside organizations where mutually beneficial.


 Parks and Recreation

2. NEW VENUES & FACILITIES STATUS LEADER OTHERS NOTES

- EN.2.1 **Develop and implement a masterplan for Brookley By The Bay**
Brookley by the Bay is a 98-acre site along Mobile Bay just east of the Mobile Aeroplex, that will become a regional park. The City is working with a team of designers and engineers to create a master plan and initial engineering design to transform the Brookley parcels into a regional attraction.


 Program and Project Management
- EN.2.2 **Pursue the Civic Center Renovation and Reuse Project**
Implement the conceptual plan for revitalization and reuse of the Civic Center site.

 Public Works
- EN.2.3 **Create facilities to support cultural tourism opportunities in Africatown.**
In light of the discovery of the last slave ship, Clotilda, lead efforts to create facilities that help tell the story of Africatown. Such facilities may include a museum, a water access gateway, and connecting mobility infrastructure. Support marketing efforts to tie Africatown to the Civil Rights Trail UNESCO World Heritage Site.

 Real Estate and Asset Management (REAM) Visit Mobile

EN.2.4 **Implement the Riverfront Revitalization masterplan.**

The plan involves areas surrounding the Convention Center to address critical repairs to the bulkhead, improve the land for possible future development, create a new public space along Water Street, and other improvements to Cooper Riverside Park.

 Real Estate and Asset Management (REAM)

EXTERNALLY-LED LINES OF EFFORT

The following initiatives are led by partners to the City. They are important efforts for ongoing collaboration and cooperation that support plan goals.

3. EVENTS & EXPERIENCES	LEADER / PARTNERS
<p>Continue to implement the Mobile Tourism Initiative.</p> <p>Identify tasks that the City can do through programs, regulations, and physical infrastructure, to support ecotourism, cultural tourism, and culinary tourism opportunities.</p>	<p>Visit Mobile</p>
<p>Work with partners to create a public art master plan.</p>	<p>Mobile Arts Council, Civic and Cultural Affairs</p>
<p>Develop a framework for greater development of local artists.</p>	<p>Mobile Arts Council, Civic and Cultural Affairs</p>
4. DESTINATION MARKETING	LEADER
<p>Participate in an integrated branding and marketing strategy.</p>	<p>Visit Mobile</p>
<p>Establish a Visit Mobile Ambassador Program.</p>	<p>Visit Mobile</p>



PREPARE

OUTCOMES / What we want to achieve

- › A resilient coastal community that is prepared for natural and man-made shocks.
- › Natural resources are healthy and sustained.

LINES OF EFFORT

- Litter & water quality
- Natural systems & habitat
- Identify & monitor threats
- Drainage systems

ACTIONS / What we should do

1. LITTER & WATER QUALITY		STATUS	LEADER	OTHERS	NOTES
PP.1.1	<p>Identify measurable benchmarks and criteria to improve Three Mile Creek’s waterway classification to “Fish and Wildlife”.</p> <p>Work with the Mobile Bay National Estuary Program to identify benchmarks and track progress on improved water quality of the creek.</p>		Office of Resilience		
PP.1.2	<p>Expand recycling services to underserved areas of the City.</p> <p>Identify areas with limited access to recycling services and align efforts to further increase service areas. This includes both central neighborhoods and city edge areas like West Mobile.</p>		Office of Resilience		
ONGOING ACTIONS					
PP.1.3	<p>Continue to implement a robust anti-litter program.</p> <p>Reduce litter to improve community aesthetics and environmental quality, and implement the City’s Stormwater Management Program. Litter-reduction efforts include physical infrastructure to trap litter, cleanup patrols, volunteer programs, and public education.</p>		Office of Resilience		
PP.1.4	<p>Implement water quality improvement strategies described in the City’s NPDES permit.</p> <p>These include efforts to manage stormwater, limit runoff, reduce sanitary sewer overflows, reduce floatables (litter), and other efforts to manage the quality of waterways.</p>		Environmental Engineering		



PP.1.5	<p>Work with the City of Prichard to address sanitary sewer overflows (SSOs).</p> <p>Collaboratively identify potential solutions and partnership opportunities to address sanitary sewer overflows (SSOs) occurring within the City of Prichard into the Three Mile Creek.</p>		Environmental Engineering	MAWSS
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2. NATURAL SYSTEMS & HABITAT		STATUS	LEADER	OTHERS	NOTES
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PP.2.1	<p>Implement the Three Mile Creek Watershed Restoration Initiative.</p> <p>The Three Mile Creek Watershed Restoration project will provide bank and stream stabilization along Twelve Mile Creek and dredging and restoration of Langan Park Lake, both of which drain into Three Mile Creek and Mobile Bay. The project will reduce sedimentation, reduce stream velocity/energy, protect existing sanitary sewer crossings, increase the capacity of the lake, increase habitat, support flood control, and aid in the abatement of the invasive apple snail.</p>		Program and Project Management	
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PP.2.2	<p>Create a map of potentially environmentally sensitive areas and establish guidance to limit development in these areas.</p> <p>Rely on existing analysis from the Mobile Bay National Estuary Program or other sources that identifies sensitive land that may not be in a designated flood zone. Incorporate guidance on development and conservation of these areas into the Future Land Use Map.</p>		Build Mobile	
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PP.2.3	<p>Create a plan for reuse of the Hickory Street Landfill.</p> <p>Identify cleanup and containment requirements to enable the site to be used as a passive recreation area.</p>		Program and Project Management	Environmental Engineering
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ONGOING ACTIONS

PP.2.4	<p>Obtain grant funding to enhance forested buffers along streams.</p> <p>Fund environmental restoration efforts on city owned land or through public/private partnerships. Pursue grants such as the EPA's Five Star and Urban Waters Restoration Grant Program.</p>		Grants Management, Office of Resilience	
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PP.2.5	<p>Work with and support partner agencies in implementation of watershed plans.</p> <p>Continue to support the planning and implementation of the Mobile Bay National Estuary Program's watershed plans, which the City has adopted.</p>		Office of Resilience	
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3. IDENTIFY & MONITOR THREATS		STATUS	LEADER	OTHERS	NOTES
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PP.3.1	<p>Develop a Resilience Assessment and Plan.</p> <p>Build upon previous efforts by the City and others to understand the potential impacts of acute shocks and chronic stressors to develop a plan for a Resilient Mobile. This effort should ensure that all members of the community can thrive with changes to the environment, climate, and economy.</p>		Office of Resilience	
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PP.3.2 **Identify repetitive flood loss areas or properties that are candidates for acquisition.**

FEMA's repetitive flood claims program provides funding to reduce or eliminate the long-term risk of flood damage to structures insured under the National Flood Insurance Program, often involving buy-out of subject properties.

Engineering,
Build Mobile,
Neighborhood
Development

PP.3.3 **Partner with Mobile Museum of Art board to prepare the facility for severe weather events.**

The Mobile Museum of Art currently has less than ideal storage capabilities and backup power. Using matching funds provided by the Museum Board, the City will expand storage options for the Museum's collection and ensure improved safety and resilience for years to come.

Architectural
Engineering

ONGOING ACTIONS

PP.3.4 **Identify remediation needs for brownfield sites and seek funding for implementation.**

Build upon the current brownfield assessment grant award for Africatown to identify cleanup needs and seek funding for remediation. Pursue opportunities to address other brownfield sites.

Environmental
Engineering

PP.3.5 **Seek accreditation through the American Public Works Association (APWA).**

Gain accreditation for the Public Works department through the American Public Works Association, which recognizes departments for meeting and exceeding best practices.

Public Works

4. DRAINAGE SYSTEMS

STATUS LEADER OTHERS NOTES

ONGOING ACTIONS

PP.4.1 **Update the City's stormwater manual.**

The stormwater manual is a significant document used by professionals engaged in planning, designing, constructing, operating, and maintaining stormwater management systems to meet water quality standards.

Engineering



ENGAGE

OUTCOMES / What we want to achieve

- › An engaged and organized community.
- › A well-informed community.
- › Awareness and respect for cultural heritage.
- › Partners work together to advance common goals.

LINES OF EFFORT

Neighborhood planning

Informed & engaged citizens

Partnership engagement

ACTIONS / What we should do

1. NEIGHBORHOOD PLANNING

EG.1.1 **Roll-out the Neighborhood Planning Toolkit.**
 Deploy a pilot process with a limited set of neighborhoods/ groups to begin utilizing the toolkit resources and neighborhood planning process. Refine and promote the toolkit to encourage groups to initiate plans or improvements in their area.



Build Mobile

STATUS

LEADER

OTHERS

NOTES

2. INFORMED & ENGAGED CITIZENS

ONGOING ACTIONS

EG.2.1 **Develop web pages for major city projects or initiatives.**



Build Mobile, Communications

Program and Project Management

EG.2.1 **Maintain a community outreach tool.**

Include guidance for conducting community outreach, maintain a database for stakeholders and interested citizens to opt-in for city communications.



Build Mobile, Communications

STATUS

LEADER

OTHERS

NOTES

3. PARTNERSHIP ENGAGEMENT

ONGOING ACTIONS

EG.3.1 **Host strategic planning events with community agencies and partners.**

Also participate in strategic regional planning efforts convened by other agencies.



Public Works

Hosted by the City on an annual basis each September

EG.3.2 **Maintain and expand efforts to reduce homelessness in the City.**

Collaborate with non-profit groups and community organizations to provide resources for homelessness programs and initiatives.



Office of Resilience

STATUS

LEADER

OTHERS

NOTES



MAP
FOR
MOBILE
FRAMEWORK
FOR GROWTH

For questions about this document contact:

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EDUCATE

OUTCOMES / What we want to achieve

- › A ready workforce that has skills and experience to meet future needs.
- › Access to quality education opportunities to prepare youth for success in life.

LINES OF EFFORT

Workforce development

Education

Education and workforce development are vital to support many of the City’s other goals. But these services are provided by entities outside of City government. To achieve the above outcomes, the City must continue engage various entities such as public and private education providers.

EXTERNALLY-LED LINES OF EFFORT

The following initiatives are led by partners to the City. They are important efforts for ongoing collaboration and cooperation that support plan goals.

WORKFORCE DEVELOPMENT AND EDUCATION

LEADER / PARTNERS

Continue to support and expand the YES initiative (youth empowering success).

Offer work experience to high school age youth through the City or in partnership with local industries.

City,
MPCSS

Participate in collaborative workforce development efforts.

Continue to work with local partners including industry groups and educational institutions on citywide workforce development objectives. Improve training opportunities in needed fields to support growing industries

Chamber