

GO URBANA

A COMMUNITY SURVEY

Step One: Brainstorm

Brainstorming is a technique for gathering a wide variety of ideas.

Guidelines:

- All ideas will be written down
- There are no "bad" ideas
- Don't worry about what it would cost
- Don't worry about who would do it
- Move quickly to get as many ideas as possible
- Don't get bogged down in evaluating any one idea
- Brainstorming is not about evaluating; it is about generating ideas
- "Wild" ideas are OK, and can often lead to other ideas
- Don't worry about or keep track of who offered an idea
- Don't categorize the ideas into group; just let them happen
- Don't sift through the list. Keep everything that is mentioned
- No one "owns" an idea, either for discussion or for later implementation

Here are some questions for you to consider as you begin your brainstorming session. Ask yourself these questions to get into a community visioning frame of mind.

- What would make Urbana an ideal place to live and work?
- Where is the best place you have ever visited? What did you like about it?
- What did it look like? Feel like? How could those images fit in Urbana?
- What is missing in Urbana?
- What would make you stay here as a citizen?
- If you were "mayor for a day" and could do anything you wanted, what would it be?

Step Two: Submit Your Ideas

Collect your ideas. Write them down on this sheet and mail back with water bill or drop off to Urbana City Hall.

Online survey available at www.Urbanalowa.com

Your ideas will be added into a large list of all of the ideas from other people in the community. You can submit ideas until 11/1/2018.

GO URBANA: Submit Your Ideas!!!

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____

Submit ideas no later than November 1, 2018 by one of two ways:

1. Online Survey www.Urbanalowa.com
2. Drop off or mail to Urbana City Hall 102 Capitol Ave. Urbana, IA 52345