

CHAPTER 12. ISSUES AND GOALS

Introduction

An understanding of Raytown’s character, history, infrastructure community perceptions, and the intricacies of their interrelationships is basic to envisioning the future of the City. Previous chapters provide a comprehensive description of relevant social, economic and physical features and perceptions in Raytown. This chapter focuses on critical issue areas and goals that came out of a series of public workshops, and the community survey described in the previous chapter.

An array of specific planning implications are described in earlier chapters and many specific issues arose through public input. This information was presented to City leaders, the community, City staff, and elected/appointed officials. Using that information, several broad issue areas and goals for the future were identified. These goals form the “backbone” of the plan and recommended implementation strategies.

It is important to note that these goals are general in nature and cover a wide spectrum of issues. This broad-based approach will allow greater flexibility during implementation. The primary issue areas targeted in this comprehensive plan are the City’s image, quality of life, government, and economic development.

Issue Area 1. Regional Image

The City of Raytown must recognize its positive attributes and its potential to play a more meaningful role in the region.

Goal: Establish Raytown’s identity as *a significant place* in the region.

Issue Area 2. Quality of Life

Raytown must provide a “quality of life” comparable to other communities in the region.

Goal: Aggressively address infrastructure, public services, and physical environmental conditions in Raytown so that the community offers a quality living environment for residents and visitors.

Issue Area 3. Governmental Coordination

A coordinated approach to development and infrastructure, based on greater collaboration and common goals, needs to be established in City government and between entities providing local services.

Goal: Consolidate and streamline the delivery of local services in order to enable better and more effective government in Raytown.

Issue Area 4. Economic Development

The economic base of Raytown needs to be expanded and strengthened. Many residents travel beyond Raytown's city limits for basic services, such as conducting business, shopping and entertainment activities.

Goal: Expand the economic base of the City so that a greater portion of the residents' needs are met within Raytown and the City is able to draw a greater number of nonresidents to Raytown.

Alternative Assessment

Utilizing the information provided through the surveys and public meetings, a set of alternative future scenarios was explored with the community. The scenarios described different methods for addressing the issue areas above. These scenarios are briefly described below:

- **Status Quo:** Existing development trends and service delivery will continue in Raytown.
- **Local Identity:** Development patterns and investment opportunities in Raytown enhance local strengths and build upon a local theme and identity.
- **Regional Market:** Maximize development and investment opportunities to capture regional economic growth.

Figure 10 depicts these alternatives. Each alternative has inherent advantages and disadvantages that were explained to the community. Through public involvement the scenarios were evaluated further.

Nobody was satisfied with "Status Quo" as a future for Raytown, although several desirable qualities were identified. "Local Identity" and "Regional Market" both had desirable traits to citizens, but neither completely fulfilled the desires of the community. Citizens requested that the consulting team blend the scenarios to preserve the desirable strengths and qualities of each alternative. The proposed plan, resulting from this process, is provided in the following chapters.

**FIGURE 10
ALTERNATIVE SCENARIOS**

Issues & Goals
