



OBERLIN 2025

Our Mission

The City of Oberlin is dedicated to maintaining our safe, family-friendly, historic, unique small town atmosphere.

Our Vision

Oberlin will continue to be a proactive, trend-setting leader in social and racial justice and economic and environmental sustainability. We will continue to encourage an environment where diverse and innovative ideas flourish.

STRATEGIC PRIORITIES TO THE YEAR 2025

A. Keep Our City Safe

1. Maintain and enhance current levels of public safety services, including:
 - Bike and foot patrols downtown and in neighborhoods.
 - Regular training for police officers and firefighters.
 - Regular technology upgrades and equipment replacement.
 - Support staff development and succession planning to provide for future leadership.
2. Form partnerships with clergy and other non-profits in Oberlin and Lorain County to enhance communication, aid at-risk youth and strengthen the social safety net.
3. Maximize effectiveness through regular internal and external communications with stakeholders.

B. Focus on Economic Development/Tourism

1. Continue City Government support for the local business community, including:
 - Business-friendly services (permitting, inspections, etc.)
 - Support local business by making local purchases when possible
 - Work with the Oberlin Main Street Chamber and business owners to retain merchants downtown and attract new businesses.
 - Support completion of commercial and retail development in the Rt. 58/20 area.
2. Continue working with regional economic development organizations to attract employment and support entrepreneurship.
 - Support retention and expansion companies in the Oberlin Industrial Park.
 - Attract new companies to the Oberlin Industrial Park.
 - Attract more green companies/jobs.
3. Support agriculture in and around Oberlin to preserve and restore an agrarian community.
4. Promote the City as a tourist destination
 - Support Oberlin College's plans to renovate/rebuild the Oberlin Inn.
 - Support other investment in expanded hotel accommodations and conferencing facilities.
5. Make the Underground Railroad Center/Park and Ride fully operational.

C. Lead With Sustainable Practices

1. Continue and expand Sustainable Practices:
 - Preserve green, open space and develop new park land that is easily accessible by all residents.
 - Actively participate in the Oberlin Project.
 - Continue/expand policies that promote and encourage implementation of energy efficiency measures and alternative/renewable/sustainable energy sources.
 - Maintain/expand recycling program.

Adopted by Oberlin City Council
November 7, 2011
Resolution R11-10 CMS

Our Values

Open and Honest
Communication

Being Innovative

Excellent and Effective Services

Respect for Diversity

Leading by Example

Integrity in the Stewardship of
Oberlin's Resources

Neighborly Attitude and
Friendliness

STRATEGIC PRIORITIES TO THE YEAR 2025 (continued)

C. Lead With Sustainable Practices (continued)

2. Adopt code changes to encourage more green buildings.
3. Set goals to end carbon emissions and the mechanisms to achieve those goals.
4. Expand and improve safe pedestrian travel:
 - Complete SRTS sidewalk expansion project
 - Restart sidewalk maintenance and repair program
5. Support expansion of farmer's market, community gardens, local food production, and food storage.
6. Increase Multi-Modal Transportation Options
 - Explore local transportation to support tourism/visitors.
 - Work with County and regional partners to restore transportation links to other areas of Lorain County and Northeast Ohio, including airports.
 - Sustain transportation for older adult and disabled populations.
 - Expand bike lanes throughout the city.
 - Support development of bike storage in downtown and other destinations.
 - Make Park and Ride portion of the Underground Railroad Center fully operational to encourage and facilitate bicycle travel on the Don J. Pease Memorial Bike Path/North Coast Inland Trail.

D. Partner with Residents, Businesses, Anchor Institutions and Other Governments

1. Actively Engage Residents in planning & decision making.
 - Identify stakeholder groups to help carry out this strategic plan
 - Develop volunteer program to support the work of municipal government
 - Periodically survey residents or host town hall meetings
 - Continue to expand dissemination of city information using multiple communication channels
 - Continue to coordinate planning activities with key stakeholders
2. Increase Government Efficiency and City Financial Stability.
 - Explore additional cost savings and fee increases to support current service levels
 - Examine services that can be reduced or eliminated to stay within current revenues
 - Continue to explore opportunities to partner with neighboring townships and other cities in Lorain County to consolidate or jointly provide services
 - Expand joint purchasing and procurement
 - As last resort, evaluate tax increases to support current levels of services or improved services requested by the community
3. Strengthen bonds with anchor institutions to help ensure the City's long-term financial viability and stability.

E. Make Infrastructure Upgrades & Building Improvements

1. Regularly upgrade and expand City utility infrastructure, including:
 - Fully implement the storm water management plan; develop and implement a storm water utility.
 - Continue to make sanitary sewer upgrades and the necessary improvements to the Water Environment Protection Facility to maintain compliance with NPDES permit limits and to protect water quality in Plum Creek and the Black River watershed.
 - Continue to make water distribution system upgrades and the necessary improvements to the Water Treatment Plant to comply with Safe Drinking Water Act requirements.
 - Continue to plan for utility and infrastructure improvements to support future development in the US20/SR58 corridor.
2. Continue pavement maintenance program and prioritized repaving and/or reconstruction of city streets.
3. Work with downtown stakeholders to provide parking for visitors/patrons.
4. Expand and/or upgrade city facilities to address space needs and efficiency.
5. Support restoration of downtown buildings.
6. Support the work of Zion CDC and other partners to rehabilitate homes.

F. Create One Oberlin that is a Model for Social Justice and Race Relations

1. Support more interaction across neighborhoods/quadrants.
2. Strengthen diversity training within city government.
3. Offer diversity training for residents.
4. Help link low income residents to job opportunities.

G. Expand Recreational Programs

1. Continue and expand partnerships with regional and community organizations to provide a variety of recreational opportunities for youth and older adults.
2. Evaluate the creation of an ice skating rink in the downtown vicinity.
3. Evaluate partnerships to provide facilities for indoor recreational programming.