



**To:** Mayor and City Council  
**From:** Brian Phillips, Management Analyst  
**Date:** September 5, 2014  
**Subject:** Youth Master Plan

At the City Council goal-setting session in January, the City Council tasked staff with providing an overview summarizing what a youth master plan is. The City Council received a memo regarding this topic dated August 15, 2014 and, subsequently, requested on August 26<sup>th</sup> that this memo be placed on a future agenda for discussion. The text of that original memo follows below:

According to the National League of Cities, over 30 communities in the U.S. have created youth master plans (YMPs). These plans recognize that many stakeholders are involved in the development and well-being of young people. Youth are influenced by the public services and opportunities provided through parks and recreation, police, fire, transit, and public health agencies, school districts, non-profits, the business community, and faith organizations. A YMP is intended to bridge those groups to determine (1) a vision for successful youth, (2) identification of services and opportunities needed to achieve that vision, (3) an evaluation of the existing services and opportunities, and (4) a blueprint for addressing gaps between the existing and ideal services and opportunities.

A core component of youth master planning is the involvement of youth in the decision-making process. This helps planners learn directly about the challenges, desires, and needs of the youth. Youth are often involved not only as planning team members, but also through surveys, focus groups, and other feedback mechanisms. Parent involvement typically is also a component of youth master planning. Partnership with local school district officials is also a key early step in forming the planning committee membership.

YMPs have been completed by cities of sizes ranging from 10,800 to 960,000 residents, and across a variety of regions. In Iowa, Dubuque County appears to be the only jurisdiction with an adopted plan. The National League of Cities webpage links to a variety of examples here: <http://www.nlc.org/find-city-solutions/institute-for-youth-education-and-families/capacity-building-structures/youth-master-planning/city-examples-of-youth-master-plans>

In some communities, the need is not necessarily to develop a comprehensive youth master plan, but rather to address individual issues that affect youth. For example, the City of Memphis has a plan designed to specifically address youth violence. The City of Austin,

Texas has developed a Child and Youth Mental Health Planning Partnership, which specifically addresses youth mental health supports.

The National League of Cities has published a guide for creating a YMP. This guide, which provides greater detail regarding the components and use of YMPs, can be retrieved here: <http://www.nlc.org/Documents/Find%20City%20Solutions/IYEF/Capacity%20Building%20Structures/youth-master-plan-action-kit-sept08.pdf>

According to the City Council Goals, Objectives, and Tasks, this memo completes the only task related to youth master plans. **Should the City Council be interested in further action regarding youth master plans, additional direction to staff will be required.**