

GOTOPEKA »

MOMENTUM 2022



Momentum 2022 is a comprehensive, actionable, and consensus-based plan to guide the community’s collective actions in the years to come. The project funded by the Topeka Community Foundation, GO Topeka, Heartland Visioning, Topeka & Shawnee County Public Library, and United Way of Greater Topeka. The Strategy seeks to make Topeka-Shawnee County a better place to live, work, play, and do business. It addresses the full range of factors that influence the community’s competitiveness – talent, education and training resources, infrastructure, business climate, quality of life, quality of place, and so on.

The implementation committee is being led by the Tri-Chairs: Commissioner Shelly Buhler, Mayor Michelle De La Isla & Keith Warta, Bartlett & West. You can find the full list of the members of the Implementation Committee [here](#). Thank you to the [Momentum 2022 investors](#) for continuing to push the community forward with the

YOU CAN HELP TOPEKA & SHAWNEE COUNTY REACH ITS GOALS

- **Say the good things** out loud!
- **Get involved** in your neighborhood, school community or other civic opportunity.
- **Be informed** and be a voter.
- **Take pride** in your community, notice what you miss when you go out of town.
- **Encourage friends** and relatives to visit and show them what you love.

Share Momentum 2022 news and excitement on social media with **#Momentum2022**. Contact Kayla Bitler for more information at kbitler@greatertopeka.org.



Momentum 2022 is the holistic economic development plan developed over the course of many months by a committee of 43 engaged leaders from across our community, assisted by strategic planning firm Market Street Services. The five-year implementation process focuses on five key areas in which we can create positive change:

1. Develop Homegrown Talent
2. Create Vibrant and Attractive Places
3. Grow a Diverse Economy
4. Promote a Positive Image
5. Collaborate for a Strong Community

An East Topeka Council is paying special attention to how these things are implemented in East Topeka.



Momentum 2022 plan.

PROJECT DETAILS

A diverse Steering Committee comprised of representatives from the public, private, and non-profit sectors guided the process and ensured that it lays the foundation that will allow people and businesses to thrive and wealth to accumulate in the community.

The four-phase research and strategic planning process lasted roughly eight months, concluding in March 2017.



Phase 1: Community Engagement

The knowledge and opinions of stakeholders and the public at large are invaluable when identifying the assets to leverage, opportunities to seize, and challenges to overcome. This phase involved reaching out to as many regional stakeholders as possible through an online survey, individual interviews, and focus groups and informed the subsequent phases of the process.

Phase 2: Regional Scorecards and Community Assessment

This phase evaluated Topeka-Shawnee County's competitiveness as a place to live, work, and do business. It began with an examination of common metrics that influence how external audiences perceive the community. These metrics included a set of "scorecards" that showed how Topeka-Shawnee County compares to other communities. These scorecards were complemented by an in-depth Community Assessment that weaved qualitative and quantitative findings into a set of "stories" that provide a concise narrative of the region's opportunities and the challenges it will face as it seeks to become a more prosperous, successful place and increase quality of life for all its residents.

Phase 3: Holistic Economic Development Strategy

The third phase brought together the findings and strategic implications from the first two phases to create the Holistic Economic Development Strategy that will guide the community's collective actions in the next five years. Strategic recommendations within the plan were driven by the research findings – including both qualitative and quantitative feedback. Examples of best practice programs, policies, and initiatives from communities around the country were included when relevant and appropriate to help inform strategic recommendations and their subsequent implementation.

Phase 4: Implementation Plan

If the Holistic Economic Development Strategy represents "what" the Topeka-Shawnee community will pursue strategically, the Implementation Plan helps define "how" GO Topeka and its partners can effectively and efficiently implement the Strategy's recommendations. For each of the strategic recommendations, the Implementation Plan identified lead implementers, key partners, potential costs, the appropriate timeline for implementation, and metrics for measuring implementation success.

If you have any questions about Momentum 2022, contact [Kayla Bitler](#).