Social wellbeing and has an increasing number of senior place with iconic architecture by Mason City, Iowa is the case study for the project. It is a small town with 20,000 residents where 91% of the population is White. The city faces challenges with a decreasing workforce, limited access to healthcare, and a perception of a lesser quality of life due to economic factors. The County is at a crossroads and to stimulate dialogue for envisioning a sustainable future.

The Community Sustainability Coalition will drive sustainability efforts through education and action with citizens and public leadership working together. The Coalition is committed to improve the quality of life by focusing on the three pillars of sustainability:

- **Environmental Stewardship**: Protect our natural resources, expand our infrastructure, and promote biodiversity through the expansion of wildlife habitat.
- **Social Responsibility**: Promote inclusion, diversity, and increase educational success.
- **Economic Prosperity**: Support local businesses and employment opportunities for all. The community will work together towards a peaceful, culturally vibrant, resilient, and family friendly place — Mason City Sustainability Vision Statement 2017.

### Future Community Sustainability Engagement

**Goal**: The community sustainability coalition will drive sustainability efforts through education and action with citizens and public leadership working together.

- **Sustainability Vision**: Mason City will be a leader in sustainability practices with thriving local businesses and employment opportunities for all. The community will work together towards a peaceful, culturally vibrant, resilient, and family friendly place.

### Economic Prosperity

- **Goal**: The community will have a thriving local economy with livable wages for all.

### Social Responsibility

- **Objective**: Develop and adopt an initiative for sustainable community for his practical help delivering this plan.

### Community Input

- **Key Findings**:
  - Community challenges include economic development and quality of life. The city’s workforce is declining, and the community is facing challenges with limited access to healthcare and a perception of a lesser quality of life.

### Community Survey

- **Survey Respondents**:
  - 507 Survey Respondents
  - 39% Male, 61% Female
  - 68% White, 25% Hispanic, 7% Other

### STAR Sustainability Assessment Overview

- **Doing Well - Aligned with Industry Best Practices**
  - Mason City is aligned with industry best practices in the following areas:
    - 100% of respondents agree that the city has a comprehensive plan.
    - 75% of respondents agree that the city has a community development strategy.
    - 50% of respondents agree that the city has a community development strategy.

### Strategic Plan

- **Plan Development Phases**
  - **Public Input Phase**
  - **Project Coordination**
  - **Plan Development**
  - **Public Participation**
  - **Draft Plan**
  - **Final Plan**

### Economic Prosperity

- **Objective**: Support local businesses and employment opportunities for all.

### References

- Various online resources and articles on sustainable communities and practices.