



**To:** Mayor and Ames City Council

**From:** Steven L. Schainker, City Manager

**Date:** March 21, 2014

**Subject:** City Council Goals and Objectives

After working very hard together over a period of three sessions, you were able to finalize your list of Goals and Objectives for the next two years. Since your three meetings, the City Council has not yet formally approved these priorities. **Therefore, I am submitting the attached list for your approval.**

Please note that the list of specific tasks that will be undertaken to assure successful completion of your Goals and Objectives, along with an estimated completion date for each task, is equally important. **At a later date, I will provide you with the corresponding tasks. This information will most likely not be available until you complete your workshop in May regarding your expectations for the LUPP update. Your direction concerning this one project will impact the availability of staff for the other tasks.**

**City Council**  
**GOALS AND OBJECTIVES**

Established: January 11, 2014

To Be Accomplished by: December 31, 2015

PROMOTE A SENSE OF ONE COMMUNITY

- Review "One Community" Report to identify action steps to improve community involvement and integration
- Develop a process for neighborhood engagement to proactively address community issues
- Work with the Ames Community School District to identify mutual goals

STRENGTHEN DOWNTOWN & CAMPUSTOWN

- Develop a facade grant program for Campustown
- Consult with Main Street Iowa (IEDA) regarding downtown betterment and funding opportunities

EXPAND SUSTAINABILITY EFFORTS

- Research what other cities are doing to consider environmental impact when implementing policies
- Build energy efficiency strategy into transportation planning
- Explore options for parking standards that improve storm water management
- Develop a greenbelt trail plan

ADDRESS HOUSING NEEDS

- Investigate ways to increase availability of affordable housing
- Explore ways to encourage availability of all types of housing
- Reevaluate building and zoning codes to determine if changes should be made to improve the existing housing stock at a lower cost
- Explore, with GSB, ISU, and the Ames Rental Association, the creation of a Tenant/Landlord Service, including education and complaint and conflict resolution

STRENGTHEN HUMAN SERVICES

- Increase the accountability of funded services.
- Proactively engage with the ASSET funders in understanding the needs in the community (including mental health and youth needs).

PROMOTE ECONOMIC DEVELOPMENT

- Review and update the economic development policy.
- Pursue the industrial park opportunity.
- Examine the LUPP for relevancy and effectiveness.
- Develop a brand communication plan.
- Identify characteristics of the type of community that supports ISU's technology transfer efforts.