

COUNCIL ACTION FORM

SUBJECT: YOUTH COLLABORATIVE PLANNING WORKSHOP

BACKGROUND:

During its 2015 Goal-Setting Session, the City Council directed staff to plan a workshop regarding evidence-based youth collaborative planning. The City Council allocated \$20,000 in the FY 2015/16 budget to host this and another workshop regarding entrepreneurship. City staff has developed a framework for how the youth collaborative planning workshop might take place, and now requires specific direction to proceed.

CONSULTING ORGANIZATION

The City Council requested that this workshop include a consultant with experience in this field and representatives of another community that has gone through a similar process. After conducting research into this topic, City staff has approached an organization that specializes in this type of work, called the Forum for Youth Investment (FYI). This organization developed the Ready By 21 initiative, which is a widely used set of standards for communities to improve the likelihood of youth being prepared for college, work, and life. FYI has also facilitated planning processes in a variety of communities across the country to achieve different youth development goals.

FYI staff has proposed two options to share its expertise with the City Council. One option is to have an **in-person session** with an expert who can provide an overview of collective impact, including the mechanics of getting started, sustainability, and sharing examples of other communities that have undertaken similar efforts. This option would include planning calls, analysis, and follow-up with debriefing and recommendations for next steps. **FYI estimates this option to cost approximately \$6,000 in fees, plus travel expenses. This estimate does not include costs for representatives from another community to travel to Ames to discuss their experiences.**

The second option is for FYI to host a **webinar or video conference call** for the City Council, in which the same overview of collective impact, getting started, sustainability suggestions, and examples from other communities would be presented, but the preparatory and follow-up work would be less substantial. FYI would identify representatives from one or two communities that have already undertaken this type of planning process to participate in the webinar. **This option is estimated at approximately \$750, including arranging for the participation of outside community representatives.**

Based on the fact that the City Council's experience with this topic is in initial stages, FYI has recommended the webinar option. This option would allow the City Council to get a more basic understanding of what the collaborative planning process entails before committing to a course of action. FYI has suggested that having an in-person discussion is

generally more appropriate for a community that is further along in this process (i.e., the exact issues to be addressed and the partnering organizations are known).

EXAMPLE COMMUNITIES

FYI has suggested several communities that might be able to provide representatives to discuss their experiences. These are:

- Muscatine, Iowa - Working for the past year to align local efforts for youth, following the successful model of collective impact to improve healthy eating and behaviors
- Pottawattamie County, Iowa - Mapping and inventorying the existing provider network to inform funding choices
- Columbus, Indiana - Working to better define cross-cutting outcomes that multiple sectors can engage in
- Alexandria, Virginia - Developed a children and youth well-being profile, and then created a community-wide youth master plan. Currently transitioning to the implementation phase.

The City Council may request that one or more of these communities participate in the workshop. If none of these is satisfactory, the Council may identify certain characteristics it would like the participating community(-ies) to have (e.g., college town, similar population, Midwestern), and request that other options be identified.

FORMAT

City staff proposes that this be a roundtable discussion. The City Council has indicated interest in inviting the ASSET funders, the Ames School Board, organizations funded under the ASSET Youth and Children Services panel, the faith community, ISU Student Affairs representatives, and representatives from Mary Greeley Medical Center.

The discussion would open with a presentation by the youth planning experts, followed by remarks from the perspective of the other communit(ies) having gone through a similar planning process. This would be followed by City Council discussion.

ALTERNATIVES:

1. Authorize staff to do the following:
 - a. Use funds from the City Council's FY 2015/16 workshop budget to retain the Forum for Youth Investment for a workshop regarding youth programming
 - b. Prepare for a webinar or video conference workshop regarding collaborative youth planning

- c. Request the participation of representatives from one or more of the communities suggested by the Forum for Youth Investment (**NOTE: The City Council is being asked to identify which communities should be pursued**)
2. Authorize staff to do the following:
 - a. Use funds from the City Council's FY 2015/16 workshop budget to retain the Forum for Youth Investment for a workshop regarding youth programming
 - b. Prepare for an in-person workshop discussion regarding collaborative youth planning
 - c. Request the participation of representatives from one or more of the communities suggested by the Forum for Youth Investment (**NOTE: The City Council is being asked to identify which communities should be pursued**)
 3. Direct staff to gather alternative proposals from other organizations that specialize in collaborative youth planning.

MANAGER'S RECOMMENDED ACTION:

The Forum for Youth Investment is a larger organization with experience assisting communities in collaborative planning processes. It can draw on a variety of examples to help the City Council better understand what such a process might look like in Ames. A web-based discussion would be an effective method to understand how this process works without a significant financial investment, thereby preserving funds to explore this topic further at a later date if desired. The City Council must identify which communities it would like to request the participation of, regardless of the discussion delivery method.

It should be noted that under Alternative No. 2, City staff would have to gather further information regarding the costs to obtain in-person participation of representatives from another community. It should be noted that although the City Council's budget includes \$20,000 for this and the entrepreneur workshop, cost details for the entrepreneurship workshop have not yet been completed, and it is likely that bringing representatives from another community for an in-person discussion would increase costs further.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby authorizing staff to use funds from the City Council's FY 2015/16 workshop budget to retain the Forum for Youth Investment for a workshop regarding youth programming, prepare for a webinar or video conference workshop regarding collaborative youth planning, and request the participation of representatives from one or more of the communities suggested by the Forum for Youth Investment. **Under this alternative, the City Council is being asked to identify which communities should be pursued.**