

COUNCIL ACTION FORM

SUBJECT: ADOPTION OF REVISED CITY COUNCIL GOALS FOR 2017

BACKGROUND:

Each year, the City Council meets in a special session to review its goals. The City Council met on January 14, 2017, to review the previously adopted goals and discuss the priorities for the City as envisioned by the City Council. The goals adopted by the City Council are used to guide City staff's efforts in serving the public and identify unique activities that will be undertaken by the staff to assist the City Council in developing policy.

City Council goals consist of (1) Goals, which are broad, overarching themes that describe the City Council's efforts, (2) Objectives, which are a subset of activities that, combined together, accomplish each goal, and (3) Tasks, which outline the specific steps that must be accomplished, who will accomplish them, and when the task will be completed.

The time frame to complete the activities outlined in the goals remains December 31, 2017. The detailed listing of goals, objectives, tasks, and status updates is attached to this Council Action Form. The goals are as follows:

- Strengthen Downtown and Campustown
- Promote Economic Development
- Expand Sustainability Efforts
- Address Housing Needs
- Promote a Sense of One Community
- Strengthen Human Services
- Encourage Healthy Lifestyles

ALTERNATIVES:

1. Adopt the attached revised City Council Goals, Objectives, and Tasks, to be completed by December 31, 2017.
2. Direct staff to modify the proposed City Council Goals, Objectives, and Tasks.
3. Do not adopt the proposed City Council Goals, Objectives, and Tasks.

MANAGER'S RECOMMENDED ACTION:

Adopting the City Council goals is an important step in developing the vision for the Ames community in the coming year. These goals help Council in developing policy and guide City staff in making decisions when working with our residents on a day-to-day basis. The City Council has developed its goals through thoughtful discussion and City staff is prepared to assist in accomplishing the identified objectives.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby adopting the attached City Council Goals, Objectives, and Tasks, to be completed by December 31, 2017.

**CITY COUNCIL
GOALS, OBJECTIVES, AND TASKS**

Approved on April 26, 2016
Revised January 14, 2017
To Be Accomplished by December 31, 2017

STRENGTHEN DOWNTOWN & CAMPUSTOWN

- **Develop a sub-area plan, including public and private uses, for the area from Duff to Grand and Lincoln Way to Sixth Street (e.g., commercial [retail, entertainment, and offices], parking, housing, public spaces).**

Task 1 – Hire a consultant to assist the planning staff in completing the sub-area plan.

- **Plan for public parking and public gathering space for the Welch/Chamberlain/Hayward interior space in Campustown.**

Task 1 – Hold a workshop in spring 2017 with property owners, Student Government, CAA, ISU, and other stakeholders to share intentions for projects that could affect this space.

- **Re-examine the parking regulations and fees in the Campustown business district and surrounding neighborhoods.**

Task 1 – Staff will provide an analysis of parking rates and utilization in the Intermodal Facility and in metered parking areas in the Campustown business district.

Status: The new Public Works Management Analyst will work with ISU parking system officials to complete the analysis by June 2017.

Task 2 – Hold a workshop to review neighborhood parking study, the Campustown parking rate study, and Police enforcement statistics in summer 2017.

- **Evaluate safety for pedestrians crossing Lincoln Way between Campustown and the ISU campus**

Task 1 – Authorize a consulting study with ISU to analyze the current situation and propose appropriate improvements to increase the safety for pedestrians from University Boulevard to Sheldon Ave. along Lincoln Way.

Status: On March 22, 2016 the City Council authorized the payment of one half the cost of a \$100,887 consulting study regarding pedestrian safety along the

corridor. The data collection portion of the study has been completed and presented to a staff steering committee. The next step is for the consultant to identify types of approaches to improve safety. This information will be presented to the Council in the May 2017.

PROMOTE ECONOMIC DEVELOPMENT

- Complete the extension of water and sewer utility lines along Lincoln Way to 590th Street.

Task 1 – Complete master plan for the East Industrial Area and proposed zoning for Phase I.

Status: The master plan will not be initiated until the design of the utility extensions is complete.

- Analyze current planning and building code approval processes to help decision making be more predictable, more strategic, and more timely.

Task 1 – Review with City staff the various planning and building code approval processes in workshops during the coming months.

Status: On November 22, 2016 the City Council directed not to begin this review until May 2017 which is, hopefully, after the AEDC completes a survey regarding our building/zoning codes and enforcement processes to determine what elements, including interpretation, might be impediments to improving the housing stock in Ames.

EXPAND SUSTAINABILITY EFFORTS

- Implement the community solar project.

Task 1 – Identify a site, hire a consultant, send out an RFP for construction, and enter into an agreement with a developer

The staff is now interviewing consulting firms to assist with the development of a RFP by May 2017. It is hoped that by August 2017 a private sector developer for the solar project will be selected. Ideally, the solar project will be in place by the end of 2017, if all goes smoothly.

- Define the City's role (e.g., codes, incentives) in re-purposing existing buildings.

Task 1 – Provide a staff report to the City Council outlining Main Street Iowa's techniques that could enhance the possibility of re-purposing designated properties.

Task 2 – Conduct a workshop to discuss the array of incentives that could be used to re-purpose buildings or to promote downtown revitalization.

- Continue to participate in Squaw Creek Watershed Management Authority activities.

Task 1 – The Mayor and City Manager will continue to participate and send periodic updates to the City Council.

- Educate the public regarding materials that should be diverted from the waste stream (e.g., glass, food waste, medical waste).

Task 1 – Staff will provide an update to the City Council regarding the efforts already underway to educate the public about the importance of diverting certain types of waste and the overall value of the Resource Recovery System.

- Receive SolSmart Designation

Task 1 – Submit the application by February 2017.

ADDRESS HOUSING NEEDS

- Redevelop the Old Middle School and 6th Street (if possible) sites for affordable housing.

Task 1 – Develop a RFP for the redevelopment project to be reviewed by the City Council on February 28, 2017.

- Review background information regarding affordable housing needs in Ames

Task 1 – The Planning staff will provide a housing background report to the City Council in May 2017. This information will help the City Council decide if there is a preference to target specific types of affordable housing with City programs or policies.

Status: The City Council has prioritized this report for the spring of 2017.

PROMOTE A SENSE OF ONE COMMUNITY

- Consider the recommendation from the Iowa State University Student Government and Campustown Action Association to transition from the Student Affairs Commission to a new Campus and Community Commission

Task 1 – Review the proposal from the Ex-officio member of the Council and the CAA President.

***Status:** On March 22, 2016, the City Council received a staff report highlighting 1) the previous suggestion to transition the Student Affairs Commission into a joint task force model to address issues of mutual interest, as well as a proposal for 2) a new Campus and Community Commission proposal.*

The Ex-officio member consulted with the new leadership of the ISU Student Government and ISU Administrators to determine their level of support for this new commission. A letter was received by the ISU Administration expressing support for the new commission concept. This issue will be brought back to the Council at the January 24, 2017 meeting.

STRENGTHEN HUMAN SERVICES

- Adopt an outcomes measurement system to assist in determining the City's funding allocations to human service agencies.

Task 1 – The City Council will provide direction as to whether it is interested in requiring the use of the United Way's outcomes measurement system, including incorporating outcomes reporting requirements into ASSET contracts and whether the Council is interested in sharing costs with United Way.

Task 2 – Invite City ASSET volunteers to the summer meeting where the City Council discusses ASSET priorities for the next year.

ENCOURAGE HEALTHY LIFESTYLES

- Explore partnering with Mary Greeley Medical Center, Iowa State University, Ames Community School District, and Heartland Senior Center to create an intergenerational Healthy Life Center Complex.

Task 1 – Complete the following steps: 1) Site identification, 2) Complete the feasibility study, and 3) Finalize cost-sharing arrangements.

- Adopt a Complete Streets Program

Task 1 – Review Healthiest Ames consulting report to see if any or all of it can be used.