

**To:** Mayor and City Council  
**From:** Brian Phillips, Assistant City Manager  
**Date:** March 28, 2023  
**Subject:** 2022-2023 City Council Values, Goals, and Tasks

On February 15, 2022, the City Council adopted a set of values, goals, and tasks for the period between January 2022 and December 2023. On January 28, 2023, the City Council met in a retreat to review the progress made towards completion of these values, goals, and tasks.

In the January 28 retreat, the City Council discussed revisions to the yet-to-be-completed tasks, including modifications to the timing objectives. Four new tasks were proposed (denoted in green highlight in the attachment). The attached document reflects the additional tasks, updates to completion timeframes, and other minor modifications as discussed by Council and finalized by City staff. **Council approval of this revised list is now requested.**

**Finally, at the January 28 retreat, the Mayor proposed a review of the conservation subdivision ordinance, and whether staff could explore alternative methods to accomplish the goals that underlie that ordinance.** The Mayor has received feedback from developers that the conservation subdivision requirements do not provide the density needed to allow them to develop housing subdivisions in the Hayden Lake watershed where city infrastructure is in place to accommodate this growth. He wanted to emphasize that his request should not be construed that he opposes protecting this valuable resource, but is only asking if staff could explore other options to protect the Lake. **Since staff does not have a record that a motion was made to include this proposal in the revised tasks, if the Council wishes to add a review of the conservation subdivision ordinance to the proposed values, goals, and tasks, a motion to do so—before adopting the attached list—would be appropriate.**

# CITY COUNCIL VALUES, GOALS, AND TASKS

Approved February 15, 2022  
To Be Accomplished by December 31, 2023

## **WE VALUE COMMUNICATION AND ENGAGEMENT WITH THE PUBLIC**

**GOAL 1: By the end of 2023, develop, test, and evaluate strategies to improve community engagement, particularly underrepresented groups.**

### **Task 1**

**Completion Goal: Fall 2022**

Staff will approach the CRP 432/532 class regarding the possibility of hosting another Play Ames festival focused on educating the public regarding the City Council's values.

*Status: Complete. On August 9, 2022, the City Council approved an agreement with Community and Regional Planning class at ISU to host playful community engagement events.*

### **Task 2**

**Completion Goal: Spring 2022**

Staff will review the December 2020 report from the Community and Regional Planning 432/532 class and present a report to the City Council recommending which strategy(ies) should be tested.

*Status: Complete. As part of the agreement, the ISU Community and Regional class presented a report regarding their first playful community engagement events. The class suggested that the next phase should focus on mobile events in neighborhoods and at faith-based facilities who represent our marginalized community.*

### **Task 3**

**Completion Goal: Summer 2022**

City Council will choose a strategy and appropriate funds, if needed, to complete the test.

*Status: Complete. Staff is meeting with the CRP class to provide requested information and direction. The class will be reaching out to identified audiences, creating engagement activities, and*

*devising data collection tools. Funding for this effort will come from the Council Contingency Account.*

**Task 4**

**Completion Goal: Spring 2023**

The selected strategy will be tested and the results reviewed with the City Council once the test is complete.

*Status: In Progress: The mobile events are scheduled for the fall and spring semesters.*

**Task 5**

**Completion Goal: December 2023**

Identify the different affinity groups in Ames that could be engaged, and explore novel models of engagement using face-to-face interaction, social media, and other methods. Identify processes for engagement that will be sustainable and locations where engagement can occur.

**Task 6**

**Completion Goal: December 2023**

Staff will develop a list of methods to engage and inform the public and affected stakeholders when policies and projects are being considered, including the principles the Council expects to be applied in the engagement efforts. The Council will consider how to continually reinforce its vision for the community to the public.

**Task 7**

**Completion Goal: December 2023**

City staff will improve the look and functionality of the City's website, focusing on three areas: 1) navigation, 2) responsive design (mobile performance), and 3) accessibility.

*Status: In Progress. Beginning in summer 2022, a cross-departmental committee has met to explore what is needed to improve the City website. Since the City recently signed an extension to the website hosting contract, staff will work first with the existing vendor to make the desired improvements. If the existing vendor is not satisfactory, staff will seek out alternative vendors.*

**WE VALUE DIVERSE HOUSING OPTIONS FOR THE COMMUNITY**

**GOAL 1: Prioritize and complete the tasks outlined in Ames Plan 2040 that affect housing availability and affordability.**

**Task 1**

**Completion Goal: Feb 15, 2022**

Staff will present for Council’s approval a proposed prioritization of tasks related to housing availability and affordability identified in Ames Plan 2040.

*Status: Complete. At the February 15, 2022 meeting, the City Council approved the Planning Department’s Work Plan. This list includes four items related to housing in Ames Plan 2040 (Accessory Dwelling Units assessment, Two-family homes in FS-RL assessment, Updates to FS-RL and FS-RM, and Modifications to F-VR zoning).*

**Task 2**

**Starting Goal: April 2022**

Staff will begin work on the approved tasks, starting first with the highest priority.

*Status: In Progress: Staff is working on the Council’s first priority, a report regarding Accessory Dwelling units, which is anticipated to return to the City Council on March 21, 2023. It is anticipated that a City Council workshop will be held in spring 2023 to discuss infill design. The infill workshop will include a discussion of successful strategies for infill projects employed in other communities (including considering university communities) and opportunities to provide flexibility in the zoning code to facilitate infill projects. This will help inform the zoning changes needed to implement Ames Plan 2040.*

**Task 3**

**Completion Goal: December 2023**

Staff will host a series of community discussions regarding the vision for the future of housing (e.g., density, types, locations, etc.).

**Task 4**

**Completion Goal: Spring 2023**

Staff will present to City Council a recommended low/moderate income housing strategy, to include: 1) what standardized incentives to offer, 2) addressing impediments in the code (if any), 3) acquisition of land or

existing housing, and 4) requirements to incorporate affordability in developments (if possible).

*Status: In Progress: Staff intends to present this housing report to Council in March 2023.*

**Task 5**

**Completion Goal: Summer 2023**

City Council will consider whether to adopt the proposed low/moderate income housing strategy

**WE VALUE A FUN, VIBRANT, AND HEALTHY COMMUNITY THAT ATTRACTS AND RETAINS PEOPLE**

**GOAL 1: Implement City programs (parks and recreation, library, etc.) and initiatives (partnerships with others) that educate, train, and engage regarding mental and physical wellness.**

**Task 1**

**Completion Goal: Fall 2022**

City staff will define mental and physical wellness and develop criteria to measure if a program meets these definitions.

*Status: Complete. Proposed definitions for mental and physical wellness:*

*Mental Wellness: State of well-being in which the individual realizes their own abilities, can cope with the normal stressors of life, can work productively and fruitfully and is able to contribute to their community; more than just the absence of mental illness.*

*\*World Health Organization*

*Physical Wellness: Physical wellness is about doing what you can to help strengthen and care for your body through movement, nourishment, rest, and healthy choices. It also consists of recognizing the need to do these things to prevent illness and injury and manage chronic health conditions.*

*\*University of New Hampshire, Northwestern University, National Institute of Health*

## Task 2

Completion Goal: Summer 2023

Invite community partners, including ISU, the School Districts, human services agencies, and the medical community, to identify opportunities to improve mental and physical wellness in partnership with the City.

*Status: In Progress. A series of six Community Conversations have been planned for October - May involving topics of suicide awareness, mental health education and resources, resiliency, substance use/abuse, civility in conversations, understanding mental health and substance use systems.*

*Attendance at the October Community Conversation was approximately 60; at the November Community Conversation there was approximately 20. The third Community Conversation occurred January 26<sup>th</sup>.*

*Community partners for these events include but are not limited to ISU Student Health and Wellness, Ames and Gilbert Community School Districts, NAMI, YSS, Mary Greeley Medical Center, Eyerly Ball/Unity Point Health Systems, and Central Iowa Community Services Mental Health Region.*

*The City continues its involvement with Mary Greeley Medical Center's Community Health Committee where the framework around mental health initiatives is being refined. One initiative that is currently being piloted is the Alternative Response to Community Health. This is an innovative collaboration between Mary Greeley Medical Center, Ames Police Department and Iowa State University Police is aiming to provide community members in crisis specialized mental health services.*

*Through Parks and Recreation, Genevieve Salamone: The One Woman Symphony from Des Moines will be performing on March 24<sup>th</sup>. Her music, video productions, and fashion design all focus on awareness on mental health issues, sexual violence, and critical issues facing Indigenous communities. In addition to her performance, Genevieve will also be involved with an all-day workshop for teens on March 23<sup>rd</sup> and a community conversation the evening of March 23<sup>rd</sup>.*

*The Library is partnering with NAMI of Central Iowa by offering space and helping with promoting NAMI's education and outreach services to individuals experiencing mental health issues and their families and support systems.*

### **Task 3**

**Completion Goal: Summer 2023**

City staff will inventory current City programs and initiatives, including partnerships with other entities, to determine how many current offerings meet the criteria and then identify if there are gaps in what is being offered regarding mental and physical wellness. This would include determining if the gaps are being met elsewhere in the community.

*Status: In progress. The following topics/programming and gaps have been initially identified.*

#### *Mental Wellness programming*

- *Suicide Prevention*
- *In Their Shoes Teen Dating Violence simulation*
- *YSS Rosedale – Teen Space visits*

#### *Physical Wellness programming*

- *Youth and adult sports leagues*
- *Wellness classes*

#### *Identified gaps:*

- *BIPOC (Black, Indigenous, and People of Color) centered programming*
- *LGBTQIA center programming*
- *Young adult living (20-something audience)*

### **Task 4**

**Completion Goal: Summer 2023**

Staff will develop a plan regarding what to continue offering and what new programs are needed to address the identified gaps.

### **Task 5**

**Completion Goal: Fall 2023**

Staff will implement any new programs that are within its authority and bring to Council any new partnerships that require Council approval to proceed.

**GOAL 2: Consult with community partners to identify steps each partner can take to improve workforce recruitment/retention.**

**Task 1**

**Completion Goal: Summer 2023**

The Mayor will discuss with major employers and report back to the City Council with recommendations to improve workforce recruitment/retention.

**Task 2**

**Completion Goal: Summer 2023**

The City Council will consider the recommendations that are within the Council's ability to influence.

**WE VALUE A DIVERSE, EQUITABLE, AND INCLUSIVE COMMUNITY**

**GOAL 1: Develop a community-wide Diversity, Equity, and Inclusion Plan that identifies definitions and actionable strategies by the end of 2023.**

**Task 1**

**Completion Goal: Fall 2022**

Staff will identify a consultant who can provide training to the City Council regarding diversity, equity, and inclusion in the policy-making process.

*Status: Complete. Joshua Barr was retained to provide a training session with the City Council regarding DEI in the policy making process. The training session was held during the Council's September 14, 2022 retreat.*

**Task 2**

**Completion Goal: Spring 2023**

Staff will develop an RFP for a consultant to create a community-wide DEI plan.

*Status: Not Started. Staff will begin developing the RFP for a consultant in Q1 2023.*



**Task 3**

**Completion Goal: Winter 2022/23**

The City Council will appropriate funding to hire a consultant to develop a DEI plan.

*Status: In progress. The FY 2022/23 adjusted budget allocates \$100,000 for the development of a community DEI plan.*

**Task 4**

**Completion Goal: Spring 2023**

Staff will issue the RFP and the City Council will select a consultant to develop a DEI plan.

**Task 5**

**Completion Goal: Summer 2023**

The Mayor will appoint a supplemental input committee representing various segments of the community population to work with the DEI Coordinator and consultant to develop the DEI plan.

**Task 6**

**Completion Goal: Fall 2023**

The City Council will review the DEI plan and consider the recommendations offered in the plan.

**GOAL 2: Implement additional accessible and equitable transportation options for the community (transit, bike, pedestrian, micromobility, rideshare, and others).**

**Task 1**

**Completion Goal: Spring 2022**

CyRide staff will provide a preliminary analysis to the Transit Board and City Council regarding the concept of universal fare-free CyRide service

*Status: Complete. At the March 23, 2022 Transit Board meeting, CyRide staff presented a background document regarding the concept of universal fare-free service. The Board directed CyRide staff to develop a proposed scope of work for an RFP and to prepare a budgetary estimate for the study.*

**Task 2**

**Completion Goal: Fall 2022**

If the Transit Board/City Council wish to further pursue universal fare-free CyRide service after reviewing this preliminary analysis, the Transit Board/City Council will hire a consultant for an in-depth study to be completed before the budgeting season begins.

*Status: Complete. In June 2022 a consultant was hired by the Transit Board to evaluate a possible universal fare-free transit service. The was presented to the Transit Board in October 2022.*

**Task 3**

**Completion Goal: January 2023**

Once the in-depth study is received, the Transit Board/City Council will decide by January 2023 whether to include funding in the budget for universal fare-free service.

*Status: Complete. The Transit Board received the study in October 2022, but did not take action to move forward with a universal fare-free concept because of the concern that regardless of the cost, the driver shortage and difficulty in hiring additional drivers would not permit the service to be viable.*

**Task 4**

**Completion Goal: Spring 2023**

The City Council will ask the Transit Board to identify a trigger for the fare-free concept to be revisited (i.e., when Cy-Ride is more fully staffed).

**Task 5**

**Completion Goal: Spring 2022**

City staff will develop an RFP for a consultant to complete a bike/ped master plan.

*Status: Complete. The RFP has been issued and responses have been received.*

**Task 6**

**Completion Goal: Spring 2022**

Issue the RFP, select a consultant, and develop the bike/ped master plan.

*Status: In progress. A contract to develop the plan was awarded to Toole Design in August 2022. The plan is expected to be complete in spring 2023.*

**Task 7**

**Completion Goal: Summer 2023**

The City Council will review the bike/ped master plan and consider whether to adopt the recommendations of the plan.

**Task 8**

**Completion Goal: Summer 2023**

Staff will provide the City Council a report regarding micromobility, which will contain: 1) a summary of what other cities are doing, 2) existing City ordinances pertaining to micromobility, and 3) recommendations regarding ordinance changes to enhance micromobility.

*Status: In progress. Staff is collecting information from other communities and universities to create best-practice policies. Also, due to overlap with components in the Climate Action Plan, any “active transportation” recommendations will need to be coordinated to ensure continuity with plans and policies.*

*Representatives from Bird Scooters met with City staff in May 2022 and provided updates on new scooter features and tools on the Bird app.*

**Task 9**

**Completion Goal: Summer 2023**

The City Council will review the micromobility report and consider whether to adopt any of the recommendations.

*Status: In progress. Due to overlap with components in the Climate Action Plan, any “active transportation” recommendations will need to be coordinated to ensure continuity with plans and policies.*

**Task 10**

**Completion Goal: Fall 2023**

Staff will provide the City Council a report regarding rideshare, vanpool, car-sharing, and other potential techniques that provide accessible and equitable transportation in the community.

**WE VALUE ENVIRONMENTAL SUSTAINABILITY**

**GOAL 1: Receive the Climate Action Plan and prioritize and implement Council-approved strategies from it to maintain progress towards the adopted climate goal and continue pursuing targets of opportunity to achieve greenhouse gas reduction.**

**Task 1**

**Completion Goal: Summer 2023**

Staff will work with the consultant to complete the Climate Action Plan

*Status: In progress. The next phase of the CAP that is currently being worked on is the development of an implementation plan. It is anticipated that the final CAP document will be presented to Council for adoption in May/June 2023.*

**Task 2** **Completion Goal: Summer 2023**  
The City Council will receive from the consultant/staff: 1) the recommended package of strategies from the Climate Action Plan, 2) associated costs, and 3) an implementation plan.

*Status: In progress. The CAP Technical Team completed its analysis of the “Six Big Moves” and associated actions steps. This analysis was presented in a Staff Report to Council on November 15, 2022*

**Task 3** **Completion Goal: Summer 2023**  
The City Council will approve a prioritized list of the strategies it wishes to pursue.

*Status: In progress. As a result of the analysis, there are seven areas that Council could focus on as initial implementation strategies. These areas have been provided to the consultant to incorporate in the initial draft of the implementation plan. The draft implementation plan will be presented to Council on April 18, 2023.*

**Task 4** **Starting Goal: Fall 2023**  
Staff will begin to implement the strategies in the priority order approved by Council.

**Task 5** **Completion Goal: Summer 2023**  
Organize a task force to implement Climate Action Plan steps that pertain to individuals, the private sector, and non-city entities (e.g., ISU, DOT, etc.).

**Task 6** **Completion Goal: Summer 2023**  
The City Council will receive the Waste-to-Energy study and determine which option to consider.

*Status: In progress. The City Council received the consultant report on December 20, 2022. The Council directed staff to investigate two additional options before bringing back a recommendation regarding which direction to pursue.*

**Task 7**

**Completion Goal: Summer 2023**

Staff will develop an implementation plan outlining the next steps based on the Waste-to-Energy Option selected by the City Council.

**Task 8**

**Completion Goal: Summer 2022**

Staff will provide a report to the City Council regarding residential organized solid waste collection options and determine next steps.

*Status: Complete. A report was presented to the City Council on September 27, 2022. The City Council directed staff to hold discussions with the existing garbage haulers regarding the potential actions that could be taken to reduce traffic and other impacts and increase options to residents.*

**Task 9**

**Completion Goal: Fall 2023**

Staff will review electric rebates and opportunities for beneficial electrification and propose changes to maximize greenhouse gas reduction.

*Status: Complete. On December 13, 2022, the City Council approved five key changes to the electric rebates program, including the addition of freezers, induction stoves, and electric lawnmowers to the rebates, increasing the air source heat pump rebate, increasing the geothermal rebate, increasing the EV charger rebate, and establishing a rebate for net-zero ready homes.*