

ITEM #: 11  
DATE: 02-13-24  
DEPT: ADMIN

## COUNCIL ACTION FORM

**SUBJECT: RESOLUTION APPROVING THE AGREEMENT EXTENSION WITH ISU  
COMMUNITY AND REGIONAL PLANNING CLASS REGARDING  
COMMUNITY ENGAGEMENT**

### **BACKGROUND:**

One of the City Council's goals was to develop, test, and evaluate strategies to improve community engagement, particularly as it relates to underrepresented groups in the community. To respond to this goal, the City Council approved a contract with ISU for Dr. Alenka Poplin and her Community & Regional Planning students to test the "Play Ames" concept as a means to effectively obtain input regarding important issues to the City.

#### Phase I

The major task was for Dr. Alenka Poplin and her Community and Regional Planning classe(s) at ISU to host a "Play Ames" festival at identified central locations throughout the city. This assignment was completed in the fall of 2021, and a report was presented to the City Council. (See Attachment 1)

#### Phase 2 A&B

After completing this assignment, Dr. Poplin agreed to build upon this initial this research with a second phase. This time, rather than identifying central locations and expect the underrepresented groups to come and participate in playful engagement activities, a mobile pop-up van staffed by ISU students would: A) go to underrepresented groups in their neighborhoods, as identified through the Census, and B) go to facilities of trusted entities, such as faith-based organizations. In this way it was hoped that a comparison could be made in regards to the effectiveness of all three approaches.

In addition, this second phase of their research was to identify leaders and influencers and to develop strategies to establish a network the City can turn to for input from underrepresented groups. This task was to be accomplished through the distribution of a Rational Survey.

**In August, 2022 the City Council approved a contract in the amount of \$10,000 for these additional two research phases. In the fall of that year, Phase 2A with its five pop-up events were accomplished. Attachment 2 reflects the report highlighting this experience.**

**The class then moved on to test the effectiveness of going directly to faith-based entities. Unfortunately, they were only able to convince one entity, the Korean church, to host/sponsor an event. While Phase 2B of their research was accomplished, it was hoped that a graduate student(s) would write the final report for this phase, but apparently no one volunteered. Therefore, Dr. Poplin will have to complete the write-up on this phase. As a result, the following amendment to their contract must be approved to allow ISU to draw down the remaining \$3,362 of the \$10,000 contract. (See Attachment 3)**

**ALTERNATIVES:**

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1. Approve the attached amendment to the Design Outreach Studio Sponsored Project agreement allowing the remainder of the original contract, \$3,362 to be drawn down to pay for Dr. Poplin's time to complete the Phase 2B report and extending the contract performance date to August 31, 2024.
2. Not approve the amendment to the Design Outreach Studio Sponsored Project agreement and, therefore, not receive a final report for the Phase 2B experience and the Rational Survey results.

**CITY MANAGER'S RECOMMENDED ACTION:**

In accordance with the City Council's goal to improve community engagement efforts, especially with the underrepresented groups in the city, research was performed by ISU Community and Regional Planning students on three phases studying an active play concept. In order to complete the third phase of this research with a final report, the existing agreement with ISU must be modified.

**While the total contract amount will not be modified, the amendment will allow the remainder of the original contract, \$3,362 to be drawn down to pay for Dr. Poplin's time to complete the Phase 2B report and extend the contract performance date to August 31, 2024. Therefore, it is the recommendation of the City Manager that the City Council approve Alternative #1.**

**ATTACHMENT(S):**

[Attachment 1.pdf](#)

[Attachment 2.pdf](#)

[Attachment 3.pdf](#)