



**To:** Mayor and Ames City Council  
**From:** Steven L. Schainker, City Manager  
**Date:** March 8, 2024  
**Subject:** Approval of City Council Values, Goals, and Tasks for January 1, 2024 to December 31, 2025

On January 6, 2024, the Mayor and City Council met in a workshop setting to establish your Values, Goals, and Tasks for January 1, 2024 to December 31, 2025. As is typically the case at this meeting, the Council members offer conceptual thoughts regarding issues, seek consensus where possible (no formal votes are taken), and request that the staff follow-up with specific wording. Based on a review of our notes and recollection of your conversations, I am attaching for your review and approval the list of your Values, Goals, and Tasks for 2024 and 2025.

**It should be emphasized that in preparing this list, two issues need to be discussed further.**

**Issue 1.** Under the value of Communication and Engagement With The Public, Task A1.T1 proposes to continue working with a Community and Regional Planning class to explore more ways to engage with residents through the Play Ames approach. However, it is my understanding that the City Council is about to receive the final report regarding the Play Ames research with no further activities planned.

**An alternative task could be to "Implement at least one new technique for obtaining public feedback, with special emphasis on engaging our underrepresented residents."**

**Issue 2.** Under the value of Environmental Sustainability is a goal to Increase The Use Of Public Transit And Active Transportation (E3). There was a lot of discussion regarding the task related to going to a "Fare Free" CyRide system. Since no formal vote was taken, it was not clear as to the level of commitment that was being made by a majority of Council members to this task.

**Two possible approaches were mentioned for E3.T1:**

a) Continue to study a "Fare Free" CyRide, including how it might be implemented in a phased approach. Identify the cost to the City. Assess the impact on route structure,

resident expectations, estimated usage, and cost/benefit analysis. OR

b) Pursue phasing in a "Fare Free" system, first focusing on low & moderate income residents on the existing CyRide route system.

**It should be emphasized that the decision to go totally "Fare Free" is determined by the Ames Transit Board, not the City Council. Therefore, in order to accomplish either of the two options described above, approval of the Board is required.**

**Once these two issues have been clarified, assuming there are no other modifications to the list, it would be appropriate for the City Council to adopt a motion approving the Values, Goals, and Tasks for 2024-2025.**

**ATTACHMENT(S):**

[COUNCIL VALUES, GOALS, & TASKS FOR 2024 TO 2025.docx](#)