



# Memo

City Manager's Office

**TO:** Mayor and City Council

**FROM:** Steven L. Schainker, City Manager *Steve*

**DATE:** February 8, 2008

**SUBJECT:** City Council Goals

After concluding your recent retreat, Donna and I agreed to develop the attached document that, hopefully, reflects the results of your hard work. As you can see, we attempted to add some flesh to the document to clarify your goals and tasks.

Donna suggested that you apply a "sanity check" to these items before you formally adopt them. She stressed that it is not too late to revise the goals and assignments, as long as you all agree to the modifications.

If you find the document acceptable, then it would be appropriate to pass a resolution formally adopting your new goals along with the various tasks.

# CITY COUNCIL GOALS/OBJECTIVES

Established January 12, 2008  
To Be Accomplished by January 1, 2010

## REJUVENATE CAMPUSTOWN

- **By January 2009 develop viable action steps to rejuvenate Campustown**

Assigned:

The Mayor and City Manager will work with a small group of Campustown stakeholders to:

- 1) review the "Wilcox Class Study" as well as related studies and
- 2) produce viable action steps for each stakeholder and report back to the City Council with recommendations.

This group should include:

- ISU Administration
- Mayor
- Ex officio* Council Member
- Business/Chamber Representative(s)
- Two SCAN members (one permanent resident and one student resident)

Status:

No Action To Date

## "GO GREEN" TO MINIMIZE IMPACT ON GLOBAL CLIMATE CHANGE

- **Build municipal buildings to a LEED standard and take into account life-cycle costing considerations when determining design/specifications.**

Assigned:

When reviewing future plans and specifications for City buildings, the City Council will make sure these standards are considered.

Status:

It should be noted that since the design concepts for the CyRide expansion project and Furman Aquatics Center are already completed, these new standards will not be applied to these two projects.

- **Design program and initiatives for implementing Energy Star Ratings for commercial buildings.**

Assigned:

City staff will research the Energy Star Rating System and develop options for implementing this system for commercial buildings.

Status:

The City Manager must identify a staff person to accomplish this task..

- **Promote Resource Recovery Plant and glass recycling through continuous educational efforts.**

Assigned:

The Resource Recovery Plant staff in conjunction with the Public Relations Officer will develop a strategy to accomplish this task.

Status:

No Action To Date

- **Continue to increase promotion of demand-side management for the Electric Utility.**

Assigned:

The Electric Services staff along with the Public Relations Officer will develop a promotional plan.

Status:

In February 2008 we have initiated a comprehensive six week ad campaign promoting our electric demand-side programs.

**-Request Transit Board to evaluate free CyRide for all riders.**

Assigned:

The City Council must pass a motion requesting action from the CyRide Board of Directors.

Status:

It might be too late to make this type of change in FY 2008-09 since an adequate analysis regarding the impact on the operations and capital budgets has not been performed.

- **Conduct a Global Warming Emissions Inventory of the existing City operations by utilizing the software offered by the International Council of Local Environmental Initiatives (ICLEI).**

Assigned:

The Director of Fleet Services has been assigned the responsibility to master this software and prepare a baseline report to the City Council.

Status:

We hope to bring this issue before the City Council for the second meeting in February.

- **Create a Strategic Plan outlining goals and action steps for the City of Ames government to reduce carbon emissions.**

Assigned:

The Director of Fleet Services will lead an internal team made up of representatives from each department to create specific recommendations that will reduce the City's production of carbon emissions.

Status:

The team has been selected and has met a few times. Members are awaiting the approval of a goal from the City Council. Once established, it should take approximately six months to develop such a plan.

- **Increase alternate fuel sources (other than RDF) for Electric Utility.**

Assigned:

The Director of Electric Services is leading a staff team to develop an overall strategy to provide electric capacity for the next twenty years along with energy needs.

Status:

Currently, approximately 10% of our electric energy in our electric system comes from Refuse Derived Fuel (RDF) from the burning garbage in lieu of coal. Our goal is to increase by an additional 10% our energy from a source other than RDF. To accomplish this goal, we are partnering with the Iowa Municipal Utilities Association to explore the possibilities of assisting in the development of a wind farm in close proximity to our electric system. In addition, we have contracted with Prairie Rivers RC&D to explore the feasibility of converting our RDF to bio-crude. We are awaiting their results.

### **STRENGTHEN OUR NEIGHBORHOODS**

- **Explore a City/ISU partnership to improve tenant/landlord relations.**

Assigned:

The Mayor and City Manager will work with representatives from ISU Administration and GSB on this issue and report back to the City Council by May 2008.

Status:

No Action To Date

- **Hold a workshop to discuss incentives for home improvements in established older neighborhoods.**

Assigned:

Within the next year, the Mayor and City Council will schedule a workshop regarding this topic. In preparation for this meeting, the City staff will prepare a report that will present various incentives (tax abatement, CDBG funding, grants, etc.).

Status:

No Action To Date

- **Hold an annual neighborhood summit.**

Assigned:

The Mayor and City Council will convene this neighborhood association meeting.

Status:

No Action To Date

- **Increase efforts to organize and support neighborhood associations.**

Assigned:

In FY 2008-9, an intern will be hired to accomplish this initiative.

Status:

Funds for this intern will be included in the City Manager's Recommended Budget for FY 2008-09.

**PROMOTE "ONE COMMUNITY"**

- **Respond to recommendations from the Inclusive Community Task Force.**

Assigned:

The Mayor and City Council will review the recommendations once they are submitted in April 2008.

Status:

No Action Taken To Date

- **Request the Mayor's Youth Committee to explore hosting a "Junior Citizens" Academy**

Assigned:

The Mayor will request that the Youth Committee help determine what topics would be of interest to this group so that City staff can develop a four to eight hour curriculum.

Status:

The Mayor has contacted the President of the committee and is awaiting their response.

- **Continue to hold regular meetings with other governmental organizations in the City and County.**

Assigned:

The Mayor and City Council will continue to schedule meetings each year with the City of Gilbert, City of Nevada, the Ames Community School District, Gilbert School District, United Community School District, Ames Economic Development Commission/Chamber of Commerce, Smart Growth Alliance, Convention and Visitors Bureau, Government of the Student Body, Mary Greeley Medical Center, Boone County Board of Supervisors, and Story County Board of Supervisors to discuss and coordinate future plans.

Status:

No Action Taken To Date

- **Increase support for celebrating diversity**

Assigned:

Further clarification is needed by the City Council to determine in what form this support will come.

Status:

No Action Taken to Date

## “BRAND” AMES

- **Determine whether a “branding” process should be implemented.**

Assigned:

This task will include an objective assessment from an outside source to explore the advantages Ames offers to people as they relate to other cities. If adopted, then all stakeholders would incorporate this brand identity into each other’s promotional elements (e.g., brochures and web pages). The Mayor and City Manager will meet with representatives of the AEDC, Chamber, and ACVB to ascertain if there is any interest in accomplishing this as a community-wide goal.

Status:

No Action Taken to Date

## DEFINE DESIRED GROWTH

- **Review the current Land Use Policy Plan so that the City Council and the community can gain a better understanding about the background, history, content of this plan.**

Assigned:

At the February 19<sup>th</sup> Council workshop, the City staff will review the LUPP.

Status:

This workshop has been scheduled. Since most of the City staff that participated in the development of this plan are no longer here, Brian O’Connell, the Planning Director at the time the plan was created, has agreed to attend this meeting to offer his recollections.

- **Update Annexation Study.**

Assigned:

The City staff will first attempt to estimate the amount of time and cost to accomplish this task.

Status:

No Action Taken To Date

- **Hold a workshop/roundtable on targeted residential growth, followed by reaffirmation or modifications to current strategy.**

Assigned:

Because of the interest expressed by the Fieldstone developers and by a number of developers who hope to build homes immediately north in the near future in the fringe area, this meeting should be held as soon as possible.

Status:

No Action Taken To Date

- **Annex and develop a large-lot industrial park.**

Assigned:

The City Manager along with appropriate staff will develop recommendations for accomplishing this task.

Status:

The City Manager has developed four possible strategies for accomplishing this project. After reviewing these scenarios with the development community, the options will be brought before the City Council for direction.

○ **Develop job creation action plan with area partners**

Assigned:

The City Manager will convene a meeting with representatives from AEDC, ISU, and DMACC to request their assistance in developing a plan to create jobs in Ames and the surrounding areas for college graduates. Further clarification by the City Council of expectations for this job creation plan would be helpful.

Status:

No Action Taken To Date