

COUNCIL ACTION FORM

SUBJECT: FUNDING APPROVAL FOR ISU / AMES SPRING 2009 LAW ENFORCEMENT COMMUNITY RELATIONS CAMPAIGN

BACKGROUND:

Over the past three years, Ames Police and Iowa State University Police have undertaken a community relations campaign in the spring of the year prior to the annual VEISHEA celebration. This campaign emerged from recommendations emphasizing the theme of “one community” in an effort to enhance relationships between the City and students attending Iowa State University.

The goal of this campaign is to create opportunities for law enforcement to interact with students and the Ames community population in a proactive manner. By generating dialogue about expected behavior and distributing materials that reinforce these expectations, there has been a trend toward more cooperation. Party Response Team officers have used these materials to encourage positive attitudes about police interactions when visiting house parties and other gatherings. Student feedback concerning the effectiveness of the campaign over the past three years has been very positive.

This year’s campaign efforts will include ads in the Iowa State Daily and promotional items to include themed t-shirts. Cost of the campaign is expected to be \$10,000 for advertising, T-shirts and related promotional items. ISU Police have requested that the City of Ames assist in the cost of this campaign at a level of \$5,000.

Funding for this campaign can be drawn from the 2009/10 Council’s contingency account. Over \$30,000 remains in this account at this time.

ALTERNATIVES:

1. Approve up to \$5,000 from the Council’s Contingency Account for expenses associated with the ISU/Ames Spring 2009 Law Enforcement Community Relations Campaign.
2. Deny funding of the ISU/Ames Spring 2009 Law Enforcement Community Relations Campaign.

MANAGER'S RECOMMENDED ACTION:

Community relationships continue to be an important aspect of the preparation for a safe and successful VEISHEA. The past several years have taught us that by allowing a means for the Ames and ISU police to interact with the ISU student population in a friendly and fun manner prior to the start of VEISHEA, a much more positive atmosphere prevails when addressing concerns which may arise during the time period from this annual celebration through graduation.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby approving partial funding of the ISU/Ames Spring 2009 Law Enforcement Community Relations Campaign in an amount not to exceed \$5,000 from the Council's Contingency Account.