

CITY COUNCIL GOALS/OBJECTIVES

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

May 15, 2009 Status Report

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:

The Mayor and City Manager met with the ISU President and Vice President for Business and Finance to discuss Campustown on April 27, 2008. The ISU administrators have indicated their strong support for your goal of rejuvenating Campustown.

Discussions with the two major property owners (east and west of Welch Avenue) were conducted with City Manager, Mayor, ISU President and ISU Vice President to determine what the property owners' intentions are in regards to redeveloping Campustown.

The University engaged the services of RDG to determine the feasibility of developing the block west of Welch and south of Lincoln Way as generally proposed by Scott Randall some time ago. The final report was shared with the public and City Council during a press conference at the Memorial Union.

The City Manager, along with Warren Madden, Kathy Brown, Steve Osguthorpe, and Dan Culhane interviewed three companies that expressed some level of interest in partnering with the City and University to renovate Campustown. These companies have experience working in campustown business districts (Ohio State, University of Michigan, Arizona State University, University of Chicago Circle, University of Illinois, and Indiana State University).

It appears the next step is to develop a Request For Proposal (RFP) to select a preferred developer to partner with on this effort. Kathy Brown is attempting to contact other universities that have hired consultants for this type of work to see if we could use their format.

“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 staff has learned that Energy Star Rating System is a program developed by the Environmental Protection Agency. The EPA web site assists companies interested in meeting these guidelines and highlights those projects that have met the requirements.

The Electric Utility’s Demand-Side Management Program has been modified to require Energy Star ratings in order to receive rebates for:

- appliances
- lighting (residential/commercial)
- residential new construction
- room air conditioners
- programmable thermostats

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

Assigned:

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

Status:

In addition to the traditional means of promoting the Resource Recovery Plant and glass recycling, the staff has instituted the following new techniques:

- developed a virtual tour through the ICN
- participated in the Electric Utility’s Open House and Energy Fair

- appearing before elementary and high school (Ames and Nevada) classes
- hosted tours for scouts, science classes, service clubs, etc.
- created newsletter that is distributed during our public presentations

Over the last twelve months, we have removed 117 tons of glass from the waste stream.

- **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 initiated a comprehensive six-week ad campaign promoting our electric demand-side programs. Our efforts continue through the “City Side”, public presentations by the Energy Guy, and advertising.

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

Assigned:

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

Status:

The CyRide Director completed a preliminary analysis regarding the impact of a “fare free” system on the operations and capital budgets and shared this information with the CyRide Board. It appears the initial costs to the system will be \$1,300,000 with the on-going operational costs as much as \$700,000 per year. The Director sought state and federal funding for three years to support a “fare free” system as a pilot program. Unfortunately, this grant proposal was turned down.

A second option of providing a fare free opportunity during the summer months will be considered by the CyRide Board at their next meeting. The cost of this option is estimated to be approximately \$165,000.

The City Council appropriated \$93,200 from Local Option Sales Tax funding for a one-time experiment for fare free CyRide during the summer months this year.

- **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). Once the baseline is established, the City Council will establish carbon emissions reduction targets.**

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:

The Director of Fleet Services completed the global warming emissions inventory and presented the baseline data to the City Council on February 26, 2008.

On October 28, 2008 the Council reviewed the staff recommendations and approved a goal of reducing a CO2 levels in City operations, excluding our utilities, by 15% by 2014. In order to accomplish this reduction goal, operational changes and capital investments will have to be made over the next five years.

- **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 is leading 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 number of times. Now that the reduction goal has been established, the team is developing a plan to accomplish the goal. The plan will include ideas related to our fleet, buildings, and operation. Over the next five years the related expenditures must be inserted into our capital and operations budgets.

The Council added \$400,000 to the CIP to assist departments in making physical changes to their buildings that will increase energy efficiency.

- **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 the 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, the City Council approved a contract with a number of other municipal utilities to create a new entity, IAWIND. It is hoped that this new entity will partner with a private company who will construct a new wind farm. The City, along with the other municipal partners, will then purchase wind energy from the private company through a long-term contract. The City hopes to purchase 21.7 megawatts of wind energy from this new farm, of which ISU will purchase 5 megawatts for themselves. This partnership is moving very slowly. With the tight economy, it appears it will be difficult to identify an

interested private sector entity to build the anticipated wind farm

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.

As a final move to diversify our energy portfolio, we are currently seeking proposals from existing companies who are interested in providing energy (10 to 10 MWs) from alternative fuel sources. We hope to have the proposals back to the City in June.

- **Educate the public about 1) the importance of reducing global warming pollution and 2) what other similar size communities are doing in terms of developing sustainability programs.**

Assigned:

The City Council indicated support for these tasks by earmarking \$20,000 from the FY 2007-08 Contingency Account to accomplish these education ventures. At the December 13, 2008 Council Retreat, staff was directed to survey other cities to determine what they are doing to promote sustainability and how they are doing it. In addition, they are seeking information about how other organizations in Ames are doing to promote sustainability as well. It was also directed at this meeting that the City partner with the Home Builders, Board of Realtors, and AMOS to create an Energy Star program awareness program.

Status:

AMOS utilized the \$5,000 approved by the City Council to coordinate a public forum in September 2008 to educate the public about global warming and provide practical strategies for reducing carbon emissions at home. The group hopes to continue their public education efforts.

After a long wait, a Neighborhood Intern was hired. One of his many projects was to survey what other cities are doing to promote sustainability. He had scheduled to work on this assignment during the months of May and June. Unfortunately, he recently resigned his temporary position with the City to work permanently for the City of Des Moines. We are in the process of attempting to hire another intern.

The City Manager met with AMOS representatives to determine their interest in the promoting the Energy Star Program. The group has indicated they would like to devote their time to other projects at this time.

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.

Status:

On September 4, 2008 the Mayor and City Manager met with Penny Rice who

previously served as Director of the Landlord/Tenant Service to obtain information on how the organization functioned.

On September 16, 2008 the Mayor, City Manager, ISU V.P. for Student Affairs, and the President of the Student Body met to discuss this service. The GSB President agreed they would develop a proposal for the City, ISU Administration, and the Rental Property owners to consider. It was agreed that the proposal will include the needs, services to be provided, and estimated costs for the service.

On December 4, 2008, the President of the GSB presented a proposal to reestablish the Landlord/Tenant Service. It is estimated that the first year cost for this service will be \$130,000. It is hoped four parties (GSB, rental property owners, the City of Ames, ISU Administration) will support this effort.

Because of budget cuts at the University level, the President of GSB reported he was dropping his request for funding this new venture. However, he thought the GSB would attempt to create, on their own, a service similar to the one in Iowa City that provides on-line information..

○ **Focus CDBG funds on approving neighborhoods**

Status:

On February 26, 2008 the City Council approved a CDBG program plan for FY 2008-09 that called for expenditures of approximately \$650,000 that focus on improving neighborhoods, including a new housing rehabilitation program.

○ **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:

A second neighborhood summit was held on October 21, 2008. It appeared from this conversation that the neighborhood representatives overall were happy with the support that the City is providing.

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

Assigned:

In FY 2008-09, an intern will be hired to accomplish this initiative.

Status:

Funds for this part-time intern were approved in the Planning and Housing Department's budget for FY 2008-09. The intern was hired in January of 2009. He will work on organizing new associations, creating guidelines for associations, communicating with neighborhoods about City projects or issues.

Our intern recently resigned to take a job with the City of Des Moines. We are in the process of recruiting for a replacement.

○ **Explore the creation of Neighborhood Liaisons**

Assigned:

Sheila Lundt was asked to approach the Breaking Down The Barriers group and Human Relations Commission to determine their interest in coordinating this new concept that would promote communications and interaction among neighbors .

Status:

Sheila explored the concept of Neighborhood Liaisons with both groups. The two groups were concerned with how to define an area for the Liaisons and how to determine what the Liaisons should do. They have agreed to work together on a concept slightly different than the Council had suggested. It was decided as a first step to organize social activities in neighborhoods ("Street & Greet") rather than identifying neighborhood contacts at this time.

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:

The Council reviewed the Task Force recommendations. As a result of this work, Community Conversations were conducted which has prompted the creation of a number of sub-committees that are working to implement the suggestions obtained through the conversations. A VISTA volunteer, who is housed in the Manager's Office, is assisting in the implementation of the recommendations.

○ **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 his 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:

One such retreat was held in 2008. At the December 13, 2008 Council Retreat it was decided to hold this meeting once every year. The next meeting would be in the Spring of 2010.

- **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:

The Mayor and City Manager were invited to a meeting with representatives from the AEDC, Chamber of Commerce, ISU, and ACVB to determine if there was any interest in jointly participating in a “branding process.”

At this April 24, 2008 meeting, a consensus was reached to support, as a first step, that the communication experts from each of the organizations would come together to:

- improve linkages among the various web sites
- generate of list of positive elements of the community
- perform a communications audit to compare messages, format, etc. from each group and consider how they look to outsiders
- identify a smaller group that will recommend the next steps in the branding process

The communication experts have requested that an ISU class perform a communication and branding audit in the fall 2008 semester for the various community groups public messages to determine where there is overlap or opportunities for common messages.

Dr. Linda Niehm's marketing class presented their findings on December 18, 2008 in 2019 Morrill Hall.

During the discussion of the PIO budget the Council asked Susan to contact firms who have expertise in branding communities and invite one to meet with the Council to educate them on this topic.

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, and content of this plan.**

Assigned:

The Planning and Housing staff will coordinate a workshop with the Planning and Zoning Commission and developers to review the current LUPP.

Status:

On February 19, 2008 a workshop was held featuring a review of the existing goals and key elements of the current LUPP by Steve Osguthorpe and a historical review on how the current plan was created by Brian O'Connell, who served as the Planning and Housing Director for the City when the plan was developed.

The Council will hold a joint workshop in June with the Planning and Zoning Commission to once again review the goals of the existing LUPP and the corresponding implementation policies.

- **Update Annexation Study.**

Assigned:

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

Status:

The City staff completed this update and presented it to the City Council and public on March 28, 2008.

- **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:

On April 1st, the City staff presented the results of the updated Annexation Cost Study. In addition, a round-table discussion was held regarding the targeted growth strategy reflected in the LUPP.

- **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, along with the EDC Director, developed four possible scenarios for accomplishing this project. Two of scenarios included a partnership with private developers where the City would finance the infrastructure improvements while the private sector purchased the land. The other two scenarios involve the City handling the total cost of the project.

On April 2, 2008 the City Manager and Dan Culhane met with the development community to gauge their support for these scenarios. As a result of this presentation a committee was created to explore a model for accomplishing this project.

Committee members visited Lawrence, Kansas where an industrial park was successfully completed. In their model the County purchased the land and contributed it to the project. They were paid back once the land was sold off. The City paid for the installation of the infrastructure through TIF financing.

Estimates have been prepared for a three-phased development. According to the most recent estimates, the cost to the City could be approximately \$6,200,000 for public improvements. To date the challenge is to identify how the land and utilities, other than the City's, can be paid for.

On April 28, 2009 a conceptual plan for this large-lot industrial park was presented to the Council. The next step is to identify funding sources for the land and non-city utilities as well as how to divide this project into smaller phases to make it more affordable.

- **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.

Status:

No Action Taken To Date. Further clarification by the City Council of expectations for this job creation plan would be helpful. *However, Dan Culhane has created a five-year economic development strategy which calls for the creation of 1,000 new or retained jobs for 2007-2011.*