

## **CITY COUNCIL GOALS**

Established: January 22, 2010  
To Be Accomplished By: December 31, 2011

### **GO GREEN TO PROMOTE ENVIRONMENTAL SUSTAINABILITY**

- Promote and educate Ames residents about community-wide sustainability
- Increase availability of alternative forms of transportation

### **PROMOTE ECONOMIC DEVELOPMENT**

- Promote Ames as a regional center
- Support private sector growth to improve quality of life, increase number of jobs, develop stronger tax base
- Beautify entrances to Ames

### **CREATE AND PROMOTE A COMMUNITY VISION**

- Lead major entities in Ames to create a common community vision
- Once established, promote the community vision

### **REJUVENATE CAMPUSTOWN**

- Partner with ISU, GSB, and private sector to redevelop and revitalize Campustown
- Increase safety, security, and cleanliness of Campustown
- Work to support an enduring Campustown Action Association

### **STRENGTHEN AND PROTECT OUR NEIGHBORHOODS FOR A UNITED AMES**

- Work with ISU and GSB to enhance interactions between students and residents
- Find creative and bold ideas to address crime
- Continue working toward a more welcoming community

### **FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES**

- Work to make City Council meetings and City processes more efficient and effective
- Revisit City Code, policies, and procedures to streamline processes
- Promote Ames as a welcoming place to do business by embracing a “can do” attitude

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## **I. GO GREEN TO PROMOTE ENVIRONMENTAL SUSTAINABILITY**

### **A. Promote and educate Ames residents about community-wide sustainability**

#### Status:

1. *The Mayor will explore the possibility of sharing the **ISU Sustainability Coordinator** position.*
2. *If the services of the ISU Sustainability Coordinator can be secured, assign this person, along with a citizen task force, to develop a community-wide **Sustainability Plan**.*
3. *Provide a report to Council outlining what the City and other groups are doing to **educate the community** on sustainability efforts.*
4. *Explore with other groups what they are willing to do to **partner in extension/outreach** (promotion/education) related to community-wide sustainability.*
5. *Continue **city government efforts**, with City staff reporting quarterly to Council (focusing on, at least, one topic each quarter) on what we are doing in our City operations.*

### **B. Increase availability of alternative forms of transportation**

#### Status:

1. *No later than October 1, 2010, hold a workshop with City staff and the Parks & Recreation Commission on the existing **trail system and priorities**, including the identification of needed easements, estimated construction costs, and connecting links to outside the City.*
2. *Schedule a meeting of the City Council, CyRide Board, and Ames Community School District Board to discuss **future mass transit needs**.*

## **II. PROMOTE ECONOMIC DEVELOPMENT**

### **A. Promote Ames as a regional center**

#### Status:

1. *The City Manager will meet with Mr. Wolford to determine what specific actions are needed in order to **facilitate the development of the regional commercial area** along E. 13<sup>th</sup> Street.*

2. *The City Manager will ask the Convention and Visitors Bureau to present to the Council its report regarding the need for **flat space**.*
3. *The City Manager will approach the **South Ames Business Organization** about the possibility of working together to promote this area for development.*

**B. Support private sector growth to improve quality of life, increase number of jobs, develop stronger tax base**

*Status:*

1. *The City Manager will contact the Ames Economic Development Commission to encourage them to attend **ISU Career Fairs** to promote Ames area employment opportunities.*
2. *In order to accomplish the development of the **new industrial park** along E. 13<sup>th</sup> Street, the City Council and Ames Economic Development Commission Board will approach the **Story County Board of Supervisors** to formally request that they **purchase the land** for the park. In addition, the City will include this project in our list of **federal funding requests** from our legislatures.*

**C. Beautify entrances to Ames**

*Status:*

1. *City staff will work with ISU, ACVB, Chamber, and IDOT to develop **signage plans (entryway and directional)** that can begin implementation by 2011/12.*

**III. CREATE AND PROMOTE A COMMUNITY VISION**

**A. Lead major entities in Ames to create a common community vision**

*Status:*

1. *City staff will present a report on the **Dubuque Foundation's** efforts to create a community vision; and if Council desires, invite representatives to Ames to discuss their experience with the Council.*
2. *The City Manager will present to Council a **draft RFP for visioning consultants**.*

**B. Once established, promote the community vision**

*Status:*

1. ***Actions steps** for implementing the community vision will be approved after the vision is established.*

#### IV. REJUVENATE CAMPUSTOWN

##### A. Partner with ISU, GSB, and private sector to redevelop and revitalize Campustown

###### Status:

1. Council will select a **master developer and plan** for the City's and ISU's contribution to the project.
2. The Mayor, City Manager, and GSB representative will meet with the ISU Administration to discuss our interest in a cooperative plan to determine **what services should be provided by whom** in the area.
3. City staff will contact ISU and the GSB to determine how we can serve as an **informational resource** for them as they explore the idea of a **community theater**.

##### B. Increase safety, security, and cleanliness of Campustown

###### Status

1. Police staff will meet with Campustown rental property owners to educate and encourage participation in the **Crime-Free Housing Program**.
2. The Student Affairs Commission will be asked to work with the Campustown Action Association and Campustown Student Association to identify **issues related to safety, security, and cleanliness in Campustown**.

##### C. Work to support an enduring Campustown Action Association

###### Status:

1. The City Manager will invite the **Campustown Action Association** to a **workshop** to educate the City Council about the mission of the organization and their future plans.
2. The Mayor will approach the **Chamber of Commerce** about their willingness to **provide support to the Campustown Action Association**.

#### V. STRENGTHEN AND PROTECT OUR NEIGHBORHOODS FOR A UNITED AMES

##### A. Work with ISU and GSB to enhance interactions between students and residents

Status:

1. The City Council will review the prior GSB report that dealt with reconstituting a **landlord/tenant service** and host a **round-table** discussion with landlords, GSB, and ISU Administration.
2. The **Student Affairs Commission** will be asked 1) to provide ideas for making the City's **website** more useful for students (telling what they can do, not just what they can't do), 2) to make suggestions as to how the City can plug into the **orientation** sessions, and 3) to offer a strategy for the City to partner with ISU to **disseminate information** via the email list.

**B. Find creative and bold ideas to address crime**

Status:

1. During budget hearings, Council will consider the Police Chief's "**Safe Neighborhoods Team**" concept and decide whether or not to appropriate funds for its implementation.
2. The Police Chief will report on the status of the **Crime-Free Housing Program** along with recommendations to increase participation and to improve the program.

**C. Continue working toward a more welcoming community**

Status:

1. City staff will suggest ways for the City Council to continue to **promote United Ames**.
2. City staff will develop a strategy to **coordinate social services for new families** involved in public-assisted housing when they sign up for the program that coordinates day-care, schooling, skill development, housing, and other acclimation efforts to Ames.
3. **Each Councilmember** has agreed to commit to at least one of the following **communication techniques** one time per month:
  - \* knock on doors for one hour
  - \* meet with neighborhood associations
  - \* organize and attend a "coffee"
  - \* upon request, attend a "Street 'n Greet" event
  - \* take advantage of technology (e.g., list serves for City Council)

**VI. FURTHER STREAMLINE AND IMPROVE GOVERNMENT PROCESSES**

**A. Work to make City Council meetings and City processes more efficient and effective**

Status:

1. **Council members have agreed** that they will:
  - \* *accept more succinct presentations by the staff*
  - \* *rely on previous reports, and limit the number of requests for more information*
  - \* *empower the Mayor to move meetings along (citizens & Council)*
  - \* *commit to compromise whenever possible to reach consensus*
  - \* *clarify the assignment for every issue that is referred to staff*
  - \* *be discerning in referring issues to the staff for follow-up or action*
  - \* *ask questions of staff in advance of the meetings, rather than doing it publicly at Council meetings.*

**B. Revisit City codes, policies and procedures to streamline processes**

Status:

1. *Planning Staff will present to Council an **overview of the current Land Use Policy Plan** so that the Council will gain a better understanding of what is in it; and Council will agree to a **time table** for a regular review of the Plan.*
2. *The Council will hold a **fact-finding workshop** inviting members of the business community (companies that left Ames, companies that entered Ames, business groups, architects, landlords, citizens) to identify codes, policies and procedural requirements that are impediments to development.*

**C. Promote Ames as a welcoming place to do business by embracing a “can do” attitude**

Status:

1. *The City Manager will recommend techniques for improving **feedback regarding City development-related approval processes.***
2. *The City Manager will work with the **AEDC** to determine how to better utilize their **business climate survey.***
3. *City staff will create a process improvement team to **improve our Development Review Team process.***

IMPLEMENTATION SCHEDULE FOR CITY COUNCIL GOALS AND OBJECTIVES										
	Task	Who	1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr. 2011	3rd Qtr. 2011	4th Qtr. 2011
I.A.1	Explore Sustainability Coordinator	Mayor	X							
I.A.2	Sustainability Plan	Sust. Coord.		X						
I.A.3	Sustainability Education	Sust. Coord.			X					
I.A.4	Sustainability Partnering	Sust. Coord.			X					
I.A.5	Quarterly "Go Green" Reporting	Hinderaker		X	X	X	X	X	X	X
I.B.1	Trail System Workshop	Joiner			X					
I.B.2	Mass Transit Needs	SLS			X					
II.A.1	E. 13th Regional Commercial	SLS	X							
II.A.2	ACVB Flat Space	SLS		X						
II.A.3	South Ames Business Promotion	SLS			X					
II.B.1	AEDC at ISU Career Fairs	SLS	X							
II.B.2	Story Co. Purchase Industrial Land	SLS		X						
II.C.1	Entryway Signage Plans	Joiner/ Osguthorpe			X					
III.A.1	Dubuque Foundation Visioning Model	Gwiasda	X							
III.A.2	Visioning RFP	SLS	X							

	Task	Who	1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr. 2011	3rd Qtr. 2011	4th Qtr. 2011
III.B.1	Implement Vision	(Council)		?	?	?	?	?	?	?
IV.A.1	Campustown Master Developer & Plan	SLS		X						
IV.A.2	Campustown Services	SLS			X					
IV.A.3	GSB Community Theatre	Petersen	X							
IV.B.1	Crime-Free Housing Encouragement	Cychosz		X						
IV.B.2	Campustown Safety/ Security/Cleanliness	SLS	X							
IV.C.1	Campustown Action Association	SLS			X					
IV.C.2	Chamber Support	Mayor		X						
V.A.1	Landlord/Tenant Service	SLS			X					
V.A.2	Student Affairs Commission Input	SLS/SG	X							
V.B.1	"Safe Neighborhoods" Team	Council	DONE							
V.B.2	Crime-Free Housing Status	Cychosz		X						
V.C.1	Promote United Ames	Lundt		X						



	Task	Who	1st Qtr. 2010	2nd Qtr. 2010	3rd Qtr. 2010	4th Qtr. 2010	1st Qtr. 2011	2nd Qtr. 2011	3rd Qtr. 2011	4th Qtr. 2011
V.C.2	Coordinate Social Services	Lundt			X					
V.C.3	Council Outreach	Council	X	X	X	X	X	X	X	X
VI.A.1	Council's Efficiency Actions	Council	X	X	X	X	X	X	X	X
VI.B.1	Land Use Policy Plan	Osguthorpe	X							
VI.B.2	Improve City's Development Climate	SLS/BK		X						
VI.C.1	Development Processes Feedback	SLS		X						
VI.C.2	AEDC Business Climate Survey	SLS	X							
VI.C.3	Development Review Team Improvements	Kindred	X							