

## Public Involvement Summary

The following is a summary of public participation for the City of Ames Flood Mitigation Study from September 2012 to April 2013.

### Participation To Date (Website, Online Public Meeting, In-person Public Sessions & Comments)

Participation Method	Quantity
Website	2,453 page views
Online Open House	645 page views
Public Session 1 Meeting Attendance (4 meetings)	98 attendees
Public Session 2 Meeting Attendance (2 meetings)	58 attendees
Public Session 3 Meeting Attendance (2 meetings)	112 attendees
Comments Received	181 comments

## Outreach Tools & Techniques

The following outreach was used to promote awareness of the Study and attendance at the meetings. Multiple methods of outreach were developed to ensure identified stakeholder groups and the general public was made aware of the opportunities to participate in the study process.

### Postcard

8,599 postcard invitations were mailed to landowners in the 100-year and 500-year floodplain; postcards were mailed two weeks prior to each Public Meeting. The purpose of the postcard invitation was to invite the public to the public meetings and provide them with the Study information and opportunities to comment.

### Door Hanger

An 11-inch x 3-inch door hanger was placed in 1000 mobile home and multi-family units. They were placed on the front doors of homes located in the Homestead Colony Mobile Home Park and several other specified neighborhood community. The door hangers invited

the public to participate in the Public Meetings and online public open house meetings. The door hanger provided the resident a direction to the City website for more information and was only used to promote Public Session 1.

### **Social Media Alerts & Share Links**

Three weeks prior to the Public Meetings, Social Media Alerts (2 per week) were posted on both the Facebook and Twitter sites of the City of Ames. Each week leading up to the Public Meetings, two alerts were posted. The purpose of the alerts was to encourage participation in the Public Meeting, either traditional or online format. In order to take advantage of online networking opportunities, social media share links will be embedded in the project website and online public meeting.

### **Neighborhood Association Email**

Along with the quarterly Neighborhood Associations newsletter included mention of the Study and the upcoming Public Session meetings. The purpose of the email was to encourage participation in the public engagement process, describe the methods by which they will be informed of upcoming events, and find more information at the City of Ames website.

### **Email Invitation**

An html formatted email invitation was mailed to all identified stakeholders and participants who provided email contact information at the Public Meetings or on the City of Ames Email Notification distribution list. The email invitations were distributed two weeks prior to each Public Meeting and were used to introduce the public to the project and to invite participation in the Public Meetings and online public open house meeting. The email will provide a link to the online open house public meeting. A reminder email was also sent out prior to every Public Meeting.

### **City Newsletter**

Multiple articles were published in the City of Ames Newsletter, City Side. The article ran in October 2012, January 2013 and March 2013. The purpose of the newsletter article was to promote the upcoming Public Meetings and encourage City residents to participate and provide input.

### **Website, Online Meeting & Comment Form**

Information regarding the City of Ames flood mitigation planning was provided on the City of Ames home page. A link directly from the City of Ames website guided the reader to the online meeting.

The online meeting served as an online portal for all interested parties to find information about the project, updates on different milestones reached throughout the planning process, and opportunities to participate and provide input and feedback on the project planning. The same information presented at each of the Public Meetings was presented in an online, self-directed open house meeting. As of April 11, 2013, the City of Ames Flood Mitigation Study website had 1,229 unique visitors, generating 2,435 hits, 645 online meeting views and 181 comments.

## Comments

In order to provide mitigation solutions to the City of Ames, three questions were asked of the public during Public Session 1. Responses are listed below.

1. How have you been impacted by flooding?
  - Sewer backup
  - Access to roads
  - Repairs and maintenance
  - Flooding from the municipal airport
  - Flooded homes and apartments
  - High water approximately 100-150 feet away from house
  - Damage to mobile homes
  - Lack of emergency response
  - Taxpayer impacts
  - Lack of drinking water
  - Loss of business revenue
2. What do you think are the flooding issues impacting the greater Ames community?
  - Older businesses on South Duff Avenue
  - Mobile Home Court
  - Restricted water flow by bridges and small river channel
  - Watersheds above Ames
  - Fill along South Duff
  - Loss of property
  - Displacement from homes
  - Cost of clean-up and repairs
  - Building in the floodplain
  - Flooding to the east of the airport
  - Too much development on flood plains
  - Too much development on College Creek on either side of S. Dakota Ave
  - Hwy 30 across the Skunk River
  - Amount and speed of rainwater to the north of Ames needs to be controlled
3. How do you think these flooding issues should be solved?
  - Promote businesses on Airport Road
  - Restrict development on South Duff
  - Build reservoir
  - Prevent fill
  - Buyout businesses in the floodplain
  - Watershed-wide solutions
  - Limit building in the floodplain
  - Stop promoting urban sprawl

- 500-year plain and ordinances to prevent building on the flood plain
- Re-using old buildings rather than building new ones
- Provide a statewide solution
- A dam on South Skunk and/or Squaw Creek
- Enlarge Squaw Creek channel
- Have businesses construct water holding ponds
- Watershed management
- Build water outlet in the highway
- Put water pumps into buildings
- Using engineering judgments
- Make plans using a higher standard
- Provide information regarding FEMA programs
- Better storm water management
- Dayton Road conveyance

Additional public input was solicited in order to provide feedback on the alternatives and strategies to the study team. A summary of public input is listed below:

- 100-year flood data is ineffective
- Consider environmental impacts
- Consider dredging creeks while dry
- Consider upstream containment structures
- Consider conservation measures
- Consider floodplain ordinance modifications for all alternatives and strategies
- Better emergency management
- Listen to impacted parties
- Consider stopping and or limiting development in the floodplain
- Upstream and downstream impacts should be considered
- The whole watershed should be addressed, not just Ames
- The City should consider property buy-outs
- Environmental impacts should be quantified