

**COUNCIL ACTION FORM**

**SUBJECT: ADOPTION OF CITY COUNCIL GOALS FOR 2016 AND 2017**

**BACKGROUND:**

Each year, the City Council meets in a special session to establish new goals. The City Council met on January 23, 2016, and again on March 26, 2016, to review the previously adopted goals and discuss the priorities for the City as envisioned by the City Council. The goals adopted by the City Council are used to guide City staff's efforts in serving the public and identify unique activities that will be undertaken by the staff to assist the City Council in developing policy.

City Council goals consist of (1) Goals, which are broad, overarching themes that describe the City Council's efforts, (2) Objectives, which are a subset of activities that, combined together, accomplish each goal, and (3) Tasks, which outline the specific steps that must be accomplished, who will accomplish them, and when the task will be completed.

The time frame to complete the activities outlined in the goals is December 31, 2017. However, the City Council will meet to review the goals in January 2017, which will provide an opportunity to evaluate progress and identify new areas to focus the City's efforts.

The detailed listing of goals, objectives, tasks, and status updates is attached to this Council Action Form. The goals are as follows:

- Strengthen Downtown and Campustown
- Promote Economic Development
- Expand Sustainability Efforts
- Address Housing Needs
- Promote a Sense of One Community
- Strengthen Human Services
- Encourage Healthy Lifestyles

**ALTERNATIVES:**

1. Adopt the attached City Council Goals, Objectives, and Tasks, to be completed by December 31, 2017.
2. Direct staff to modify the proposed City Council Goals, Objectives, and Tasks.
3. Do not adopt the proposed City Council Goals, Objectives, and Tasks.

**MANAGER'S RECOMMENDED ACTION:**

Adopting the City Council goals is an important step in developing the vision for the Ames community in the coming two years. These goals help Council in developing policy and guide City staff in making decisions when working with our residents on a day-to-day basis. The City Council has developed its goals through a thoughtful series of discussions and City staff is prepared to assist in accomplishing the identified objectives.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, thereby adopting the attached City Council Goals, Objectives, and Tasks, to be completed by December 31, 2017.

**CITY COUNCIL  
GOALS, OBJECTIVES, AND TASKS**

Established on January 23, 2016  
To Be Accomplished by December 31, 2017

**STRENGTHEN DOWNTOWN & CAMPUSTOWN**

- Explore public/private improvements (e.g. entertainment, parking, housing, amenities) for public/private space in Campustown and Downtown

Task 1 - Identify what public lands are available in the two business districts with which to partner.

Task 2 – Continue working with the AEDC and MSCD committees that are exploring Downtown residential development options utilizing private and public property.

Task 3 – Work with CAA, business, and property owners to help determine what type of use can be made of the interior parking lot between Welch Avenue and Hayward Avenue.

Task 4 – Analyze the question from the current Resident Satisfaction Survey regarding use of public lands to support this goal.

- Re-examine the parking regulations and fees in the Campustown business district and surrounding neighborhoods.

Task 1 – Staff will provide the Council with a report outlining the history of previous efforts to address parking regulations.

Task 2 – Staff will provide an analysis of parking rates and utilization in the Intermodal Facility and in metered parking areas in the Campustown business district.

- Evaluate safety for pedestrians crossing Lincoln Way between Campustown and the ISU campus

Task 1 – Authorize a consulting study with ISU to analyze the current situation and propose appropriate improvements to increase the safety for pedestrians from University Boulevard to Sheldon Ave. along Lincoln Way.

## PROMOTE ECONOMIC DEVELOPMENT

- Extend water and sewer utility lines along Lincoln Way to 590<sup>th</sup> Street and annex the approximately 1,400 acres reflected in the Central Iowa Water Association buy-out agreement in this corridor.

Task 1 – Approve funding for the extension of water and sewer lines along Lincoln Way to 590<sup>th</sup>.

Task 2 – Amend the Land Use Policy/Fringe Area Plan and map to reflect an additional 4,400 acres planned for industrial development.

Task 3 – Obtain consent from property owners within the Phase I – Future Urbanized Area along Lincoln Way to initiate annexation of this area.

Task 4 – Initiate construction design documents for the utility extension.

Task 5 – Complete master plan for the East Industrial Area and proposed zoning for Phase I.

- Analyze current planning and building code approval processes to help decision making be more predictable, more strategic, and more timely.

Task 1 – Review with City staff the various planning and building code approval processes in workshops during the coming months.

## EXPAND SUSTAINABILITY EFFORTS

- Facilitate the creation of a community solar project.

Task 1 – Hold a public meeting to learn more about the Cedar Falls model for a community solar project.

Task 2 – Following the March 2<sup>nd</sup> meeting, staff will prepare a report to review with EUORAB, and eventually the City Council, regarding other possible models to develop a community solar project along with an analysis of the pros and cons related to each approach.

- Define the City's role (e.g., codes, incentives) in re-purposing existing buildings.

**Task 1** – Request that the Main Street Cultural District inquire of the Main Street Iowa Program what type of strategies are being utilized to promote redevelopment of properties.

**Task 2** – Provide a staff report to the City Council outlining techniques that could enhance the possibility of re-purposing designated properties.

**Task 3** – Meet with ISU Community and Regional Planning experts to learn techniques that may be employed. Staff will incorporate the information obtained in this meeting into the report identified in Task 2.

**Task 4** – Host a joint meeting with the Ames Community School District Board to express the City Council’s interests in the future disposal of school district property and understand the school board’s plans.

#### **ADDRESS HOUSING NEEDS**

- **Redevelop the Old Middle School and 6<sup>th</sup> Street sites for affordable housing.**

**Task 1** – Determine if development should be devoted 100% or 51% to low and moderate income households

**Task 2** – Determine 1) If the City or a private company should develop the subdivision, 2) What type of housing units should developed on the site, and 3) If there any special features/amenities that the Council expects to be incorporated into the project. A workshop will be held in June/July 2016 to solicit City Council direction regarding these policy issues.

- **Review background information regarding affordable housing needs in Ames**

**Task 1** – The Planning staff will provide a housing background report to the City Council no later than May 2016. This information will help the City Council decide if there is a preference to target specific types of affordable housing with City programs or policies.

#### **PROMOTE A SENSE OF ONE COMMUNITY**

- **Consider the recommendation from the Iowa State University Student Government and Campustown Action Association to transition from the Student Affairs Commission to a new Campus and Community Commission**

Task 1 – Review the proposal from the Ex-officio member of the Council and the CAA President.

## STRENGTHEN HUMAN SERVICES

- Develop an outcomes measurement system to assist in determining the City's funding allocations to human service agencies.

Task 1 – City staff will communicate the Council's interest in this new measurement system with the other ASSET funders and report back to the Council their level of interest in implementing this new measurement system.

Task 2 – Staff will provide a report to the City Council identifying various models that currently exist to measure outcomes.

## ENCOURAGE HEALTHY LIFESTYLES

- Explore partnering with Mary Greeley Medical Center, Iowa State University, Ames Community School District, and Heartland Senior Center to create an intergenerational Healthy Life Center Complex.

Task 1 – The City Manager will participate in the discussions with the exploratory group that has been created to discuss this feasibility of a new complex.

- Work with the appropriate groups to establish trail connections from the City limits to the Heart of Iowa trail.

Task 1 – The City Manager will meet with the Story County Board of Supervisors to determine their interest and plans to date for establishing these connections and report back to the Council with his findings.

- Create a plan to connect our park trail system that will include target dates, funding, and private/public partnerships.

Task 1 – Staff will provide a summary to the City Council of the state, federal, and private funding sources available for trail construction projects.

Task 2 – In August 2016 the Public Works Department will present to the City Council a map of the existing park/greenbelt trail system that will identify the gaps in the system.

**Task 3** – Utilizing the recently approved Long Range Transportation Plan, in December 2016 the Public Works Department will present to the City Council a plan in five-year increments to complete the connections to this system. Identify trail segments that could be constructed with volunteer labor and develop a process to solicit proposals for volunteer trail construction.

- The City Council will participate in activities sponsored by Healthiest Ames.

**Task 1** – Members of the City Council will staff a station at the Open Streets event.