



To: Mayor and City Council

From: Brian Phillips, Assistant City Manager

Date: February 9, 2018

Subject: 2018-2019 City Council Goals, Objectives, and Tasks

City staff has reviewed the goals and objectives outlined by the City Council during its two goal-setting sessions, held on January 13 and 20, 2018. Staff has proposed individual tasks to accomplish each of the objectives. Approval of the comprehensive list of goals, objectives, and tasks (attached) is now requested by City staff.

This document will be used to guide the work of City staff in the coming two years. Activities to complete the tasks will regularly be brought to the City Council during that time. The Council Goals are expected to be accomplished by December 31, 2019, although Council may choose to modify them prior to that time.

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

Approved February 13, 2018
To Be Accomplished by December 31, 2019

STRENGTHEN DOWNTOWN & CAMPUSTOWN

1. Identify strategies to encourage investment in Downtown.

Task 1 – Council will hold a workshop in the second quarter of 2018 with the Main Street Cultural District, Downtown property owners, Downtown business owners, Downtown residents and other stakeholders to discuss their vision for the Downtown.

Task 2 – Following the workshop, Council will review and give direction regarding the November 2017 staff report, which addresses possible locations for a public plaza, storm water management requirements, residential parking standards, and possible incentives to entice investment.

2. Encourage vibrancy in Campustown.

Task 1 – Council will review report from the Campus and Community Commission regarding a public plaza in spring 2018.

Task 2 – Building on the Commission’s report, Council will hold a workshop in spring 2018 with the Campustown Action Association, Campustown property owners, Campustown business owners, Campustown residents, ISU Student Government, and other stakeholders to discuss their vision for Campustown.

Task 3 – In fall 2018, direction will be provided by the City Council regarding the development of the plans and specifications for the Welch Avenue Improvements project to ensure it supports the Council’s vision for Campustown.

3. Standardize and simplify the parking regulations in the neighborhoods surrounding Campustown.

Task 1 – Once the Campus and Community Commission has completed its public gathering space task in spring 2018, Council will direct the Commission to identify recommendations to accomplish this objective.

Task 2 – Staff will provide a report in summer 2018 analyzing the effectiveness of the proactive parking enforcement efforts in the Campustown neighborhoods.

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

Task 1 – Council will review the Phase 2 consultant study regarding Lincoln Way pedestrian safety in February 2018 and will adopt those recommendations supported by the City Council.

PROMOTE ECONOMIC DEVELOPMENT

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

Task 1 – As part of next year’s agreement with AEDC, incorporate a task for AEDC to collect feedback regarding the City’s building codes and enforcement processes to determine what elements, including interpretation, might be impediments to improving the housing stock in Ames.

2. Explore possible improvements in internet options for residents and businesses related to availability, reliability, cost, speed, customer service, and policy (e.g., net neutrality, broadband privacy).

Task 1 – A team of City staff members will be convened in spring 2018 to develop a plan of action to address this objective. This team will identify which stakeholders should be consulted and how best to

reach them, will review strategies used in other communities to provide quality internet service, and will report back to the City Council in spring 2018. The City Council will provide further direction after reviewing the report.

EXPAND SUSTAINABILITY EFFORTS

1. Implement the community solar project.

Task 1 – Staff will work with the preferred developer to market the project to achieve 80% participation.

2. Define the City's role (e.g., codes, incentives) in maintaining existing buildings.

Task 1 – The Fire Chief will make a presentation to the City Council in March 2018 regarding the International Existing Building Code, which provides flexibility in renovating existing older buildings.

Task 2 – Staff will invite Jim Thompson from Main Street Iowa to present to the City Council regarding types of strategies being utilized to maintain downtown buildings.

Task 3 – The City Council will review the incentive report provided under Objective 1, Task 2 of the Council's goal to Strengthen Downtown and Campustown.

3. Explore ways to meet Nutrient Reduction Strategy requirements through participation in projects in the Squaw Creek Watershed.

Task 1 – Select a consultant by spring 2018 to evaluate ways in which the City can comply with the Nutrient Reduction Strategy requirements, including potential projects in the watershed.

Task 2 – Review consultant's recommendations by late fall 2018 to determine the most cost-effective way to proceed with achieving these requirements.

4. Encourage all users to divert from the waste stream (e.g., glass, food waste, e-waste, household hazardous waste).

Task 1 – In March 2018 staff will evaluate waste diversion action steps from the consultant report prepared through a DNR Solid Waste Alternatives Program (SWAP) Grant, including composting options.

Task 2 – Prepare and distribute ads for print and social media to encourage proper disposal of lithium-ion batteries in spring 2018.

Task 3 – Place a glass recycling bin at the new Aldi store and identify additional convenient sites to establish glass recycling containers.

Task 4 – Develop an outreach plan to build on the successful efforts of last year’s inaugural fall pumpkin diversion program.

5. Assess the use and effectiveness of the City’s electric charging stations.

Task 1 – Staff will install electric charging stations at City Hall and Bandshell Park in spring 2018.

Task 2 – Staff will provide a report regarding the initial utilization of these charging stations by the end of 2018.

ADDRESS HOUSING NEEDS

1. Determine how to proceed with the development of a low and moderate income affordable housing project at 321 State Avenue (Old Middle School site).

Task 1 – Prepare plans and specifications for the construction of Tripp Street and bid the project by spring 2018.

Task 2 – In the summer of 2018, the City Council will provide direction regarding 1) how many single-family attached and detached homes should be included in the first phase development, or 2) whether to pursue a different development concept.

2. Learn about the concept of inclusionary zoning.

Task 1 – The Planning staff will provide Council with a report regarding inclusionary zoning in March 2018.

3. Consider ways to incentivize conversion of rental units back into single-family units.

Task 1 – Staff will provide a report regarding various incentive options, including an overview of tools used by other communities to incentivize these conversions.

PROMOTE A SENSE OF ONE COMMUNITY

1. Ensure boards and commissions are addressing important community issues (including but not limited to diversity and inclusion) and the City Council’s goals and objectives.

Task 1 – The City Council will review the current activities of the Human Relations Commission, Historic Preservation Commission, and Campus and Community Commission.

Task 2 – After reviewing the activities identified in Task 1, the City Council will provide direction to each commission regarding initiatives important to the Council.

2. Improve connections between town and gown.

Task 1 – A report will be prepared for the Council in fall 2018 outlining best practices used by other university communities to develop connections between the community and students.

STRENGTHEN HUMAN SERVICES

1. Engage vulnerable groups in the community.

Task 1 – City Council Members will identify ways they can individually contribute to human service agencies and will act on them.

2. Partner with ASSET agencies to achieve the City Council’s priorities.

Task 1 – Staff will provide a report in summer 2018 regarding how the Clear Impact Scorecard has been utilized in its first year, and will identify how the City Council’s ASSET priorities can be linked to agency outcomes in the next funding cycle.

ENCOURAGE HEALTHY LIFESTYLES

1. Explore partnering with Mary Greeley Medical Center, Iowa State University, Story County and Heartland Senior Services to create an intergenerational Healthy Life Center Complex.

Task 1 – After reviewing the planning study presented on February 5, 2018, by April 2018 the City Council will determine its support for \$17 million of City funds for construction of this facility.

2. Adopt a Complete Streets Program.

Task 1 – Review the consultant’s report in fall 2018 and adopt those recommendations supported by the City Council.