

CITY COUNCIL GOALS, OBJECTIVES, AND TASKS

Approved February 13, 2018
To Be Accomplished by December 31, 2019
Updated February 2, 2019

STRENGTHEN DOWNTOWN & CAMPUSTOWN

1. Identify strategies to encourage investment in Downtown

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

Status: Completed – A workshop was held on June 19, 2018. Council was provided a staff report describing the initiatives the City had undertaken since 2000, objectives of the LUPP, zoning standards, and programs pertaining to the Downtown.

Task 2 - At the June 19, 2018 workshop, Council directed staff to look into the cost and duration of a comprehensive parking study and recommendations for short-term solutions to the concerns of: 1) number of reserved permits available and assigned, 2) the ability to share reserved spaces, and 3) the time duration of free parking in the Central Business District lots.

Status: Completed - On January 22, 2019, the City Council approved proceeding with development of a parking hang-tag system to allow Downtown employees to utilize parking spaces in the CBD lots for \$10 per month.

The City Council awarded a consulting contract to Walker Consultants in April 2019 for a Downtown Parking Study. The consultants' final report is anticipated to be presented to the City Council in October.

A variety of Downtown parking issues were presented to City Council throughout 2018. On January 22, 2019, the City Council voted to set the rate for all Downtown parking meters at \$0.50 per hour.

Task 3 - At the June 19th workshop, Council also requested information from staff regarding the floor area ratio and two-story requirements including recommendations on how there could be flexibility downtown, not including Main Street.

Status: Completed – City Council adopted an ordinance on October 9, 2018, that expanded FAR exception options for properties along 6th Street.

Task 4 – Following the June 19, 2018 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.

Status: Not Started – Staff will place the November 2017 staff report on a future agenda once the Downtown Parking Study is completed and Council has provided staff with direction. The Parking Study was presented to the City Council on December 17, 2019.

2. Encourage vibrancy in Campustown.

Task 1 – Review report from Campus and Community Commission in spring 2018 regarding a public plaza.

Status: Completed – The Campus and Community Commission provided a report on March 27, 2018, discussing concepts and ideas to incorporate into a potential Campustown gathering space. The Commission recommended proceeding with development of a gathering space in the public parking lot across from Fire Station Number 2 on Chamberlain.

Task 2 – Building on the Commission's report, hold a workshop in spring 2018 with the Campustown Action Association, Campustown

property owners, business owners, Campustown residents, ISU Student Government, and other stakeholders to discuss their vision for Campustown.

Status: Completed – A workshop was held on July 17, 2018. In addition to the report on the Campustown plaza, Council was provided a report describing city accomplishments since 2005, outcomes of the sub-area planning effort contain in the LUPP, zoning standards, and programs pertaining to the Campustown and the University Impacted Area.

Task 3 - At this workshop, Council requested a staff report regarding traffic on Chamberlain Street and on the concept of either removing parallel parking and/or closing a portion of Chamberlain Street to vehicular traffic, inquiry into the possibility of relocating Fire Station #2, and a report on the strategy for gathering public input on the Welch Avenue redesign.

Status: Completed - A follow-up staff report on Campustown Plaza was presented to City Council on December 11, 2018, which included the traffic analysis of Chamberlain Street.

City staff also presented a report describing dimensional configuration options for a plaza replacing Parking Lot Y along Chamberlain Street on December 11th. The report described options for closing Chamberlain Street to accommodate a plaza. The report also addressed potential impacts to parking supply for Campustown.

Task 4 - City Council directed staff to seek public input on the proposed plaza location and parking changes.

Status: Completed – A staff report was presented at the May 14, 2019 City Council meeting. The City Council directed staff to hold off preparing designs until the future of Fire Station No. 2 becomes clearer or at least until the Welch Avenue reconstruction project is completed.

Task 5 – 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.

Status: Completed – The following was accomplished:

- 1) On August 14, 2018, Council was provided with a staff report regarding the public outreach plan and cross section details for Welch Avenue reconstruction. At this meeting, Council approved four cross-sections to be subjected to public outreach.
- 2) On October 9, 2018, staff presented Council with the results of the Welch avenue outreach and sought direction on a preferred cross-section. At this meeting, Council approved the cross-section that had no parking on Welch Avenue and bike lanes on both sides. Council also directed staff to develop a new plan to install new signs in Campustown for the purpose of directing customers to the public parking lots and Intermodal Facility.
- 3) On January 8, 2019, the Council entered into a professional service agreement with WHKS & Co. for Campustown public improvements design (Welch Avenue).

3. Standardize and simplify the parking regulations in the neighborhoods surrounding Campustown. *(The City Council has determined this objective is not a priority for 2019).*

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

Status: Task Eliminated – The task was changed by the City Council. The CCC provided its inclusiveness report on January 8, 2019. The City Council directed the CCC to pursue inclusiveness as a topic.

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

Status: Completed – A report was provided to Council within the Non-agenda packet for December 7, 2018. On January 22, 2019, the City Council discussed the report and directed staff to maintain the same level of proactive enforcement in these areas for FY 2019/20.

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

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

Status: Completed – On February 27, 2018, Council was presented with a summary of findings and recommended enhancements for the intersections at Lincoln Way/Welch Avenue and Lincoln Way/Stanton Avenue. At this meeting, Council directed staff to come back with a budget and time frame for the recommendations that were offered.

On March 27, 2018, staff reported back to City Council and was directed to re-time the traffic signals, implement a Leading Pedestrian Interval (LPI), reconfigure the left-turn lanes at Lincoln Way & Welch, and construct an enhanced north-south pedestrian crossing at Lincoln Way & Stanton. These tasks were completed in summer 2018.

Task 2 – Staff will provide an update regarding the success of the safety changes after an appropriate time period has elapsed, including data regarding vehicle collisions and pedestrian accidents.

Status: Completed - A staff report was delivered in the September 24th, 2019, City Council packets. No further action was taken.

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.

Status: Completed – AEDC delivered a memo dated June 18, 2019 summarizing the roundtable conversations AEDC hosted with contractors and developers. At the June 25, 2019 City Council meeting, the City Council voted “to accept the report for the time being.”

- 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 what stakeholders should be consulted and how best to reach them, review strategies used in other communities to provide quality internet service, and will report back to the City Council in Spring 2018. After reviewing the report, the City Council will provide further direction.

Status: Completed – A report was presented to the Council on November 27, 2018 outlining resident feedback, various models of internet service, legal and financial regulation issues with a City-operated internet utility, and potential policy changes to encourage internet service improvements.

Task 2 - At this meeting, Council directed staff to: bring back an agenda item at a future meeting on cost estimates of a feasibility

study and a staff report on potential partners for the community ownership and deployment model; work with private sector companies to explore ways to improve the quality and scope of internet service in Ames and investigate the Davenport-Bettendorf model of internet service; and explore possible modifications to the city's subdivision code to have new construction be internet ready.

Status: Complete – Staff 1) has determined that an average cost for an internet service feasibility study would be \$100,000, 2) has met with with representatives of Mediacom, Ogden Telephone Company, ICS, Colo Telephone Company, Huxley Communications, and CenturyLink to discuss ways in which Ames residents could be better served with internet, 3) has met with representatives of a new provider, MetroNet, that intends to provide fiber-to-the-premises to the Ames market, 4) has reviewed and discussed with Davenport staff the financial incentive contract used by the City of Davenport in its unique model, and 5) has requested feedback from several internet providers regarding language that could be used to require internet-ready infrastructure in the Subdivision Code.

Staff provided a report to the City Council in June. The City Council invited MetroNet to present its plans for service and directed staff to conduct reference checks. The presentation of this follow-up material took place on August 13. The Council directed staff at that meeting to put a discussion of a feasibility study for a City-owned internet utility on a future agenda. This report was returned to the City Council on September 24, 2019, and the City Council directed staff to prepare an RFP for an internet services consulting contract, which would include evaluation of a variety of approaches to achieve the Council's goals related to internet services.

EXPAND SUSTAINABILITY EFFORTS

1. Implement the community solar project.

Task 1 – Work with the preferred developer to market the project to achieve 80% participation.

Status: In progress – On July 23, 2019, staff reported to the City Council that approximately 70% participation had been achieved. The

City Council directed staff to proceed with signing the agreements with the developer. The marketing and commitment of shares in the project will continue until it is completely subscribed. The Electric utility will finance the unsubscribed portion of the project through the Fuels and Energy budget in the Electric Fund. Construction is anticipated to begin in spring 2020.

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

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

Status: Completed – A presentation was made to the City Council on August 28, 2018. No further direction was provided by the City Council.

Task 2 – Invite Jim Thompson from Main Street Iowa to present to the City Council at a regular meeting regarding what types of strategies are being utilized to maintain downtown buildings.

Status: Completed – A presentation was delivered by Jim Thompson from the IEDA at the May 14, 2019 City Council meeting.

Task 3 – The City Council will review the incentive report provided under Objective 1, Task 4 of the Council's goal to Strengthen Downtown and Campustown.

Status: Not started - See reference to task in Objective 1, Task 4 of the 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.

Status: Completed - Council approved a Professional Services Agreement with HDR Engineering to perform the Nutrient Reduction Feasibility Study on April 24, 2018. A series of staff workshops were conducted during the spring and summer of 2018. Representatives from the Iowa DNR, Story County, Prairie Rivers of Iowa, Iowa State University, and the Ames Public Works Department participated in the workshops, giving a diverse assessment of alternatives both within the plant and throughout the watershed. A public input session was also held in October that gave an opportunity for other interested individuals to learn about and give their input on the recommended actions.

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

Status: Completed - At the November 20, 2018, workshop, City staff and consulting engineers with HDR Engineering provided Council with findings from the evaluation of the WPC plant and recommendations on how to meet the goals of the Nutrient Reduction Strategy.

The recommended strategy was incorporated into two separate Capital Improvements Plan projects. The first project will result in the discharge from the Water Pollution Control Facility to achieve full compliance with the Iowa Nutrient Reduction Strategy goals within 20 years. Construction of new treatment basins is planned to take place in three distinct phases timed to coordinate with the remaining useful life of existing infrastructure. The second project is a planned program of investing in watershed land use practices that not only reduce the nutrient load into surface waters flowing through Ames, but that also provide additional ancillary benefits such as: flood mitigation; recreational opportunities; drinking water source protection, habitat restoration, erosion protection; and other benefits.

Combined, these two projects are a \$44 million investment over the next 20 years towards nutrient reduction.

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

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

Status: Completed – The consultant report was completed in December 2018 and presented to Council on January 22, 2019. Changes have already been made to the RRP operation to divert less material to the landfill, and recover more RDF. An organics pilot program is being explored for organic and food waste diversion. The addition of an optical scanner is being reviewed to recover more RDF.

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

Status: Completed – A lithium battery recycling education and awareness campaign was initiated and distributed via Facebook, Twitter, and Instagram, as well as discussions during presentations both onsite and in the community. KCCI TV featured a story about fire hazards because of improperly disposed lithium-ion batteries at Resource Recovery. The Ames Living publication featured an ad explaining proper disposal.

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

Status: Completed – Glass bins were placed at the Aldi store, Green Hills retirement community, and the City of Roland. These additional locations will allow us to increase the recycling of glass and make it easier for people to recycle.

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

Status: Completed – DMACC SCALE (Story County Active Learning Experience) students scripted and developed a video for the “Great Pumpkin Disposal Program”, distributed via Facebook, Twitter, City of

Ames Media Production webpage, and Instagram. Flyers were prepared for increased awareness and advertising

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

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

Status: Completed – Two Level 2 electric charging stations were installed on July 12, 2018.

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

Status: Completed – A staff report was delivered to Council in the March 1, 2019, non-agenda packets. No action was taken by Council in subsequent meetings.

6. Evaluate the community's greenhouse gas impact and look for ways to reduce it.

Task 1 – Appropriate funding and perform a community-wide greenhouse gas inventory for FY 2019/20.

Status: In progress – At the February 12, 2019 Budget Wrap-up meeting, the City Council amended the FY 2018/19 budget to include \$25,000 for a community-wide greenhouse gas inventory in FY 2019/20. A contract was awarded to PaleBLUEdot on November 12, 2019, to perform the study. PaleBLUEdot expects the study to be complete in spring 2020.

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 specs for the construction of Tripp Street and bid the project by spring 2018.

Status: Completed – Tripp Street construction was completed in December 2018.

Task 2 – Develop a concept for the affordable housing subdivision.

Status: In progress - Per City Council direction in June and the City's approval of the Consolidated and Annual Action Plan in August, staff is preparing an RFP to hire a civil engineering firm for preparation of subdivision plans for development of ownership housing, with a first phase of development planned for the Wilmoth Avenue side of the site. The RFP has been issued and proposals are being evaluated.

2. Learn about the concept of inclusionary zoning.

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

Status: Competed – Staff provided an overview of the concept in the non-agenda packet for January 22, 2019. Staff was directed to bring this item back to the Council's attention at the February 26, 2019 Disposition of Communications to Council. The report was placed in the packets for that meeting; no Council direction was given at that time.

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.

Status: Completed – Staff present a staff report regarding incentives to convert rental housing to ownership housing at the October 22nd City Council meeting. The City Council directed staff to explore a program for affordable housing and a program to convert rental housing into owner-occupied housing in targeted areas to be determined by staff. The programs would provide reimbursement for rehabilitation work or down payment assistance.

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 Council 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.

Ames Human Relations Commission - Completed

A joint meeting between the Council and the AHRC was held on May 8, 2018. The AHRC's annual report and the purpose of the Commission were discussed. As a follow up on these discussions, Council direct staff to set up a workshop and to invite community stakeholders to the event.

The workshop with the AHRC was held on August 21, 2018. At this meeting, Council adopted a procedure to refer complaints to the Iowa Civil Rights Commission and directed staff to prepare an amendment to the ordinance to eliminate the Ames Human Relations Commission Hearing Officers and Investigative and Conciliation Officers. Council also directed the AHRC to review data available including the Campus Climate Survey, Municipal Equality Indexes, and other available data; interact with ISU, ACSD, and any others well-positioned to give input on diversity, inclusion, and equity in the community in order to recommend action items and changes to the Ordinance.

Campus and Community Commission - Completed

On July 17, 2018 and January 8, 2019, the Campus and Community Commission and City Council met in joint session to review the Commission's reports regarding a Campustown Gathering Space and Community Inclusiveness.

Historic Preservation Commission – Completed

A report is prepared each year for the State regarding historic preservation activities in the City. The Certified Local Government (CLG) identifies past activities and anticipated activities for the

upcoming year. The report is transmitted to the state by the end of February. Staff can provide copies of the 2017 and 2018 report to Council as an information item. City Council discussed the Commission's activities at a joint meeting on May 28, 2019.

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.

Status: Completed – Direction has been provided to the Human Relations Commission and the Campus and Community Commission. The Council met with the Historic Preservation Commission on May 28, 2019, but the Council did not outline any specific direction at that time. The HPC members indicated the Commission had a number of items it was working towards in the coming months.

Task 3 – Direct the Campus and Community Commission to assess the state of student tenant/landlord relationships in Ames, including: 1) What information landlords commonly wished student renters to have, 2) What students wish they knew about tenant responsibilities before renting, and 3) Where rent informational resources exist. Once this evaluation is completed, a joint discussion among student renters and landlords will be hosted by CCC to discuss these concerns. The CCC will then report to the City Council regarding its assessment and the outcome of the discussion.

Status: In Progress – The Commission has discussed this issue with Student Legal Services, landlords who attended a regular Ames Police/landlords meeting, and with Inspections staff. The Commission plans to next meet with students to learn about common issues faced by student renters.

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.

Status: Completed – A report was provided to the Council on April 20, 2018. On March 27, 2018, the City Council directed the Campus and Community Commission (CCC) to evaluate that report and report back to the Council. The Commission reviewed concepts outlined in that report and generated its own thoughts, then met in joint session with the City Council on January 8, 2019, to deliver its report.

STRENGTHEN HUMAN SERVICES

1. Engage vulnerable groups in the community.

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

Status: Completed - A memo summarizing the Council's activities in this area was provided to Council on January 23, 2019.

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 identify how the City Council's ASSET priorities can be linked to agency outcomes in the next funding cycle.

Status: Completed – ASSET staff has had discussions during the allocation process regarding the strengths, weaknesses, opportunities, and threats to the ASSET process, and will be brainstorming in February 2019 to identify potential process improvements to put in front of the funders for consideration. These include methods to make outcomes measurement a more significant part of the funding process. City staff delivered Council a memo on January 23, 2019 outlining the status of outcomes measurement and potential ideas to improve the ASSET process.

The City Council participated in a special meeting with the other joint funders of the ASSET process on May 1, 2019, to discuss the overall goals for ASSET and ideas to strengthen the partnership.

ENCOURAGE HEALTHY LIFESTYLES

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

Task 1 – After reviewing the planning study presented February 5th, 2018, the City Council will determine by April 2019 its support for \$17 million of City funds for facility construction.

Status: Completed – The City Council met in joint session with the other funding partners on January 31, 2019 to receive an update on the progress of the fundraising campaign. After receiving this report, all partners will be asked how much they are willing to contribute to any funding gap that exists.

In April, the Council received feedback from Mary Greeley Medical Center, Story County, Heartland Senior Services, and the private fundraising committee regarding the level of commitments to the Healthy Life Center. Staff finalized agreements with these entities and developed specific bond issue language for the Council to approve.

On May 28, 2019, the City Council adopted a resolution for a referendum vote regarding a \$29 million bond issue. The referendum was held on September 10, 2019, but the bond issue was defeated by voters.

- 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.

Status: Completed - City Council adopted the City of Ames Complete Streets Plan on October 9, 2018.