

**CITY COUNCIL  
VALUES, GOALS, AND TASKS**

Approved February 25, 2020  
To Be Accomplished by December 31, 2021

<b>WE VALUE COMMUNICATION AND ENGAGEMENT WITH THE PUBLIC</b>
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**GOAL 1: Adopt an attractive, single civic app by the end of 2021.**

*Begin: April 2020, End: After December 2021*

- Task 1 – Conduct an inventory of the City’s existing customer apps/programs (e.g., Ames on the Go, electric outage reporting system, RecTrac, etc.). Identify whether/how these services can be integrated into a single app.
  
- Task 2 - Review other communities’ apps to identify desired features, interfaces, and other characteristics.
  
- Task 3 - The City Council will provide direction regarding the services to be made available through the app.
  
- Task 4 - Prepare an RFP for an app provider.
  
- Task 5 - Allocate funding in the FY 2021/22 Budget.
  
- Task 6 - Select a provider and implement the app.

**Status: Tasks 1-6 Have Not Yet Been Started.**

**GOAL 2: Use the best communication engagement techniques and modern technologies to engage the community by reaching people in geographic areas using multiple channels.**

*Begin: March 2020, End: December 2020*

Task 1 – Staff will investigate best practices used in other communities to communicate effectively with residents in different geographic areas.

Task 2 – Staff will evaluate the current methods used by the City to gather contact information (utility billing, recreation classes, open houses, pop-up meetings, notification sign-ups, etc.), and investigate:

- 1) What kinds of messages can be sent to residents through existing communication systems,
- 2) Whether the City could require contact information as a condition of receiving service, and
- 3) What should be the minimum notification areas for notifying citizens of pending issues, and for what issues should citizens be notified (e.g., park issues, bond issues, street improvements, etc.).

Task 3 - After receiving these reports, the City Council will provide direction regarding these and any other communication techniques to explore.

Status: The City contracted with an Iowa State University Community and Regional Planning class (CRP 455/555) to receive recommendations regarding engagement. The class prepared and hosted a festival of engagement activities at four locations within Ames on September 25, 2021. The engagement festival was called “Play Ames: Imagine Your City.” At the November 9, 2021 City Council meeting, the class delivered a report containing descriptions of the activities, highlights, recommendations for individual engagement activities, survey results, and conclusions regarding the overall engagement efforts.

## **WE VALUE DIVERSE HOUSING OPTIONS FOR THE COMMUNITY**

**GOAL 1: Increase the stock of diverse housing types for a variety of income levels through zoning, including adjusting minimum**

**lot area, multiple dwelling units on a lot, and accessory dwelling units.**

*Begin: June 2020, End: After December 2021*

Task 1 – Staff will provide a report regarding current standards for minimum lot area and multiple dwelling units on a lot, including how the City’s existing standards differ based on building type.

Status: Completed - A staff report regarding small lots was presented to the City Council on June 23, 2020. The City Council directed staff to solicit developer feedback regarding lot area standards and a planned unit development tool.

Task 2 - The City Council will decide whether to proceed with changes related to minimum lot area or multiple dwelling unit standards, and direct staff to proceed with changes.

Status: Completed – On December 8, 2020, the City Council directed staff to proceed with adding a PUD overlay zone as a new zoning tool.

Task 3 - A staff report will be provided after the completion of the Comprehensive Plan in regards to accessory dwelling units and how they are used in other communities.

Status: Task Changed – In an Ames Plan 2040 discussion on February 18, 2020, the City Council agreed to include a policy in the Comprehensive Plan for future consideration of accessory dwelling units.

Task 4 - The City Council will decide whether to proceed with changes related to accessory dwelling units, and direct staff to conduct public outreach.

Status: Task Changed – Per Task 3 above, a policy will be included in the Comprehensive Plan to consider accessory dwelling units in the future.

Task 5 - Following the public outreach efforts, the City Council will make a final decision regarding whether to adopt changes related to accessory dwelling units.

Status: Task Changed – Per Task 3 above, a policy will be included in the Comprehensive Plan to consider accessory dwelling units in the future.

**WE VALUE A FUN, VIBRANT COMMUNITY THAT ATTRACTS AND RETAINS PEOPLE**

**GOAL 1: Begin construction on a downtown community space by 2021.**

*Begin: February 2020, End: After December 2021*

Task 1 – Incorporate funds into the FY 2020/21 Budget to design and construct a community space.

Status: Completed – A project was incorporated into the 2020/25 CIP totaling \$2.7 million for a downtown plaza.

Task 2 – The City Council will hold a discussion to outline its vision for the project, including possible amenities to be included.

Status: Completed – On November 24, 2020, the City Council provided feedback regarding the vision, goals, desired activities, and preferred site for the plaza project.

Task 3 – The Parks and Recreation Commission and City staff will solicit input from the public regarding desired features and location for the project.

Status: Completed – A public meeting was held January 21, 2021 to receive feedback from the public regarding the project.

Task 4 – Prepare an RFP and select a consultant to complete a design for the facility and provide cost estimates for the project.

Status: Completed – On December 22, 2020, the City Council approved pursuing the Iowa Reinvestment District Program. The City hired Confluence to prepare design concepts and estimates. A preliminary concept was delivered on January 21, 2021. A final concept and budget estimates were delivered to the City Council in February 2021.

Task 5 – After receiving a recommendation from the Parks and Recreation Commission and cost information from the consultant, the City Council will make final decisions regarding the features to be included in a downtown community space and the location.

Status: Completed – On November 9, 2021, the City Council received a Plaza update, including revised cost estimates and conceptual designs. The City Council voted to proceed with the design of the plaza as outlined in the November 9 staff report.

Task 6 – Finalize the financial plan for the project.

Status: In Progress – The November 2021 cost estimates totaled \$4.35 million.

Task 7 – Complete construction design, award a contract, and complete construction.

Status: In Progress – Development of construction documents is underway.

**GOAL 2: Obtain referendum approval to construct an indoor aquatic facility by summer 2021.**

*Begin: February 2020, End: September 2021*

Task 1 – Incorporate funds into the amended FY 2019/20 Budget to hire a firm to complete a conceptual design and prepare capital, operating, and maintenance expenses.

Status: Completed – The City Council approved retaining RDG to develop a conceptual design at the IDOT property on Lincoln Way. Conceptual design documents and expenses were prepared based on the aquatic portion of the Healthy Life Center concepts.

Task 2 – The City Council will hold a discussion to outline its vision for the project, including possible amenities to be included.

Status: Completed – On January 26, 2021, the City Council discussed options for the aquatic center. The Council directed staff to pursue a two-story facility to facilitate inclusion of additional features.

Task 3 – The Parks and Recreation Commission and City staff will solicit input from the public regarding desired features and location for the project.

Status: Completed – A neighborhood meeting was held on January 20, 2021 to discuss the proposed location on North Oak Avenue. The Parks and Recreation Commission met on January 21, 2021, and accepted feedback from the community.

Task 4 – Prepare an RFP and select a consultant to complete a design for the facility and provide cost estimates for the project.

Status: Completed – On December 22, 2020, the City Council approved pursuing the Iowa Reinvestment District Program, and authorized staff to hire RDG to develop a revised preliminary concepts and cost information for the project.

Task 5 – After receiving a recommendation from the Parks and Recreation Commission and cost information from the

consultant, the City Council will make final decisions regarding the features to be included in an indoor aquatic facility and the location.

Status: In Progress – Final decisions regarding the facility are expected to be made by the City Council in February 2021.

Task 6 – Allocate funds for an educational campaign and create a “friends” group. Prepare bond referendum language and hold the referendum election.

Status: Task Eliminated – On September 14, 2021, the City Council authorized the issuance of G.O. bonds for an Urban Renewal Project. No referendum was required, and a reverse referendum petition was not received.

Task 7 – Assuming the bond referendum passes, complete construction design, award a contract, and complete construction.

**GOAL 3: Create a Beautification Master Plan for community entryways and thoroughfares by the end of 2021.**

*Begin: October 2020, End: December 2021*

Task 1 – Inventory existing beautification plans, gateway signage, themes established for public rights-of-way, public art programs, and other plans that have been conceptualized or implemented.

Task 2 – The City Council will identify the scope of the beautification master plan and staff will then prepare an RFP for a consulting firm to assist in the development of the plan.

Task 3 – Hire a firm to complete the plan.

Task 4 – Adopt the plan and allocate funding in future budget years to complete the plan’s components.

Task 5 – Begin construction on the first phase of the project.

Status: Tasks 1-5 Have Not Yet Been Started.

**WE VALUE A DIVERSE, EQUITABLE, AND INCLUSIVE COMMUNITY**

**GOAL 1: Develop a shared understanding of diversity, equity, and bias as they relate to Council decisions and the policy-making process.**

*Begin: February 2020, End: July 2020*

Task 1 – Staff will provide a report regarding trainings that are tailored to City Councils regarding diversity, equity, and bias in policymaking.

Status: Completed – The City Council decided to first pursue exploring what the National League of Cities can offer regarding training. Unfortunately, the NLC has been slow to respond to staff's inquiries. The City Manager completed and delivered a memo to the City Council on November 24, 2021 outlining options for training.

Task 2 – An annual training program will be selected and undertaken by the Council Members beginning in 2020.

Status: Not Started

**GOAL 2: Through local ordinances, expand protections for Ames citizens beyond the Code of Iowa floor protections by 2021.**

*Begin: February 2020, End: September 2020*

Task 1 – A staff report will be provided regarding broadening hate crime protections.

Task 2 – A staff report will be provided regarding source of income protections in rental housing.



Task 3 – A staff report will be provided regarding “ban the box” protections in housing and employment.

Task 4 – The City Council will determine whether to implement ordinance changes regarding any of these issues.

Status: Tasks 1-4 Have Not Yet Been Started.

**GOAL 3: Identify, by the end of 2020, the ways the City can assist the Ames Community School District in its efforts to close the achievement gap.**

*Begin: March 2020, End: August 2020*

Task 1 – The Mayor and City Manager will meet with the ACSD Board President and Superintendent in spring 2020 to discuss the issues.

Status: Not started – Due to COVID-19, this task has not yet been initiated.

Task 2 – Staff will provide an analysis of best practices in peer cities to cooperate with school districts to close the achievement gap.

Status: Completed – A staff report regarding city involvement in closing the achievement gap was provided in City Council packets on November 6, 2020.

Task 3 – A workshop will be held between the City Council and the ACSD Board in summer 2020 to discuss what role, if any, the City Council can play in closing the achievement gap.

Status: Not started – Due to COVID-19, this task has not yet been initiated.

Task 4 – The City Council will identify any next steps it wishes to pursue following the workshop.

Status: Not started – Due to COVID-19, this task has not yet been initiated.

## WE VALUE ENVIRONMENTAL SUSTAINABILITY

### GOAL 1: Develop and adopt a Climate Action Plan by the end of 2021.

*Begin: March 2020, End: After December 2021*

Task 1 – Incorporate funding into the FY 2019/20 adjusted budget for a Climate Action Plan.

Status: Completed – The City Council allocated \$130,000 in the FY 2019/20 adjusted budget to retain a consultant for this initiative.

Task 2 – Staff will prepare an RFP for a firm to complete a Climate Action Plan, which will need to be approved by the City Council before it is issued.

Status: Completed – On December 8, 2020, staff presented the draft RFP to City Council. The Council approved issuance of the RFP after modifying it to incorporate the City's interest in climate adaptation planning, and to make references to Ames Plan 2040, the Iowa Energy Plan, and the Waste-to-Energy Options Study.

Task 3 – Issue the RFP and select a consultant to conduct the Climate Action Plan.

Status: Completed – After issuing a Request For Proposals, a contract was awarded to Sustainability Solutions Group on April 27, 2021.

Task 4 – The City Council will receive the Greenhouse Gas Inventory final report, and the results will be provided to the consultant for the Climate Action Plan.

Status: Completed – The City Council received the presentation of the Greenhouse Gas Inventory at the August 18, 2020 meeting.

Task 5 – Receive the proposed Climate Action Plan and review the findings.

Task 6 – Approve the plan and adopt implementation steps and schedules.