

# MEMO



**To:** Mayor and Ames City Council Members

**From:** Steven L. Schainker, City Manager

**Date:** February 11, 2022

**Subject:** City Council Values, Goals, and Tasks for January 2022  
to December 2023

I am attaching for your review and adoption the list of values and goals that were developed as a result of your discussions at the January 22, 2022 City Council Retreat. Also, included on the attachment is the Staff's attempt to identify the initial set of tasks that are associated with each goal, along with the current estimated completion date.

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

Approved XXXX, 2022  
To Be Accomplished by December 31, 2023

**WE VALUE COMMUNICATION AND ENGAGEMENT WITH THE PUBLIC**

**GOAL 1: By the end of 2023, develop, test, and evaluate strategies to improve community engagement, particularly underrepresented groups.**

**Task 1**

**Completion Goal: Q1 2022**

Staff will review the December 2020 report from the Community and Regional Planning 432/532 class and present a report to the City Council recommending which strategy(ies) should be tested.

**Task 2**

**Completion Goal: Q3 2022**

City Council will choose a strategy and appropriate funds, if needed, to complete the test.

**Task 3**

**Completion Goal: Q4 2022**

The selected strategy will be tested and the results reviewed with the City Council once the test is complete.

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

**GOAL 1: Prioritize and complete the tasks outlined in Ames Plan 2040 that affect housing availability and affordability.**

**Task 1**

**Completion Goal: Feb 15, 2022**

Staff will present for Council's approval a proposed prioritization of tasks related to housing availability and affordability identified in Ames Plan 2040.

**Task 2**

**Starting Goal: April 2022**

Staff will begin work on the approved tasks, starting first with the highest priority.

**Task 3**

**Completion Goal: Q2 2023**

Staff will present to City Council a recommended low/moderate income housing strategy, to include: 1) what standardized incentives to offer, 2) addressing impediments in the code (if any), and 3) acquisition of land or existing housing

**Task 4**

**Completion Goal: Q3 2023**

City Council will consider whether to adopt the proposed low/moderate income housing strategy

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

**GOAL 1: Implement City programs (parks and recreation, library, etc.) and initiatives (partnerships with others) that educate, train, and engage regarding mental and physical wellness.**

**Task 1**

**Completion Goal: Q2 2022**

City staff will define mental and physical wellness and develop criteria to measure if a program meets these definitions.

**Task 2**

**Completion Goal: Q4 2022**

City staff will inventory current City programs and initiatives, including partnerships with other entities, to determine how many current offerings meet the criteria and then identify if there are gaps in what is being offered regarding mental and physical wellness. This would include determining if the gaps are being met elsewhere in the community.

**Task 3**

**Completion Goal: Q2 2022**

Invite community partners, including ISU, the School Districts, human services agencies, and the medical community, to identify opportunities to improve mental and physical wellness in partnership with the City.

**Task 4**

**Completion Goal: Q2 2023**

Staff will develop a plan regarding what to continue offering and what new programs are needed to address the identified gaps.

**Task 5**

**Completion Goal: Q3 2023**

Staff will implement any new programs that are within its authority and bring to Council any new partnerships that require Council approval to proceed.

**GOAL 2: Establish a task force with community partners to identify steps each partner can take to improve workforce recruitment/retention.**

**Task 1**

**Completion Goal: Q2 2022**

The Mayor will appoint a task force representative of major employers.

**Task 2**

**Completion Goal: Q4 2022**

Convene the task force and develop a report containing recommendations to improve workforce recruitment/retention.

**Task 3**

**Completion Goal: Q1 2023**

The City Council will review the report from the task force and consider the recommendations made by the task force that are within the Council's ability to influence.

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

**GOAL 1: Develop a community-wide Diversity, Equity, and Inclusion Plan that identifies definitions and actionable strategies by the end of 2023.**

**Task 1**

**Completion Goal: Q4 2022**

Staff will develop an RFP for a consultant to create a plan.

**Task 2**

**Completion Goal: Q4 2022**

The City Council will appropriate funding to hire a consultant for this work.

**Task 3**

**Completion Goal: Q4 2022**

Staff will issue the RFP and the City Council will select a consultant.

**Task 4**

**Completion Goal: Q1 2023**

The Mayor will appoint a task force representing various segments of the community population to work with the DEI Coordinator and consultant to develop the plan.

**Task 5**

**Completion Goal: Q4 2023**

The City Council will review the plan and consider the recommendations offered in the plan.

**GOAL 2: Implement additional accessible and equitable transportation options for the community (transit, bike, pedestrian, micromobility, rideshare, and others).**

**Task 1**

**Completion Goal: Q2 2022**

CyRide staff will provide a preliminary analysis to the Transit Board and City Council regarding the concept of universal fare-free CyRide service

**Task 2**

**Completion Goal: Q4 2022**

If the Transit Board/City Council wish to further pursue universal fare-free CyRide service after reviewing this preliminary analysis, the Transit Board/City Council will hire a consultant for an in-depth study to be completed before the budgeting season begins.

**Task 3**

**Completion Goal: Q4 2022**

Once the in-depth study is received, the Transit Board/City Council will decide by January 2023 whether to include funding in the budget for universal fare-free service.

**Task 4**

**Completion Goal: Q1 2022**

City staff will develop an RFP for a consultant to complete a bike/ped master plan.

**Status: Complete. The RFP has been issued and responses have been received.**

**Task 5**

**Completion Goal: Q1 2022**

Issue the RFP, select a consultant, and develop the bike/ped master plan.

**Status:** In progress. As of February 10, 2022, the RFP has been issued and consultant selection is anticipated in March 2022.

**Task 6** **Completion Goal: Q1 2023**  
The City Council will review the bike/ped master plan and consider whether to adopt the recommendations of the plan.

**Task 7** **Completion Goal: Q4 2022**  
Staff will provide the City Council a report regarding micromobility, which will contain: 1) a summary of what other cities are doing, 2) existing City ordinances pertaining to micromobility, and 3) recommendations regarding ordinance changes to enhance micromobility.

**Task 8** **Completion Goal: Q1 2023**  
The City Council will review the micromobility report and consider whether to adopt any of the recommendations.

**Task 9** **Completion Goal: Q3 2023**  
Staff will provide the City Council a report regarding rideshare, vanpool, car-sharing, and other potential techniques that provide accessible and equitable transportation in the community.

**WE VALUE ENVIRONMENTAL SUSTAINABILITY**

**GOAL 1: Receive the Climate Action Plan and prioritize and implement Council-approved strategies from it to maintain progress towards the adopted climate goal, and continue pursuing targets of opportunity to achieve greenhouse gas reduction.**

**Task 1** **Completion Goal: Q3 2022**  
Staff will work with the consultant to complete the Climate Action Plan

**Task 2** **Completion Goal: Q3 2022**  
The City Council will receive from the consultant/staff: 1) the recommended package of strategies from the Climate Action Plan, 2) associated costs, and 3) an implementation plan.

**Task 3**

**Completion Goal: Q4 2022**

The City Council will approve a prioritized list of the strategies it wishes to pursue.

**Task 4**

**Starting Goal: Q1 2023**

Staff will begin to implement the strategies in the priority order approved by Council.

**Task 5**

**Completion Goal: Q1 2023**

Organize a task force to implement Climate Action Plan steps that pertain to individuals, the private sector, and non-city entities (e.g., ISU, DOT, etc.).

**Task 6**

**Completion Goal: Q2 2022**

The City Council will receive the Waste-to-Energy study and determine which option to pursue.

**Task 7**

**Completion Goal: Q3 2022**

Staff will develop an implementation plan outlining the next steps based on the Waste-to-Energy Option selected by the City Council.

**Task 8**

**Completion Goal: Q3 2022**

Staff will provide a report to the City Council regarding residential organized solid waste collection options determine next steps.

**Task 9**

**Completion Goal: Q3 2023**

Staff will review electric rebates and opportunities for beneficial electrification and propose changes to maximize greenhouse gas reduction.