

COUNCIL ACTION FORM

SUBJECT: 2020-2021 CITY COUNCIL VALUES, GOALS, AND TASKS

BACKGROUND:

The City Council met in retreats on January 11th and January 18th to develop its proposed goals for the next two years. In a new development this year, the City Council replaced the former model of Goals, Objectives and Tasks with Values, Goals, and Tasks. It is intended that the values statements could be used to justify a variety of additional initiatives throughout the next two years, not just the specific goals/tasks identified at the goal-setting sessions.

Following the identification of the Values and Goals, City staff met to develop proposed tasks and timelines. The attached document contains all of these components. **The City Council should note that as City staff prepared the proposed tasks, it became clear that some of the proposed deadlines contained in previously identified goals needed to be adjusted to be more achievable.** Therefore, several of the goals that the City Council had initially expected to be completed in 2020 have been adjusted to be completed in 2021.

In accordance with the City Council's directive, staff will plan to provide status updates regarding the progress towards these goals in the spring and fall. The City Council will meet in a goal update session in summer 2020.

ALTERNATIVES:

1. Approve the attached City Council Values, Goals, and Tasks for 2020-2021.
2. Modify the City Council Values, Goals, and Tasks.

CITY MANAGER'S RECOMMENDED ACTION:

The City Council's Values, Goals, and Tasks identify a number of major activities that City staff will commence work on once they are approved by the City Council. City staff will use the adopted values statements as a lens to evaluate other potential policy decisions of the City Council. Additionally, City staff will use the adopted document to modify staff's programs of work and the next recommended City Budget. The timelines for the goals have been modified to reflect staff's and City Council's ability to complete the work in a realistic timeframe. Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

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

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

WE VALUE COMMUNICATION AND ENGAGEMENT WITH THE PUBLIC
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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.

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.

WE VALUE DIVERSE HOUSING OPTIONS FOR THE COMMUNITY

- 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.

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

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

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: In Progress – A sheet has been incorporated into the 2020/25 CIP totaling \$2.7 million for the overall project. Of this total, \$200,000 is budgeted in FY 2020/21 for design.

Task 2 – The Parks and Recreation Commission and City staff will solicit input from the public regarding desired features and location for the project.

Task 3 – Prepare an RFP and select a consultant to complete a design for the facility and provide cost estimates for the project.

Task 4 – 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.

Task 5 – Finalize the financial plan for the project.

Task 6 – Complete construction design, award a contract, and complete construction.

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: In Progress – The City Council has included \$75,000 in the FY 2019/20 Adjusted Budget to retain a design firm for the conceptual design of the project.

Task 2 – The Parks and Recreation Commission and City staff will solicit input from the public regarding desired features and location for the project.

Task 3 – Prepare an RFP and select a consultant to complete a design for the facility and provide cost estimates for the project.

Task 4 – 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.

Task 5 – Allocate funds for an educational campaign and create a “friends” group. Prepare bond referendum language and hold the referendum election.

Task 6 – Assuming the bond referendum passes, complete construction design, award a contract, and complete construction.

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.

WE VALUE A DIVERSE, EQUITABLE, AND INCLUSIVE COMMUNITY

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.

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

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.

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.

Task 2 – 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.

Task 3 – The City Council will identify any next steps it wishes to pursue following the workshop.

WE VALUE ENVIRONMENTAL SUSTAINABILITY

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 has 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.

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

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.

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

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