



City Council Goals

PROMOTE A SENSE OF ONE COMMUNITY

- ◆ Review “One Community” Report to identify action steps to improve community involvement and integration
- ◆ Develop a process for neighborhood engagement to proactively address community issues
- ◆ Work with the Ames Community School District to identify mutual goals

STRENGTHEN DOWNTOWN & CAMPUSTOWN

- ◆ Develop a façade grant program for Campustown
- ◆ Consult with Main Street Iowa (Iowa Economic Development Authority) regarding downtown betterment and funding opportunities

EXPAND SUSTAINABILITY EFFORTS

- ◆ Research what other communities are doing to promote sustainability when implementing policies
- ◆ Build energy efficiency strategy in transportation planning
- ◆ Explore options for parking standards that improve storm water management
- ◆ Develop a greenbelt trail plan

ADDRESS HOUSING NEEDS

- ◆ Explore ways to encourage availability of all types of housing
- ◆ Investigate ways to increase availability of affordable housing
- ◆ Reevaluate building and zoning codes to determine if changes should be made to improve the existing housing stock at a lower cost
- ◆ Explore creation of tenant and landlord services — including education and complaint and conflict resolution — with GSB, ISU, Ames Rental Association, etc.

STRENGTHEN HUMAN SERVICES

- ◆ Increase the accountability of funded services
- ◆ Proactively engage with the ASSET funders in understanding the needs in the community (including the mental health and youth needs)

PROMOTE ECONOMIC DEVELOPMENT

- ◆ Review and update the economic development policy
- ◆ Pursue the industrial park opportunity
- ◆ Examine the LUPP for relevancy and effectiveness
- ◆ Develop a brand communication plan
- ◆ Identify characteristics of the type of community that supports ISU’s technology transfer efforts