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

Established 1/17/2014; To Be Accomplished by 12/31/2015