

**CITY COUNCIL
GOALS, OBJECTIVES, AND TASKS**

Approved February 13, 2018
To Be Accomplished by December 31, 2019

STRENGTHEN DOWNTOWN & CAMPUSTOWN

1. Identify strategies to encourage investment in Downtown
2. Encourage vibrancy in Campustown.
3. Standardize and simplify the parking regulations in the neighborhoods surrounding Campustown.
4. Evaluate safety for pedestrians crossing Lincoln Way between Campustown and the ISU campus.

PROMOTE ECONOMIC DEVELOPMENT

1. Analyze current planning and building code approval processes to help decision making be more predictable, more strategic, and more timely.
2. Explore possible improvements in internet options for residents and businesses related to availability, reliability, cost, speed, customer service, and policy (e.g., net neutrality, broadband privacy).

EXPAND SUSTAINABILITY EFFORTS

1. Implement the community solar project.
2. Define the City's role (e.g., codes, incentives) in maintaining existing buildings.
3. Explore ways to meet Nutrient Reduction Strategy requirements through participation in projects in the Squaw Creek Watershed.

4. Encourage all users to divert from the waste stream (e.g., glass, food waste, e-waste, household hazardous waste).
5. Assess the use and effectiveness of the City's electric charging stations.

ADDRESS HOUSING NEEDS

1. Determine how to proceed with the development of a low and moderate income affordable housing project at 321 State Avenue (Old Middle School site).
2. Learn about the concept of inclusionary zoning.
3. Consider ways to incentivize conversion of rental units back into single-family units.

PROMOTE A SENSE OF ONE COMMUNITY

1. Ensure boards and commissions are addressing important community issues (including, but not limited to: diversity and inclusion) and Council goals and objectives.
2. Improve connections between town and gown.

STRENGTHEN HUMAN SERVICES

1. Engage vulnerable groups in the community.
2. Partner with ASSET agencies to achieve the City Council's priorities.

ENCOURAGE HEALTHY LIFESTYLES

1. Explore partnering with Mary Greeley Medical Center, Iowa State University, Ames Community School District, and Heartland Senior Center to create an intergenerational Healthy Life Center Complex.
2. Adopt a Complete Streets Program.