

Administrator's Report November 17, 2016

Budget/CIP Planning: Staff is on schedule. We received budget worksheets back from the departments and staff is preparing for the Council Budget Committee (Mayor Willits, Steve Peterson and Tony Timm) will meet immediately following the Mayor's News Hour on December 12th.

Strategic Goals Update: I am currently working on updating the Council on the 2015-2016 Strategic Plan. I will have that ready to include with my next report in January.

Strategic Goal - Developing plans for strengthening biking and walking in the city including safety improvements with focus on bike ability and walkability and Expand trail improvements and opportunities; divert trail traffic to businesses and implement the Trail Hub Plan: The Bike Hub Committee met recently and directed staff to put together an incentive package for them to review and make a recommendation to the City Council in the future. Additionally, the committee will review the list of projects that staff is recommending the City put on the MPO and Greater Des Moines Partnership Legislative Agenda that will go to Washington, DC in May.

Strategic Goal – Update the Comprehensive Plan and Zoning Code with focus on Walkability, Expand Trail Improvements, and CIP to include Complete Streets:

Comprehensive Plan and Zoning Code: The Planning and Zoning Commission met on November 30th to review a potential amendment to the zoning map, temporary uses and structure sections of the zoning regulations and Comprehensive plan. Overall, four of the Commissioners said it was a great plan and appreciated all who participated in its creation. One liked the idea of slowing traffic to get away from the speed cameras. Implementation is the bigger question and they would like to see what we can afford. One member said it is up to the Commission to push the plan when they can and when it is appropriate. One said the City should put together a step-by-step list for developers so they do not get any surprises. In the end, the Commission set the public hearing for December 21st at 5:00 p.m. The next step for Council would be to set the public hearing in January. At the conclusion of the meeting, Ms. Nicole Crain provided the attached comments on the Comprehensive Plan for your consideration. The latest version can be found at: <http://rdgusa.com/sites/windsorheights/>

Mayor's City News Hour: Our next Mayor's City News Hour is on December 12th at the Community Center where MSA will present the Traffic Analysis on University Avenue.

Development Committee Meeting: The Development Committee will meet on December 8th to receive an update on Koester and Colby Developments, the Comprehensive and Capital Improvement Plans and residential developments. Additionally, the committee will review the list of projects that staff is recommending the City put on the MPO and Greater Des Moines Partnership Legislative Agenda that will go to Washington, DC in May.

"Play by Play" Production in Windsor Heights: As of November 30th, we have not been informed of any issues for the small production crew at 7005 Reite Avenue. Staff approved a Noise and Right of Way Permit through December 9. Please let staff know if you have any questions or concerns.

Strategic Goal- Focus on staff retention, succession planning and professional training and development opportunities:

Job Descriptions, Performance Evaluation and Salary Matrix: I am also currently working on putting together a packet of job descriptions for all Management and Non-union employees, a Performance Evaluation Form and a Salary Matrix for those listed. Once complete I will meet with the Policy and Finance Committee and then bring it to the City Council for consideration.

Employee/Board/Council Training: Staff is looking forward to our joint training with Boards and Commissions and Council on December 16th from 12:30 – 7:30 p.m. at the Community Center. We will do CPR training from 12:30-1:30, Active, Lockdown, Information, Counter, Evacuation (ALICE, - Active Shooter) training from 1:30-3:00, Board and Commission Training from 3:00 – 4:30 p.m. and Organizational Effectiveness at 5:30-6:00 p.m. Employee appreciation is also included in this event from 6:00 – 7:30 p.m.

Union Negotiations: These meetings will continue on December 8th and 20th.

RFP/Q for Engineering Services: I am working on the RFP/Q for Engineering Services, which will be reviewed by the Public Works Committee before it is released. The tentative schedule is as follows:

12/2/16	City Administrator prepared a Request for Qualifications/Proposals (RFQ/P) and presented to Public Works Committee for review and to provide suggested list of firms to submit it to.
12/9/16	Public Works Committee Review by 12/9
12/12/16	City Administrator presents RFQ/P to minimum of three engineering firms.
1/9/17	RFP is due.
1/16/17	Council approve contract.
1/17/17	Staff meeting with consultant on current construction and CIP projects for FY 2016-17 and 2017-18.

Additionally, the Council Public Works Committee will review the list of projects that staff is recommending the City put on the MPO and Greater Des Moines Partnership Legislative Agenda that will go to Washington, DC in May.

Strategic Goal – Introduce ideas to enhance citizen education, engagement, outreach and connection to the City and Develop/Enhance the Windsor Heights Brand; prepare a marketing campaign; update the website:

Updating the Website: Communications Specialist Vogel and I are working on the RFP for Website Design Services. We are having two webmasters review the RFP to be sure we have included all the functions we need before sending it out to firms. The tentative schedule is as follows:

12/5/16	City Administrator and Communications Specialist prepared and presented a Request for Proposals (RFP) to minimum of three consulting firms who could assist with the web design.
12/26/16	RFP is due.
1/3/17	Council approve contract.
1/4/17	Predesign meeting with consultant.
6/1/17	Project completion.

Department Head Meeting: The department heads met on Monday, November 28th at City Hall. See attached agenda so that the Council is aware of items discussed with the staff.

What Meetings are Coming Up and When I may not be in the Office:

Budget meetings with Staff the week of December 12-15.

Metro Manager's Meeting on December 21st at noon in Clive.

Christmas Holiday, City Hall Closed December 26-27 and January 2.

Vacation, December 23, 28-30.

To: Windsor Heights Planning and Zoning Commission

From: Nicole Crain
7022 Del Matro Ave.
Windsor Heights, IA 50324

Date: 11/30/2016

Re: Comments on Windsor Heights Comprehensive Plan

Thank you for your willingness to serve on the Planning and Zoning Commission for Windsor Heights. I know the job is time-consuming, technical and sometimes thankless. Your work is very important and I am appreciative of your efforts to keep Windsor Heights a vibrant community and put forward a Comprehensive Plan. The plan presented to you by RDG is impressive and provides an outline for the city when looking to the future. As I reviewed the proposed plan, I had a few comments I wanted to provide.

1. The goal and vision for the community is one that all residents can get behind. The sense of community in Windsor Heights is noticeable in our neighborhoods and by talking to residents-young and old. I do find it interesting the word "influx" of young residents is used when the city only has a 3% growth rate. In comparison to our neighborhood communities, I think you will find the younger generation is moving in to Windsor Heights at a much lower rate than other communities. The city must be careful when considering new policies to balance the needs and opinions of existing residents, to that of new residents. As the city looks to new policies and the new residents, we must realize that 3% new growth is a small percentage of the overall residents in Windsor Heights.
2. Chapter 1: Neighborhood preservation. The collaboration with developers and the removal of barriers to local zoning codes are important to get the best mix of quality and sustainability for our community's long-term health. One comment that is mentioned is "aging in place" for Windsor Heights' older residents. As the city considers aging in place, remember that additional sidewalks will add more maintenance challenges and costs to homeowners that are trying to keep the aging property up to date.
3. Chapter 2: Economic development. I was excited to see this section of the plan and the focus on making Windsor Heights more favorable to businesses. The city must retain the existing businesses and bring in new opportunities to encourage people to shop in Windsor Heights, but also balance the property tax burden of residential property taxpayers who make up approximately 75% of the property tax revenue the city receives for the budget. One concern is on Action 1-regarding the city purchasing property to help incent developers who might not be able to undertake a project on their own. The city is not a bank and has limited resources. Developers are skilled professionals who understand markets. Although some incentives may be necessary in order to get the project off the ground, or to show city support of a new business, the city should not purchase land with the hope of finding a developer to buy it and market it. The city

should focus their time on providing a pathway for businesses through workable zoning codes, an understandable development review process and communication with prospective businesses. On page 27 of the plan, there is a reference to Alta's study changing University Avenue's streetscape. Although the Comprehensive Plan references that more study is needed, I think it is premature to include this language in the Comprehensive Plan. If the language is to be included, questions should also be included as to the challenges to this plan that businesses, residents, metro area traffic, and other constituencies may experience. The ideas put forth in the Economic Development section of the plan are exciting. I realize the goal of the Comprehensive Plan is not to look at costs but rather set forward ideas and an action plan. However, I think the city must be cognizant of current development projects around the area and also be strategic when deciding what the citizens want, expect and can support.

4. Chapter 3: Communication and transparency. This is a critical need in the Comprehensive Plan and one that the city seems to have already taken action. For example, I recently read in a company newsletter that Windsor Heights is a new client after I had seen a disbursement in a city council agenda go to the company. This once again questions the communication and transparency of the city. Since there had been no communication to the public about improving communications through outside resources, it seems the city is trying to message and convince the public of their agenda. A PR firm can provide support and advice as to effective communication, but the firm should not be engaged in helping an elected council advocate for their agenda. Additionally, with all the different tools to communicate with constituents, PR firms are effective in helping staff know how to utilize the tools. However, the city must maintain ownership and oversight of all accounts to limit liability and credibility issues with the city.
5. Chapter 4: Complete streets. Early in the Comprehensive Plan there is a quote about fixing the streets. The beginning of this section speaks more to landscaping, streetscapes and sidewalks than fixing the streets. As I read this section, I see some concerning aspects. First, as I mentioned earlier in my comments I do not see a 3% overall growth an "influx" of residents. We do not have any new housing and our community's population cannot grow more until more units come online, which will still be a relatively small number of new housing units. Regarding walkability, specifically the sidewalk section of the Comprehensive Plan; I respectfully request that you remove page 57 from the plan. Additionally, the map on page 63 seems to be arbitrary in nature as to what is considered a high priority gap in walkability and does not take into consideration environmental factors that may make sidewalks difficult on some of the streets. There are some areas that are high priority and where walking is a challenge- specifically on Hickman, 73rd and 63rd. However, all of those streets are main thoroughfares and it is unfair to say the volume of vehicle and pedestrian traffic on any of the other streets in the city compares to that of those three streets. For example, I can speak to my neighbors in the road for a lengthy amount of time without a vehicle ever coming up the street. I respectfully request the planning and zoning commission take into consideration this chapter of the Comprehensive Plan and consider adjustments and removal of the maps until a Capital Improvement Plan is developed.

6. Chapter 5: Improving amenities. Windsor Heights has so much to offer its residents and all Des Moines metro citizens. This section summarizes so many opportunities for us to enjoy and preserve the outdoors. One comment is the pursuing of the trail hub. It seems another area of the metro is looking at a trail hub. With several breweries nearby, and several businesses in Windsor Heights is that feasible for the city to have a specific trail hub? If private developers want to invest then that is a great opportunity for us to have another unique feature in our community but the city should not take this initiative under its wing. Finally, as the city looks at ways to reduce runoff from storm water, we must work with our neighboring communities as we are downstream from the development taking place in other communities. We can do our part to minimize pollution, but we need to encourage other cities to do the same.
7. Chapter 7: City works. The city is known for its excellent services. Residents have continued to support key services. When looking at a few of the action plans in this section, I found Action 4, bullet point 5 concerning as once again it is talking about sidewalks and an appropriation for sidewalks although no plan has been decided. This continues to build mistrust among residents. Action 5 involving the public in a Capital Improvement Planning and execution is important, but it's concerning to see the following mentioned: "Create public relations campaigns during technical decision-making to encourage project scoping and plans that address the desires of the neighborhoods to be served." It is not the role of the city staff or leadership to advocate their plans. It is the job of the elected officials to represent the citizens and the city staff to carry out the expectations of the elected officials and run the city in an efficient, effective and responsive manner.

Thank you again for your work on the Comprehensive Plan. I appreciated the professionalism of the RDG team when seeking public input and explaining the process to residents. Although I would like to have seen more updates from the city during the Comprehensive Plan process, or a summary of comments received and number of residents who attended the meetings, I think the outcome is one that Windsor Heights residents can appreciate.

To close, I would respectfully request you review the Complete Streets section of the plan. I would also ask you to take a look at the communication and transparency section and see if there are ways to enhance that section.

Thank you for the opportunity to comment.

STAFF MEETING AGENDA

Monday, November 28, 2016

9:00 – 10:30 A.M.

City Hall – Conference Room

A. Welcome/Handouts:

B. Council Meeting Agenda: All packet materials and agenda items are due by noon on Wednesday. If not received, the item will be postponed until the following meeting.

1. **Staff Reports – a. 1st Meeting – Tim, Doug and Marcia** b. 2nd Meeting – Brandt, Jess and Derek
2. Action Forms – Format
3. Editing - When we are in a hurry, we tend to make mistakes. We all need someone to edit to double check spelling.

Old Business

A. One Organization – How have you helped another department this last week? How can you help in the next few?

1.

B. Newsletter articles for DMWW and WH Living is for January are due **Dec. 15** - Send to Jess

1. Chamber and Community Events (Yoga) – Jess
2. Winter Driving Tips – Derek
3. Snow Removal Around Fire Hydrants – Tim
4. Budget Update - Liz
5. Part-Time Summer Employment – Doug
6. Mayor's Column and Council Bios and monthly Coffee –
7. Free Libraries and Map – Jess

C. Projects Update: Framing soon on 66th and 67th, Windsor Crossing should be open in the spring, Kwik Trip is looking for a contractor. American Traffic Solutions to work on University in December. Should take two weeks.

D. Budget – The Council Budget Committee will review the ERP, CIP and TIF Projections on December 12th.

Old Business

A. Amending Zoning Regulations – Capital Crossroads Initiative comments by **11/30**

B. Production at 7005 Reite – How is it going? Nothing to report. Obtained another ROW and Noise Permit.

C. Website Update: Working on RFP

D. Insurance Forms: All but one

E. Employee/Board/Council Training: Mandatory full-time employees on December 16th from 12:30-7:30 p.m.

New Business

A. Emergency Notification System – CodeRed and Nixel is on the website and WHPD hands throughout the year.

Updates

A. Police Department – Hiring, limited staff and reorganizing temporarily; thus investigations are stacking, union negotiations.

B. Fire/EMS/Safety – Santa day for the FD is this Saturday from 9:00-noon. All the career fire staff will be in attendance on the 16th for training and CPR is set with the proper material.

C. Public Works – Trees and Lights up on University, Hot Patch season done, trucks/plows ready for snow.

D. Communications/Special Events – Saturday is Santa Day, Special Events is planning February fundraiser, and Jess is working on staff/Council training.

E. Administration – entering employee information for Kabel, Budget and Payroll this week.

Adjourn: Next Meeting: Monday, December 12 at 9:00 a.m. at City Hall.