

## City Administrator Report to Mayor & City Council

October 28, 2016, Edition No. 242

### WEEKLY UPDATE:

- Goals: Reminder - The goal session is scheduled for this coming Thursday, November 3rd at 5:30pm, Lower Level Conference Room.
- City Administrator Annual Evaluation: This closed session is scheduled for Tuesday, November 15th at 5:30pm in the Lower Level Conference Room. The evaluation form is attached.
- Riverfront Master Plan: The master planning process will include stakeholder sessions and a public meeting on November 16th.
- Sidewalk Poetry: City Engineer Edmond provide the attached image of their first attempt on Lincoln Street between Harrison and McArther Street. A couple of more try's and Jim thinks it will be even better. Staff is still looking to refine the technique and how this could perhaps be better accomplished in the future.
- WPCP: WPCP Director Koch provide the following video link from Denmark showing what the department is working on here in Muscatine. Link: <https://www.youtube.com/watch?v=TX5jkYWPgOc>
- Holidays: For your information, attached is the 2017 holiday schedule.
- Police: The attached document contains information about the pending mobile speed enforcement operation. This will return to council in March for renewal after this initial period of use.
- Blue Zones: Please see the attached press release related to the recent Blue Zones award. The following are some additional resources and links:
  - Webpage to "Explore the journey of the very first Blue Zones Communities® and discover how they are living better, together." Please see - <http://explore.bluezonesproject.com> or this link takes you straight to the Muscatine page: <http://explore.bluezonesproject.com/muscatine/>. There is additional information below.
  - Blue Zones Community Story: Blue Zones Project has shipped "coffee table" style books on Muscatine's Blue Zones Story. We expect the local Blue Zones team to attend an upcoming meeting to share these great new resources.
  - Gallup Healthways State of American Well Being: [http://info.healthways.com/hubfs/Gallup-Healthways\\_State\\_of\\_American\\_Well-Being\\_2015\\_Community\\_Impact\\_vFINAL.pdf?t=1476214532803](http://info.healthways.com/hubfs/Gallup-Healthways_State_of_American_Well-Being_2015_Community_Impact_vFINAL.pdf?t=1476214532803)
- Facebook: Just a reminder to check out the City's Facebook Page (as well as website and other social media accounts). There is a ton of great information put out weekly. This is a great resource to share with our residents!

### ADDITIONAL INFORMATION

FHLB - Federal Home Loan Bank of Des Moines

Update on our FHLB application related to the Small Business Forgivable Loan and Building Improvements Loan Program - Thank you again for applying for the Strong Communities Award. As you know, the balloting for the \$15,000 first place award

**"I remember Muscatine for its sunsets. I have never seen any  
on either side of the ocean that equaled them" — Mark Twain**

and the \$3,000 runner-up concluded on Friday. Your project finished second in the rural category and will receive \$3,000!

Blue Zones:

It's true that where you live can make for better living. Since being announced as a Blue Zones Project® demonstration community we've been improving our community and our quality of life together. And the results are impressive. As one of just a few dozen certified Blue Zones Communities® in the nation, Muscatine is deeply committed to improving the overall well-being of our neighbors. That dedication has already led to an 8 point jump in our exercise levels. We've come so far but there's still more to do to keep living longer, better.

The journey continues at [Explore.BlueZonesProject.com](http://Explore.BlueZonesProject.com) where you can find secrets and tips to what makes us a certified Blue Zones Community. Keep following the Blue Zones Community story online by exploring an interactive map of the journey to well-being. It's a living record of how making healthy choices easy makes Muscatine one of the best places to live, work, and play!

As a partner in our Blue Zones Project, dedicated to making Muscatine a better place to call home, please consider including the link and text below on your professional or personal website to spread the word and encourage visitors to learn more about our journey to well-being. Also consider including a link on your organization's Facebook page and other social channel profiles.

"We are proud to support Blue Zones Project and to be part of a Blue Zones Community. It's all part of making Iowa a happier, healthier place, so everyone can live longer, better."

Follow our Blue Zones Community story at [explore.BlueZonesProject.com](http://explore.BlueZonesProject.com)

Jodi Hansen  
Blue Zones Project Muscatine, Community Lead  
Greater Muscatine Chamber of Commerce and Industry

**PERFORMANCE EVALUATION  
MUNICIPAL CHIEF EXECUTIVE**

**PLANNING**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**ORGANIZING**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**SUPERVISION**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **DELEGATION**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **TIMING, i.e., opportunist**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **FINANCIAL MANAGEMENT**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **FORGES COMPROMISES**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**ANALYTICAL**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**SENSITIVITY**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**COMMUNICATIONS WITH GOVERNING BODY**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **COMMUNICATIONS WITH THE PUBLIC**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **COMMUNICATIONS WITH EMPLOYEES**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **CREATIVE**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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## **HONEST/FAIR**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**ADAPTABLE**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**RESILIENT**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**HUMOR**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**HIRING**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**RISK MANAGEMENT**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**LEADERSHIP**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**ACCEPTS DIRECTION**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent



Comments:

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**ETHICAL**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**JOB KNOWLEDGE**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**PROFESSIONAL DEVELOPMENT**

Unacceptable  
Poor  
Marginally Acceptable  
Acceptable  
Good  
Very Good  
Excellent

Comments:

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**SUCCESSFUL**

- Unacceptable
- Poor
- Marginally Acceptable
- Acceptable
- Good
- Very Good
- Excellent

Comments:

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**OPERATIONAL EFFICIENCY**

- Unacceptable
- Poor
- Marginally Acceptable
- Acceptable
- Good
- Very Good
- Excellent

Comments:

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**CREDITS GOVERNING BODY**

- Unacceptable
- Poor
- Marginally Acceptable
- Acceptable
- Good
- Very Good
- Excellent

Comments:

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**QUALITY OF MUNICIPAL SERVICES** – how well do the direct services provided meet the needs of the community?

	Unacceptable	Poor	Marginally Acceptable	Acceptable	Good	Very Good	Excellent
Street Maintenance							
Police Services							
Fire-EMS							
Parks							
Recreation							
Water and Sewer							
Land Use							
Animal Control							
Construction & Engineering							

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**NEW OBJECTIVES** – list new priorities you think should be emphasized.

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**AREAS IN NEED OF IMPROVEMENT.**

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**STRENGTHS** – list other strengths.

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Signature of Evaluator

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Evaluation Period

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Date

My river in shades of gray absorbs  
Mopet, sunrises and menacing shoals  
A riverboat whistle flutters geese  
Samuel in the pilot house docks  
with a pen to ink a village portrait  
A paddlewheel lingers yet, awaits  
Mark Twain to steer into Muscatine  
Sunsets, downriver to fame, to Huck



## **Holiday Schedule – 2017**

Monday, January 2	New Year's Day
Monday, February 20	President's Day
Monday, May 29	Memorial Day
Tuesday, July 4	Independence Day
Monday, September 4	Labor Day
Friday, November 10	Veteran's Day
Thursday/Friday, November 23 & 24	Thanksgiving
Monday/Tuesday, December 25 & 26	Christmas

Earlier this year the department made a presentation to the Muscatine City Council about the status of the Automated Traffic Enforcement program and where we wanted to head with it in the near future. We discussed the prospect of starting a mobile speed enforcement program on roadways not controlled by the Iowa DOT. Based on the discussion and feedback from the City Council we conducted trials with mobile speed enforcement in the form of a Chevy Sonic and a trailer. The equipment was provided by our current ATE partner, Gatso USA.

We also discussed at length the use of the “Dragon Cam” laser radar photo enforcement equipment. In the end we decided to move forward with just one mobile enforcement platform for the time being.

Based on the trials we have chosen to use the Chevy Sonic vehicle for the mobile speed enforcement efforts. We will be working with other city personnel to design a website for the mobile speed enforcement program that will include information on where the vehicle will be located at certain times, information about the vehicle as well as a section where citizens can request the mobile speed enforcement vehicle in their neighborhood.

An addendum to the current contract has been drafted by Gatso to include the terms and conditions for the use of this vehicle until March 2017. At this time the whole contract will be revised for the mobile program and submitted for approval.



**For Immediate Release**

**MEDIA CONTACT:**

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**Title: Blue Zones Community Lead, Muscatine**

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**Muscatine Earns Recognition During  
Second Annual National Blue Zones Project Summit**  
*Innovators and thought leaders from Blue Zones Project Communities  
across the country come together to share successes, best practices*

**MUSCATINE, Iowa — (Oct. 27, 2016)** — Muscatine earned special recognition Oct. 18 during the second annual Blue Zones Project<sup>®</sup> National Summit held in Fort Worth, Texas, that brought together leaders and influencers passionate about transforming the health and well-being of their communities. Blue Zones Project, a growing nationwide well-being improvement initiative, is helping communities optimize the places people live, work, and play to make healthy choices easier. Muscatine has been involved in the initiative since 2012 and became a certified Blue Zones Community<sup>®</sup> in 2014.

**Muscatine received the Blue Zones Healthy City-Making Award** for its work in leadership, partnership and a champion-spirit toward built-environment change.

In 2013, the Muscatine city council passed a Complete Streets policy that was nationally recognized as one of the top policies in the country by Smart Growth America. Two major complete street projects have been completed, the reconstruction of Cedar Street and Colorado Street. The Cedar Street corridor, which connects the students and community around Muscatine High School, Jefferson Elementary School, Central Middle School YMCA, and Trinity Muscatine Hospital, was made into a safe and attractive route for pedestrians and bicyclists, through adding a new trail, sidewalks, and a roundabout designed to reduce traffic accidents. The Colorado Street reconstruction project added sidewalks and safe crossing zones so students could move naturally and safely to Colorado Elementary School, for the first time.

Finally, with the support of Blue Zones Project and walkability expert Dan Burden, this new riverfront renovation is underway, putting an emphasis on livability and vitality along the Mississippi Drive corridor.

After launching Blue Zones Project, Muscatine saw a 17 percent improvement in exercise levels and a 13.6 percent decline in stress levels. Muscatine is seeing more than \$425 million invested in businesses and infrastructure, revitalizing the core of one of America's iconic river towns.

During the summit, champions from more than 30 Blue Zones Project communities across eight states heard from national experts — including Dan Buettner, Blue Zones Project founder and National Geographic Fellow, and Michael Greger, MD, a *New York Times* best-selling author and internationally recognized speaker on nutrition, food safety, and public health issues.

“Leaders in Blue Zones Project cities are on the front lines of community transformation using a strategic, environmental approach to improvement well-being,” said Buettner. “In addition to having healthier citizens, communities benefit from lower healthcare costs, less chronic disease, and improved productivity.”

For Muscatine, the recognition is one to be shared and celebrated across the community — at schools, worksites, restaurants and grocery stores that have joined the Blue Zones Project movement — and with individuals who incorporate Blue Zones Project principles into their daily lives.

“It was an honor to receive the Blue Zones Healthy City-Making Award on behalf of our community and the many community volunteers, businesses, industries and staff that invested so much time and energy into Blue Zones Project and built environment efforts! This is a recognition of the commitment our community has made to enhancing the well-being of its citizens, and a testament to the community leaders and volunteers who are making that promise a reality,” said Gregg Mandsager, City Administrator, City of Muscatine. We are at the forefront of a well-being movement that is gaining traction across the country and we are seeing the results that improvements to a city’s built environment can have on the overall health of its community and its residents.”

“Re-thinking how we look at our existing environments and having the ability and foresight to transform Muscatine’s environments into a safe, walkable, bike-able community where individuals can increase their well-being is truly inspiring,” said Jodi Hansen, Blue Zones Project, Muscatine Community Lead.

Brought to Iowa through an innovative sponsorship by Wellmark Blue Cross and Blue Shield, in collaboration with Healthways, Inc. and Blue Zones, LLC, Blue Zones Project is a community-by-community well-being improvement initiative designed to make healthy choices easier through permanent changes to environment, policy and social networks. Based on principles developed by Dan Buettner, National Geographic Fellow and New York Times best-selling author of “The Blue Zones” and “The Blue Zones Solution,” Blue Zones Project is designed to enable community members to live longer, happier lives with lower rates of chronic diseases and a higher quality of life.

### **About Blues Zones Project**

Blue Zones Project® is a community-led well-being improvement initiative designed to make healthy choices easier through permanent changes to a city’s environment, policy, and social networks. Established in 2010, Blue Zones Project is inspired by Dan Buettner, a National Geographic Fellow and New York Times best-selling author who identified five regions of the world—or Blue Zones—with the highest concentration of people living to 100 years or older. Blue Zones Project incorporates Buettner’s findings and works with cities to implement policies and programs that will move a community toward optimal health and well-being. Currently, 31 communities in eight states have joined Blue Zones Project, impacting more than 2 million Americans. The movement includes three beach cities in California; 15 cities in Iowa; Albert Lea, Minnesota; the city of Fort Worth; and communities in Hawaii, Southwest Florida, Wisconsin and Oregon. Blue Zones Project is a division of Healthways, a Sharecare company. For more information, visit [www.bluezonesproject.com](http://www.bluezonesproject.com).

### **About Wellmark**

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