



City Administrator Report to Mayor & City Council

September 13, 2013, Edition No. 100

REPORT:

1. Annual Goal Setting Session: Please be thinking about our annual goal setting session for this year. Last year we met on an off week later in October. October 24 is the fourth Thursday of the month and may work well. Please let me know if this dates does not work for you. I have also attached information from the University of Iowa's Institute of Public Affairs (IPA) should you wish to bring in an outside consultant. The cost for IPA's services would be \$2700. The City of Bettendorf uses a different outside consultant and has used the same one for a number of years. As you may recall, those costs were 3-4 times what the Institute charges.
2. Blue Zones Kickoff: As you may be aware, the BZ Kickoff had over 600 attendees from the community and two nationally recognized experts - Dan Buettner (Blue Zones) and Dan Burden (Walkability). At our Community Policy table we had numerous attendees. Best guess is that we had 50-60 residents stop by to review the proposed round-a-bout. I am aware of only one negative comment, but that individual presently avoids the intersection at Cedar & Logan all together.
3. IISC: I enjoyed meeting several students at the History and Industry Center last night. We look forward to working with the U of I on the 13 identified projects. Please see the attached handouts from last night.
4. Cedar Street: Attached is a preliminary draft of the round-a-bout design for the intersection of Cedar Street and Logan. Staff and IDOT will finalize the design and staff plans to bring back the final design at the November in-depth session assuming we have IDOT approval. We expect the project to be bid in January or Feb.
5. Burn Ban: Please see the attached press release.
6. Fire Station II: If you have a chance, please stop down to Fire Station 2 and check out the building as it has been re-stained. If you stand approximately 20 feet from the facility (per specs) you should see a substantial improvement in the buildings cosmetics. They do need to correct some areas where brush strokes are yet visible. It appears to staff that they have made progress with the pre-cast concrete, but will still intend to push for a maintenance bond before project closeout.
7. Cemetery Steps: The cemetery steps were closed prior to 2000 due to numerous issues - rails, broken and missing steps, drainage issues, vegetation, etc. An insurance/risk management review in 2009 identified needed repairs (or reconstruction) and cited the various OSHA standards. The P&R Commission recently voted in opposition to a request to re-open the sidewalks and include the improvements in the CIP. Staff is in the process of preparing the CIP. Once Council receives the CIP, it may act to include this project in the CIP should it be a priority. At least at this point you will have all of the Capital project requests

before you and be in a better position to compare and prioritize.

8. Conferences: Just a quick reminder regarding two upcoming conferences in September: I will be attending ICMA's annual conference from 9/21 through 9/25. The Iowa League's Annual meeting and conference will be held in Dubuque 9/25 through 9/27.
9. In-Depth Sessions: Here is a tentative schedule for upcoming in-depth sessions:
 1. October: LEAN update, Refuse Pilot Program
 2. November: Round-a-Bout presentation, Complete Streets Policy



GOAL SETTING WORK SESSIONS FOR LOCAL GOVERNMENT POLICYMAKERS

The goal setting process assists local government policy leaders to develop a future focus, set strategic directions, and determine priorities. It provides an opportunity for elected officials and key staff to work together in an informal setting to discuss issues and opportunities facing the community and develop consensus on strategies that deal with these issues. Since 1980, the Institute's staff has facilitated hundreds of such sessions for city councils, boards of supervisors and various types of boards and commissions. This experience has shown that goal setting is a key element of effective policy leadership.

METHODS

- Skilled third party facilitation
- Active participation of all council or board members
- Structured, informal work session
- Environmental scan and issue identification
- In-depth discussions and analysis
- Staff input
- Implementation planning

RESULTS

- A shared vision and focus
- Issues/opportunities clearly identified
- A clearly defined set of goals and priorities
- Improved teamwork and decision making
- Consensus on an action agenda
- Increased citizen awareness and support

EXPERIENCE

- Knowledge and experience in local government issues and trends
- Significant experience in facilitating sessions with local government elected officials, board and commission members, staff and citizens
- Ability to tailor sessions to meet unique needs and issues
- Experience with all population sizes and types of boards
- On-site program delivery
- Affordable costs

COSTS

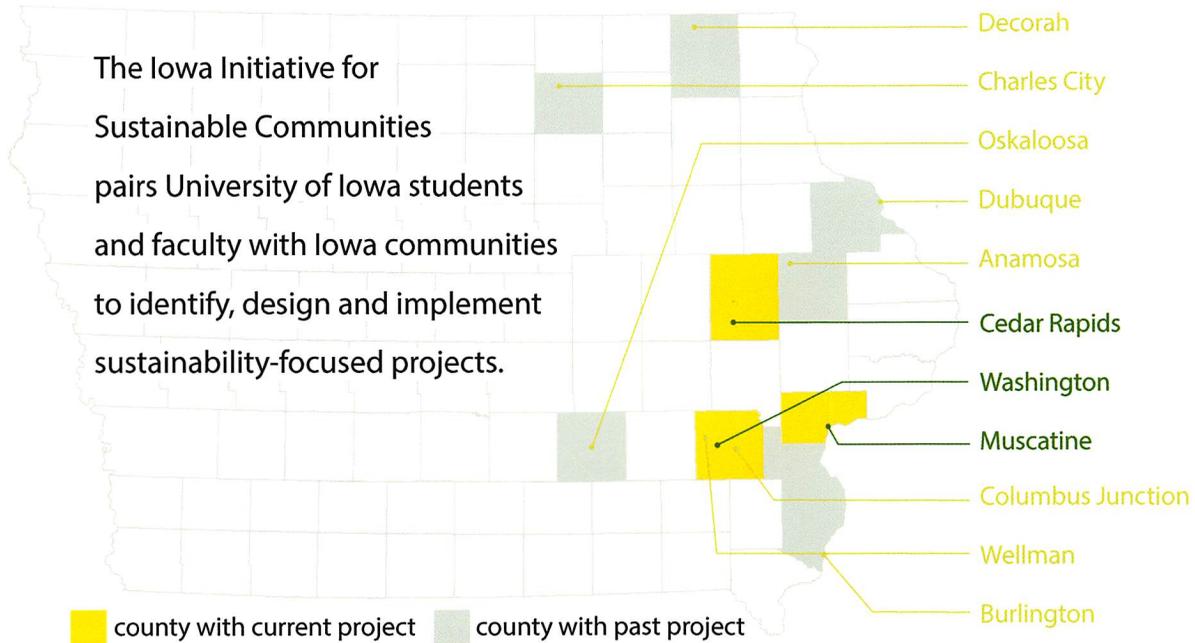
Fees are based on population size, number of sessions, travel and other direct expenses. The base fee schedule may be accessed at www.ipa-uiowa.org/services.

For further information, please contact:

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THE IOWA INITIATIVE FOR SUSTAINABLE COMMUNITIES

THE IISC HAS IMPACTED 11 IOWA COMMUNITIES SINCE 2009.



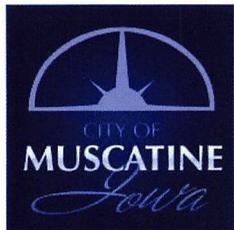
THE IISC/MUSCATINE PARTNERSHIP



Muscatine
Blue Zones Project™
2 projects



10 - 12 projects
5+ departments
80 - 100 students
15,000 - 30,000 hours of work



WHY WAS MUSCATINE CHOSEN?

Muscatine was chosen for the IISC partnership because of the **strong collaborative spirit** that exists between all sectors of the community and its **enthusiasm and desire** become a more sustainable community.

UI departments involved include: Urban Planning, Business, Public Health, Engineering, and Rhetoric.

CAMPUS PARTNERS



ArtsShare
Iowa Digital Engagement and Learning (IDEAL)
Tippie College of Business Marketing Institute



iisc.uiowa.edu





ESTABLISHED AND PROPOSED PROJECTS, FALL 2013 – SPRING 2014

School of Urban and Regional Planning – Field Problems

Project 1: Connectivity master plan and wayfinding (Year-long)

Muscatine is seeking to improve the connectivity of its transportation and recreation infrastructure, including biking and walking trails, sidewalks, roads and bus routes. This coincides with Muscatine's recent designation as a Blue Zones Project™ demonstration site. Students will develop a connectivity master plan that evaluates current infrastructure and creates a plan for better connectivity between walking and biking trails, sidewalks, streets, bus routes and major points of interest in Muscatine. A second part of this project will be the development of a better way-finding system for Muscatine. Students will produce a map of ideal locations for way-finding signs based on the location of major points of interest in Muscatine, and provide examples of best practices for way-finding.

Project 2: Mississippi riverfront redevelopment plan (Year-long)

The Mississippi River is one of Muscatine's greatest assets. New initiatives, such as a Façade Improvement Program for buildings downtown facing the river as well as a Mississippi Drive Corridor Project seek to improve the aesthetics of the area, but a redevelopment plan is needed to guide strategic growth along the riverfront. Students will survey best practices of similar communities' riverfront redevelopment efforts and solicit community input to identify the best uses for the land, ultimately producing a plan for the riverfront. Potential pieces of the redevelopment plan could include opening up the riverfront to vendors, public art, a new outdoor entertainment venue, and promoting the riverfront as a recreational amenity.

College of Liberal Arts and Sciences – Honors Rhetoric, in partnership with Iowa Digital Engagement and Learning (IDEAL)

Project 3: Digital media messaging (Fall 2013)

Honors rhetoric students will collaborate with two groups of Urban and Regional Planning (URP) graduate students to develop digital texts that will help tell the story and effectively message the Mississippi riverfront redevelopment project and Connectivity master plan project to citizens of Muscatine. The rhetoric students will become familiar with the work the URP students are doing in Muscatine and will work closely with teams of URP students to determine the best ways to reach target audiences with messages relevant to their work. The rhetoric

students will then design digital texts, particularly podcasts that meet the needs of the URP teams and collaborators in Muscatine. These podcasts will be available online.

Tippie College of Business

The Marketing Institute – Field Immersion Projects

Project 4: Population/Workforce survey and analysis (Fall 2013)

Muscatine has a strong employment base with major industry looking to attract top talent. However the perception and feedback from employers is that many employees, especially young professionals, may be working in Muscatine but choosing to live in larger cities nearby, such as Iowa City or the Quad Cities. The Chamber of Commerce is looking to identify why this may be the case and how to change these perceptions. Students will be conducting a survey of the workforce and community as a whole to identify existing perceptions of Muscatine. From this survey and other data analysis, students will provide recommendations on how Muscatine can begin to grow its population and keep workers living in Muscatine.

Project 5: Branding of Muscatine (Potential, Spring 2014)

Based on the findings of the workforce and community survey and analysis, students will work with the Chamber and other leaders to identify and develop a “branding” campaign for the City of Muscatine, including the development of marketing materials for the campaign.

Additional Tippie College of Business Projects

Project 6: Historic downtown Muscatine; Real Estate Process/Topics in Advanced Finance/Sustainability Marketing (Potential, Spring 2014)

Muscatine has a beautiful downtown situated along the Mississippi river with a large stock of historic buildings. However some of the store fronts are vacant or need façade renovations. Muscatine is looking for ways to encourage business owners to locate downtown, and to market the downtown as a vibrant, walkable, livable area of the community where people can live, work and play/shop/dine. Students will help create innovative marketing strategies for the downtown district, and develop investment proposals for a couple selected properties downtown. Students will also provide sustainable financing strategies for façade renovation programs and training/coaching sessions for downtown businesses.

College of Public Health – Nutrition Intervention Clinical Trials

Project 7: Public health motivational interviewing interventions (Fall 2013)

Graduate students in public health will develop and implement health intervention projects that focus on reductions in childhood obesity through behavior change counseling. Part of these interventions may include motivational interviewing, which explores and improves parent’s motivation to make healthy changes to the family and children’s environment by

building relationships and rapport with parents, clarifying values, and moving families toward action. Students will work in groups as well as individuals in Muscatine. This work will complement the work being completed by the Blue Zones Project™ in Muscatine, a state-wide effort which seeks to make the healthy choice the easy choice in communities through permanent changes to the environment, policy and social networks.

University of Iowa Hospitals and Clinics Dietetic Internship Program/College of Public Health – Community Outreach

Project 8: Blue Zones Project™ Restaurant Certification (Spring 2014)

Muscatine was designated as a Blue Zones Project demonstration site in January 2013. The Blue Zones Project seeks to make individuals and communities healthier and happier through physical and environmental changes to a community. Part of the Blue Zones Project focuses on local restaurants and making healthy improvements to menus and the overall eating environment. Interns with the Dietetic Internship Program will be assisting local Muscatine restaurants in making these changes.

College of Engineering – Senior Design, Civil and Environmental Engineering

Project 9: Northeast corridor project (Spring 2014)

In recent years, the City of Muscatine has encouraged commercial development in the northeast section of the city. In preparation of the development, Snyder and Associates created a land use and infrastructure plan, which the city has implemented. Now, after city and private investment that resulted in parcels being developed, there is a desire to revisit the original land use and infrastructure plan. Students will analyze the plan against the actual development, and, where appropriate, enhance the concepts contained in the plan. Examples of work tasks include traffic impact analysis around the developments, planning and designing additional road connections that will further support growth, analyze the design of proposed and existing intersections, design and layout the location of sewer extensions, and investigate impacts on storm water management.

Project 10: Regional water detention plan (Spring 2014)

Mad Creek traverses the eastside of the City of Muscatine is prone to flash flooding of low-lying properties. The City of Muscatine signed a Project Partnership Agreement with the US Corps of Engineers in September 2008 for the construction of flood mitigation structures along Mad Creek to reduce the risk of damage to existing developed properties, especially in the historic district. The construction was completed in November of 2012. A rational next step is the investigation of a regional storm water detention plan for properties north of the current flood structures that will accommodate land development. Students have the opportunity to complete a regional hydrologic and hydraulic analysis of the watershed north of the City of Muscatine. Tasks involved in the project include the estimate of storm water runoff under

present and future development scenarios, the location of a detention facility that will reduce the impact of flooding to properties south of 180th St, the design of an outlet structure and routing of the discharge.

Project 11: Recreational trail system (Spring 2014)

The City of Muscatine seeks to increase the recreational opportunities by expanding the existing trail system. Currently, there are more than 10 miles of paved and unimproved trails and walkways, as well as more than 20 parks with a combined 550 acres of land. However, many of the trails are not interconnected and are absent from some regions within the city. To address the lack of trails and poor connectivity, the students of the School of Urban and Regional Planning at the University of Iowa are preparing a connectivity study, which will include recommendations on trail improvements and expansions (see above). Senior Design engineering students have the opportunity to complete the engineering plans for construction the new trails as proposed in the above referenced plan. This will be a unique project where two departments from The University of Iowa work in tandem for their capstone project courses. Tasks that will consist of the layout, cross-section design of the trails, design of bridging structures for waterways and ravines where necessary, and design and location of ancillary structures to support trail activities.

School of Art and Art History in partnership with ArtsShare

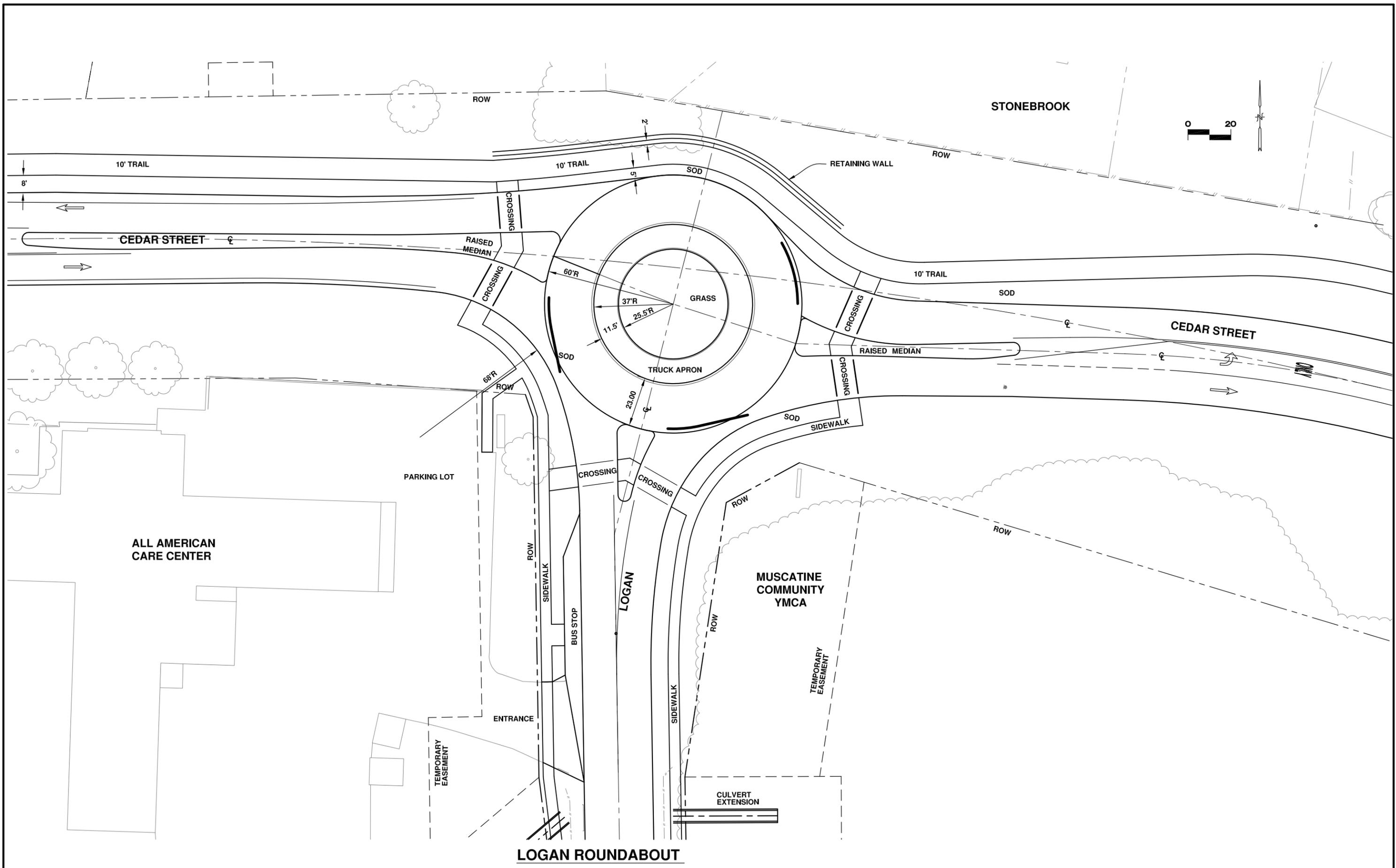
Project 12: Public art project (Potential, Spring 2014)

The IISC is working with ArtsShare to develop a low-cost public art project. Potential project ideas include utilizing recycled materials from the Muscatine Recycling and Transfer Station or to create unique pieces of art in the Muscatine community. A second part to this project may be the development of general guidelines and rules for siting, installation and upkeep of public art in Muscatine.

ISU College of Design and PLACE program in partnership with the IISC

Project 13: Sustainable Dog Park (Potential, Spring 2014)

Muscatine is interested in developing its first dog park as a community amenity. Students will first survey best practices for dog parks in communities similar to Muscatine and identify all recommended amenities (water and water features, ground covering, benches, pavilions, fencing, walking paths, how to handle waste, etc.). Students will also work with Iowa urban planning students in the Connectivity master plan to ensure that the location is connected with the trails network. Students will then do preliminary designs for the dog park, including potential planned phases where restrooms and water features are added later.



LOGAN ROUNDABOUT

<p>INTERSECTION GEOMETRICS</p>	<p>CEDAR STREET</p>	<p>DRAWN BY: JL DATE: 09/06/13</p>	<p>CITY OF MUSCATINE</p>	<p>STATE OF IOWA</p>	<p>FED. ROAD 5</p>	<p>FISCAL YEAR 2012</p>	<p>FED. PROJ. NO. STP-U-5330(617)--70-70</p>	<p>CITY PROJ. NO. 200A-13-200</p>	<p>SHEET L.05</p>
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Public Safety Building, 312 E. Fifth St.
Muscatine, IA 52761
(563) 263-9233
Fax (563) 263-5534

FIRE DEPARTMENT

Press Release

Muscatine County, which includes the City of Muscatine, is under a burn ban effective September 11, 2013 at 12:00 noon because of dry conditions.

The burn ban means open burning is prohibited. Violating the burn ban is a simple misdemeanor.

According to Iowa code — specifically, Section 100.40 — here's what's still allowed under the burn ban:

- A supervised, controlled burn for which a permit has been issued by the fire chief of the fire district where the burn will take place
- The use of outdoor fireplaces
- The use of outdoor grills
- Properly supervised landfills
- The burning of trash in incinerators or trash burners made of metal, concrete, masonry or heavy one-inch wire mesh with no openings greater than one square inch.

When conditions allow, the burn ban will be lifted by the Muscatine's Emergency Management director, Matt Shook. When this occurs a press release will be issued and it will be noted in the Muscatine Journal and on the City's webpage.

If you have any questions about the burn ban you can contact the Muscatine Fire Department at 263-9233.

Jerry Ewers, Fire Chief

Muscatine Fire Department

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