BUILDING SUSTAINABLE VIBRANT COMMUNITIES

Ryan J. Waller
City Manager
City of Indianola
THE GOAL!!!
Main responsibility is to put into action the community’s vision (GOAL)
“A goal without a plan is just a wish.”

- Antoine de Saint-Exupery

“If you fail to plan, you are planning to fail!”

- Benjamin Franklin
Strategic Plan
(The Vision)

Guiding Plan Documents
(The tools)

Work Plans
(The work)

Spending Plan
(Budget)

Progress
(The goal)
Strategic Plan
(The Vision)

Progress
(The goal)

Guiding Plan Documents
(The tools)

Spending Plan
(Budget)

Work Plans
(The work)
Some of Our Planning...

- Establishment of Financial Plans
  - Capital Improvement Plan (completed - 2016)
  - Vehicle & Equipment Replacement Plan (completed - 2016)
  - Financial Policy (completed - 2017)

- Five year street condition indexing (entering 3rd year)

- Three year stormwater master planning (entering final year)

- Updating of City’s Trail Plan (FY20)

- Updating of City’s Comprehensive Master Plan (underway)

- Comprehensive study of public safety staffing (completed)

- Evaluation of current municipal building (1st phase completed)

- Square Assessment (completed)
The Square - commercial/pedestrian district - is the heart of the community

Wanted to develop a plan to protect, preserve and enhance the heart of the community

Conducted in September 2018

Partnership with:
- City
- Chamber
- Warren County Economic Development Corporation
- IEDA

County Courthouse/Jail was a big motivator
RESULTS

- Great community engagement
- Great input
- Great data

**INDIANOLA | survey says**

**Downtown’s Greatest Challenge or Weakness**
- Attracting/keeping a variety of retailers/Businesses/Empty buildings 59
- Some storefronts/buildings not well kept/Run down buildings and businesses/Aging/Tired 26
- Shopping hours limited/Poor evening and weekend hours 22
- Too many offices/Non-retail 17
- Customers/Visitors/Foot traffic to support businesses/People shop in Des Moines 15
- Parking is tough 13
- Limited dining options/No fine dining/Not enough unique food items 13
- Lack of business variety and sophistication compared to Des Moines 12
- Courthouse condition and appearance/Ugly 9
- Removing courthouse and building square box/Jail in the middle/Need greenspace 9

**INDIANOLA | survey says**

**Downtown’s Greatest Strength**
- Stores/Boutiques/Locally owned/Variety/Shop owners/Unique 75
- Central location/Convenience/Accessible/Proximity to highways 29
- Gathering place for events/Community center/Event friendly 23
- Restaurants 21
- The Square/People care about square /One block each direction 18
- Charming, Historic downtown/Beauty/Curb appeal/Setting 13
- Architecture/Historic Buildings 10
RECOMMENDATIONS

- Zoning (more retail, less services)
- Programs (parades & community events)
- Direction & gateway signage
- Connect Simpson College to Square
- Streetscape

- Build on what has already been done
- Find ways to add green space
- Walkability
- Gateway entrance from Hwy 65/69
- Tie in brand identity
- Amenities for events
Streetscape Concept
Comprehensive Master Plan
Programs (RAGBRAI)
Connect Simpson College to Square
STAFFING & BUILDING

- Understand current/future needs
  - Staffing
  - Space
- Staffing completed first
  - Police
  - Fire
- Building assessment followed
Findings

- Understaffed
  - Police - 4 officers; 1 clerical
  - Fire - 6 FF/EMT

- Undersized
  - Current & future staffing

- Inefficient
  - Multiple locations
  - Energy Consumption
Energy Performance and Cost

Utility consumption and the overall building energy use performance should be analyzed and compared to facilities of similar type and scale to confirm potential annual savings that would be generated by system upgrades. Summary of utility expense for the existing facility:

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<th>Electric</th>
<th>Natural Gas</th>
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<td>FY2013</td>
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Replacing mechanical equipment and upgrading to digital controls could save as much as 20-25% per year in utility expense which could equate to $14,609 yearly energy savings and will significantly enhance staff comfort.
FY 20 Budget includes:

- Additional Police and Fire Staff to meet the emergency needs of a growing community
- City Hall Assessment Follow-up to work on space needs for Police, Fire, Admin and Community Development
“...We will transmit this place not only, not less, but greater and more beautiful than it was transmitted to us.”

- Athenian Oath