

Tunazzina Binte Alam, Alex Bradshaw, Harrison Freund, Victoria Halloran, Peterson Wambuu – May 2020

#### Project Partners

#### City of Tama

Alyssa Hoskey (City Clerk)

Dough Ray (Mayor)

Emily Babinant, Aaron Haughey, Kenny McAdoo, Anne Michael, Larry

Thomas, Robert Tyynismaa (Council Members)

Mike Carnahan (Former Mayor)



City of Tama, Iowa

#### Prairie Rivers of Iowa RC&D

Janice Gammon, Lincoln Highway Heritage Byway Coordinator

#### The University of Iowa



#### School of Urban and Regional Planning

Charles Connerly , Director and Professor Scott Spak, Assistant Professor Juliana Lucchesi, Alumna Mentor, Mayor of Mt. Shasta, CA



#### Iowa Initiative Sustainable Communities

Travis Kraus, Director

#### Office of Outreach and Engagement

#### Office of Outreach & Engagement

Jordan Brown, Outreach and Engagement Coordinator Michelle Sillman, Marketing and Communications Specialist

#### **Acknowledgments**

The Planning Team thanks the residents of Tama for participating in the comprehensive planning process. We also thank the people and groups listed to the left. Without everyone's insights and contributions, this plan would not have been possible.

## PRESENTATION OUTLINE



Community **Introduction** 



**Vision** Statement



The Planning **Process** 



Plan **Contents** 



**Public** Engagement



Priority **Goals** 



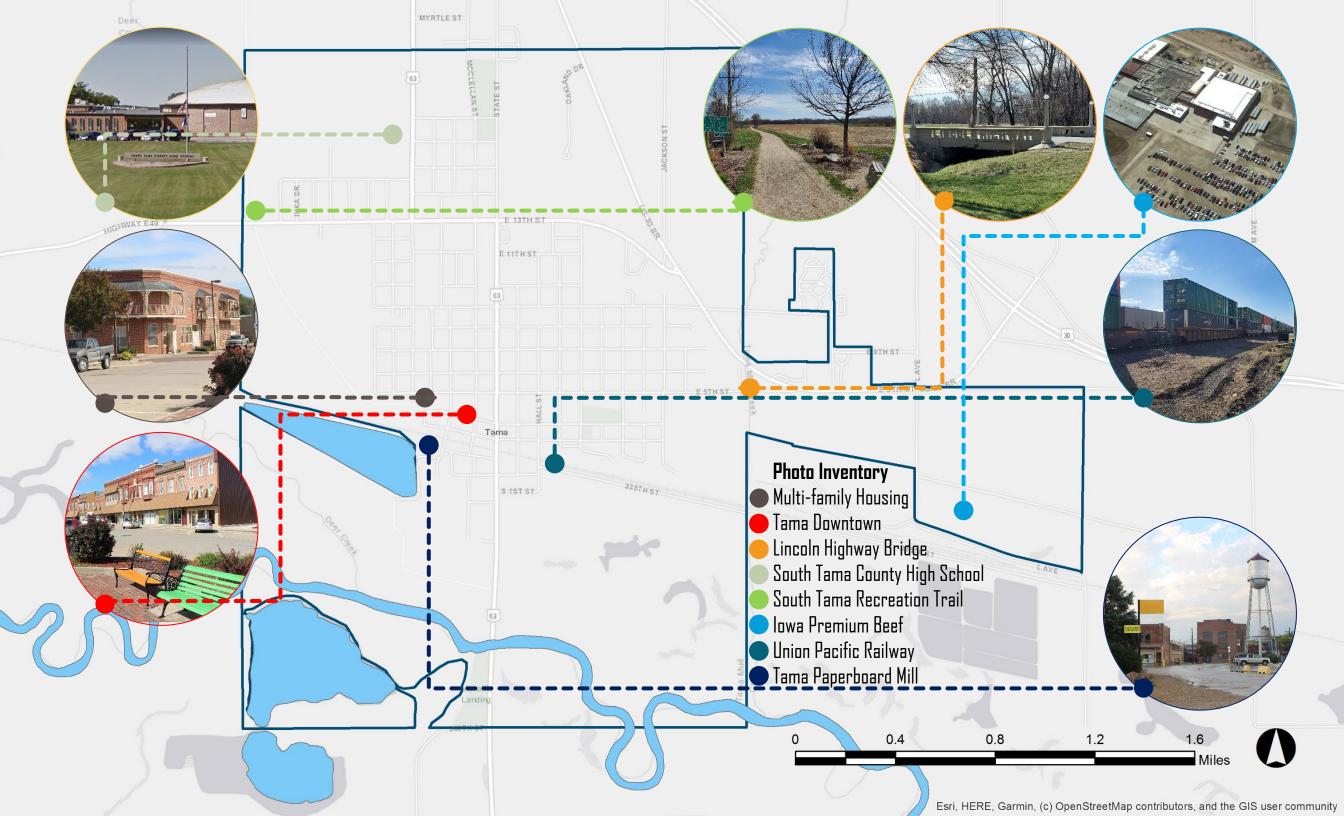
**Land Use** Map



Implementation & Evaluation Guides



 $\mathbf{Q} \; \mathbf{B} \; \mathbf{A}$ 



#### COMMUNITY INTRODUCTION: TAMA, IA



**LOCATION:** 

**CENTRAL IOWA** 



**HISTORY:** 

RAILROAD TOWN



**INDUSTRY:** 

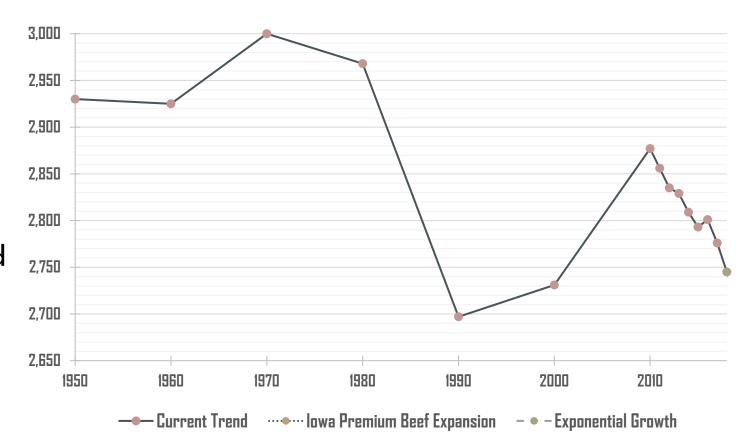
MEAT PACKING PLANT & PAPERBOARD MILL



**DEMOGRAPHICS:** 

INCREASINGLY DIVERSE POPULATION

- 1971: Meat-Packing Plant Built
- 1980: Farm Crisis & Recession
- 2004: Iowa Premium Closed
- 2008: Iowa Flood & Great Recession
- 2014: Iowa Premium Renovated & Re-opened
- 2019: National Beef acquired lowa Premium



#### **POPULATION FORECAST** SUBJECT TO CHANGE

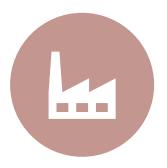
#### COMMUNITY STRENGTHS & CHALLENGES



Diverse Population



School System



Industry



Parks & Recreation



**Rich History** 



Decreasing Population



Affordable Housing



Collaboration



Disinvestment in Downtown



Employee Shortage

#### **COMMUNITY OPPORTUNITIES**



Safe Transportation



Collaboration & Partnerships



Economic Growth



More Housing Options



Civic Engagement

#### THE **PLANNING** PROCESS



Plan Information

#### What is City Planning?

- Assessing the past and present to formulate goals for a desired future.
- Offering the community reasonable opportunity to share their insights, perspectives, ideas, and hopes for the future.

# What is a Comprehensive Plan?

- Defines what the community aspires to be in the future.
- Assesses a community's current conditions and offers suggestions and recommendations across different topics.



#### **How Will The Plan Be Used?**

As a guide for the city to shape its future.

#### **VISION STATEMENT**

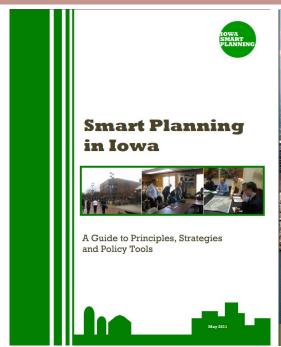
The Tama 2040 Comprehensive Plan outlines a **guiding vision** informed by **public opinion** and **fact-based evidence** that will aid Tama in achieving **an improved quality of life** for its residents.

With the realization of the plan's vision, Tama will:

- Create a vibrant and resilient economy,
- Provide diverse housing options,
- Develop alternative transportation systems,
- Make long-term zoning decisions,
- Protect the natural environment,
- Promote a vibrant culture,
- Enhance public health,
- Cultivate positive relationships with neighboring governments.

The plan offers the steps needed to see this vision's realization.

# HIGHLIGHTED GUIDELINES & PRACTICES







**Smart Planning in Iowa** 

**APA Sustaining Places** 

**APA Scoring Matrix** 





Altoona 2034 Comp Plan

Salix 2035 Comp Plan

#### THE PLANNING PROCESS

#### Initial Research

on past trends, present situation and needs, and best practices in peer cities.



#### Develop

goals, future land use guide, & implementation guide based on the City's need



#### **Finalize**

the plan based on public feedback





### Preliminary Public Engagement

both online and offline via public work session and social network



#### Public Feedback

on developed goals, action items, and alternatives as well as the implementation guide.



Adopt the plan following

the city ordinance

#### **CORE TOPICS IN THE PLAN**











Infrastructure & Capital Improvement



Environment & Sustainability



Culture & Quality of Life



Public Health & Safety



Intergovernmental Collaboration



Implementation & Evaluation

#### PUBLIC ENGAGEMENT



## PUBLIC ENGAGEMENT EVENTS OVERVIEW















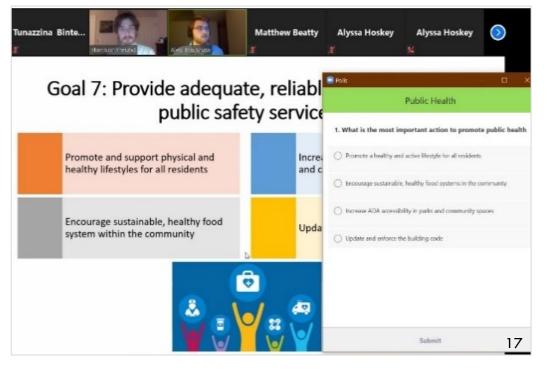












#### PRIORITY GOALS



Goal 1: Foster a sustainable and diverse economy



Goal 2: Create affordable, diverse and quality housing



Goal 3: Accommodate alternate modes of transportation



Goal 4: Encourage zoning and land uses compatible with current uses



Goal 5: Provide adequate local infrastructure that serves existing and future development



Goal 6: expand cultural amenities and opportunities



Goal 7: Provide adequate, reliable, and efficient public safety services



Goal 8: Develop meaningful and mutually beneficial relationships with other governments

#### **GOAL** EXAMPLE 1



Goal: Revitalize downtown.



**Objective:** Build a robust downtown to serve the residents, employees, and visitors as a local commercial, business, and cultural center.



**Policy & Action Recommendations:** Create a Downtown Coalition (to make account for the captured funds from transactions) to promote growth and retention of business in downtown.



**Partners & Resources:** Tama-Toledo Area Chamber of Commerce; Downtown Businesses, Tama County Economic Development Commission



**Indicators:** Increase in number of stores and services for daily needs open in downtown; Increase in sales tax revenue.



Priority: 🗘 🗘 🗘



**Time:** 0 – 5

#### GOAL EXAMPLE 2



**Goal:** Ensure that there are more sustainable land use practices that protect the environment while creating more economic opportunities



**Objective:** Accommodate more sustainable land use practices that conserve the environment



**Policy & Action Recommendations:** Continuously review and update future land use framework to be compatible with the community's needs.



Partners & Resources: Department of Public Works; Building and Zoning Commission



Indicators: Review Future Land Use Framework every 1 year;



Priority: 🛇 🗘



**Time:** 0 - 5

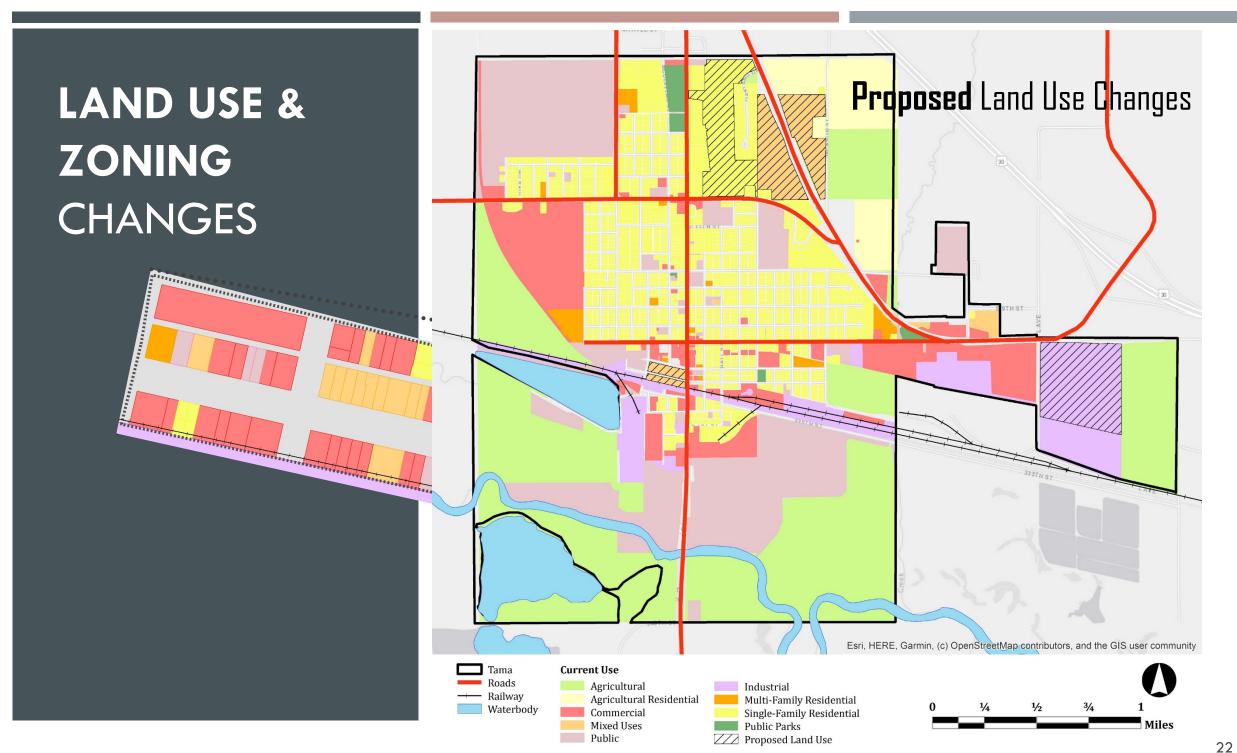
#### LAND USE & ZONING RECOMMENDATIONS

#### Follow the Future Land-Use Framework

- Adopt a Future Land Use Map
- Identify locations for future development
- Prioritize infill development and redevelopment
- Annexation Strategy

Amend Zoning
Code to
accommodate new
zoning changes

- Mixed-Use Zoning
  - Highway 30
  - Downtown



# **IMPLEMENTATION** & EVALUATION GUIDES

# CREATING A LIVING DOCUMENT



Annual Review & Status Update



5-Year Review & Evaluation



Guide for Unplanned Evaluations, Amendments, & Updates



How-To for Using Funding Sources Effectively

#### GOAL TABLE COMPONENTS



#### Goal:

Community aspiration to increase quality of life in both the short- and long-term.



#### **Objective:**

The purpose and desired outcome of stated goal.



#### Policy & Action Recommendations:

Actions, projects, or polices that the community will undertake to achieve the plan's goals.



#### Partners & Resources:

Identified stakeholders best suited to assist the City staff and City Council in implementing policy and action recommendations.



#### **Priority:**

Using public feedback, identifies the significance using range of (1 star) to (4 stars, most significant).



#### Time:

The timeframe for each policy and action.

Measured in year: 0-5, 610, 11-20, and ongoing.



#### **Evaluation Indicators:**

Identifiable and quantifiable ways for the community to assess progress made on policies and actions.

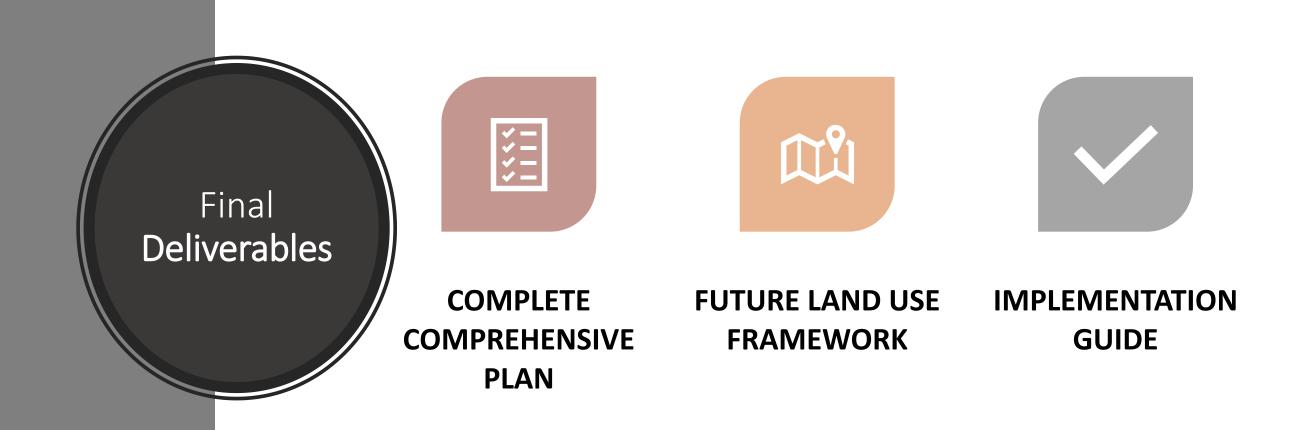


#### Status:

For City staff use during annual evaluations. Use: completed, in-progress, not started.

#### GOAL EXAMPLE: TRANSPORTATION

Goal	Objective	Policy & Action Recommendations	Partners & Resources	Priority	Time	Evaluation Indicators	Status
Adopt and Implement a Complete Streets Policy.	Invest in environment surrounding roadways to make for a more inclusive transportation network.	Create sidewalk inventory to track quality and connectivity of sidewalks and trails throughout town to eliminate incomplete sidewalk gaps.	DPW	000	0 – 5	<ol> <li>Sidewalk inventory created and updated annually.</li> <li>Improve all pedestrian routes with sidewalks to be meet ADA requirements</li> </ol>	
		Adopt a Complete Streets Policy in City Code	IDOT RPA 6 BNZ TC	0000	0-5	Complete streets policy adopted and followed during future street work	
		Increase signage and wayfinding by following NACTO and the Sign Research Foundation best practices to attract more business to downtown Tama.  *Similar Policies found in Chapter 2 and 8.	IDOT DPW TCEDC	00	0 – 5	Increased traffic flow on streets in downtown	
		Beautify downtown Tama and foster a walkable urban environment by following IDOT and NACTO standards for complete streets.  *Similar Policies found in Chapter 2 and 9.	DPW DB IEDA IDOT TCEDC	00	Ongoing	Complete streets best practices implemented	



## Thank You



Stay up to date on the City of Tama's 2040 Comprehensive Plan – like the City of Tama's page on Facebook!

# Any Questions?

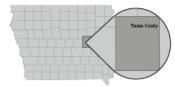
# POWERPOINT APPENDIX

#### THE **COMPREHENSIVE PLAN** AT A GLANCE

#### TAMA COMPREHENSIVE PLAN 2040

#### INTRODUCTION

The City of Tama is a community of approximately 2,800 people that sits on the junction of Highway 63 and Highway 30 in Tama County, Iowa. It is adjacent to the City of Toledo and the Meskwaki Nation. The city had its last comprehensive plan in 1966. Having a comprehensive plan will allow the City of Tama and the community to pursue desired outcomes with a framework to achieve



#### PLAN VISION STATEMENT

Using public opinion and fact-based evidence, Tama will create a vibrant and resilient economy that provides opportunities for all, meeting the community's housing needs, develop alternative transportation systems, make long-term zoning and capital improvement decisions, protect the natural environment, promote a vibrant culture by enhancing public health, and cultivate positive relationships with its neighbors throughout the region in an ongoing process.

#### COMMUNITY ENGAGEMENT











PUBLIC

WORK

#### COMMUNITY STRENGTHS & CHALLENGES

Increasingly diverse









Manufacturing Industry

population









Youth **Population** 

#### **IMPLEMENTATION & EVALUATION**

2040 Comprehensive Plan provides a guide for the City of Tama to implement the Plan's goals and objectives. It also outlines an ongoing evaluation process to make the plan a living document that serves and is utilized by City staff, representatives, and residents.

#### Persons and groups that are responsible for monitoring, reviewing, and evaluating the

progress and success of the

plan's goals, objectives, and

Providing measures for the evaluation of goals, objectives, action items, and overall success.

How

Determining the appropriate and necessary times for evaluating and updating the comprehensive plan.

When

#### action items. HOW DOES THE PLAN WORK?

Goal: Community aspiration to increase quality of life in both the short- and long-term. Objective: The purpose and desired outcome of stated goal. Policy & Action Recommendations: Actions, projects, services, or polices that the

community will undertake to achieve the Comprehensive's goals and objectives. Partners & Resources: City departments and staff as well as appropriate stakeholders who are responsible for overseeing and implementing the policy and action items. Indicators: Identifiable and/or quantifiable ways for staff, stakeholders, and residents to

assess progress made on policies, actions, and overall goals. **Priority:** Using public feedback, identifies the significance using range of (1 star) to 888(4 stars, most significant.

Time: The recommended time frame for each policy and action to be developed and adopted in. These are measured in years and broken into four categories: 0-5, 6-10, 11-20, and ongoing.

#### oal 1: Foster a sustainable and divers

Embracing the downtown as a central business and cultural hub will strengthen the economy. Diversifying the economy will make Tama more resilient to shocks. Leveraging Tama's historic and cultural character can attract businesses and encouragement entrepreneurship. Working with regional partners to reduce unneeded competition is also advised.

#### al 2: Create affordable, diverse, and

Housing priorities identified by the community center around affordability and quality. Tama should offer a greater mixture of housing types and assistance with neighborhood enhancements. Possible zoning changes to expand mix use and multi-family units are highlighted. Federal and state programs along with local rebates can spur neighborhood revitalization.

#### nodate alternative mode

Having complete streets in Tama means accommodating all modes of transportation. In addition to supporting vehicular traffic, it is important to support walking and biking. Additional benefits of complete streets include promoting a more active lifestyle among residents as well as bringing economic development to downtown Tama.

The zoning map has been updated to be accurate of changes since the last version. Additionally, potential zoning changes to expand the housing stock for potential expansions. Annexations beyond city boundaries should meet criteria outlined in the plan, including a cost-benefit analysis. In-fill development in downtown can be done with careful zoning.

#### PRIORITY GOALS



COVID-19 put a new emphasis on public health. The pandemic's impact on Tama highlights the need to prepare for similar events in the future. Economic recovery following a pandemic should resemble postnatural disaster recovery. Preparation for future pandemics includes having policy actions prepared beforehand. Promoting bicycle usage and healthy eating also enhance public health.

The community identified the need for more recreational opportunities and events in Tama. Communities report higher levels of satisfaction with culture vitality. Expanding public art and recreational opportunities will enhance Tama's small town feel. Tama's diversity is a strength.

Communal events celebrating the mosaic of people in Tama will create a sense of belonging for all.

#### ACKNOWLEDGEMENTS

The Planning Team thanks the residents of Tama for participating in the comprehensive planning process. We also thank the following people and groups listed to the left. Without everyone's insights and contributions this plan would not have been possible.



Laying utility lines in areas identified for future residential

development will make their development easier to achieve.

fixtures in parks and on trails. Expanding and updating city

lighting will enhance community aesthetics. Raising the levee

The community identified the need to install more light

to the 1% chance flood with assistance from FEMA and

raising a bond will protect the community enable further







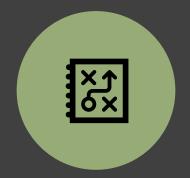
#### PLANNING THEORIES



Rational Planning



Participatory Planning



Scenario Planning



Quality of Life

## WINTER SURVEY

#### WINTER SURVEY OVERVIEW & RESULTS

- Overview:
  - 13 Questions
  - Conducted via Facebook (online) and in City Hall (paper version)
  - Available from December 13, 2019 January 31, 2020
- Results:
  - No paper responses
  - 107 complete online responses
  - Skewed:
    - Female
    - **20-45** years old

#### WINTER SURVEY KEY TAKEAWAYS



~55% FAVORED CONSOLIDATING TAMA AND TOLEDO



RESIDENTS WANT LIGHTING IN PARKS AND ON TRAILS



RESULTS FROM TAMA AND BEYOND TAMA WERE SIMILAR



HOUSING AFFORDABILITY AND QUALITY SEEN AS THE TWO TOP HOUSING ISSUES

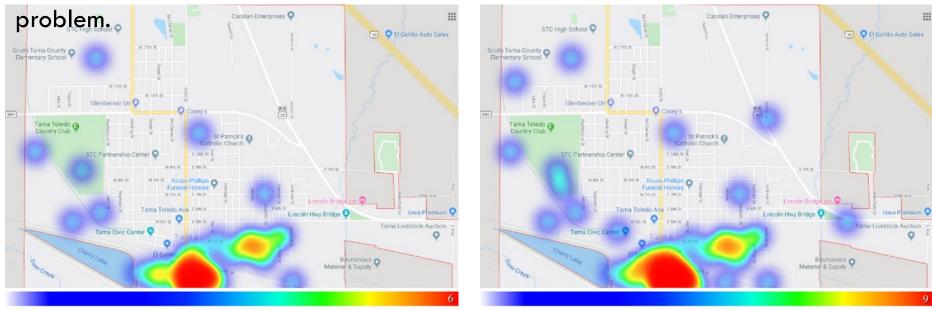


SOUTH TAMA AND RESIDENTIAL AREA NEAR LINCOLN HIGHWAY BRIDGE SEEN AS FLOOD ZONES



#### WINTER SURVEY RESULTS (EXPANDED)

Q12: Environmental concerns on the map below, please click on areas where you know flooding is a

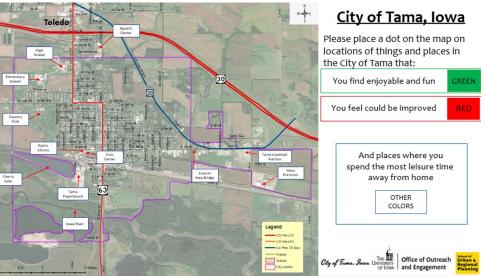


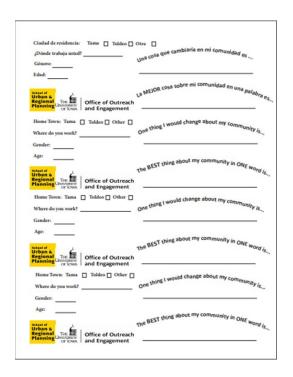
# MORE ON PUBLIC ENGAGEMENT

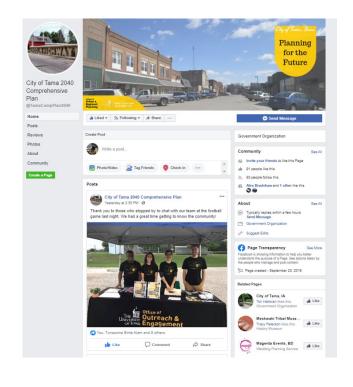
#### FALL PUBLIC ENGAGEMENT MATERIALS











#### "CHIP GAME" EXAMPLES





### TIME MANAGEMENT TOOLS

#### **TOOLS** TO KEEP ON TRACK

Gantt Chart

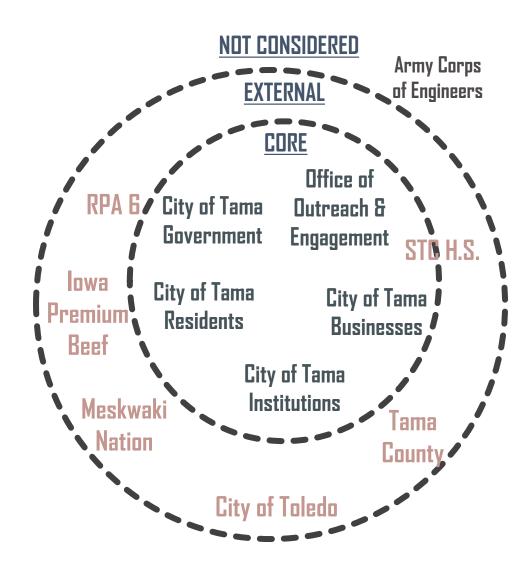
| Companies | Comp

Weekly Tasks
List

Spring Work Plan		-				"ORAL EXAMS"		SPRING BREAK		,,				APA CONFERENCE (4/25 -2#)		
Wook 1: Jan 19 - 25 Wook 2: Jan 26 - Fob 1		Wook 3: Fab 2 - \$ Wook 4: Fab 9 - 15 Wa		Wook 5: Fab 16 -22	Mark 6: Eak 22 - 24						pril Wook 12: April 5 - 11 Wook 13: April 12 - 18					
Finalize Wark Plan (TEAM)	Select date for public event (TEAM)		Warkanformat/qual/forpublic ovent@promotion(TEAM+V+A)					(TEAM) Buffer Week:	Summarize public event findings (urite and make presentation slides) (March 23 - TBD)		Ropart Set Draft (4/6)	Organize and layautinformation for final presentation (TBD)	Ropart 2nd Draft (4/22)	Parter: URP Advirory Board (TBD)	Final Prozontation for Project Partners (TBD))	Report: Final Draft (5/13)
Wark on Unfinished business/fal zemester (TEAM)	Cantinuo wark an Unfinished business#fallsomester (TEAM)		Finish recommendations within each chapter (TEAM)	Startwarkan futuro landwo map (P+A)	Have methodology/strategies established and prolimiery mapping for Feb presentation by 2/24 (P+A)	Poor Evaluations	Start compiling information for APA parter (H+T+TEAM)			Make parter graphics/figures, etc. and continue work on parter content (T+H+TEAM)	Camplete parter and rend to faculty (H+T)	Mako faculty oditr to parter (H+T)	Order to print APA porter (H)	Practice for final procentation (TBD)	Final Campur Prozontation/Portor Sozzion (5/4-TBD)	PoorEvaluation (TEAM)
StartInfrastructureResearch (A+H)	Wark on Outro ach to Undorzorvod Stakoholdorz (H)	Finish uriting in fall chapters (TEAM)	Finirh haw ongagement influenced each rection completed (TEAM)	Roviouplan's chaptor rocummondations, quals & ubjectives (Fob 17 TEAM Mooting)	Individual Two-Pago Pagor (rpocific contributions to toom) Duo (TEAM)	Uro oditurz' foodback + faculty prozontatiun foodback tu wurk un individual chaptorz (TEAM)	Uzo oditarz' foodback ta wark an individual chaptorz (TEAM)		Mako no cozzary oditz ta chaptors barod anzpring public ovent findingr (TEAM)	Finalizo chaptorz'toxt, mapz, graphz, graphicz, otc.: roviou by oditarz and TEAM						
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	Additional research & best practices (TEAM)	Startprozontation (Fob.) work+ croato*dump*fortcaminfo and zlidoz (T+V)	Organizo and layout information for Fob procentation (Y+T)	Sond prozontation to faculty for foodback and practico prozontation (Y+T)	Prezentation (T+V)	Complete future land ure map for public en gagement (P+A)			Edit + complete future land ure map bared on public feedback (P+A)	Doziqnoditarfacuranoditing (T+V)	Start prozontation (final) work and croato "dump" for toam info (TBD)		Sond final procentation to faculty for foodback (H+TBD)	1		
	Croato "dump" far infarmation far APA partor (through wook 8 (T)		Finish quals & abjectives fareach chapter (TEAM)	Finish Organizational structure provider network (V+P)		Place arder far map tabe printed (P+A)	Bogin work on funding (H+T)		Dazign aditor focus on aditing (T)	Research fundings surces (At least three per action) (T+H)	oliqibility) (H+T)	Soloctfundingsaurcor(Each action noods at loast ano)(H+T??)	Funding information is in the 2nd Draft (T+H)			
	Update Gantt Chart + Send Spring Wark Plan to Faculty (V)	Complete SWOT Analysis (V+A)  (TEAM) Check-In on Semester	(TEAM) Chock-In an Somestor Pragress during Wodnesday to am mooting	Sond Spak updated "remerter 1" draft (TEAM+H) Update chapter quair 8	(TEAM) Check-In an Semester Pragress during Manday team meeting		(TEAM) Check-In an Semester Pragress during Manday team meeting		(TEAM) Chock-In an Somostor Pragrozz during Manday to am mooting		(TEAM) Check-In an Somertor Pragress during Manday to am mooting		(TEAM) Chock-In an Somostor Pragrozz during Manday toam mooting		(TEAM) Chock-In an Somertor Pragress during Manday to am mooting	
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## ADDITIONAL RESOURCES

#### **STAKEHOLDER** ENGAGEMENT



#### IDENTIFYING BEST PRACTICES FOR SHARED SERVICES

IBM Center for The Business of Government

• A County Manager's Guide to Shared Services in Local Government (2013)

Princeton University: Woodrow Wilson School of Public and International Affairs

Municipal Consolidation Case Study: An Evaluation of the Princeton,
 NJ Borough-Township Consolidation Transition Process (2013)

Cornell University: Department of City and Regional Planning

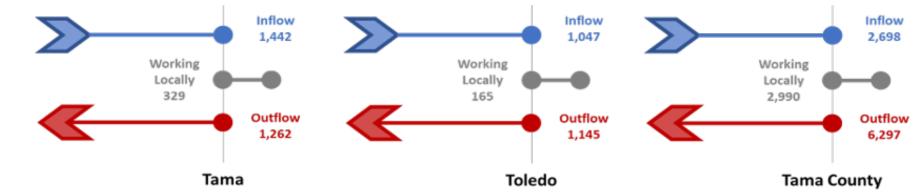
• Shared Services in New York State: A Reform That Works (2013)

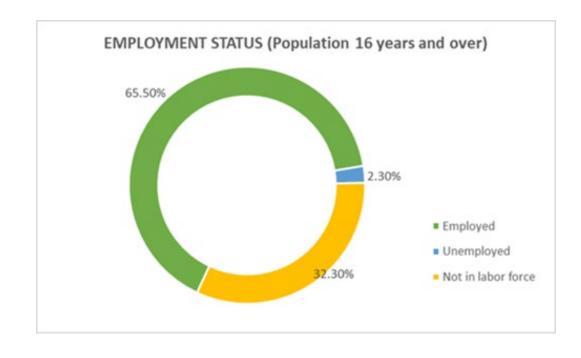
LabGov.City

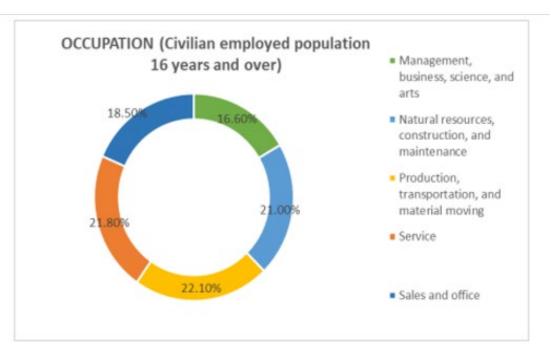
 Collaboration in Cities: From Sharing to 'Sharing Economy' – The New WEF Whitepaper (2018)

#### **EMPLOYMENT & JOB OPPORTUNITIES**

- Employers
- Worker Community Flows
- Entrepreneurial Opportunities







#### FY20 BUDGET

Tax Increment Iowa Premium \$

Function		Amount	%	Function		Amount	%
Police	\$	400,150.00	28.00%	Trust and Agency		194,200.00	3.71%
Fire		62,400.00	4.37%	Debt Service	\$	413,200.00	7.89%
Ambulane		233,665.00	16.35%				
Infrastructure		143,142.00	10.02%	Capital Project	\$	402,000.00	49.13%
Waste Management	\$	73,021.00	5.11%	Capital Project - Community De		39,500.00	4.83%
Water, Air, Mosquito Control	\$	11,225.00	0.79%	Capital Project - Reserve		176,775.00	21.60%
Library		134,530.00	134,530.00 9.41% Capital Project - Bridge		\$	200,000.00	24.44%
Parks & Recreation		75,270.00	5.27%	Capital Project		818,275.00	
Cemetry		37,220.00	2.60%				
Community and Economic Deve		127,000.00	8.89%	Water Fund		561,900.00	91.49%
Admin		122,550.00	8.57%	Water Revenue Bond		52,235.00	8.51%
Transfer Out		9,000.00	0.63%	Water	\$	614,135.00	
General	\$	1,429,173.00					
				Sewer Fund	\$	446,665.00	78.76%
Civic Center		3,000.00	10.71%	Sewer Replacement		20,000.00	3.53%
Downtown		25,000.00	89.29%	Sewer Rehabilitation	\$	25,000.00	4.41%
Civic	\$	28,000.00		Sewer Revenue Bond	\$	55,440.00	9.78%
				Storm Water Management	\$	20,000.00	3.53%
Employee Benefits		444,136.00	8.48%	Storm Water		567,105.00	
Emergency Fund		16,814.00	0.32%				
				Total	\$	5,240,060.00	
Road Use Tax	\$	357,060.00	49.94%				
Local Option Sales Tax	\$	163,250.00	22.83%				
TIF	\$	12,712.00	1.78%				

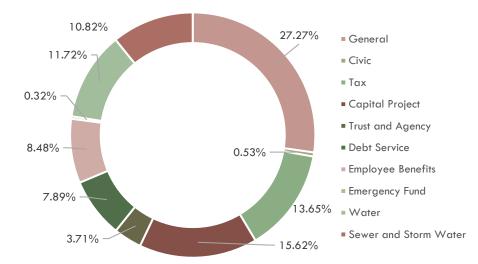
182,000.00

715,022.00

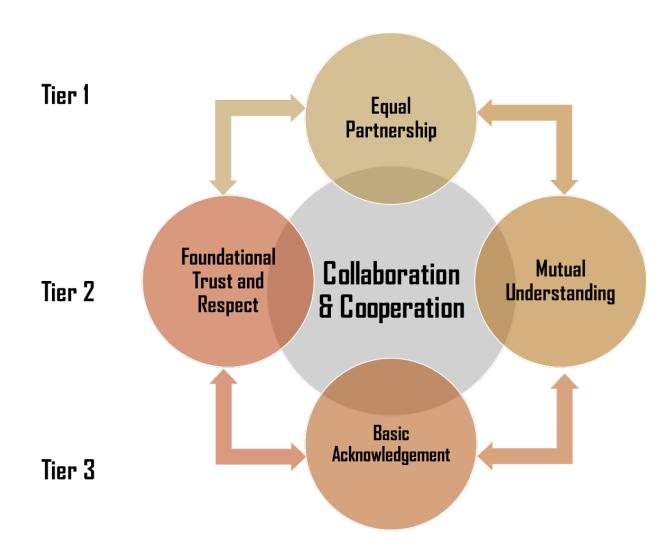
Tax \$

25.45%





#### THE PRINCIPLES OF EQUAL PARTNERSHIP







#### MIXED USE

A type of structure that includes multiple uses. Most often it has residential and commercial within the same building, where retail is on the ground floor and dwelling units are above. It can also include cultural, entertainment, parking, transportation, hotel, and retail uses.