




The Wellman Sustainability Plan

2010 - 2020



 Graduate Program in
Urban & Regional Planning

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Executive Summary

Introduction

Sustainability, or the ability of a community to meet its needs without compromising the ability of future generations to meet their own needs, is neither a new nor unfamiliar concept. Sustainability is rooted in the basic fact that the planet is a closed system with finite resources which cannot support continuously high rates of growth and consumption. Such unsustainable practices introduce a whole host of major environmental problems, threatening natural resources and human support systems. However, the goal of sustainability is not environmental conservation at the expense of human communities. Rather, sustainability seeks to change behaviors and practices that generate negative impacts on the environment, the economy and on communities, replacing them instead with positive sustainable practices. Sustainable practices are essential to the future well-being of communities on a local, regional, and global level and represent a new approach to long term planning.

Although the United Nations Earth Summit drafted their definition of sustainability in 1987, it is only recently that sustainability has become a mainstream and grassroots idea. Small towns are in a unique position to integrate sustainability into policy because they are not constrained by the same sociopolitical issues that limit large cities from implementing change. The City of Wellman should address sustainability as a way of ensuring a healthy community and additionally identifying itself as a model for other towns in Iowa. Although many large cities are in the process of developing sustainability plans or developing more sustainable growth policies, small towns, like Wellman, are uniquely situated to integrate sustainability into policy and community life with great success.

Sustainability Plan

The University of Iowa Graduate Program in Urban and Regional Planning's 2009-2010 Field Problems Course has focused on aspects of small town sustainability as a part of the *Iowa Initiative for Sustainable Communities*. This course has given second-year students in the Urban and Regional Planning Program a chance to act as consultants and prepare a plan or report for small towns in Iowa. Several students, now known as the "Wellman Group," chose the City of Wellman as the community they wanted to work with.

After early consultation among the group, faculty, and the City Administrator, it was decided that the Wellman Group would work to prepare a comprehensive sustainability plan for the City of Wellman. A Sustainability Plan provides a road map for staff and key decision-makers as they work on sustainability efforts. Creating a plan strengthens community member buy-in and ensures the continuous improvement of the City's sustainable activities. It is hoped that this Plan will be used by the City of Wellman to address today's challenges and look toward the future mindful of the benefits of sustainable planning practices.

The Wellman Sustainability Plan centers on sustainability-oriented recommendations for the City of Wellman. These recommendations are the product of surveys, public meetings, and discussion with

City officials. The Wellman Group used these sources to gather information and make informed recommendations that seek to address economic, environmental and community challenges in both the short and long-term. These recommendations can be adopted directly or be used to inform and inspire land-use, capital improvements, and policy decisions in the future.

Wellman Assets

Wellman has the opportunity to highlight its assets and services and market itself as a good place to live for both young families and the newly retired. Wellman already has a quiet rural setting, small town atmosphere, good schools and is near to larger employment centers that would be attractive to young families. With a senior care facility, a wide range of medical services, and a senior dining center, Wellman is also attractive to new retirees who may be looking to relocate. Wellman should highlight these “quality of life” factors, expand recreation, fitness and entertainment opportunities, and identify itself as a sustainability-conscious community in addition to its other attractive qualities. Positioning itself in this way will work in Wellman’s favor to attract residents interested in a lifestyle that is healthy for families, the community and the planet. Wellman is a good place to raise a family, as well as a good place to retire, and Wellman will be strong in its future because it is also developing a culture of wise use of resources and community connectivity.

Recommendation Topics

The recommendations in this plan are separated under seven topics that encompass various aspects of sustainable planning. Under each topic, recommendations are separated into chronological categories: Immediate, Mid-Range, and Long-Range. These categories are used to describe recommendations whose action-steps can be implemented over a short, medium, or long time frame. The recommendations are also separated into Priority Levels: High, Medium, or Low. These designations indicate how important it is for Wellman to act on any given recommendation. Along with the recommendations, the plan offers an explanation of the proposed recommendation, responsibilities for implementing the recommendation, and action steps for getting started. Although the Plan proposes a wide array of recommendations, timeframes, and priority levels, it is entirely up to the City of Wellman and its officials to determine what recommendations are most important, applicable, and feasible to implement.

These are the topics and high priority recommendations included in the Plan:

- **Economic Development**
 - Create an Economic Development Commission and Business Alliance
 - Planning for the Industrial/Business Park
- **Water**
 - Implement a City-Wide Toilet Rebate and Water Fixture Replacement Program
 - Start “Wise Water Use” Awareness Campaign
- **Parks & Recreation**
 - Build a Splash Pad or Indoor/Outdoor Swimming Pool
 - Creation of a Wetlands Hiking/Biking path around Smith Creek
 - Incorporate Green Space into City Zoning Code

- **Transportation**
 - Increase the level of control along Highway 22
 - Construct Wellman Multi-use Trail
 - Repair Sidewalk System
- **Energy Efficiency**
 - Secure funding for 100 percent of all HUD Sections 8, 202, 515 and 811 residential units in order to guarantee equitable energy-related upgrades
 - Target older housing stock for energy efficiency upgrades
- **Housing**
 - Participate in Energy-Saving Programs
 - Annual Self-Housing Assessment
- **Food**
 - Seek to attract Food-related light industry
 - Implement a “Buy Smart, Buy Fresh, Buy Local” Campaign

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Introduction

A Plan Developed Through Public Input

The successful implementation of any planning initiative is derived largely from broad based public participation and public support throughout the planning process. In accordance with good planning principles, the Planning Team has strived to ensure that recommendations were shaped around the wants and needs of Wellman's residents, community groups, business owners, and local officials. The Planning Team has acted as community facilitators through an ongoing participatory process, in order to create a working Sustainability Plan that is representative and beneficial to Wellman as a growing community.

Building a Plan with Wellman

Growing sustainably creates opportunities. It can make a community resilient in times of crisis, stabilize and grow the economy, and create connectivity and prosperity within the population.

When talking about developing in a sustainable way it generally means meeting the needs of the present while considering and protecting the needs of the future.

By planning with an eye to the future, Wellman has the opportunity to become a leading example of sustainable growth in the region. Incorporating sustainability principles into community life and developing a culture of wise use of land, materials, and energy, will ensure that future Wellman generations will have the resources to continue living in this community.

In order to involve the public within the sustainability planning efforts, and in order to develop a successful plan, the Planning Group developed a timeline for the planning efforts. This timeline consisted of four major components:

- 1) **Public Education:** Although an ongoing component of public involvement, this initial element raised visibility of sustainability issues within the community and sought to inform residents and officials.
- 2) **Public Input Meetings:** This element of the plan sought to solicit community concerns and ideas in order to guide the Planning Group's research and refine its recommendations
- 3) **Community Household Survey:** Recognizing that the reach of community meetings can be limited, the Planning Group distributed a household survey to every Wellman resident in order to increase opportunities for public input.
- 4) **Plan Development:** This final phase of the Planning Group's role in the process, involved constructing and compiling recommendations for adoption, implementation, and evaluation by the City of Wellman.

By envisioning a sustainable Wellman, the town can guide development in a way that brands it as unique in the region, making it attractive to new businesses, families and young people, while also maintaining and enhancing the local quality of life.

During the public education process, the Planning Group recommended that Wellman residents consider the environmental, economic, and social equity issues that were important to them. This process helped identify strengths and opportunities within the community that will attract families and retain younger generations. In helping Wellman to design a plan for their future the Planning Group evaluated how the Community addresses sustainability in the following ways:

- *Water systems* - drinking, storm, wastewater - best practices for conserving, capturing, cleaning, recycling - back-up system for crisis management;
- *Transportation* - commuting, “bike-ability” and “walkability” of the community;
- *Land Use* - zoning for density, protection of open space and sensitive areas, remediation where called for, evaluation of City buildings and housing stock, tie-in to the region;
- *Energy use* - potential for investing in renewable energy , opportunities for conservation;
- *Economic development* - green jobs, self-sufficiency, increasing the amount of dollars that stay in the community;
- *Food systems* -increasing local self-sufficiency, improving opportunities for farmers, creating resilience in the food shed; and
- *Community building* - making and strengthening connections among members, building democracy/equity through the key building blocks of information, integration, and participation.

Planning Ahead

A realistic assessment of current conditions and proactive planning can ensure an acceptable quality of life for the community in the future. Wellman has an incredible opportunity to create a positive vision and start growing in the direction of stability and resilience that will keep the community alive and vibrant in the coming years and for generations to come.

Public Participation

To develop a locally driven Sustainability Plan Wellman's residents were engaged on several levels through the use of broad-based public meetings, and a survey of community attitudes. To write a meaningful plan for the future of the Wellman community, the input of community members was sought.

Public Meetings

There were three public meetings for the project in the winter of 2009 and spring of 2010. These meetings provided an opportunity for broad-based community involvement. They allowed residents to learn how sustainability planning can help the City of Wellman and provided the Planning Group with valuable input on what to include within the Sustainability Plan. Meetings were advertised through the local media and posting public announcements.

Public Meeting: December 14, 2009

This initial public meeting allowed the Planning Group to begin its dialogue with the Wellman community. After discussing how sustainable growth can benefit even small towns, the group listened to the concerns and aspirations of Wellman community members. Attendance was small, as the meeting had to be postponed by one week due to blizzard conditions within the region in early December of 2009. Despite this, however, the Planning Group engaged local media and the City Administrator, posted fliers, and called community group leaders to inform the public of the changed meeting time. The meeting was attended by 13 community members, including business owners, an elected official, the City Administrator, and other members of the community.

Public Meeting: March 2, 2010

This second public meeting provided an opportunity for the Planning Group to present its work from the previous months. More importantly, it was a final opportunity to listen to the community. It was an opportunity to hear from business owners, parents, seniors, young adults, and residents, new and old. It was at this meeting that the Planning Group presented data from the Community Household Survey (discussed below) and used this data to prompt community members on how the City of Wellman should specifically address issues of sustainability within the community. The community responses to these proposals shaped and contoured the recommendations contained within this report.

This second meeting saw greater attendance than the first, with 18 persons attending. There was some overlap attendance between the two meetings, but some drop off as well. The meeting participants included business owners, the Mayor of Wellman, as well as other members of the community.

City Council Presentation: April 19, 2010

This final presentation allowed the Planning Group to communicate with City Council and the general public about the recommendations for sustainable growth that are the basis of this document.

Community Household Survey

The community survey was one of the most important components of the public participation plan. The Planning Group designed a household survey and distributed one to every residential unit in Wellman,

along with a self addressed business mail envelope. This survey design allowed us to reach all Wellman residents and helped to encourage a high response rate. Of the approximately 550 surveys distributed, 194 or 35.2 percent were returned, coded, and analyzed in order to help guide the Planning Group's research and recommendations. The survey and survey data are included in Appendix C.

Website Development

The Planning Group worked to develop a website that provided Wellman residents with the opportunity to learn about sustainability and keep informed about the latest news in developing a sustainability plan for the community. The site provided residents with the opportunity to start discussions and directly contact members of the Planning Group with suggestions, questions, and ideas. Although this forum of participation was available to residents, the website received only a few dozen hits.

The website is available at: http://wellmanurp.wiki-site.com/index.php/Main_Page

Community Input Schedule

<i>September - December 2009</i>	Client Meetings and Document Analysis
<i>December 14, 2009</i>	First Public Meeting
<i>December - January 2010</i>	Website Development and Launch
<i>January 24 - February 12, 2010</i>	Wellman Household Survey Distribution and Collection
<i>February - March 2010</i>	Survey Analysis
<i>March 2, 2010</i>	Second Public Meeting
<i>April 19, 2010</i>	Presentation to the Wellman City Council

Sustainability Reports and Documents

November 9, 2009 **Public Participation Plan**

This document provides an extensive outline of anticipated public outreach. The document was created in order to guide the formation of this plan and its recommendations.

January 25, 2010 **Existing Conditions Report**

This document details existing infrastructure, demographics, and examines sustainability concerns with the City of Wellman.

January 24 - **Community Household Survey**

February 12, 2010 The Community Household Survey asked Wellman residents about sustainability issues that concerned them, and narrowed these issues to individual projects.

March 30, 2010 **Survey Report**

The Survey Report analyzes the results from the community survey. The responses provided data on community attitudes and preferences concerning issues of sustainability that helped develop the recommendations within this document.

April 7, 2010 **Draft Wellman Sustainability Plan: 2010-2020**

The first draft of the sustainability plan was based on community input and was sent to the City Administrator for his review and recommendations.

April 30, 2010 **The Wellman Sustainability Plan: 2010-2020**

This is the present document submitted to the Wellman City Council for adoption or amendment.

Wellman Existing Conditions Report: Spring 2010

Introduction

The City of Wellman is located in northwest corner of Washington County, Iowa, in south eastern Iowa. According to the United States Census Bureau, the city covers 1 square mile. The 2000 Census reported the population of Wellman to be 1,393 residents. The most current population estimate (conducted in July 2008) is 1,427 residents. This represents a small population growth of 2.4 percent. The population of Wellman lives in 549 households.

Land Use

Zoning

The Wellman Plan was adopted in 2000. It specifies that, if growth occurs as predicted, the urban service boundary should remain intact until 2020.

Current land use patterns include four main types of uses.

1. Residential - where units' primary purpose is dwelling
2. Commercial and Business - where goods or services are sold or exchanged
3. Industrial -where labor serves as an input for production that is not sold to end consumers on the premises (includes utilities)
4. Agricultural - where land is devoid of structures and otherwise undeveloped.

A fifth category, Public and Conservation, includes government and church-owned land and buildings not located within the other four zones.

There is one large and several small commercial areas in Wellman. A small portion adjacent to the main downtown area is zoned for industrial use. No space within the current city limits is zoned for agricultural, though the city is surrounded by agricultural land. The remainder of Wellman is zoned for residential use.

Current Residential Zones

The City of Wellman's current Zoning Map was adopted in January 2006. It outlines the allowable land uses within the City and distinguishes between four residential zones.

1. "R-1" Low Density Single Family Residential
2. "R-2" Medium Density Single Family Residential
3. "R-3" Multi-Family Residential
4. "R-4" Mobile Home Park

The vast majority of the land (the actual proportion will be specified at a later date) is zoned as low density single family residential. Toward the southwest edge of the city there is a small area zoned R-4.

Historical Buildings and Landmark Designation

The Wellman Historical Society is charged with preserving historic properties. Two buildings are currently on the National Register of Historic Places: the Polygonal Barn was added to the National Registry in 1986 and the Pilotburg Church was added in 1996.

Demographics

Population Composition

The population characteristics for the City of Wellman are similar to Washington County as a whole. Washington County's population is 97 percent white and Wellman is 98 percent. In the 2000 Census, Washington County reported less than 1 percent Black or African American residents and Wellman reported 0 percent. Wellman recorded a small percentage (below 1 percent) of the population that is of two or more races.

The City of Wellman has a median age of 40.1 years, slightly above Washington County's median age of 38.8 years. According to data from the 2000 Census, Wellman also has a slightly larger percentage of youth than Washington County as a whole. Washington County has a larger segment of the population aged between 35 and 54. A large segment of the Wellman population consists of older adults. The age and sex distribution can be seen in Figure 1: Percent of Total Population by Age and Sex below.

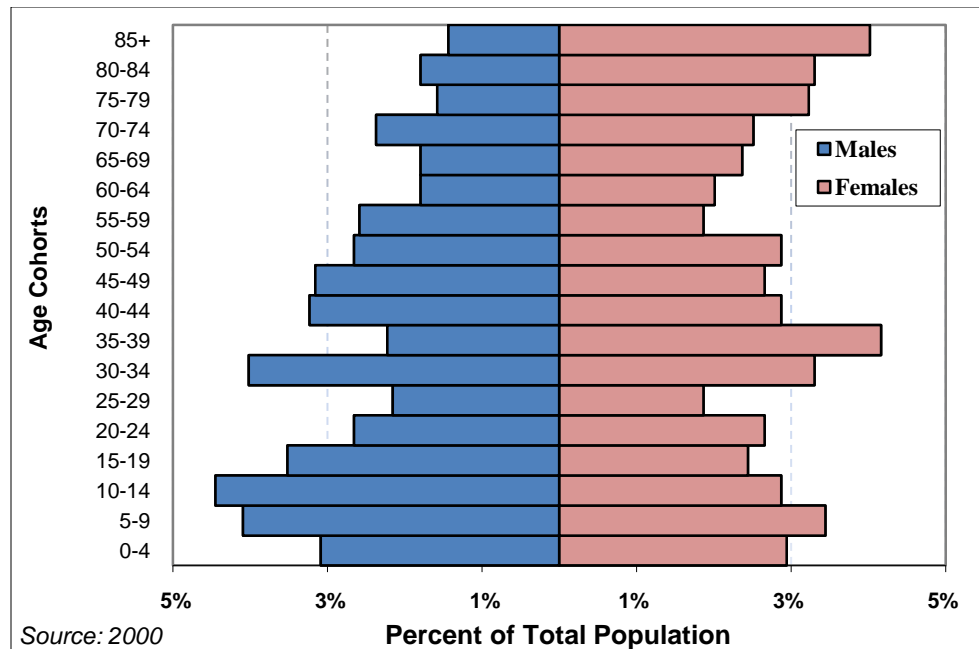


Figure 1: Percent of Total Population by Age and Sex

Education

Education levels are similar in Wellman and in Washington County as a whole. A little over half of all Wellman residents (53.5%) have a high school diploma or more; Washington County's percentage is slightly higher (55.4%). About 16 percent and 18 percent of residents of individuals in Washington County and Wellman, respectively, has earned a bachelor's degree. One notable difference between Wellman and Washington County is that a higher percentage of individuals have graduate or professional degrees in Wellman (see Table 1: Educational Attainment).

Table 1: Educational Attainment

	High School Diploma	Bachelor's Degree	Graduate or Professional Degree
Wellman	34.7%	11.0%	7.9%
Washington County	39.1%	11.5%	4.8%

Source: Census 2000, SF 3

Households

The City of Wellman has 549 households the majority of which are 2 and 3 person households (Census 2000). Its average household size is 2.40, which is in line with the average household size in Washington County of 2.50.

Housing

The City of Wellman has a total of 570 housing units. 549 of the total 570 units (96%) are currently occupied. In 2000, of the total 570 units, 75.6 percent (431 units) were owner-occupied. Wellman had slightly lower rates for renter-occupied housing (21%) than Washington County as a whole (24%). The City of Wellman also experienced lower vacancy rates than the county as a whole. Washington County had approximately a 6 percent vacancy rate, while Wellman had 3 percent.¹

Housing Stock

The City of Wellman has a slightly older housing stock than the surrounding areas. The median age of homes in Wellman is 42 years, as opposed to 37 years in Riverside, 27 years and 25 years, respectively in Iowa City and Johnson County, and 19 years in Coralville. On the other hand, with a median age of 49 years, homes in Washington County are older than homes in Wellman. Table 2 below displays the median year individual housing structures were built. According to Census of 2000, the City of Wellman had a lower gross median rent than the surrounding communities.

Housing Values

The median housing value in Wellman is \$70,600(see Figure 2), the lowest among neighboring communities. In contrast, the town of Riverside (also located in Washington County) has a median home value of \$91,800. This may be attributable to Wellman's older housing stock and the associated maintenance and repair issues, and to the lower demand for housing in Wellman.

There are a few plausible explanations for this lower median home value. Population growth in Iowa City, Coralville and North Liberty has contributed demand for homes in and near these three urban centers. This demand has in turns generated new construction --and thus more recent housing stocks-- as well as higher housing values in these areas. Although only 25 miles southwest of the Iowa City Metropolitan Area, Wellman has not experienced population growth similar to that of Iowa City, Coralville, or North Liberty. It is therefore not experiencing similarly high demand for new homes.

Wellman is the furthest away from the Iowa City Metropolitan Area. Typically, the cost of housing is lower as one gets further away from a metropolitan area. As previously discussed, the age of the housing stock is older than that of surrounding communities, which also drives down property values and rents in Wellman due to maintenance and repair issues. Similarly, median gross rent is lower in Wellman than in the surrounding markets (Figure 3).

¹ United States Census Bureau. American Fact Finder, Decennial Census. Summary File 1, 2000.

Table 2: Median Year Housing Structures Built

	Johnson County	Washington County	Coralville	Iowa City	Riverside	Wellman
Median Year Built	1975	1951	1981	1973	1963	1958

Source: Census 2000, Summary File 1

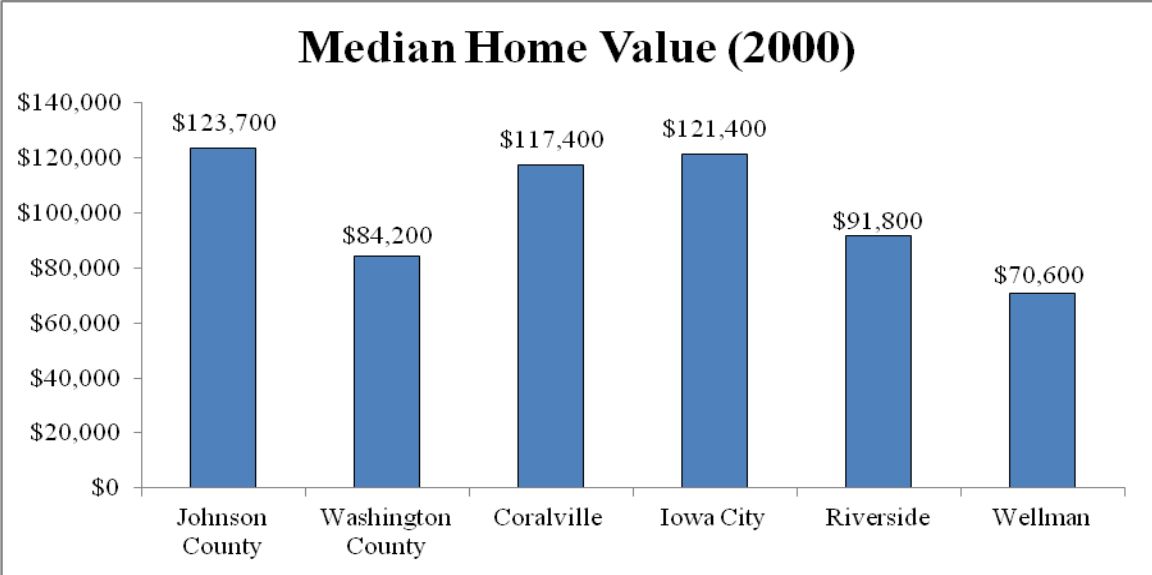


Figure 2: Median Home Value (2000). Source: Census 2000

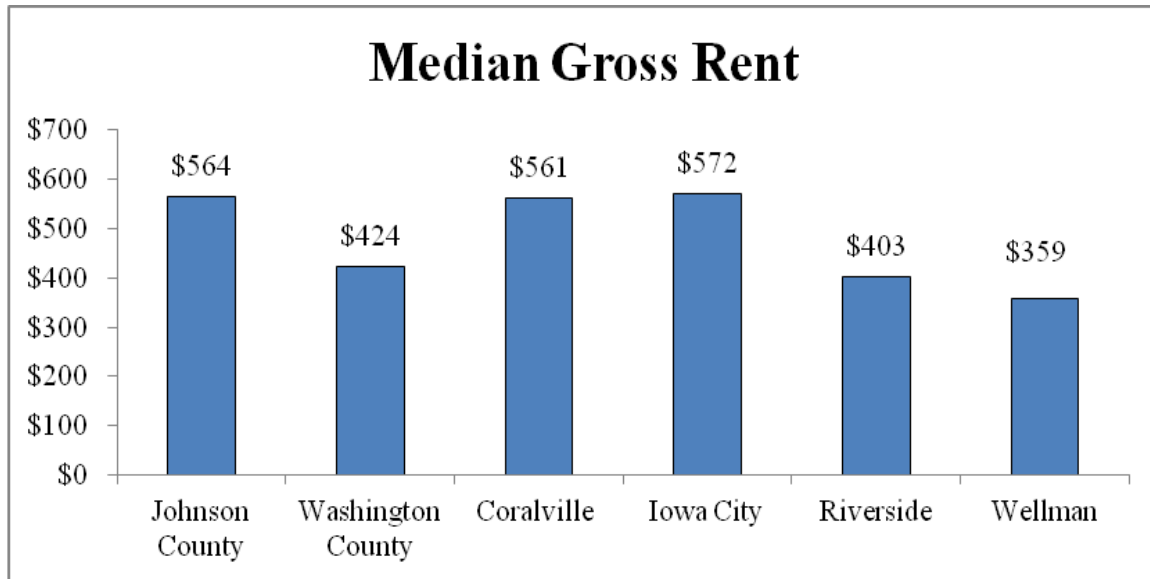


Figure 3: Median Gross Rent (2000). Source Census 2000

Housing Windshield Survey

In preparation for the Wellman Comprehensive Plan 2000, a Housing Windshield Survey was conducted by the Eastern Central Iowa Council of Governments (ECICOG). ECICOG assessed the condition of the property as well as the total number of units. All homes were described as:

Excellent: A structure recently built and meeting codes or which, if somewhat older, has had careful maintenance of both structure and grounds. No surface wear is apparent and repairs are not needed.

Good: A sound structure but in need of surface maintenance and possibly showing small signs of wear. The structure is not as well maintained as the “excellent” category and the pavement or any accessory buildings may need repairs. Minor maintenance needed.

Fair: Significant surface wear is noticeable. The structure itself is slightly out of plumb with cracks, holes, or breaks evident in walls, foundation and roof. Paint is blistered and windows, steps, etc. may need to be replaced. Major maintenance or repairs needed.

Poor: Shows abuse and neglect. Structural defects are obvious and may not be able to be returned to good condition.

Unsound: The structure is unsound and substandard. The foundation, roof, and bearing elements have substantial defects. The condition may be serious enough that the unit cannot be returned to good or fair condition.

In 2000, ECICOG identified 55 percent of the units surveyed be of “excellent or good” quality. Additionally, a total of 93 percent of all homes surveyed were rated as “fair or better” (see Table 3). Only 8 percent of homes were identified as rating “poor or unsound.” According to the description of ratings above, the poor or unsound homes require maintenance attention.

Table 3: Results of Housing Survey, 2000

City of Wellman	Number of	
	Units	Percent
Excellent	109	20%
Good	187	35%
Fair	203	38%
Poor	36	7%
Unsound	4	1%
Total	539	100%

Source: Wellman Comprehensive Plan 2000

In 2007, ECICOG conducted another Windshield Survey to assess the quality of housing units. The same rating scale used in the previous study was used in 2007 by ECICOG. The results found by ECICOG are displayed in Table 4 below. ECICOG conducted the survey within sub-area of Wellman, and assessed a total of 216 units. Unfortunately, the exact area surveyed in Wellman was not made available by ECICOG. Of these 216 units; 190 were single-family homes (3 appeared vacant or abandoned), approximately 23 mobile homes, and 3 multi-family units. According to their results, 97 percent of the units were considered in Fair condition or better.

Table 4: Results of Housing Survey, 2007

City of Wellman	Number of	
	Units	Percent
Excellent	6	3%
Good	90	42%
Fair	112	52%
Poor	5	2%
Unsound	3	1%
Total	216	100%

Source: ECICOG, 2007

In January 2010, the UI Graduate Students conducted another windshield survey in Wellman and assessed 534 housing units. For purposes of comparison to the two previous studies, the graduate students used the same scale used by ECICOG. For each unit surveyed, the number of visible external units was recorded, along with the external condition of each unit. Of the 534 units surveyed, there were approximately 459 single-family units, 23 multi-family units, and 52 mobile homes. The survey results are displayed in Table 5 below.

Table 5: Results of Housing Survey, 2010

City of Wellman	Number of	
	Units	Percent
Excellent	177	33%
Good	193	36%
Fair	100	19%
Poor	52	10%
Unsound	12	2%
Total	534	100%

According to the January 2010 results, 55 percent of the units rated as “Good” or “Fair.” This is much different from the ECICOG 2007 results, which rated approximately 94 percent of the units as “Good” or “Fair”. There are a number of potential reasons for the discrepancies between the two surveys. One reason is the larger sample size in the 2010 study than the 2007 study performed by ECICOG. For both groups, the majority of units were surveyed as “Good” or “Fair.” ECICOG may have surveyed a targeted area that was composed of “Good” or “Fair” properties. Another possible reason for the differences between the ECICOG results and the graduate students’ results could be attributed to a lack of inter-rater reliability. Although both surveys used the same scale with the same descriptions, surveyors may still have different perceptions.

Any properties that appeared to be undergoing exterior renovations, the graduate students recorded as “under construction,” there were five properties in this category. Each unit’s current condition was recorded, regardless of the type or extent of the work being done. Of the five properties undergoing external improvements, three were recorded in “Fair” condition and two were in “Poor” condition.

Infrastructure

Streets

The road network in Wellman follows a north-south and east-west grid pattern. Many of the north-south oriented roadways are labeled avenues, while many of the east-west roads are labeled streets.

State Highway 22, running east/west, and County Road W38, running north/south, are the primary access roads into Wellman. Highway 22 is the major east west throughway of Wellman. It connects Wellman to the towns of Kalona, Riverside, and Iowa City to the east and Kinross, South English, Webster, and Thornburg to the west. Outside of Wellman, Highway 22 also connects with State Highway 1 and US Highway 218.

Wellman lacks a direct north route to Interstate 80. Ginkgo Avenue is fully paved within Washington County. However, it remains unpaved in Iowa County, limiting expedient access to Interstate 80.

Sidewalks

Sidewalks are an important part of the transportation network as they provide access and mobility for non-motorized modes of transportation. The quality of Wellman’s sidewalks varies substantially

throughout the network. Sidewalks in the commercial district on 8th Avenue between 2nd and 3rd Streets are structurally and functionally sufficient. Moving from the center of town outward, the quality of sidewalks deteriorate; both structurally and functionally. Structural problems include large cracks, broken segments, and portions that have been unlevelled by weathering and natural forces. Functional problems include: sidewalks that are too narrow, sidewalks stairs instead of ramps, and sidewalk sections that remain unconnected.

A major gap in the sidewalk network in Wellman is the lack of sidewalks along and across Highway 22. This limits access to the high school as well as to the downtown business district, and poses a considerable safety concern for pedestrian accessibility to those areas.

Utilities and Services

Utilities

Water

The City of Wellman provides water service for the town. Water is derived from two wells that tap into the Jordan Sandstone and Pleistocene aquifers at a depth of 115 and 1,715 feet deep, respectively.² These two wells provide water that is well below the quality standards established by the U.S. Environmental Protection Agency. In 2008, Wellman received 11 violations for unacceptably high nitrate levels caused by ammonia in fertilizers.³ Of these 11 violations three have been three have achieved compliance and the remaining eight are in the process of achieving compliance.⁴

The current system has a capacity of 648,000 gallons per day (Wellman Comprehensive Plan). Wellman currently charges \$14.95 for the first 1,000 gallons used and \$5.95 for each additional 1,000 gallons. In 2009 from January through September, Wellman pumped 39,652,090 gallons of water; 23,673,200 were billed to customers and 15,978,890 gallons of water were unaccounted for. Unaccounted water is not billed to customers as it is used for public services such as flushing the drinking water system or to fight fires. Water lost through leaking water mains is also considered to be unaccounted as it cannot be billed to a customer.

Gas

Wellman is the gas provider for the town. There is a \$10 minimum monthly charge for service and rates depend on the monthly price of gas.

² The Wellman Plan 2000-2010. ECICOG. Adopted 5-15-2000.

³ Environmental Protection Agency. *Safe Drinking Water Information System (SDWIS)*. http://oaspub.epa.gov/enviro/sdw_report_v2.first_table?pws_id=IA9276096&state=IA&source=Groundwater&population=1393&sys_num=0. Last update 4-18-2010

⁴ Ibid

Electric

Alliant Energy is the electric provider for the town of Wellman. The service charge for electric service is \$10.65 per month. The energy charge is based upon usage; the first 500 kWh/Mo (Kilowatt hours per month) costs 11.029 cents per kWh in the summer and 9.268 cents per kWh in the winter.

Refuse and Recycling

The Southeast Iowa Multi-County Solid Waste Agency provides refuse collection and recycling for Wellman. The cost to have a curbside recycling pick up bin is \$6.75. Refuse must be placed in special "Pay-as-you-go" bags. The bags can be purchased at City Hall or Freemans Foods for \$9.75 for ten, thirteen-gallon bags, or \$15.50 for ten, thirty-gallon bags.

Telephone and Internet

The Wellman Cooperative Telephone Association, located in the downtown business district, provides telephone service and high speed DSL internet service.

Police

Washington County Sheriff's department provides the city of Wellman with contract law enforcement. In Fiscal Year (FY) 2008-09 the city spent approximately \$42,900 on police protection.

Fire

The Wellman Volunteer Fire Department is located on the southeastern corner of town. Currently there are 32 volunteer firefighters in the department. The fire department stock of fire-fighting equipment includes: three crash trucks, two pumps, two tankers, and a rescue truck. The volunteer fire department also provides fire safety training in the schools as well as the community during fire prevention week.

Ambulance

Wellman has a high level of emergency staff serving the community. Currently the Wellman Ambulance service is a volunteer organization of First Responders comprised of: 6 EMT (Emergency Medical Technician) paramedic specialists, 2 EMT paramedics, 5 EMT basics, and 2 volunteer drivers. The City of Wellman spent \$548 in FY 2008-09 for the vehicle insurance for the ambulance service.

Library

The Wellman-Scofield Public Library is connected to City Hall in downtown Wellman. The library offers book check out, book clubs, genealogy collections, interlibrary loans, computer and internet access, and faxing services.

Finances

Wellman's Municipal government fiscal year runs from July 1st through June 30th of the following year. Each year, the city must closely monitor outstanding debt, maintenance costs and revenues to ensure the budget stays fiscally stable. Unexpected events such as the water main break in fall 2009 can lead to budget setbacks. However, Wellman's responsible fiscal management has allowed the city invest in many public recreational amenities such as the skating rink and community center.

The following financial analysis was comprised of revenue and expenditure data from Wellman's FY 2008-09 budget. All analysis was conducted using this source because it is the most complete data source available to the research team. The current total tax rate for Wellman property owners is \$10.64 taxed per \$1,000 of taxable property value. This rate is the combination of a state mandated maximum general fund tax of \$8.10 per thousand dollars and Wellman city levies of \$2.54. For example, a home with a taxable value of \$150,000 will pay annual property taxes of \$1,596. Property taxes in Wellman account for forty percent of the general fund revenue and are at the lowest rate since FY 1999-00.

In addition to property taxes, cities derive revenue from other sources, such as grants, loans, donations, user fees, and fines. Wellman's funding sources can be categorized into six components; general fund (9%), special revenues (10%), public entities (skate rink, Senior Center and housing improvement fund) (2%), debt service (under 1%), capital projects (52%), and utilities (27%) as seen in Figure 4.

Debt Service is expressed as a revenue source here because several line item revenues have been set aside for loan repayment. As this is money that has not yet been expended, it is categorized as funding still in the city's budget.

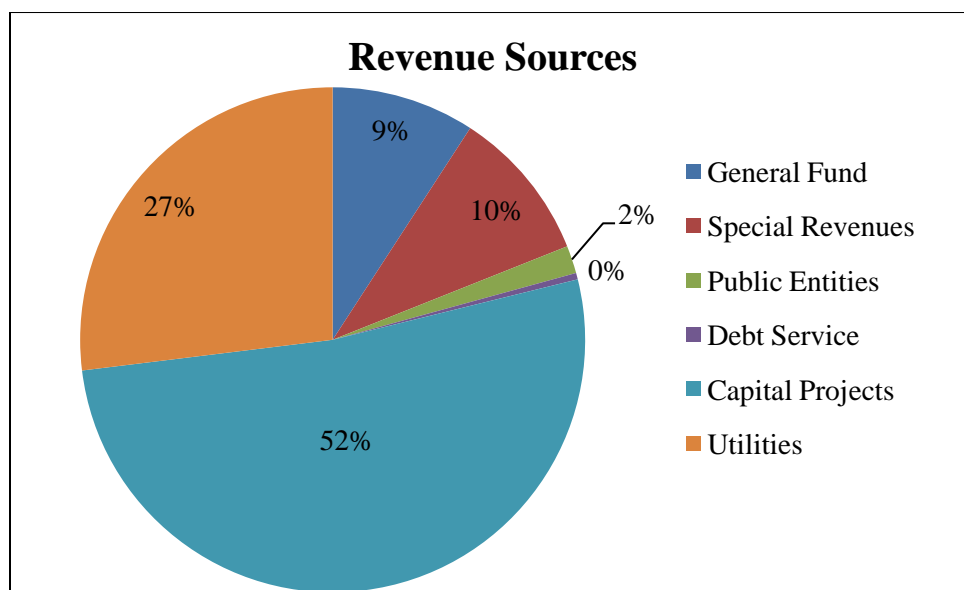


Figure 4: Revenue Sources (City of Wellman)

The upward trend in finance revenue receipts can be explained by the surge in funding for capital improvement projects as seen in Figure 5 below.

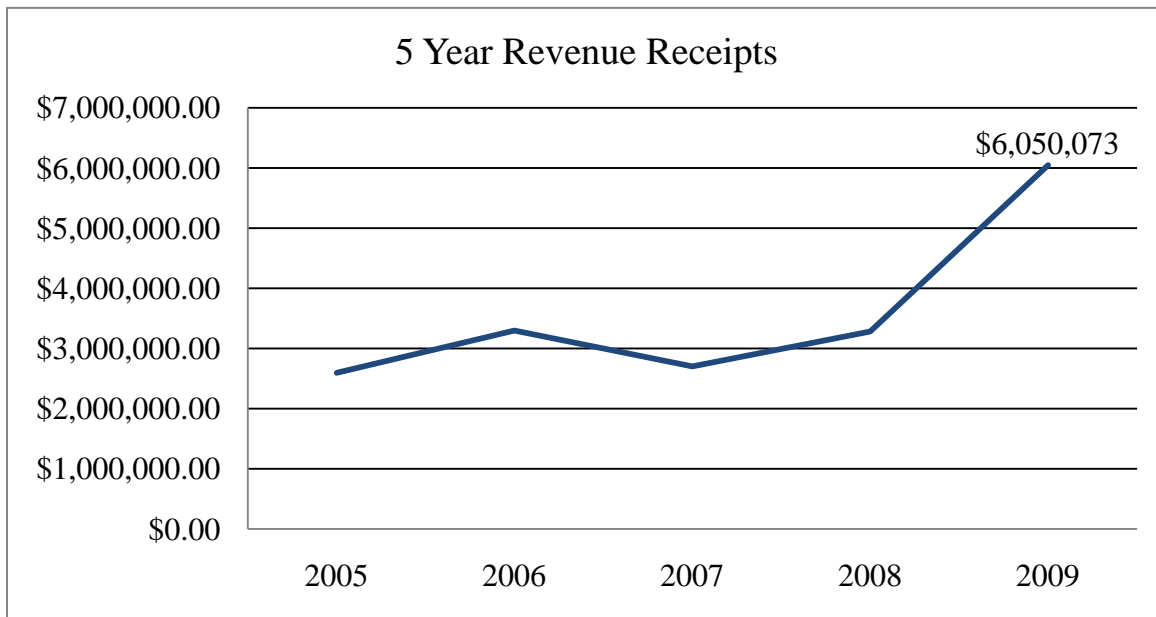


Figure 5: Revenue Receipts 2005-2009 (City of Wellman)

Capital Improvement Projects

Capital improvement projects make up the largest portion of the city's budget. Revenue for projects includes a variety of sources such as donations, Riverboat funding, Vision Iowa funding and a One Million Dollar loan. There are four line itemed capital improvement projects listed in FY 2008-09; the Parkside Activities Center, 2nd Street Bridge, Wellman Skating Rink and the Senior Center. As Senior Center construction, and hence large spending was complete prior to the FY 2008-09 budget, the amount of revenue and expenditures that passes through Wellman's FY 2008-09 budget are negligible (including one dollar of interest earned and a twenty dollar furniture expenditure), thus not included it in the capital projects graph below. Total capital project revenues yielded \$3.14 million while capital expenditures totaled \$2.10 million. This difference can be explained by the fact that at the time of analysis, some funds earmarked for Parkside had not been spent. The revenue spike in FY 2008-09 can be attributed to increased funding and expenditure for Parkside Activities Center.

Utilities

The second largest source of revenue for the City of Wellman is the Utility Services income as seen in Figure 6. Meter charges paid by Wellman citizens make up the largest portion of utility service revenue. Other Utility Service Revenue is generated by interest, sales tax, and penalties; each of which varies by

the type of utility service. Gas charges constitute the largest portion of utility revenue bringing in nearly \$780,000 in FY 2008-09. Water totals yielded \$258,000, waste water revenues \$212,000, and solid waste \$69,000. During FY 2008-09, the city was able to record a net gain of nearly \$200,000 after serving all utility systems.

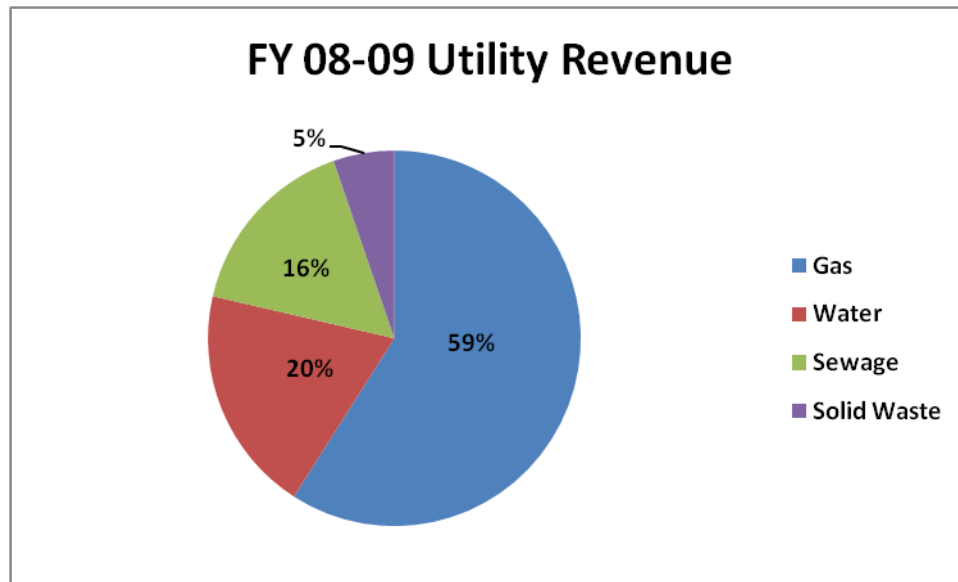


Figure 6: Utility Revenue, FY 2008-09

Special Revenues

Figure 7 shows a breakdown of the Special Revenue Fund which is comprised of six state and local "use taxes." The six biggest contributors to the fund, Employee Benefit, Local Option Tax, Road Use Tax, TIF, Library Donation Fund, and Parks Donation Fund. Three smaller sources are not shown. These include: playground equipment interest at \$7.86, Wishard Park savings interest at \$2.45 and Trees Forever interest at \$3.81. A combination of donations and use taxes supports the Library and the Employee Benefit Funds at \$24,000 and \$23,000 each. Local Option Sales Tax and Road User Taxes (the per gallon gasoline tax) are collected statewide and allocated to communities on a formula basis; Local Option Sales Tax and Road User Taxes contribute \$123,000 and \$115,000, respectively.

The Parks Donation Fund comprises \$137,000 of special revenues. This fund is financed through several sources, most notably the Riverside Casino Fund. A portion of casino profits are allocated to all municipalities in Washington County based on population. In FY 2008-09, the share for Wellman was \$592,409, which is roughly 10 percent of the city's total revenue.

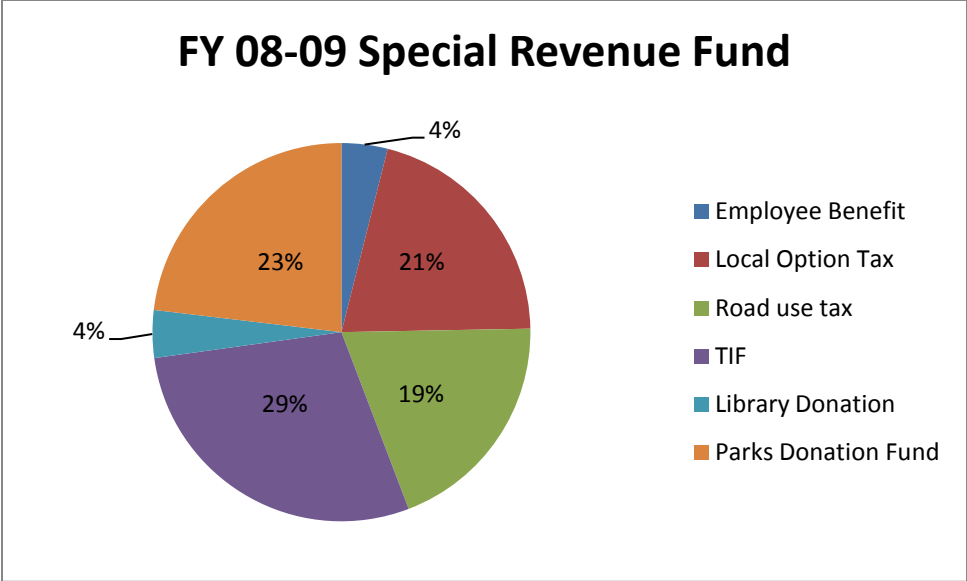


Figure 7: Special Revenue Sources, FY 08-09

Tax Increment Finance Districts

Tax Increment Finance (TIF) districts are an economic development tool that effectively reduce the tax liability of owners within the TIF district. Property owners must pay taxes on an established base value for their property. As taxable values increase, entities within the TIF are refunded tax dollars paid above the base. Wellman has four TIF districts that have been combined into one larger district. In FY 2008-09 the city of Wellman refunded nearly \$180,000 to its four TIF districts. The TIF districting lasts 25 years and will expire in FY 2029-30.

Expenditures

As part of the city’s fiscal management responsibilities, expenditures are reviewed monthly to ensure yearly spending does not exceed the budget. Wellman’s conservative fiscal management sets aside 25 percent of the previous year’s expenditures on a particular line item into a reserve fund. The two main purposes of this reserve are to buffer against an unexpected drop in revenue and provide the city another revenue source. Reserve funds are stored in an interest-earning account. Expenditures by department can be seen in Figure 8.

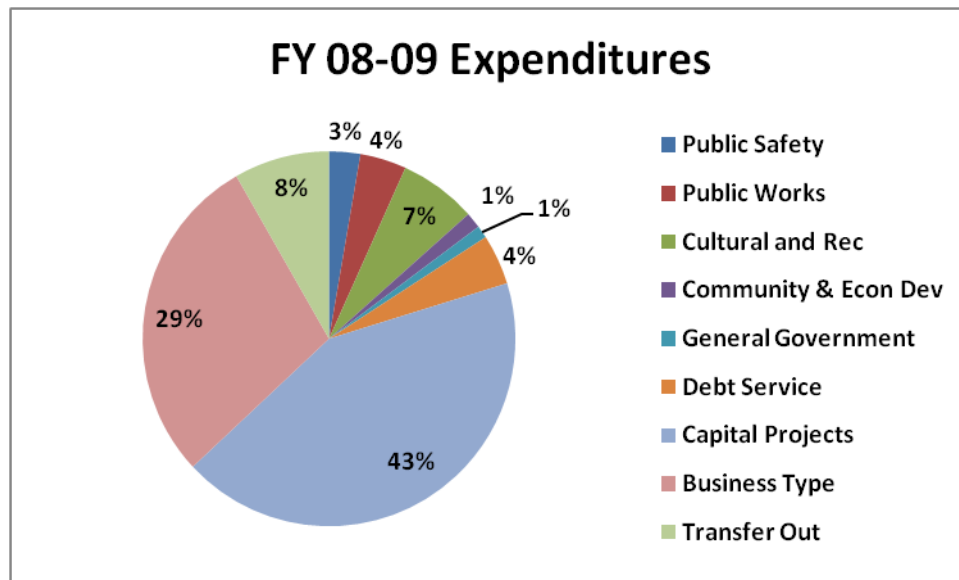


Figure 8: Expenditures, FY08-09

Parks and Recreation

Parks and public open space enhance a community's quality of life by promoting physical activity, and civic engagement. The City of Wellman currently provides and maintains four parks within the city boundaries. The parks provide a location for various recreational activities including: baseball, catch, Frisbee, various other children's outdoor games, walking a dog, and serving as gathering places.

The four parks in the City include: South Park, Wishard Mini Park, Bidwell-Slockett Mini Park, and Heritage Park. The parks provide open, green space to Wellman's residents.

South Park

South Park is located along Smith Creek on 1st Street. For nearly one hundred years this park has provided a location for picnics, baseball games, and various other gatherings. In the 1940's, 50's, and 60's the City's annual "Turkey Days" Festival was held in South Park. The festival celebration offered games, a carnival, and a free community Turkey Dinner, provided by Maplecrest Turkeys. Upon the reopening of the park in the late 1980's the Community Club revitalized the park with a new concession stand, bleachers, and an announcer's stand. With these additions South Park became a prime location for horse shows, demolition derbies, and tractor pulls.

Wishard Mini Park

Wishard Mini Park is a small residential park located on 8th Avenue, a block north of Highway 22. The park's primary use is to provide a small open green space area for the public to use as they choose.

Bidwell-Slockett Mini Park

Bidwell-Slockett Mini Park is located at the intersection of 8th Avenue and 3rd Street in the middle of the downtown area. Although it is small in size, this is a significant park to the community. It features a community-painted mural, a clock, a perennial garden, bushes, and sitting benches. Civic groups and community members, including the Community Club and the Master Gardeners, help maintain and plant flowers in the perennial garden. Residents often gather in the summer to maintain a beautiful and attractive corner to the business district. The Wellman Farmer's Market also operates in the Bidwell-Slockett Mini Park during the summer months.

Heritage Park

The Wellman Historical Park (or Heritage Park) on 7th Avenue is the location of many of Wellman's historical buildings and sites. Throughout various annual celebrations and festivities Heritage Park's buildings and the historical museum are open to the public for tours.

Community Assets unique to Wellman*Sand Greens*

The Wellman Golf Course is located at the intersection of 1st Avenue and Highway 22. Wellman has one of two sand greens in the entire state of Iowa. The Wellman Golf Course is a privately owned nine-hole, sand green course, open to the public. The golf course has a minimum service club house, three cart sheds, and an honor system for out of town golfers to pay the greens fee. The golf course provides a lock box to drop one's greens fee. For residents of Wellman, the golf course offers very low membership rates for the season. A high school membership is \$50, a single membership is \$100, and a family membership is \$200. The golf course has a community league and hosts various tournaments throughout the summer. Other opportunities at the golf course include cart shed use, and a club house rental for events. The golf course is operated by a board of 10 community members. The Wellman Golf Course also has a Community Cleanup Day every spring to get the club house and golf course in prime condition for the playing season. The entire community is welcome and encouraged to attend.

Roller Skating Rink

The Wellman Skating Rink is located along Highway 22 as one enters Wellman from the west. In 2008, the skating rink was completely remodeled and has since become a vibrant location for the entire community on Friday and Saturday nights. The rink offers times for various open skates, youth- and beginning-only skates, family skates, and private parties on Saturdays. General admission to the rink is \$5. The skating rink also offers food, beverages, and arcade games.

Fourth of July Festivities

Wellman hosts various community days and festivals throughout the year. One of Wellman's largest celebrations is the Fourth of July Festival. This occasion has been a tradition in Wellman for many years, attracting residents, their families, and outside visitors to Wellman. After the morning parade on Main Street, various activities are held in the community including a pie throwing contest, children's games and activities, and other family events. During these times, the Heritage Museum is open to the public for tours, as are the historic buildings in Heritage Park on 7th Avenue. After the morning activities, the celebration continues in North Park with all-day bingo, one-on-one basketball tournaments, nature projects for children, dunk-tank, pony rides, and a community potluck. Later on, families and friends gather their lawn chairs in their favorite fireworks "spot" and prepare for the fireworks display just after dusk. The Wellman Volunteer Fire Department provides the fireworks show for the community every year.

Parkside Activities and Child Care Center

The City of Wellman has recently held the grand opening of its brand new Parkside Activities and Child Care Center. Parkside offers physical and recreational activities including a full gymnasium, an indoor running and walking track, various cardiovascular machines, free weights, weight lifting machines, and group classes. The center is also home to the Sunrise Child Care Center. The child care center has four large classrooms for different age groups, an outdoor educational garden, and playground. The Parkside Activities Center is a Leadership in Energy and Environmental Design (LEED)-certified building.

Local Food Systems

Strong and integrated local food production and distribution systems can increase local resilience and self-sufficiency, support healthy lifestyles and sustainable agriculture, and promote reinvestment in the local economy. A local food system includes producers, distributors, and consumers, i.e. restaurants, cafeterias, grocery stores, convenience stores, farmers, farmer's markets, value-added producers and entrepreneurs, processed food manufacturers and distribution networks, among other things. Wellman contains a few food-related businesses and outlets and is surrounded by a wide variety of producers, markets, and small- and large-scale food processors. The city is also in the midst of very productive farmland.

Food

This section examines the availability of locally grown food, food outlets, and food processing within 50-miles of Wellman. For a more detailed listing of each of the following categories of food production, see Appendix D.

At the local level, businesses that provide food for local consumption include:

- a grocery store- Freeman Foods
- a restaurant- DJ's Casual Café
- a convenience store- Casey's General Store
- a carry-out restaurant- Paul Revere's Pizza
- a caterer- Country Cookin'
- Salsa Makers - Ken & Cheryl's Fresh Foods, LLC

For livestock and pet needs, Wellman Produce Company buys and sells grain.

Non-commercial food outlets are part of the local food system because they represent important avenues for certain segments of the population to meet daily dietary needs. They also represent an opportunity for locally-grown produce to be incorporated into menus. This would provide consumers with fresh and healthy food. It would also provide area farmers and producers with an increased market for their products, which would raise their income potential, and strengthen the regional economy. In Wellman, these outlets include:

- The Senior Dining Center
- Parkview Manor
- Mid-Prairie High School
- Wellman Elementary
- Sunrise Childcare Center

Outside of Wellman, several farmers distribute their produce for local consumption through Community Supported Agriculture (CSA). CSAs offer 'shares' of annual crop yields to customers at In the spring and deliver items as they are harvested throughout the growing season. The CSAs near Wellman run sustainable, organic and naturally raised/finished operations producing a wide variety of items including: grass-fed lamb and beef, hormone and antibiotic-free chickens, turkeys, and pork, free-range eggs, organic vegetables, honey, flowers, artisan breads, and home-spun wool.

Iowa's climate allows for production of a wide variety of fruits. The Wellman area is home to a handful of commercial orchards offering mostly apples, strawberries, blueberries, raspberries and pumpkins. These orchards include Wilson's Orchard in Iowa City, Honey Creek Acres in Swisher, Orchards on Sand Road in Lone Tree and Allen's Orchard in Marion.

Farmer's Markets are growing in popularity across the nation. Wellman has its own local farmer's market which is held in Bidwell-Slockett Mini Park in the downtown area on Wednesdays during the growing season. It consists of 6-10 vendors and while competition with nearby larger farmer markets on other weekdays may have stalled the growth of market operations, it is supported by a loyal customer base and provides consistent opportunity and income to the vendors involved. Some other regional direct-market venues operating during the growing season are included in Appendix D.

Dairy production has long been a part of Iowa's agriculture. In addition to milk, dairies in the Wellman area also produce a variety of cheeses, yogurts and butter. They include:

- Twin Dairy, also known as The Kalona Cheese Factory, is one of only 5 cheese factories left in the state of Iowa and is located approximately 7 miles from Wellman
- Kalona Organics, a dairy producers' cooperative, handles marketing and distribution for its members offers milk from cows fed on non-genetically modified vegetarian feed and are not treated with genetically engineered recombinant bovine growth hormone (rBGH). Kalona Organics sells milk, butter, cheese, yogurt and free-range eggs
- Robert's Dairy in Iowa City offers a full line of dairy products and specialty items, and is also produced from milk that is rBGH-free

Meat processing is another important part of a local food system and is generally divided into large-scale commercial processors and smaller-scale local processors or meat lockers. The Wellman area has both scales within a 50 mile radius. There are over 30 small-scale meat lockers within 50 miles of Wellman, a list can be found in Appendix D.

In addition to the above food-related businesses, outlets, producers, and processors, there are several large-scale processed-food manufacturers that make a wide array of products including commercial pickles, sauces, salad dressings, frozen and canned foods, soft drinks, cereals and corn-based additives and derivatives. A majority of these manufacturers are located in the Cedar Rapids area, with additional plants located in Marengo, Muscatine, Oskaloosa and Ottumwa. These represent industry sector jobs and show a robust food economy for eastern Iowa in general. As Wellman grows its own food economy, it can tap into the larger regional economy for ideas & support.

Farms

There are 1,257 farms in Washington County, comprised of 325,836 acres with an average size of 259 acres per farm⁵. As can be seen in Figure 9 below, the majority of farms fall into the 'mid-sized' category. Since 2002, the number of farms in the county has increased slightly, (from 1200 in 2002, to 1257 in 2007, +5%), while the overall county-wide total acreage has declined 3 percent. The average size of farms has also declined -7 percent, down from 279 acres to 259 per farm. The percentage of farmland dedicated to crops in Washington County is 82 percent (see Figure 10). The county had 132,531 acres (41%) planted in corn for grain, followed by soybeans (24%). The county ranked 6th in the State of Iowa in hog production with 593,631 head. Hogs were the top livestock for Washington County. Turkeys were second for the county, ranking 5th in the state with 276,472 birds. The remaining top five livestock animals for Washington County were layers, pullets, and finally cattle⁶.

⁵ USDA Census of Agriculture 2007, County Profile

⁶ USDA Census of Agriculture, 2007

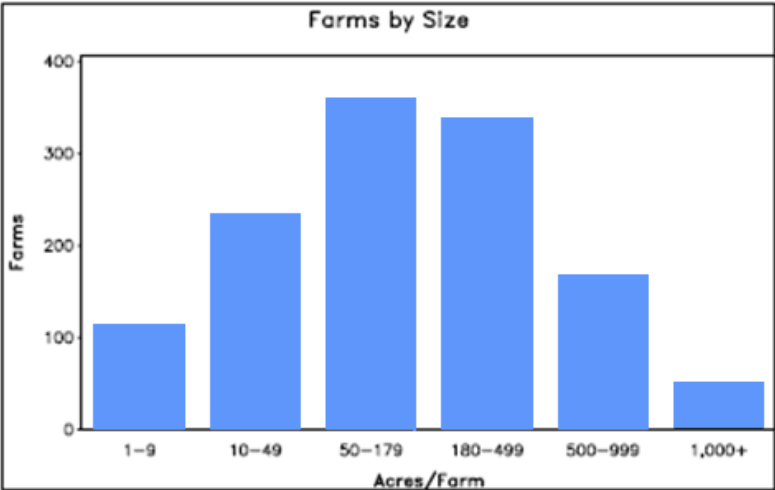


Figure 9: Washington County Farms by Size

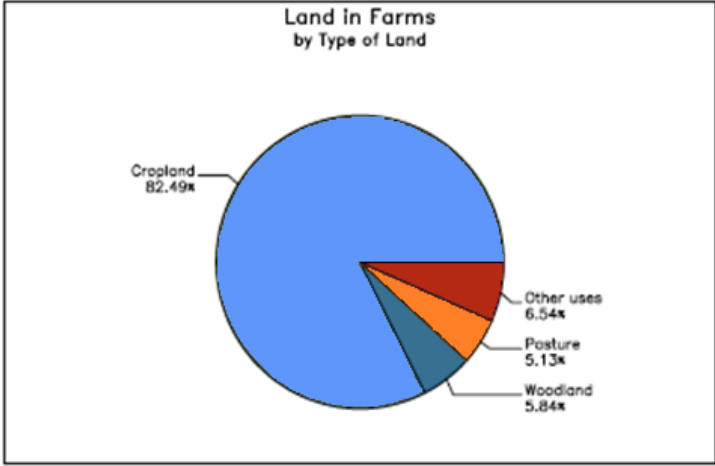


Figure 10: Washington County Land by Use

Recommendations for a Sustainable Wellman



The City of Wellman is a community that is looking for ways to improve its physical and social landscapes. The recommendations within this report are to be used as a reference and as policy guide for the City's administration and residents, both now and for future generations. These recommendations will support the City of Wellman's efforts at increasing the overall sustainability of the community.

These recommendations are based upon the public input derived from public meetings and the Community Household Survey discussed earlier in this plan. At the public meeting on December 14, 2009 the Planning Group sought to explore the contours of community aspirations and concerns related to sustainability. The community participation at this meeting was a starting point, and helped the Planning Group to develop questions for the Community Household Survey, which in turn would help the Planning Group to gain a greater comprehension of the broader community. Finally, the Planning Group developed recommendations based upon the community input and presented these recommendations to community members at the second public meeting on March 2, 2010 for additional input. The recommendations were then amended where necessary and presented to the City Council on April 19, 2010.

The recommendations in this section, if adopted, will support a more vibrant downtown. They will create long-term savings to the City, businesses, and residents, while seeking to attract and retain new dollars to the local economy. Implementation of these recommendations will generate more walkable streets and interconnected recreational opportunities. Moreover, having been based upon the aspirations and needs of Wellman citizens, these recommendations reflect broad input from the community itself.

Wellman has the opportunity to highlight its assets and brand itself as an attractive place to live for both young families and the newly retired. Expanding upon recreational, fitness and other "quality of life" opportunities, Wellman has the opportunity to define itself as a sustainability-conscious community. This can work to attract some of the growing numbers of people interested in a lifestyle that is healthy for families, the community, and the planet. With a senior care facility, senior dining center and a quiet rural setting, Wellman is also attractive to new retirees on fixed incomes, who may be looking to relocate to an area with lower costs of living.

The Planning Group has organized these recommendations by category, phases, and priority. The City of Wellman may adopt these recommendations in whole or in part in order to achieve the short and long-term goals of the community

Primary Recommendation

Creation of a Sustainability Commission within the next 6 months

Explanation: The first recommendation of this report is the most important one and should be undertaken within the next 6 months. Recognizing how issues interrelate and affect the community on multiple levels is a core component of understanding sustainability, and these issues must be examined through the lens of economics, the environment, and social equity. The multidisciplinary nature of sustainability planning and development therefore requires a multidisciplinary commission. In order to achieve the above-mentioned goals, and in order to maintain a lasting commitment to sustainability, the Planning Group's first overarching recommendation is for the creation of a Sustainability Commission. The City Administration should create a commission consisting of eight appointed members, who would serve staggered four-year terms, and with the City Manager sitting as a non-voting member except in the case tied votes.

Responsibilities: The main responsibility of this Sustainability Commission is the execution of the recommendations contained in this Wellman Comprehensive Sustainability Plan over the next ten years. Several sections in this report include recommendations for the creation of a committee or board. These individual committees are recommended to be placed under the purview of the Sustainability Commission which will have the overarching responsibility of goal accomplishment. Although the commissioners should work together across issues it would be useful to have individual commissioners assigned to specific areas of expertise to ensure that no one issue becomes the entire focus of the Commission as a whole.

The City of Wellman should appoint one commissioner to focus upon each of the following areas:

- Economic development
- Water and watershed policy
- Parks, public open space and environment
- Transportation and connectivity
- Energy efficiency
- Housing policy
- Food systems
- Public outreach, communications, and marketing

The second task for the Commission will be to identify other problem areas and create strategies to address those problems on an on-going basis. The final responsibility of the Sustainability Commission will be to reach out to the Wellman community (especially younger residents) and collect information regarding sustainability issues and other challenges and concerns of the community.

The Sustainability Commission should also coordinate with the University of Iowa Department of Urban & Regional Planning to develop an internship or assistantship position for one of the Department's students who would assist the Commission in information gathering, research, implementation and monitoring of the goals of this sustainability plan. This could create greater outcomes for the community at little or no cost.

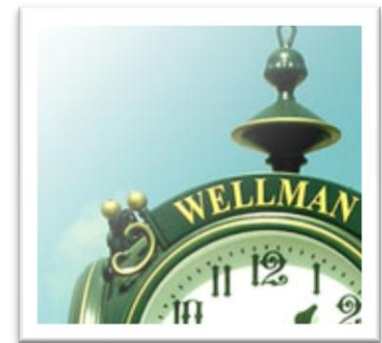
Action Steps/Accountability: The City Council and City Manager will solicit for the 8 Sustainability Commission members, and define terms of service and specific priorities and responsibilities. The Commission will provide an annual report to the City Administration detailing progress on the goals and specific recommendations contained in this report, and also on issues contiguously identified.

The following sections provide specific recommendations related to economic development, water management, parks and recreation, transportation, energy, housing, and local food

Economic Development

I. Introduction

The City of Wellman should continue its active role in the expansion and accommodation of local business growth. This policy was clearly supported in the recent community survey where respondents consistently affirmed the City's active support of current - and attraction of new businesses to the community. Another consistent theme from the survey, however, was the lack of job opportunities, both for individuals 18 to 24 and those 25 and older. Wellman has worked aggressively in recent years to foster business growth and retention, as illustrated by the City's efforts to attract a new hardware store after the loss of its old store. More than just accommodating local businesses, however, the City has also recognized the demands of the local workforce and quality of life issues with the recent construction of the six million dollar Parkside Recreation Center. In order to foster a diverse and sustainable local economy, the City of Wellman has already recognized the need for and adopted policies to encourage business growth and the retention of dollars within the local economy.



The Wellman Plan: 2000-2020 contained five broad recommendations to encourage and manage economic growth within the city. These five recommendations were to:

- 1) Focus commercial activity within the central business district
- 2) Establish an industrial park within the community at the end of the planning period
- 3) Revitalize 8th Avenue
- 4) Provide focused and specific strategies of attracting and maintaining growth
- 5) Encourage the preservation of prime agricultural land

These recommendations have mostly been followed within the City's economic development efforts. Most business activity is still centered within the downtown, although some businesses such as the physical therapy clinic at the Parkside Recreation Center are attracting jobs away from Wellman's central business district. The City still intends to establish an industrial park adjacent to its central business district by 2020. Wellman has also worked with design students from Iowa State University to create new standards for the revitalization of 8th Avenue. The City has used aggressive grant writing and other specific programs to promote economic development. Finally, the City has sought to protect agricultural land by focusing new growth within its defined Urban Service Boundary.

The Community Household Survey indicated three major contributing reasons why residents choose to live in Wellman including: the general quality of life (62.6%), it being a safe place to raise children (61.1%), and affordability (53.3%). Wellman's past accomplishments, however, should only provide the motivation to continue in its development efforts. The following sections provide recommendations for the City's continued economic growth, focused upon strengthening the sustainability of the local economy. The City of Wellman should take the following steps within the next ten years in order to build upon the progress of the last ten years.

II. Immediate Recommendations (0-2 Years)

Create an Economic Development Commission and Business Alliance (High Priority)

Explanation: The City of Wellman should work to create a non-profit business alliance or economic development corporation to focus upon revitalization and development issues particularly within the city's downtown. The group should be composed of all willing business owners within the community, and be tasked with developing plans, working with the Sustainable Development Commission on certain grant applications, attracting and retaining businesses, and acting as a liaison between the City and the business community. The organization should select an Executive Director from within its membership to work closely with the city officials in order to attract new business and address business closures discussed at both public meetings.

The City Council should work with the City Administrator and local businesses to define the scope and role of the business alliance, how it can help the efforts of the Sustainable Development Commission both at the time of implementation and prospectively.

Responsibilities: The City Council should work to help create a robust business alliance, and should work together with the City Administrator to identify possible board and Executive Director.

Action Steps/Accountability: Within the next nine months the City Council should work to define the role, size, terms, and position of a business alliance, and aid its development. Once established, the business alliance could investigate programs such as the USDA's Rural Development's Business Enterprise Grant Program to help secure funding for business incubation. See <http://www.rurdev.usda.gov/arra/recovery-program.htm> for more information.

Foster University Partnerships (Medium Priority)

Explanation: The City should seek to build upon its relationships with the University of Iowa and other educational institutions. Universities are looking for opportunities for their students to gain professional experience and engage with local communities. These partnerships, which could range from urban planning and public health studies to entrepreneur programs, musical concerts and theatrical events, would provide cost savings to the City of Wellman while providing greater levels of service to the community. Strengthening these partnerships should be an immediate concern for the city in order to take advantage of existing relationships.

Responsibilities: The City Manager should work to build these partnerships.

Action Steps/Accountability: The City Manager should, over the course of the next three months, meet with university officials to gain a better understanding of where partnerships can be created. The next step would then be to consult with the City Council, as well as local commissions and organizations to determine where University partnerships might benefit the City and residents of Wellman.

Create a Business Information Clearinghouse (Low Priority)

Explanation: The City of Wellman should work to create a clearinghouse of information for new small businesses and individuals seeking workforce training within the community. Survey results showed

that those interested in starting a new business were primarily discouraged by the unavailability of locations, the lack of experience starting a business, and financing issues. A clearinghouse of material located at City Hall or the Wellman-Scofield Public Library could provide information to local entrepreneurs and display the City's willingness to assist new businesses. This could also be used as an opportunity to connect individuals with credit sources and business planning resources within the community. Such a clearinghouse should also contain information for individuals seeking workforce training. This is a simple step which the city can take to address the concerns of aspiring entrepreneurs and individuals seeking job advancement, as noted in the Community Household Survey.

Responsibilities: The City Manager should work with local business owners and individuals at Iowa Workforce Development to develop, locate, and provide materials to prospective entrepreneurs and individuals seeking job training opportunities.

Action Steps/Accountability: Within the next twelve months the City Manager, or the City Manager's designee, should meet with local officials at Iowa Workforce Development to learn about services and materials which they can provide Wellman residents. Within the same time period, the City Manager or designee should also meet with the Director of the UI Small Business Development Center, located at the University of Iowa's Pappajohn Entrepreneurial Center. The City Manager or designee should, at this time, also develop materials related to the process of starting a business in Wellman, including tax incentives, zoning, and other issues. These materials should all be made available to residents at the Wellman-Scofield public library and City Hall. The City should maintain contact information for those interested in utilizing these resources in order to provide updates and information on workshops whenever available.



A promising sign for Business Activity in Wellman
Photo: Sheila Knoploh-Odole

III. Mid-Range Recommendations (3-6 Years)

Create Downtown Cultural & Recreational Opportunities (High Priority)

Explanation: The City should work to create and retain businesses and programming downtown to ensure that residents and visitors are attracted to the area. By concentrating events and programming within proximity to the downtown business district, the City can help encourage spending at local businesses. By hosting classic/family movie nights or a small weekend concert series at the Bidwell-Slockett Mini Park the city can bring people to the downtown and encourage them to spend a portion of their entertainment dollars within the downtown. The city should also consider working with the telephone co-operative to provide free wireless internet access downtown. In the Parks and Recreation section of this document, location of a splash pad close to the area is discussed, and creation of a wetlands feature along Smith Creek that would also hold a nature/bike path is discussed in the Water Sustainability section. These steps could all help to attract customers to the downtown area, increasing the local foot traffic, as well as encouraging residential development on the upper floors of downtown establishments.

The City should also work to develop downtown plans to take advantage of funding as state Downtown Revitalization and Sustainable Community Demonstration Projects.

Responsibilities: The Sustainability Commission should work to establish downtown programming that would encourage people to remain downtown. The City Manager and Parkside Recreation Director should work to create such programming.

Action Steps/Accountability: Once the Economic Development Commission is organized, the Commission should work on establishing programs to help bring people into the downtown. Planning efforts should be based on community involvement in order to create programming of interest to the community. Outreach efforts should especially be directed to senior residents and to students, parents and faculty at local schools. The Commission should then work with the City Manager and the Parkside Recreation Director to determine an appropriate calendar of events and implement the programming.



Implement a “Buy Smart, Buy Fresh, Buy Local” Campaign (Medium Priority)

Explanation: The City of Wellman, the Sustainability Commission along with a newly created Downtown Business Alliance should consider implementing a “Buy Smart, Buy Fresh, Buy Local” campaign in order to encourage Wellman residents to spend more of their earnings at locally-owned businesses. The campaign could provide incentives to individuals or families who spend a certain dollar amount of their incomes at locally-owned establishments, either through monthly drawings of receipts or through some other means. Such a campaign could help sustain local businesses while also encouraging new entrepreneurs; this will help keep locally earned dollars within the community. The campaign could increase the quality of food eaten by local residents, as local food tends to be of greater freshness and quality. The program could also help support local farmers who could take advantage of new income tax credits incorporated in legislation such as exhibited in Senate Study Bill 3236, cited as the Local Farmer and Food Security Act, which would propose a tax credit for grocers who purchase local foods to encourage larger players in the grocery market to offer more support to local farmers and producers.⁷

Responsibilities: The Sustainability Commission and the Wellman Business Alliance should work with business leaders, farmers, and community groups to create and implement a plan for such a campaign. The Commission’s student assistant could work with the Public Outreach Commissioner in implementing plans.



Action Steps/Accountability: The Sustainability Commission should create an independent steering committee with the business alliance to establish standards, a logo, a slogan, and a start date. In order to gauge the success of a campaign, the local business alliance should ask local entrepreneurs to voluntarily share information related to monthly sales improvements compared to previous years (when available).

Revise zoning to allow mixed-use redevelopment along 8th Avenue (Medium Priority)

Explanation: The City Council should consider revising its zoning ordinance to allow the conversion of residences along 8th Avenue into mixed-use structures, with business on the ground floors and residences above. Such zoning should restrict commercial activity in this area to low-impact businesses that will not negatively affect parking and traffic along the street. This could be done in phases to allow initial redevelopment in two locations, first adjacent to the current business district and second at the southern intersection of 8th Avenue and Highway 22. A minimal commercial presence along 8th Avenue towards the intersection, along with visible signage could help draw more business into the downtown. This measure could create new locations for local business, raise property values and increase the community foot traffic into the downtown area. It will also address the shortage of business locations discussed at public meetings and in the Community Household Survey.

⁷ Iowa Local Farmer & Food Security Act of 2010.
http://web.mac.com/marqusee/Woodbury_Organics/Main_files/LFFSA%20v2.1.pdf



The Intersection at Hwy 22 & 8th Avenue is a strategic place for signage directing traffic to the downtown business district.

Photo: Jake Rosenberg

Responsibilities: The City Council, along with the Planning and Zoning Commission, should consider formulating and adopting zoning amendments to allow mixed-use redevelopment.

Action Steps/Accountability: The City Council should work with the Planning and Zoning Commission and consultants to determine the merits of revisions to the City's zoning ordinance over the next four years and adopt such revisions within the next five years.

Create a Wellman Sustainability Loan Fund (Low Priority)

Explanation: A fund should be created in order to help finance sustainability projects throughout the community. The fund would allow local businesses to borrow capital in order to improve energy efficiency, reduce water usage, and take other steps to make businesses within Wellman more sustainable. The City could seek out Community Development Block Grant funds or other grant opportunities, or could allocate funds from general revenue as possible sources of initial capital. This will provide funding sources for local businesses, discussed at the public meeting on March 2, 2010.

Responsibilities: The City Council should work with the Economic Development Commission to establish rules for the loan fund and allocate initial funding.

Action Steps/Accountability: After establishment the City Manager should report annual demand, expenditures, and outcomes to the City Council for their review.

IV. Long Range Recommendation (7-10 Years)

Planning for the Industrial/Business Park (High Priority)

Explanation: The City Council should begin seeking broad public input on the development of the proposed Industrial Park within the next eight years. This process should involve the Economic Development Commission and also be an integral part of the City's comprehensive planning process for

the twenty years from 2020 through 2040. At the March 2, 2010 public meeting Wellman residents expressed a desire to take part in public visioning for this development effort.

Community engagement should seek to identify the community's strengths and particular opportunities for development which could take advantage of local supply chains and business linkages. Taking these considerations into account will help ensure maximum economic benefits from the proposed development. Furthermore, the planning efforts should seek to identify characteristics that residents would find desirable in new business as well as opportunities for attracting businesses engaged in green or sustainable technologies.

Responsibilities: The City Council, City Manager, Planning and Zoning Commission, and Economic Development Commission.

Action Steps/Accountability: The City Council should begin a six to nine month public engagement effort at least eighteen months before adoption of a plan. This will allow the City the opportunity to hear from all community interest groups and make better informed decisions. It will also give the City the opportunity to consider urban renewal designation to take advantage of tax increment financing under the Iowa Code.

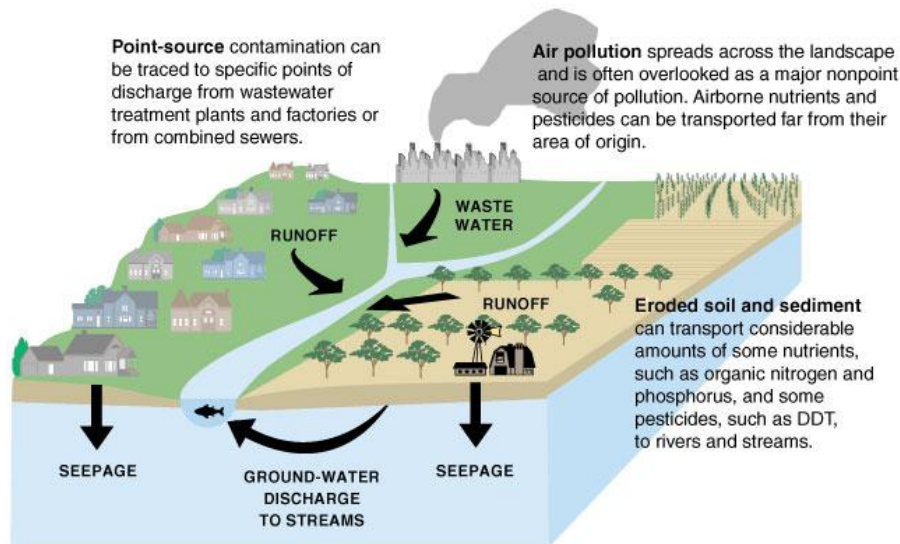
Water Policy

I. Introduction

A fundamental part of sustainable planning involves the creation of water policy that balances the need for environmental protection and public health while not compromising the ability of future generations to have access to safe, sufficient, and affordable water. The City of Wellman has experienced water quality problems that have raised the significance of water sustainability issues in long term planning initiatives. In order to cope with Wellman's water challenges, this section will identify two primary water concerns facing the city and make recommendations to address the concerns in a way that furthers long term sustainability efforts.

Wellman has experienced ongoing problems with water quality. The 2008 *Water Treatment Improvements Study* conducted by Howard R. Green Company as well as EPA monitoring, have indicated that one of the City's wells had high levels of radium and the other contained high levels of ammonia leading to nitrite contamination. To mitigate well contamination, the City mixes water from the two wells in order to reduce amounts of each of the contaminants to acceptable ranges. Despite these efforts, the *Water Treatment Improvement Study* determined that efforts to rehabilitate the wells are not feasible because there are no methods available to control the quality of the groundwater entering the water supply. Groundwater contamination is a serious problem the causes of which can be seen in Figure 11.

Figure 11: Contamination sources contributing to poor groundwater quality⁸



Since the Study, Wellman has pursued and funded the installation of a city-wide reverse-osmosis (RO) system as a long term solution for the city's water problem. The RO system will be operational in late 2010 and will provide exceptionally clean water for residents that is normally achieved through

⁸ From <http://wi.water.usgs.gov/gwcomp/learn/images/graphictwo.jpg>

expensive, individual household systems, all while maintaining a level of capacity consistent with the current system. Survey results showed that water quality was at the forefront of Wellman residents' environmental concerns with 36 percent of 149 respondents citing water quality as the most important environmental issue. Although quality problems will be solved with the construction of the RO water treatment facility, water cost and efficiency have yet to be addressed.

Although *The Wellman Plan 2000-2020* could not anticipate water quality issues, the Plan did lay out broader goals concerning water resources in environmentally sensitive areas. Specifically, the Plan looks toward the protection of drainage areas, wetlands and creek beds using conservation districts. An area of ongoing concern is the flood plain on the south end of the community. The Plan suggests zoning this area as a conservation district as way to manage and protect wetland and water resources within the community. Wetlands will aid aquifer replenishment, purification of water, flood control, nutrient cycling, and the creation of a healthier urban environment. Although this area has not yet come under the protection of a conservation district, this recommendation section will offer land use recommendations that will protect the area and serve the community's open space and environmental protection objectives.

Where does Wellman's draw its water?

The City of Wellman derives its water from two wells that tap into the Jordan Sandstone and Pleistocene aquifers. The existing treatment system has a capacity of 648,000 gallons per day (GPD) and consists of aeration, pressure filtration, and chemical addition. System storage consists of approximately 150,000 gallons of elevated storage in the municipal water tower. Daily consumption of water ranges from 66,000 to 256,000 GPD with an average of 165,000 GPD. On a per capita basis, residents of Wellman use approximately 110 GPD. Based on population projections from *The Wellman Plan 2000-2020*, the peak demand for the city is estimated at around 324,000 GPD in 2020, which indicates that capacity will be adequate for years to come.

II. Immediate Recommendation (High Priority)

Implement a Toilet Rebate and Water Fixture Replacement and Rebate Program (High Priority)

Explanation: The City of Wellman should work to create and implement a Toilet Rebate and Water Fixture Replacement Program to save user's money and promote efficient water use. Toilet rebate programs are uncommon in Iowa, but a reverse osmosis system at the municipal level is also unique. The RO system will provide high quality water to Wellman's residents (bottled water is RO filtered), but at a cost that far exceeds the current water system rates. Preliminary estimates indicate that the new RO system will increase water costs 35-45 percent more than current rates. This cost increase reflects the amount of electricity needed to operate an RO system. In order to save electricity costs for the city and residents, as well as promote efficient usage of the city's water supply, a toilet rebate program could be implemented with great success. Toilets account for almost 30 percent of the average American's daily water usage (see Figure 12); a toilet rebate program would make significant gains in increasing water efficiency and lowering the water bill. Cities that have similar programs in place estimate that a family of four replacing a 3.5 gallon toilet uses 11,000 fewer gallons of water and save approximately \$50 per year in water bills. Current "dual-flush" toilets on the market are an optimal replacement and have the advantage of intuitive flushing, where the operator can decide electively that less water is needed and use one gallon or less per flush instead of 1.6 gallons or more.



Figure 12: Domestic water use in the U.S.⁹

In addition, citizens should also be encouraged to replace faucets and showerheads with water-efficient alternatives. This incentive could also be in the form of a rebate or perhaps a discounted water rate for a specific period of time following replacement. Since the combined toilet, shower, and faucet use make up 60 percent of total domestic water usage, savings through these measures would be significant.

Responsibilities: The City Council and City Manager could work together with the Water Treatment Facilities Manager to identify a toilet/water fixture rebate program that works for Wellman. Successful rebate programs to look at can be found at the EPA's Water Sense rebate information website:

http://www.epa.gov/watersense/rebate_finder_saving_money_water.html

Action Steps/Accountability: Within the next nine months the City Council and City Manager should work with the Water Treatment Facilities Manager to create a toilet rebate/water fixture replacement program that is financially realistic for the City to implement. A common approach to creating a rebate program is as follows:

- Establish a program that qualifies all Wellman water account holders for a rebate.
- Identify rebates based on water usage (for example):
 - If you are replacing a high-volume (3.5 gallon or more) toilet you are eligible for a rebate up to \$150.
 - If you are replacing a 1.6 gallon/flush model installed before 1999, you are eligible for a \$50 rebate
 - Replacement of all faucets and showerheads in the household with water efficient alternatives makes one eligible for \$10 - \$50 rebate depending on the number of fixtures replaced.
- Ensure that only toilets that have been certified by the Environmental Protection Agency's WaterSense program

RO Energy Usage

An average modern reverse osmosis plant needs six kilowatt-hours of electricity to purify one cubic meter of water (263 gallons). To illustrate, 1 kWh is equal to running a window air conditioner for one hour. Although this electrical usage appears minor, it is important to recognize that the city-wide RO system will purify *all* of Wellman's water. The water produced by the RO system will be providing not only high quality drinking water, but also water for toilets, yard care, washing machines and all other uses that do not necessarily require such high quality standards.

⁹ From http://www.myplumber.me/images/graphics/water_usage.jpg

- are eligible for a rebate and should use a maximum 1.28 gallons per flush
- Provide informational material for the program (see the “Wise Water Use” educational campaign below)
- Include local hardware stores and plumbers in the process to guarantee delivery of WaterSense approved toilets and ensure proper installation.
- Mandate that all property owners with rental permits have their buildings converted within a certain time frame (3 years)
- Adopt water efficiency fixture requirements as part of the City’s building code for all new structures
- Convert all water fixtures/toilets in City-owned property within the first year
- Make it Fun - divide the City into sections and create a competition to see which neighborhoods can get all of their toilets converted first. Winners could be awarded with one month of free access to the Recreation Center or any other appropriate prize. (The potential added benefit of boosting new memberships at the Center is possible if this were used as a prize.)

Currently, grant money from the Iowa Dept. of Natural Resources (DNR) or the federal American Recovery & Reinvestment Act (ARRA) program is available to assist with projects of this type and should be investigated. HACAP programs might also be investigated for assisting low-income/elderly citizens’ home conversions.

“Wise Water Use” Awareness Campaign (High Priority)

Explanation: In conjunction with the conversion to water efficient toilets and fixtures, the City of Wellman should embark upon an educational campaign on the subject of wise water use. A campaign of this nature should explain the reason for converting to water-efficient toilets and fixtures, show examples of actual expected savings after conversion, and encourage efficient water use in general. Sometimes referred to as “Zero Cost Conservation,” the following tips would allow citizens to save money and water with no financial investment while also saving the City in treatments costs, and should be part of the educational material.

Inside your home¹⁰:

- Run dishwashers and clothes washers only when they are full. If there is a water-saver cycle, use it.
- Adjust the water level of the clothes washer so it matches the load size.
- Regularly check toilets, faucets, and pipes for leaks. If you find one, have it fixed as soon as possible.
- Consider water and energy-efficient appliances. The USEPA reports that EPA-certified Energy Star washing machines may use 35 percent less water per load. Water-saving shower heads, toilets and faucet aerators can also help cut water usage.
- Insulate exposed water pipes with pre-slit foam insulation. You’ll enjoy hot water faster and avoid wasting water while it heats up.
- Keep a bottle of cold tap water in the refrigerator. You’ll avoid the cost and environmental impact of bottled water and you’ll have cold water available in the summer without running the faucet.
- Turn off the tap while brushing your teeth or washing dishes in the sink.

¹⁰ from <http://www.amwater.com/caaw/Learning-Center/Wise-Water-Use/>

Outside your home:

- Water your lawn only when it needs it. An easy way to tell if your lawn needs water is to simply walk across the grass. If you leave footprints, it's time to water.
- Make the most of your watering by watering in the early morning or evening. As much as 30 percent of water can be lost to evaporation by watering during midday.
- Plan for fewer, deep-soaking plants to encourage deep root growth and stronger turf.
- Set your lawn mower one notch higher to make your lawn more drought-tolerant.
- Use drip irrigation hoses to water plants and water in the early morning or evening.
- Consider using porous pavement (gravel is a good example) instead of asphalt for driveways and walkways, the rain will soak into the soil instead of running off and contributing to erosion.
- Use a broom instead of a hose to clean your sidewalk, driveway, or patio.
- Plant appropriately for your local climate. Check with local nurseries for non-invasive, drought-tolerant plants.

Other suggestions can be found at: <http://bewaterwise.com/tips01.html>

Responsibilities: The City Council and City Manger could work together with the Water Treatment Facilities Manager to create an educational campaign designed around wise water usage.

Action Steps/Accountability: Within the next nine months the City Council and City Manger should work with the Water Treatment Facilities Manager to identify and create promotional materials for this educational campaign to work in support of the conversion/rebate programs.

- Identify message
- Identify materials: mailers, posters, web content for the city website
- Identify/hire responsible party for creating materials
- Identify length of program and how often it should be revisited (run campaign for 3 months initially - perhaps prior to the "lawn watering season" and then again annually or semi-annually as an on-going educational program
- Work with the local school district to incorporate the program into their annual curriculum
- Make it Fun - Publish weekly/monthly "Wise Water Savers" in the newspaper/website for people who have converted their toilets/fixtures or who have made any other obvious water saving changes to their household
- Get prizes donated from local businesses or have the City pay 50 percent of the next month's water bill as potential rewards for these Wise Water Savers

III. Long Range Recommendation (3-10 Years)

Create a Wetland Conservation District in the 100 Year Floodplain

Explanation: Smith Creek and the corresponding 100-year floodplain sit in the southern portion of Wellman's corporate limit, just south of the commercial district (see Figure 13). Due to its location in the floodplain, this area is unsuitable for development; however, it can be used for storm water detention, flood control, and useable open space. The creation of a wetland conservation district could begin the process of transforming the area to a natural state that serves as a useful and attractive feature for the city. In regard to water treatment, the wetland conservation district could provide a simple addition to existing treatment, metal immobilization, a habitat for wildlife and protection of receiving waters from toxic contaminants. As an amenity, a wetland conservation district could provide an area for nature/bike trails and other outdoor activities related to Smith Creek and as such could also help stimulate more activity in the downtown area as foot traffic to the area increases.

In the United States, natural wetlands are considered to be receiving waters and are protected. Thus, natural wetlands may not be used to treat urban runoff because the inputs must meet certain water quality standards. However, constructed wetlands which could be created in the Wellman floodplain are considered a treatment facility and the effluent from the wetland is regulated under the National Pollution Discharge Elimination System permit (NPDES - Clean Water Act).¹¹ The NPDES permit is required for point sources of pollution in the United States. Thus, constructed wetlands can be considered a point source. Wetlands have been shown to work to treat urban runoff and would contribute to a sustainable and ecologically friendly addition to Wellman's current land use.

¹¹ Environmental Protection Agency. *Clean Water Act*. http://cfpub2.epa.gov/npdes/cwa.cfm?program_id=45



Figure 13: Wellman floodplain from Washington County GIS

Responsibilities: The City Council, the City Manager, and the Planning and Zoning Commission could work with the Washington County Conservation Board and property owners to explore options for a Wetland Conservation District.

Action Steps/Accountability: Wellman officials can work with the Washington County Conservation Board and State hydrology experts and the Army Corps of Engineers to explore the feasibility of restored wetlands in the subject area. If the area can be obtained by the City, an application on behalf of the City could propose a conservation district rezoning. If financially possible, an engineering consultant could be hired to provide preliminary sensitive areas site plan that details the wetland features and ensures conformity with district and State standards. Investigate grant money availability through the Iowa DNR for water quality protection projects:

<http://www.ia.nrcs.usda.gov/programs/Guide.html>

An alternative for creating a wetland conservation district in the City's floodplain is possible through private conservation easements donations. Property owners can donate land for purposes of wetland restoration and receive significant tax incentives while protecting their land in perpetuity. The Iowa Natural Heritage Foundation provides an explanation of conservation easements in Iowa.

With a conservation easement:

- The property owner decides which practices should never occur on your land (such as quarrying, cropping, or development)
- The property owner decides whether to allow the public on your land
- The property owner becomes a "partner" in making sure the land remains natural. This conservation organization or agency becomes their eyes into the future.

To be eligible for a conservation easement, the land must have some natural resources worthy of protection such as good-quality woodland, a natural lake shore, a prairie, or a wetland.

The limitations set forth in the conservation easement are tailored to suit the unique characteristics of the land as well as the owner's specific interests and desires for the land. Generally, an easement limits the number and location of structures and types of commercial and industrial activity, and it specifies what can be done to the surface of the land and its natural growth. One easement may leave the land "forever wild" while another may allow limited residential use, farming, and properly managed timber harvest.

Most conservation easements are permanent: they are attached to the title of the land, and they legally bind all present and future owners of the land.

The easement is granted to a private organization or government agency interested in preserving the natural characteristics of the land. For example, a conservation easement in Iowa could be given to the Iowa Natural Heritage Foundation, the county conservation board, the Iowa Department of Natural Resources, or other approved agencies or nonprofits.

The group chosen must accept the responsibility of ensuring that no owner disregards the regulations set forth in the easement. They must have the resources and determination to make sure that the easement is enforced by litigation if necessary.

A conservation easement will affect the market value of the land because it limits the property's use. This may affect several types of taxes. A charitable deduction for income taxes may be allowed for the loss in market value resulting from the grant of a conservation easement. The easement may also reduce property tax or estate and inheritance taxes.

Many private organizations that accept easements establish Easement Monitoring Funds. These restricted endowment funds provide resources to both monitor and enforce the provisions of the easement. If a property owner donates a conservation easement, they should consider making a tax-deductible contribution to the monitoring fund -- perhaps using some of the money saved in tax benefits when donating the easement.

From the INHF website: <http://www.inhf.org/support/easement2.htm>

Parks & Recreation

I. Introduction

Parks and recreational opportunities are great assets to a community and promote a healthy citizenship and higher quality of life. The City of Wellman has continuously made parks and recreation a high priority and should work to capitalize upon and increase these opportunities. Recommendations throughout this section seek to capitalize upon Wellman's current assets. A few recommendations also demonstrate new practices Wellman can adopt to strengthen their parks and recreation department. All recommendations are closely related to opinions and suggestions



Bidwell-Slockett Mini-Park Photo: Sheila Knoploh-Odole

presented by Wellman residents in the Community Survey conducted in January 2010 by Project Group. As presented throughout the survey results, 69 percent of survey respondents felt that Wellman was adequately addressing the recreational needs of the community. However, Question 14 asked respondents what portion of their recreation they seek outside of Wellman. A total of 53 percent of respondents seek "All" or "Most" of their recreation and entertainment outside of the City of Wellman. The recommendations below are based upon information provided by survey respondents regarding concepts and activities residents would like to see incorporated into Wellman's Parks and Recreation department.

Recommendations for this section are as follows:

- Build a splash pad or indoor/outdoor swimming pool
- Create Events Programming specifically for Parks
- Reduce Walking Track Fee at Parkside
- Create a Parks & Rec. interactive Calendar
- Create a hiking/bike path around Smith Creek
- Neighborhood Parks
- Resource Conservation
- Regular Environmental Plantings and a Community Garden

II. Immediate Recommendations (0-2 Years)

Splash Pad or Indoor/Outdoor Swimming Pool (High Priority)

Explanation: The City of Wellman lacks a public swimming pool. Question 32 of the survey asked respondents if there was anything they felt the City could do to improve the quality of life in Wellman. Of the 67 write-in responses, 7, being 10.45 percent specifically noted public pools as an amenity they believed would improve the quality of life. This was the second most noted response, behind only improvement of sidewalks.

Unfortunately, a swimming pool requires a large capital investment to build as well as costs to maintain. The City of Wellman does have a few options that could be investigated further. For instance, the City could develop a public/private partnership to raise funds for building a swimming pool, or another possibility could be working with the local high school to develop a swimming pool using both city and school district funds. This pool would primarily be used for school events, but also had the possibility of being used by the public on evenings and weekends when school sporting events did not need the pool. In this instance, the swimming pool would better both the quality of student health and education, as well as the quality of life for all Wellman residents that choose to utilize the pool.

However, as a full-use swimming pool may simply not be a possibility in the near future for Wellman due to high capital costs, an alternative option the City should consider is to construct a splash pad. While splash pads provide similar recreational benefits to the community, the initial capital costs and continual operating costs are much lower than a full swimming pool. For instance, there is no necessity for hiring staff to supervise the area unlike the need for lifeguards at a swimming pool. Splash pads also do not require fencing, present minimal risk of drowning and are wheel-chair accessible. They can also be triggered via a motion sensor which would prevent continuous running of the water when no one is using it.

Splash pads can be easily placed in smaller areas, providing an outdoor water recreational area for children, families, and even daycares. The City of Wellman has two possible locations that would greatly benefit the community. The first possible location is in or near the downtown 8th Avenue business district. By placing a splash pad in this area, more individuals and families would be drawn to the business district, potentially increasing economic benefits to local businesses by increasing foot traffic, as splash pad users may concurrently make small purchases in downtown stores while they are enjoying this water feature. Bringing people into the downtown area is critical to local business vitality; locating a splash pad near downtown would help to fulfill this goal. Additionally, a downtown location will be along the multi-use trail. This would promote additional use of the trail and allow individuals with more recreational opportunities in the same area.

A second possible location is at the Parkside Activities Center. Many survey respondents expressed their personal use of the activity center and its lack of a pool. A splash pad at this location would meet the community demand for a water recreation area, and would be conveniently located for many community members and residents. A splash pad at Parkside would also be a great asset for the daycare located at the center. Children at the daycare and families attending the daycare could easily use the splash pad during the warm summer months. However, locating a water feature in this spot would concentrate the recreational activities to one area, perhaps not generating the added boost in downtown activity.



From www.vortex-intl.com

Responsibilities:
City Council, City
Manager, Planning
and Zoning
Commission,
Consultants and
Contractors

Action Steps/Accountability: The City Administration staff responsible for creation of a splash pad must first decide on a location. The Planning Group has provided two possible locations, but most strongly urges for the downtown location because of the recreational and economic benefits to the community. Secondly, a designated site in the 8th Avenue downtown business district must be chosen. Thirdly, a consultant must be assigned to design the splash pad. Upon approval of the design plans and budget, the project must go out to bid to find an eligible contractor. The contractor will be responsible for all construction of the splash pad.

Internal Parks and Recreation Programming (Medium Priority)

Explanation: The City of Wellman has great parks and a wonderful recreational center. Parkside already has internal programming staff for programs and events at the center. However, the City of Wellman could similarly benefit from having a dedicated staff for parks and recreation events. Multiple questions on the survey provided respondents with the opportunity to write-in suggestions for parks and recreation. Question 20 allowed respondents to write-in any suggestions they believed would improve the quality of life in Wellman. The third and fourth most frequent write-in response was teen/youth activities and programming events. One suggestion included concerts or festivals, but a responsible party could create any number of outdoor community events. A full calendar of programs would increase the quality of life for Wellman residents, promoting civic engagement and interaction within the community. As Wellman grows and prospers, this position could even eventually become permanent part-time and perhaps eventually full-time employment for one of its citizens, adding to local job opportunities.

One possibility could be that the position starts initially as a volunteer position executed by one or multiple passionate individuals as a board. Ideally, these individuals should be actively engaged in the community, have some expertise in organizational programming and could organize programs throughout the year for a 2-3 year term.

A second possibility to begin this position could be to have four separate programming boards (or individuals), one for each season, with each board planning community recreational events during their respective season and coordinating with the other seasons. For example, the summer and fall boards could work together to begin a summer and fall outdoor concert series in the Bidwell-Slockett Mini-Park or other locations around town, putting together the location, date, and bands for their suggested dates. Candidates for this board could be recruited from existing local recreational and civic organizations such as the Garden or Lions clubs, as well as students' high school clubs (FFA or 4-H, as an example). The talent could also be occasionally pulled from this pool. This person or persons could also be in charge of coordinating a Community Clean-up Assistance Week, ideally during Earth week in the spring, helping both the planet and the community to become more sustainable.



View of the Band Shell at North Park where concerts could become part of a program of regular events for Wellman

Photo: Sheila Knoploh-Odole

By staging more community events, local residents have a greater chance to interact with each other and form bonds. Friendships, relationships, and community bonds strengthen the vitality of the community. Through these bonds, community members can organize and group together easily when trying to accomplish future goals for the community.

Responsibilities: City Manager, City Council, Community Recreational and Civic Organizations, High School Activity Clubs, Wellman Parks and Recreation Board.

Action Steps/Accountability: The Wellman Parks and Recreation Board (already set by the City of Wellman) should begin the process for creating a programming board or single person in charge of executing Parks and Recreation Programming Events. The board will need to choose if they want one person primarily in charge of the programming or if a board of people would better accommodate the community needs. After selection of the person or board, the board's primary responsibility would be to develop and execute a Parks and Recreation programming Calendar. III. Mid-Range Recommendations (3-6 Years)

Reduced Walking Track Fee at Parkside (Low Priority)

Explanation: Many survey respondents expressed their frustration with the cost necessary to use the walking track at Parkside Recreation Center. While respondents expressed optimism regarding Parkside, they would like cheaper access to the indoor walking track. While it is understandable that currently the recreation center is new and faces recouping capital costs, the possibility that down the road the Center could offer a discounted fee for individuals who choose to simply use the walking track would be a welcomed change. One possibility is that the Center offers a reduced "walking only" fee during the winter months. Regulations, use of punch cards, different colored membership cards, or a reduced monthly fee for walking only, and minimum enforcement could ensure that patrons are not manipulating changes to this system. This request could eventually be addressed through the long-range recommendation made previously in the Water section of this report, and visited again below, of a hiking/bike trail system encircling Wellman.

Responsibilities: City Administration, Parkside Recreation Center

Action Steps/Accountability: The City Administration and Parkside Recreation Center officials must first meet to discuss the feasibility of a walking fee only. The Planning Group suggests this to be accomplished before the cold months. This will offer the City and Center an entire summer to flesh out ideas and possibilities for the walking track. During the work session the following items need to be addressed:

- a. How to offer a walking only fee/pass
- b. Guest cost or monthly pass amounts
- c. Notify the public of the change
- d. Sell the passes

Create a Parks and Recreation Board/Calendar (Low Priority)

Explanation: After organizing and instituting a Parks and Recreation Programmer/Programming Board, the City of Wellman could develop a dedicated public space or published calendar that outlines all local

events, how to sign up, and any suggestions. The public space could be an additional posting board in City Hall or the Parkside Recreation Center that is only for Parks and Recreation events throughout the year. The Planning Group suggests the Programming Board to be responsible for publication of the calendar or maintenance of the public space. This recommendation could easily take advantage of the City's website, but would need the attention of the Board to maintain it.

A calendar or public space dedicated to programming is suggested as a low priority level suggestion because of its dependence on creation of the programmer position/programming board.

Responsibilities: Parks & Recreation Activity Coordinator(s), Parks and Recreation Board (set by the City of Wellman)

Action Steps/Accountability:

1. Hold a public meeting, asking for input and suggestions of activities and events the community would like to have incorporated into the year
2. Develop a balanced calendar schedule that incorporates various community events based on expressed community desires
3. Pass the programming calendar through City Council
4. Publish the calendar and post in various locations
 - a. City Hall
 - b. Participating local restaurant and businesses
 - c. Parkside Recreation Center
 - d. Web-site dedicated to programming and calendar postings
 - e. Updates in the Wellman Advance

III. Long Range Recommendation (7-10 Years)

Creation of a Wetlands Hiking/Biking path around Smith Creek (High Priority)

Explanation: In conjunction with the creation of a wetland conservation district as discussed in the Water Recommendations section, the City should begin the process of transforming the area around Smith Creek to a natural state that would serve as a useful and attractive feature for the city. A nature/bike trail around Smith Creek would provide another option for fitness and recreation near the downtown business district, stimulating economic activity in the area as foot traffic increased. This area would be an attraction for residents and visitors of all ages.



Smith Creek - Photo: Jake Rosenberg

Responsibilities: The City Council, the City Manger, and the Planning and Zoning Commission would work with the Washington County Conservation Board to explore options for a Wetland Conservation District; Consultants would design the wetlands, and the Water Commissioner would look for funding and keep the project on task

Action Steps/Accountability: Establish conservation easement along Smith Creek. Design Smith Creek leg of the Wellman hiking/biking connectivity project. Raise funds, develop trail.

Incorporate Green Space into City Zoning Code (high Priority)

Explanation: The City of Wellman has continued to incorporate parks within their community. Future development should continue to incorporate local neighborhood parks. Parks and green space are assets to communities because of their multi-functionality and the public space they provide to local residents and community members. The City of Wellman could add a clause in their zoning ordinance that mandates all future developments incorporate green space or park space adequate to the size of the planned development. This would ensure the ongoing creation of open space for community residents near to their place of living.

Responsibilities: City Administration, Planning and Zoning Board

Action Steps/Accountability: The City Administration and Planning and Zoning Board will be the ones most able to execute this recommendation. When a development is purposed, both groups should only approve the development if they've incorporated a green or public space in their development.

Community Building Design Guidelines (Medium Priority)

Explanation: Continuing to protect the natural environment in its natural setting should be a high-level, long-range sustainability priority for the City of Wellman. By cultivating a culture of resource conservation, the City can promote a healthier community and a better quality of life for residents.

The following Best Management Sustainability Practices should be incorporated into future development codes and the City should promote the following elements for all public buildings and landscapes.¹² Elements such as the following:

- Take advantage of land that is already disturbed
- Site buildings to take advantage of the natural day light, ventilation, and solar gain
- Plant deciduous trees on the south west corner of buildings to reduce energy needs in the summer
- Plant evergreen trees on the north west corner of buildings for protection from winter winds
- Harvest rain water with cisterns to help reduce the use of potable water
- Design and implement efficient irrigation systems
- Specify drought tolerant plants
- Use local building and plant materials to reduce transportation costs
- Use recycled materials and FSC (Forest Stewardship Council) certified wood
- Minimize night light pollution
- Balance cut and fill on site
- Provide carpooling parking spaces and bicycle parking
- Use native plants in landscaping

¹² Sustainable Park Design. Designing in the Green: An Approach to Sustainable Park Design. Byler, Tara. Vol. 64, No. 2. Page 32. Spring 2008. ASLA, LEED AP

- Avoid invasive species
- Reduce pruning needs by allowing plants to realize their natural forms and providing enough room for growth
- Consider lawn substitutes to reduce the amount of mowing needed
- Use organic mulch to retain water and suppress weeds
- Use organic fertilizers and compost
- Discontinue the use of pesticides or herbicides where possible and employ integrated pest management practices instead
- Waste Reduction
- Provide recycling bins for park users
- Make room for onsite composting
- Use quality products and materials that are durable and can be recycled

Responsibilities: Planning & Zoning, Sustainability Commission, UI student assistant, relevant local businesses

Action Steps/Accountability: Hold a meeting with various stakeholders (Planning and Zoning, City Administration, and local businesses), to discuss how all parties can begin better resource conservation. If this is not a possibility, the City Administration can send out the best management practices suggested and all stakeholders can agree to take on at least 3 of the suggestions in the next 7 years. The recommendations acted upon, must positively change the actions of the stakeholders and promote resource conservation. Throughout the time period of the next ten years, the City Administration and Planning and Zoning Board should encourage resource conservation best management practices for all businesses and local residents.

Designated Areas/Areas for Community Gardens (Medium Priority)

Explanation: The City of Wellman is doing a sufficient job in planting flowers and other plants in the public areas of town. One recommendation for parks and recreation is to strengthen ties between various community organizations through planting flowers, plants, trees, and possibly beginning a community garden. Trees and various perennial plants promote the health of the community through the benefits it provides to the environment and the various insects in the environment. Trees, plants, and flowers also beautify an area, which studies have linked to happier moods and a sense of well-being by individuals in the area.

A community garden would have multiple advantages to anyone participating in the program. A suggested location for the community garden could be placing it at one of the local public schools. This location could supply students with an added educational component, as well as responsibility and opportunity to care for the vegetables, fruits, herbs, or flowers. They could also learn about processing and preserving the produce that they grow. Similarly, parents and students could partner together to care for the garden. Another location for a Community Garden could also be near Parkside Recreation Center. A community garden provides individuals with the opportunity to work together toward a common goal and to produce and consume healthy, fresh foods. Foods that are produced and consumed locally increase a community's health and resiliency. For other benefits and information on local food systems, please refer to the section on Local Foods System Recommendations. For more

information on Community Gardens, see the American Community Garden Association's tips at:
<http://www.communitygarden.org/learn/starting-a-community-garden.php>

Responsibilities: City Manager or designee, Local Civic & Recreational organizations, Wellman Elementary, Mid-Prairie High School

Action Steps/Accountability: Form a Planning Committee, Choose a Site, Prepare and Develop the Site, Organize the Garden

Transportation and Connectivity

I. Introduction

Transportation is an important part of daily life. It is required for work, obtaining goods, providing services, accessing recreational opportunities, and maintaining a social network. A safe, efficient, multimodal network is vital to building a sustainable community. While transportation concerns are often associated with large, metropolitan areas, smaller population centers like Wellman are also susceptible to transportation problems. Rural communities, due to the nature of their built environment, are more vehicle dependent than their urban counterparts. This dependence leads to more vehicle miles traveled, greater fuel consumption, and more time spent driving. As fuel prices continue to rise, alternative modes of transportation such as walking and bicycling, have the potential to mitigate some of the effects of personal vehicle dependency. Rural areas often lack the infrastructure to support safe, non-motorized transportation.

Safety is a particular issue on rural roads. Rural areas contain only 23 percent of U.S. citizens, yet 56 percent of fatal car crashes occur on rural roads.¹³ In 2007, 33 percent of these crashes were due to excessive speed. Excessive vehicle speed is a particular problem for non-motorized traffic. Unsafe and inconvenient conditions for pedestrians and cyclists lead to higher fatality rates for these modes as well.¹⁴ Improving conditions for these modes allows people to utilize these modes more easily. This leads to the dual benefit of reducing automobile use and the related air and noise pollution as well as increasing opportunities for exercise. Research shows there is safety in numbers. The more pedestrians or cyclists; the less likely it is that any of them will be injured by motorized traffic.¹⁵

II. Immediate Recommendations (0-2 years)

Increase the Level of Speed Control along Highway 22 (High Priority)

Explanation: Safety is a cornerstone of both transportation policy and sustainability. According to the survey analysis nearly 20 percent of respondents consider Highway 22 a safety risk. Specific complaints about Highway 22 include: travel speeds in excess of the posted speed limit, poor visibility at intersections, and excessive noise. Increasing the level of control along Highway 22 will address the concerns of residents by slowing travel speeds. Reduced travel speeds allow for greater sight distance and reaction times at intersections, reduced noise, and reduced damage and injury if a collision occurs. Common methods of increasing control along a roadway include: stop signs, traffic signals, speed bumps, and narrowing the roadway.

Driving conditions on Highway 22 are adversely affected primarily by two factors: *speed adaptation* and the *vertical curvature* of Highway 22 through Wellman. Speed adaptation is the feeling that a change in travel speed is greater than the actual change because the driver has become accustomed to traveling at a certain speed.

¹³ National Highway Traffic Safety Administration 2007 Traffic Safety Facts

¹⁴ Pucher, J. and L. Dijkstra (2003). Promoting Safe Walking and Cycling to Improve Public Health: Lessons from the Netherlands and Germany. *American Journal of Public Health*, 93(9).

¹⁵ Jacobsen, P.L. (2003). Safety in numbers: more walkers and bicyclists, safer walking and bicycling. *Injury Prevention* 9, 205-209.

As drivers travel toward Wellman on Highway 22 from either direction, the posted speed limit is 55 miles per hour (mph); more than double the 25mph speed limit in Wellman. As a result of driving 55mph, drivers are adapted to this faster speed, making the driver less able to accurately judge and maintain a speed of 25mph as they reach Wellman. *Speed adaptation* causes drivers to feel as though they are driving slower than they actually are once they hit the 25mph zone. This leads to speeding through the town of Wellman. If traffic control were to be increased along Highway 22 more, if not all, drivers would have to slow down or stop as they traveled through Wellman. When the vehicle is forced to slow down or come to a stop, the effect of speed adaptation is reduced allowing the driver to readjust and more accurately gauge travel speed.

Adding a stop sign at the first intersection of the community on both the East and West sides would be one example of how to counter the effects of speed adaptation, installing a traffic light is another. Speed bumps placed intermittently along the Wellman stretch of 22 might be another way to address this issue. The Wellman student intern, mentioned in the introduction of this recommendations section, could assist the Sustainability Commission by researching these options further.



Intersection of Hwy 22 & Gingko Avenue/1st Avenue as motorists enter the City of Wellman from the east.

Photo: Jake Rosenberg

Vertical curvature refers to hills, such as those in Wellman on Highway 22. Although these hills are gentle and rolling, they reduce the sight distance for traffic and pedestrians on roads intersecting Highway 22. If all traffic adhered to the 25mph speed limit on Highway 22 the sight distance for traffic and pedestrians at intersections on Highway 22 would be sufficient. However, given the higher speeds on Highway 22 the reduced sight distance can be dangerous, especially for traffic turning onto Highway 22 and pedestrians attempting to cross the Highway. Increasing the level of control on Highway 22 would slow traffic, thereby increasing the sight distance and reaction time for cars and pedestrians at the intersections of Highway 22.

Responsibilities: The City Manager & Wellman Transportation and Connectivity Commissioner would work with the County Roads Commission and Iowa Department of Transportation

Action Steps:

- Conduct traffic count studies at the intersections of: 6th Street & 9th Avenue, 6th Street & 8th Avenue, and 6th Street & 7th Avenue to determine traffic volumes and to obtain counts of turning traffic.
- Conduct an engineering study to determine which intersection has the greatest adverse effects from the vertical curvature of Highway 22.
- Select a traffic control device based on the Manual on Uniform Traffic Control Devices.
- Implement traffic control device(s).



Limited site-distance and visibility at 8th (left) and 7th (right) avenues make pedestrian crossing difficult and potentially unsafe. Traffic control devices such as stop or yield signs or speed bumps would help encourage lower speeds along this corridor and make crossing less hazardous.
 Photos: Sheila Knoploh-Odole

Construct Wellman Multi-use Trail (High Priority)

Explanation: The purpose of this trail is to encourage non-motorized access between the high school, elementary school, Parkside Activity Center, and downtown Wellman. It will incorporate common sidewalk design standards. This path should be 10’ wide to allow multimodal use. Beginning in the summer of 2010, Wellman is constructing a multi-use path from the band shell in Wellman Community Park across 11th Street to Wellman Elementary. This path will be the first leg of the Wellman Trail Network (see Figure 14).

Responsibilities: Oversight: David Ross, City Manager; Plan: Consulting Firm; Construction: Contractor

Action Steps/Accountability:

Phase 1: Complete path from Wellman Elementary to Band Shell.

Phase 2: Add a trail along the north side of Highway 22, beginning at Mid-Prairie High School and extending through Wellman to 9th Avenue.

Phase 3: Connect the Wellman Elementary trail to the Mid-Prairie High School trail along the east side of 8th Avenue. This trail should extend through the business district and terminate at South Park.

Phase 4: Future expansion should include a trail linking the 8th Avenue trail to the Highway 22 trail via 1st Avenue and along the Smith Creek wetlands following restoration as proposed in the Water and Parks & Recreation sections.

Phase 5: Continue north along 1st Avenue until the path reconnects to the Elementary School path at the band shell in Wellman Community Park.

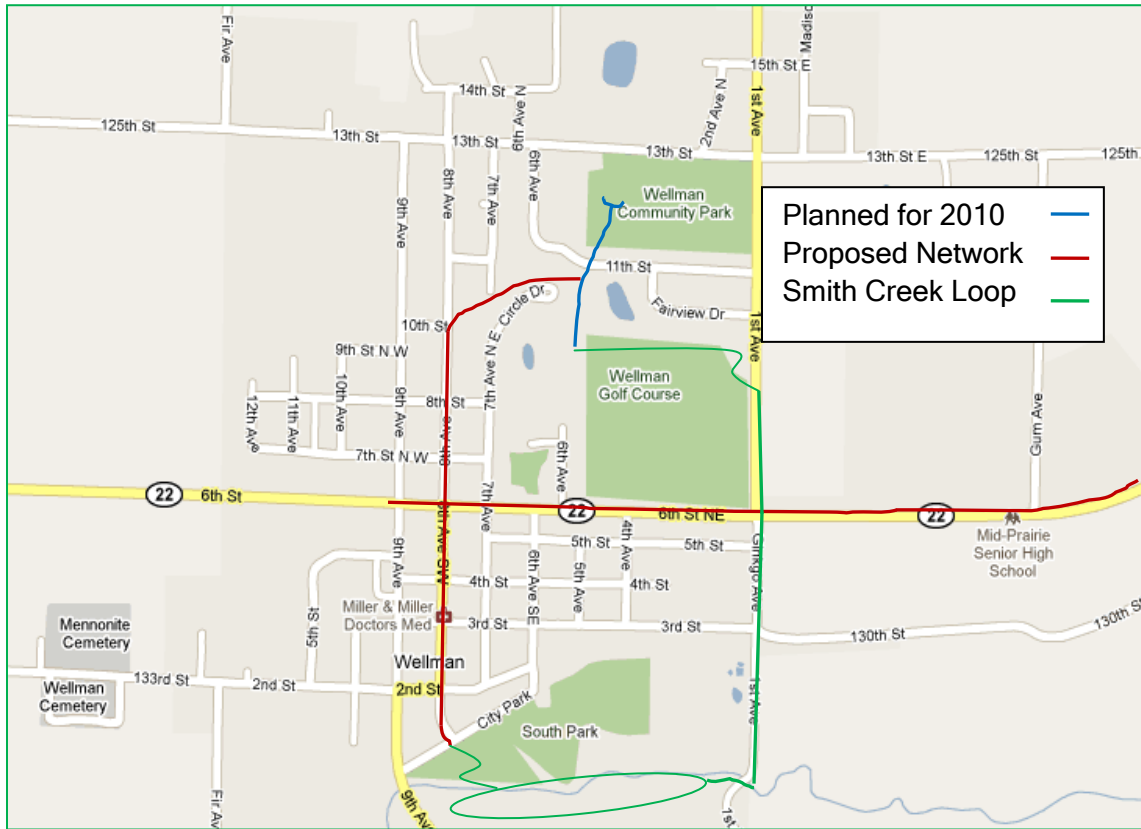


Figure 14: Proposed Wellman Trail Network Map

III. Medium-range Recommendations (3-6 Years)

Repair Sidewalk System (High Priority)

Explanation: Sidewalks are an important part of local infrastructure for any community. Sidewalks provide a free, safe public space for exercise and interaction among community members of all ages. Studies have shown that a community’s walking and biking activities increase with sidewalk connectivity.¹⁶ As stated in the ECR, Wellman has a high percentage of senior citizens in the community; given the size of this population demographic, upgrading and maintaining the sidewalks are even more important.

¹⁶ Popkin, B.M., K. Duffey and P. Gordon-Larsen (2005). Environmental influences on food choice, physical activity and energy balance. *Physiology & Behavior* 86 (603-613).

Currently, the sidewalk network in Wellman is out of compliance with the Americans with Disabilities Act (ADA) of 1990.¹⁷ To become compliant, sidewalks need a minimum width of 36 inches. The maximum vertical grade should be 5 percent where terrain conditions permit. Horizontal grade should allow for water runoff, but is not to exceed a 2 percent slope. Sidewalks should have curb cuts where necessary and ramps for changes in elevation. There should also be at least two feet of detectable warning alignment strips prior to crosswalks. Routes should be devoid of substantial elevation changes caused by settling, cracking or upheaval. These renovations should be prioritized according to frequency of use and sections in greatest need of repair.

Responsibilities: Oversight: David Ross, City Manager; Plan: Consulting Firm; Construction: Contractor

Action Steps/Accountability: The first priority in this project is the downtown business district. Modify existing sidewalks in the area bounded by Highway 22 on the north, 6th Avenue on the east, 1st Street on the south and 9th Avenue on the west. The next priority is the area immediately surrounding the senior-living facilities. ADA compliant sidewalks should be added on 6th Avenue and on 13th Street between Fir and 14th Street. These two projects should be accomplished by 2015. Between 2015 and 2020, the remaining sidewalks should be modified and added to be ADA compliant.



Sidewalk hazards like the abrupt ending (left) and stairs (right) make existing Wellman sidewalks difficult for the elderly and persons with disabilities.
 Photos: Jake Rosenberg & Sheila Knoploh-Odole

IV. Long-range Recommendations (7-10 Years)

Multi-use trail extensions to Kalona and surrounding trails

Explanation: A road-separated, multimodal trail will allow safe non-motorized access between Wellman and Kalona. This trail would connect to the proposed trail terminating at Mid-Prairie High School and then run along Highway 22. This proposed trail is already indicated as a planned future separate-use trail for Washington County (Figure 15). This trail proposal anticipates significant growth around Kalona and east to Riverside as well as a short, southwest spur connecting Wellman to Foster Woods Park. Construction of this amenity would create additional opportunities for area cyclists and further enhance Wellman’s quality of life for both current and future citizens.

¹⁷ Americans with Disabilities Act of 1990. Accessed March 2010 from www.ada.gov

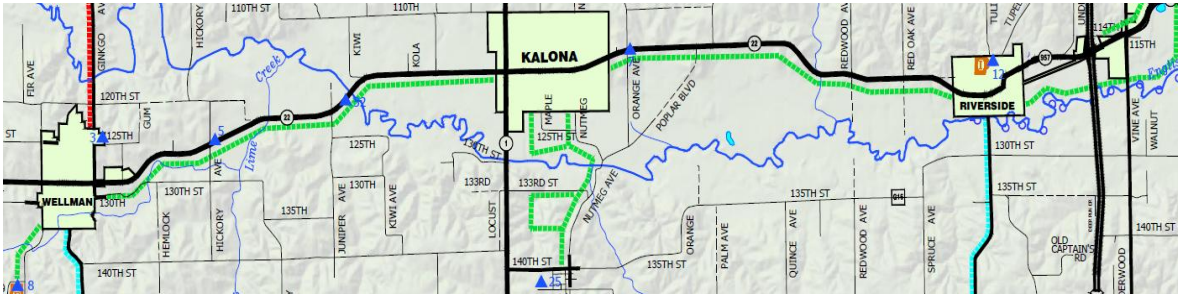


Figure 15: Excerpt of Washington County Trails Plan¹⁸

Responsibilities: Oversight: David Patterson, PE, Washington County Engineer; Plan: Consulting Firm; Construction: Contractor

Action Steps/Accountability. This project should be jointly undertaken by Wellman and Kalona, with oversight from Washington County. Guidelines previously established for the Wellman Trail Network should be considered as minimum design standards.

Operate a vanpool for residents of Wellman

Explanation: Vanpool operations provide multiple benefits for participants, including lowered transportation costs, acceptable travel time, convenience, and the ability to read or relax.¹⁹ Vehicle wear on personal automobiles is also reduced, saving vanpool riders maintenance and repair costs. “Most vanpool programs do best where one-way trip lengths exceed 20 miles.”²⁰ Wellman is further than 20 miles away from the major employment centers of Iowa City (approximately 25 miles), Washington (approximately 21 miles), and Cedar Rapids (approximately 48 miles).

By the year 2035 the Energy Information Administration forecasts a “\$224 per barrel” price of crude oil. This is estimated to be equivalent to “\$133 in 2008 dollars.” Crude oil prices peaked in July of 2008 at \$133 per barrel. Currently the price of oil is currently lower than in the summer of 2008, however, the price of oil has steadily risen throughout 2009. Given the current trend and the forecasted price in 2035 a decline in oil prices seems unlikely.

Wellman must be prepared to assist its residents in lowering the personal cost of transportation in the future. The City of Wellman should prepare plans to operate a third-party vanpool program. The term “third-party” refers to a system where neither the vanpool members nor employers are responsible for the administration of the program. According to the Transportation Research Board, “Third-Party vanpool programs offer flexibility in how, where, and at what rate vanpool services are introduced within an urban area”; a third-

¹⁸ Washington County Trails Plan. Accessed April 2010 from <http://iowabicyclecoalition.org>.

¹⁹ Evans, John E IV, Et.al. *Vanpools and Buspools: Traveler Response to Transportation System Change*. Transit Cooperative Research Program. TCRP Report 95. http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c5.pdf. Pg. 5-9. Accessed 3/27/2010

Pg. 5-2

²⁰ Ibid. Pg. 5-5

party program is also able to facilitate 'multi-employer or small employer vanpools.'²¹ If a vanpool system is to be successful in Wellman it must be flexible.

Responsibilities: City manager, Transportation and Connectivity Commissioner

Action Steps: The City of Wellman will need to collect workplace and work-schedule information from interested residents. The collected information will determine vehicle selection and vanpool groups. To ensure that all members pay each month an automatic monthly payment plan must be created. An automatic payment plan ensures no person will be able to use the program without paying. Once groups are created a driver and back-up driver must be selected from each group. Only the driver (or back-up driver in case of driver absence) may drive. Finally, a schedule must be created to ensure that vehicles receive regular maintenance.

²¹Evans, John E IV, Et.al. *Vanpools and Buspools: Traveler Response to Transportation System Change*. Transit Cooperative Research Program. TCRP Report 95. http://onlinepubs.trb.org/onlinepubs/tcrp/tcrp_rpt_95c5.pdf. Pg. 5-9. Accessed 3/27/2010

Energy Efficiency

I. Introduction

This section is to be used as a reference and policy guide to create a higher degree of energy, economic and environmental sustainability. The goals of this section are designed to reduce energy consumption and costs, as well as increase home values and mitigate negative energy-related environmental impacts through strategic goals and programmatic recommendations implemented over time. Short-term, immediate recommendations will contain reactive strategies based on current energy consumption patterns, while mid- to long-term recommendations will focus on proactive solutions.



Timeline goals were determined based upon housing stock conditions obtained from the windshield housing survey referred to in the Existing Conditions Report, the community survey results, and attempts to build concurrency with the objectives of The Wellman Plan 2000-2020.

There are several grant sources currently available through federal and state organizations as well as local non-profit and private groups that can be sought out to complete some of these goals. Grant options are more thoroughly outlined in the Energy Efficiency Appendix (Appendix A).

Energy Efficiency Guidelines

Federal dollars are currently being passed through to state departments, local non-profits and private agencies via the American Recovery and Reinvestment Act (ARRA). In Iowa, the Office of Energy Independence is the department in charge of “creating an economically viable and environmentally sound energy future.”²² The energy appendix section details state and federal programs but overarching guidelines of energy assistance programs will be discussed below. Common among these initiatives are “Green Building” guidelines in which are useful for securing awards from state, local, nonprofit and private donors. The local administration will want to remain mindful of these principles while seeking grant opportunities.

Energy efficiency programs incorporating “Green Building” principles attempt to²³:

- Reduce demand for energy and water
- Costs less to operate and maintain
- Improve residents’ quality of life

²² Iowa Office of Energy Independence. *Vision/Mission/Guiding Principles*. Recalled March 30, 2010. <http://www.energy.iowa.gov/OEI/mission.html>

²³ US Department of Housing and Urban Development. (2009, June) The Recovery Act’s Green Retrofit Program for Multifamily Housing. Retrieved from http://portal.hud.gov/portal/page/portal/RECOVERY/hud_recovery_webcasts/Green%20Retrofit%20Webinar%2006-10-09.pdf

II. Immediate Recommendations (0-2 Years)

Target HUD Assisted Households for Energy Savings (High Priority)

Explanation: There is no telling how many years funding will be allocated to ARRA, though funding is expected to continue through the life of the Obama administration. Within the next two years, the Wellman administration should contact the Iowa City Housing Authority to obtain the list of residential units currently occupied by citizens receiving public housing assistance.²⁴ These residents and units are eligible for funding for energy efficiency upgrades through Alliant, City of Wellman, HUD and Hawkeye Area Community Action Program (HACAP). Residents on public assistance are least likely to have expendable money for energy efficiency upgrades and more likely to live in poorly insulated, less energy efficient homes. Priority should be given to programs where benefits can reduce energy costs for residents who earn below 80 percent of the median household income for Washington County, currently at \$31,282. Upgrade objectives may include:

- Appliance Rebates
- Energy Efficient Light bulb replacement
- Installation of ceiling and/or wall insulation
- Window replacement with high performance glass

The last three objectives listed above offer large savings estimated at 25-30 percent of energy bills²⁵. Targeting low-income residents is an immediate goal not only because of the savings experienced but also due to notable responses in the recent Community Survey results. When comparing energy-efficiency program usage (Q31) to household income level (Q37), survey results indicate a low response rate from low income earners. 49 of 59 respondents who earn less than \$35,000 per year used no programs or were not even aware that such programs exist. The income level was chosen because this is as close to the median income for Washington County (\$31,282) as survey data would permit.

Responsibilities: City of Wellman needs to identify units eligible for HUD and HACAP funding noted in Appendix A. Maintaining upgrade records with PACE will ensure a complete list of housing structures that currently receive assistance.

Action Steps/Accountability: The energy commissioner will want to identify HUD subsidized units in order to guarantee that 100 percent of section 8, 202, 515 and 811 households have received energy efficiency upgrades. These households are given their own funding through HUD, but are also eligible for local and state funding opportunities. The sustainable commission should work with landlords to record upgrades and dollar amounts put into these projects.

²⁴ The housing authority reports 10 current residents receive assistance. This appendix includes a cost estimate of total dollars Wellman could receive via this HUD program.

²⁵ Public Interest Energy Research Program. (2003, November) Design Guide: Big Savings on Small HVAC Systems. Retrieved from <http://www.esource.com/esource/getpub/public/pdf/cec/CEC-TB-2.pdf>

Target older housing stock for energy efficiency upgrades (High Priority)

Explanation: As outlined in the ECR, 1958 is the median year housing structures were built and few subdivisions have been built since the mid 1990's. Although future recommendations will be made by the Sustainable Energy Commissioner, this report recommends targeting older homes that have not been retrofitted for energy efficiency upgrades. The Iowa Office of Energy Independence and HACAP have several programs aimed at replacing home appliances, which are listed in the energy appendix. Older homes in poor condition are most likely to waste energy resources; targeting these older homes will most drastically lower energy bills.

Responsibilities: Energy subcommittee will identify homes using city and county records that have been built prior to 1980. Informing those owners of their funding opportunities will be a great opportunity for people unaware of subsidy programs to invest in their homes and gain from energy savings.

Action Steps/Accountability: The energy commissioner should assist administration in identifying lower income households, especially those residing in housing build prior to 1980. These structures should be given top priority to funding and assistance in filling out applications. Maintaining an older housing stocks efficiency will help create a vital community and housing stock which is detailed more closely in housing section that follows the energy recommendations.

A marketing campaign to notify citizens and landlords of programs (Medium Priority)

Explanation: Although the city offers energy rebate programs at city hall, outreach marketing is needed to increase citizen awareness of these programs. As noted above, the Community Survey results showed many residents are unaware of current energy efficiency programs. The City administration will want to continue its current programs but in attempting to lower energy costs to low income citizens, officials will need to provide additional resources. Programs offered by HACAP will be a wonderful asset to the community as many residents currently meet income or SSI eligibility requirements.²⁶ USDA's Rural Development program offers assistance to state and local governments and individuals, and is currently offering grant and loan subsidies for energy audits. This would assist Wellman in reaching performance goals; the energy appendix explains these programs in more detail.

Responsibilities: Sustainability committee should use city and this documents resources to market the available programs to community members.

Action Steps/Accountability: Administration and the energy committee member should locate funding opportunities, many of which are located in this document, and create perhaps a pamphlet or send updates in the Wellman news paper. Marketing to property owners may be a priority but assisted living persons are too eligible for their own funding pools.

III. Mid-Range Recommendations (3-6 Years)

The immediate recommendations focus on strategies that pave the way for future sustainability, open doors for grant opportunities and layout energy assistance programs to lower income earners. The mid-

²⁶ Eligibility and programs can be found in the Energy Appendix

range recommendations focus on continued housing and public facility retrofits and begin proactive long term planning process adjustments such as reduced dependence on fossil fuels. City administration has expressed interest in a new housing development within the ten year plan horizon; the mid-range goals build concurrency between energy sustainability and new development.

Establish building codes that mandate green building techniques on all new construction (High Priority)

Explanation: The key feature of the Mid-Range energy plan is to, establish building codes that mandate green building techniques and reduce fossil fuel reliance on all new construction; ideally this will occur before any new housing development. Some green building techniques may include:

- High Performance water heaters
- Sealed doors
- Energy Star appliances
- HVAC systems
- Building materials
- Solar/Geo Thermal energy
- Green roofs (commercial & public)



The State of Iowa Code “section 103A.7, subsection 6 provides that the State of Iowa Building Code shall include ‘reasonable provisions’ for the conservation of energy through thermal and lighting efficiency standards for buildings intended for human occupancy or use²⁷.” Following state guidelines on planning initiatives will enable Wellman to take advantage of energy related funding opportunities²⁸.

Responsibilities: City administration should review building techniques they would like added to the cities applicable building ordinance.

Action Steps/Accountability: Administration will need to create a rubric on building techniques that most add to the city values and capabilities for energy savings (i.e. low flush toilets save RO water hence more emphasis given) The above ideas and ideas in other sections provide an excellent reference for which new construction should abide.

Establish smart growth land use development framework (Medium Priority)

Explanation: As part of the building code mandates, the City will want to implement smart growth tools to reduce public service costs. This will save energy because comparatively less power will be used to pump water to developments, less gas will be used for city service vehicles to get to destinations and tax dollars will be saved as shorter gas and water lines will require less maintenance. The recent passage of Iowa’s first smart planning legislature is significant for cities because they can earn financial assistance for smart planning initiatives.

²⁷ Iowa Department of Public Safety. (2006, February) Energy Conservation in Construction. Retrieved from <http://www.dps.state.ia.us/fm/building/energy/index.shtml>

²⁸ A phone interview with an OEI representative revealed the necessity for an energy plan for cities to be eligible for energy subsidiaries. Otherwise funding is to be used to create a plan.

Responsibilities: City administration will want to create a design review process for subdivisions. Policy guidelines should give points to developments that locate within the Urban Service Boundary (USB). Planning and Zoning Commission needs to be aware of goals and objectives of zoning tools to create concurrency of review process.

Action Steps/Accountability: Administration will need to expand on their smart growth policies. New developments will only exacerbate sprawl and energy consumption if no proactive development process is created. There is need for a design review rubric that gives points to projects attempting to lower transportation, maintenance, and energy costs to Wellman. Keeping record of new infrastructure and updates that bring existing structures to compliance will assist with future consumption and grid modifications.

Join the Iowa Clean Cities Coalition (ICCC) (Low Priority)

Explanation: The ICCC coordinates educational activities, promotes renewable fuels and renewable fuel infrastructure, and collaborates with partners to promote emerging technologies in the State of Iowa.²⁹ ICCC communities are identified as environmentally friendly, have access to grants specifically for members, up-to-date information, assistance in determining an action plan and leveraging resources. As part of the ICCC, Wellman and its business and industry leaders could become eligible for a variety of statewide tax subsidies based on performance of petroleum-use reduction. The State of Iowa has set a goal of reducing fuel consumption by 2.5 billion gallons by year 2020, Wellman can make a difference.

Responsibilities: City of Wellman administration must make a conscious decision to use reusable and clean fuel sources for service vehicles including fire, rescue, law enforcement, school bus and health service. Joining the ICCC will bring fiduciary benefits to the town.

Action Steps/Accountability: Joining the ICCC is not extremely difficult and will add to Wellman's energy sustainability initiative through transportation-related energy issues. Once a member, the sustainability committee will assist in carrying out ICCC functions and maintain communication with Office of Energy Independence officials. As Wellman is planning on purchasing a large 4 X 4 vehicle for city functions, this is a great opportunity to show city support by only filling the tank with cleaner-burning fuel. Establishing a clean fuel route along Highway 22 will bring visibility to Wellman as well as promote the town's dedication to energy sustainability.

IV. Long-Range Recommendations (7-10 Years)

A comprehensive sustainability plan must discuss the current dependency on fossil-fuel energy. The long-range recommendations center on fossil fuel independence by upgrading current public and private infrastructure. Following ICCC guidelines and using incentive programs will be an important factor in hitting fossil fuel consumption objectives. As part of the ten-year plan, the planning team recommends large reductions of current and future fossil fuel energy use. Monitoring gas utility consumption is one way to do this and will be relatively easy as this is a municipal service.

²⁹ Iowa Office of Energy Independence. *Iowa Clean Cities Coalition (ICCC)*. Retrieved 03.31.10. <http://www.energy.iowa.gov/ICCC/index.html>

Replace old, inefficient gas heating units with high efficiency units (High Priority)

Explanation: By 2020, with no additional gas service extensions and the majority of homes utilizing rebates for energy star and gas free appliances, the planning team would like to see a 20 percent reduction of gas use charged to homes. Since rebate programs only replace old inefficient gas and propane boilers and furnaces with appliances having greater than 85 percent Annual Fuel Utilization Efficiency (AFUE), the 20 percent reduction goal is readily attainable. An 85 percent AFUE means that only 15 percent of energy is lost in delivering heat to homes. The American Council for an Energy-Efficient Economy found that units installed prior to 1992 have a typical AFUE of 65 percent. They also found that upgrading from a 65 percent AFUE to an 85 percent rated system will save twenty three dollars for every one hundred dollars of annual fuel costs³⁰. Retrofitting public facilities will also be a top priority for reducing energy spending. The retrofits listed above will be a relatively cost-effective way to reduce long-term community energy costs.

Responsibilities: City should monitor gas meter charges to determine current use. This will pinpoint a baseline to measure performance.

Action Steps/Accountability:

Auditing homes and letting property owners know of funding opportunities as well as energy bill savings are a great way to lower the town's consumption pattern.

- Audit homes that have old boilers and furnaces to determine eligibility
- Keep records for ICCC to act as catalyst for future funding opportunities

Build a low impact, energy efficient subdivision (Medium Priority)

Explanation: By year ten, the city believes it will be able to accommodate a new housing subdivision. With new building codes, growth management principles and an updated grid the planning team urges city representatives to push for an energy efficient subdivision. This will set the bar for future development and attract sustainability-conscious citizens. There is ample literature and subsidy programming available for towns that are prepared to grow sustainably; dedication to energy efficiency will put Wellman ahead of the curve.

Responsibilities: City administration will be in charge of site plan review. Building codes that require green building techniques are not worth the paper they are written on if there is no review process. The town's first new subdivision will be a large step in future Wellman sustainability; Wellman administration will want to work directly with Washington County to ensure plats do not get approved unless new structures meet the guidelines.

Action Steps/Accountability:

Plat approval and review will need to be scrutinized if developers are going to take Wellman seriously in its efforts to provide energy efficient homes. Fee structures may be incurred if developers are not able

³⁰ American Council for an Energy Efficient Economy. (2007, August). Appliance and Equipment Efficiency Ratings. Retrieved from <http://www.aceee.org/consumerguide/heating.htm>

to meet with a set of base guidelines established by the city. Locating builders who have an established track record of building green homes is a proactive solution to contractor/government quarrels. The energy commissioner will be a great asset to ensure subdivision guidelines are met.

Update the Electricity Grid (Low Priority)

Explanation: Modernizing Wellman's Electricity grid will be a very important step in the road to sustainability. Benefits include the replacement of deteriorated facilities, creating efficient transmission lines, cutting down on power outages and enabling development of alternative energy sources³¹. This will be a large capital project and although the sooner completed the better, the planning team believes that the city may need time to absorb current capital initiatives before undergoing such a large project. Modernizing the electricity grid is especially important because it allows the city to connect to "next generation" clean, alternative energy sources.

Responsibilities: Once city has established zoning and building guidelines, working with the State of Iowa Office of Energy Independence and the US Department of energy will be key in getting renewable energy sources to the town. Administration may need to apply for funding to finance a large capital works project.

Action Steps/Accountability:

There are several steps for successful energy grid updates. Town administration will need to work closely with energy providers to determine the sources and type of energy provided. This will build a structure for how to best proceed to a grid that more supports renewable energy sources. Auditing the current infrastructure (including transmission and pipe lines) will give cost estimates for needed improvements and locate future sources of reusable energy.

³¹ National Electrical Manufactures Association. (2005, March) DOE's Grid Modernization Activities, Potential Roles for Equipment Manufacturers. Retrieved from www.nema.org/prod/pwr/.../Parks%20NEMA%203.17.05%20final.ppt

Sustainable Housing

I. Introduction

Housing is an integral part of any community. Housing provides all residents with the basic need for shelter. Since housing units draw from a number of environmental resources for heat, energy, and other needs; housing units have a direct effect on the environment when it comes to levels of consumption.

The City of Wellman has a large stock of older residential housing as demonstrated in the Existing Conditions Report. The median year housing units were built in Wellman is 1958, which is the oldest median building year when compared to surrounding communities. Older homes require continued maintenance to ensure their quality. The Windshield Survey results' of January 2010 found that 52 percent of all homes were assessed as being in "Fair" condition. As presented in the ECR, a unit given an assessment of "Fair" condition does have notable surface wear and major maintenance or repairs are needed³².

New construction and development of housing can be one component of a community that easily attracts potential residents to an area. The survey data revealed that 87 percent of residents were "satisfied" or "very satisfied" with the current housing options in Wellman. Similarly, only 9 percent of residents responded they would be interested in possibly purchasing a newly constructed home in Wellman. However, the ECR listed low vacancy rates for Wellman, with only 3 percent of all units to be currently vacant. In order to accommodate for future economic growth, the City of Wellman must consider new construction of housing units to allow options for future residents.

Recommendations throughout this section will provide brief suggestions on how Wellman residents can continue to strengthen their housing market. Other options Wellman residents can easily incorporate into their daily lives will also be discussed. These recommendations are strive to better the quality of life for Wellman residents and provide a strategy towards a sustainable future. Recommendations for an environmentally, as well as socially and economically sustainable Wellman are as follows:

- Participation in Energy-Saving Programs
- Annual Self-Housing Assessments
- A Yearly Windshield Survey
- Organize a Community Clean-up Week
- Market Analysis Study

II. Immediate Recommendations (0-2 Years)

Participate in Energy-Saving Programs and Housing Upgrades (High Priority)

Explanation: One of the components of the sustainability plan is to provide home and business owners with the resources and information available to upgrade their properties. Programs that promote lower energy consumption are good for the individual consumer and the entire community. Lower use of fossil

³² For a detailed description of the ratings please referenced the Housing Section of the ECR.

fuel-based energy promotes conservation of this non-renewable resource, while decreasing pollution and environmental degradation. Energy Star appliances also benefit the individual consumer as they demand less energy, equating to a reduction in the energy bill and a savings to every community member.

Alliant Energy and the City of Wellman both provide incentives for home and business owners who update appliances and take advantage of energy-saving techniques. There are grants through HACAP to assist low-income citizens, and Wellman may also be able to take advantage of several upcoming funding sources administered through the Iowa Office of Energy Independence, specifically the State Energy Program (SEP), Energy Efficiency and Conservation Block Grants (EECBG), and Energy Efficiency Appliance Rebates Program (EEARP). Refer to the Energy Efficiency section and Appendix A for more information on funding programs available.

Responsibilities: City Administrator, Energy Efficiency Commissioner, Alliant Energy, PACE, individual property owners.

Action Steps/Accountability: The Energy Efficiency Commissioner should post the available grant opportunities at a designated public space. Additionally, the Energy Efficiency Commissioner should locate funding opportunities and grants. Currently available grants are located in the appendix of this document.

As a part of the marketing campaign presented in the Energy Efficiency section of this document, the Commissioner should create a pamphlet available to the public. The Commissioner could host an “Energy Fair” or similar event. Alliant Energy and home improvement stores could be at the fair to educate and promote awareness to property owners of the benefit of upgrades, energy-star appliances, and grants.

Alliant Energy’s website has available brochures and fact sheets available for energy saving techniques³³:

- Powerhouse: 101 Easy Ways to Save Energy
- Powerhouse: Weatherizing Your Home
- Powerhouse: Choosing & Using Appliances

Encourage Annual Self-Housing Assessment and Energy Home Audits (Medium Priority)

Explanation: The majority of units people live in could use a few repairs. This first suggestion is that each owner (residential and commercial) conducts a personal inspection of their unit(s). Various companies exist that will conduct a professional inspection, but a homeowner can also conduct one themselves. Most home improvement stores and energy companies are more than willing to provide homeowners with resources to conduct their own home inspection.

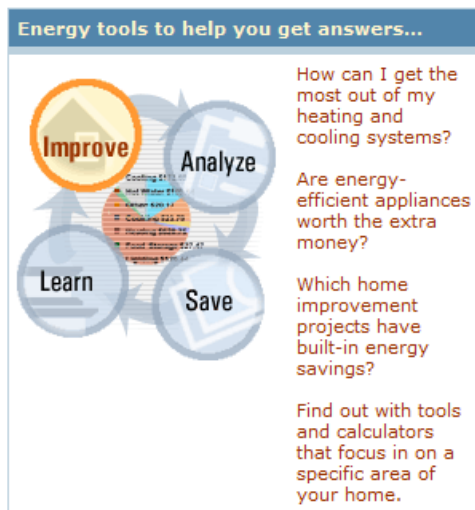
Alliant Energy provides a free service for energy customers which pinpoints the energy uses in the home. The free service is called, “My Home Comfort Check Up.”³⁴ The program is offered in two

³³ <http://www.alliantenergy.com/UtilityServices/ForYourHome/EasyEnergySavers/014671>

formats: an interactive web site, which allows customers to enter property and utility details and then provides a Home Profile Results. The other format is a mail-in survey, in which customers enter their contact information to send an Alliant Energy representative to the home to conduct a free energy audit.

Walk through the unit and create a list of appliances, repairs, and issues that need to be addressed. After creating a full and complete list, give each issue a level of importance (high, medium, low). Although many people's priorities may differ, giving issues that cause higher energy and resource consumption a higher level of importance is the prudent choice.

After creating the list and assigning each item a level of importance, the owner should identify a few projects realistically accomplishable in one year. Some projects may not be attainable due to lack of resources. However, simply becoming aware of potential problems is a great tool for prevention and catching an issue before it becomes a larger problem. Potentially these projects could be addressed, or at minimum, begun, during a Community Clean Up and Assistance Week held in the spring (see mid-range recommendation below).



Housing assessments can also become a part of a home owner's regular schedule. In order to prevent problems housing assessments should be conducted annually or bi-annually. Housing assessments can become easily become routine patterns if always done once in the spring and fall on daylight savings time. This would allow time in the spring to prepare projects to be addressed during Earth Week as part of the Community Clean-up and Assistance event.

Responsibilities: Individual property owners, fellow community members, Alliant Energy, City Administration.

Action Steps/Accountability: Individual property owners designate bi-annual dates for their self-housing assessment.

After conducting their self assessment, they will prioritize their list and identify the items. Finally, the property owner will address those issues they've decided are most important.

The City of Wellman could assist homeowners in financing needed energy efficiency upgrades by utilizing the 'Sustainability Loan Fund,' presented in the Economic Development section of this document. The City could also apply for various small-city Community Development Block Grant Funds (CDBG) in order to fund this program.

Alliant Energy also provides homeowners with incentives to weatherize and upgrade their appliances. For some home appliances, Alliant Energy provides rebates and removal of old appliances for customers. In addition, the newly upgraded appliances require smaller amounts of energy which reduces the consumers' monthly energy bill.

³⁴ Alliant Energy. *Do a Home Energy Audit*.
<http://www.alliantenergy.com/UtilityServices/ForYourHome/EasyEnergySavers/014671>

Conduct Annual Windshield Surveys of Residential Units (Low Priority)

Explanation: The City should continue to conduct the Windshield Survey on all housing units within the Urban Service Boundary. The Windshield Survey provides a continuous tool of analysis of Wellman's housing stock. The Survey can also be fairly easily conducted, requiring only a few people and an afternoon, once a year. Conducting the study on a yearly basis can show patterns of the external quality of housing as tracked on time. Publishing the results can also provide residents with an idea of how the existing housing market is adapting and changing. External housing conditions can have an effect on property values, and this affects the capital budget for local governments.

A yearly windshield survey could also be an opportunity for another liaison with the University of Iowa, Dept. of Urban & Regional Planning. This aligns with earlier recommendations from the Economic Development section of this report and continues an already-established relationship.

The Windshield Survey is a great tool for tracking growth and housing concerns; by providing basic information it can be a tool to identify potential properties in need of assistance while the cost for repairs is still easy to finance, and long-term sustainable.

Responsibilities: City Administrator, UI Dept. of Urban & Regional Planning, PACE Committee, Garden Club

Action Steps/Accountability: The City Administrator and Administration first decide the time(s) of the year they would prefer to conduct the Windshield and Bi-Annual Community Household Survey. Then, the UI Department of Urban and Regional Planning and PACE Committee must be contacted. The two groups will be responsible with executing the Windshield Survey using the survey instrument located in Appendix B. The groups will need to coordinate on delegating tasks for execution of both surveys. The Community Household Survey used by the Planning Group in January 2010 (also located in Appendix B) can be used as a starting point, but the survey may need to be altered over time to reflect community needs and interests.

II. Mid-Range Recommendations (3-6 Years)

Organize a Community Clean-up Assistance Week. (High Priority)

Explanation: Wellman citizens have spoken; 72 percent of respondents to the Community Household Survey answered that they might volunteer in something like a Community Assistance Day, depending on the project. Opportunities for community engagement should be encouraged and this one could be developed by the Parks & Recreation programming board discussed earlier. It could be developed to occur during Earth Week, serve multiple sustainability goals and create ownership and pride in the community.

Responsibilities: Parks & Recreation Commissioner, UI student assistant

Action Steps/Accountability: Find sponsorship through Alliant Energy, local businesses, etc. for materials, identify & prioritize neighborhood projects, coordinate volunteers to projects

Conduct a Market Analysis Study of Wellman's Housing Market (Medium Priority)

Explanation: The City of Wellman lacks a recent and serious study on the community's housing market. The Community Household Survey briefly looked at the desires of those currently living in the housing market, but this does not provide a concrete basis for analysis. There have been numerous studies of other communities that focus upon the negative impacts sprawling, unplanned, and inefficient development within the context of new home construction³⁵. A market analysis will provide Wellman officials (and potential developers) with a greater understanding market demand and wants. When the City of Wellman has an idea on the potential future needs, they can plan accordingly. Wellman would have the opportunity to proactively plan for the future, instead of adapting to market constraints and demands after the fact.

Furthermore, if the City of Wellman would like to see newer housing construction, a market feasibility study would provide potential developers with current supply, future market demand, and advantages of building in Wellman. Potential developers to the area may be skeptical since Wellman has not experienced similar population growth to that of North Liberty or Coralville. By providing a market feasibility study, the developers would have a better understanding of the demands of the market and be more likely to consider building a development.

Responsibilities: City Administration, Consulting Firm

Action Steps/Accountability: The City of Wellman should take initial steps to plan for a market analysis. The City can personally conduct the in-depth study, or allocate funding and outsource the task to a consulting firm. Another option would be to coordinate a study with the University in another effort to strengthen and grow that beneficial relationship.

III. Long Range Recommendation (7-10 Years)

Adopt Community Building Design Guidelines (High Priority)

Explanation: Continuing to protect the natural environment in its natural setting should be a high-level, long-range sustainability priority for the City of Wellman. By cultivating a culture of resource conservation, the City can promote a healthier community and a better quality of life for residents.

The following Best Management Sustainability Practices should be incorporated into future development codes and the City should promote the following elements for all public buildings and landscapes.³⁶ Elements such as the following:

- Take advantage of land that is already disturbed
- Site buildings to take advantage of the natural day light, ventilation, and solar gain
- Plant deciduous trees on the south west corner of buildings to reduce energy needs in the summer

³⁵ Development and Sprawl. *Chesapeake Futures*. Skip Brown. Chapter 5. 2008.

³⁶ Sustainable Park Design. *Designing in the Green: An Approach to Sustainable Park Design*. Byler, Tara. Vol. 64, No. 2. Page 32. Spring 2008. ASLA, LEED AP

- Plant evergreen trees on the north west corner of buildings for protection from winter winds
- Harvest rain water with cisterns to help reduce the use of potable water
- Design and implement efficient irrigation systems
- Specify drought tolerant plants
- Use local building and plant materials to reduce transportation costs
- Use recycled materials and FSC (Forest Stewardship Council) certified wood
- Minimize night light pollution
- Balance cut and fill on site
- Provide carpooling parking spaces and bicycle parking
- Use native plants in landscaping
- Avoid invasive species
- Reduce pruning needs by allowing plants to realize their natural forms and providing enough room for growth
- Consider lawn substitutes to reduce the amount of mowing needed
- Use organic mulch to retain water and suppress weeds
- Use organic fertilizers and compost
- Discontinue the use of pesticides or herbicides where possible and employ integrated pest management practices instead
- Waste Reduction
- Provide recycling bins for park users
- Make room for onsite composting
- Use quality products and materials that are durable and can be recycled

Responsibilities: Planning & Zoning, Sustainability Commission, UI student assistant, relevant local businesses

Action Steps/Accountability: Hold a meeting with various stakeholders (Planning and Zoning, City Administration, and local businesses), to discuss how all parties can begin better resource conservation. If this is not a possibility, the City Administration can send out the best management practices suggested and all stakeholders can agree to take on at least 3 of the suggestions in the next 7 years. The recommendations acted upon, must positively change the actions of the stakeholders and promote resource conservation. Throughout the time period of the next ten years, the City Administration and Planning and Zoning Board should encourage resource conversation best management practices for all businesses and local residents.

Encourage Housing Development (Medium Priority)

Explanation: Currently, Wellman appears to be adequately providing affordable, quality housing for their residents. The Existing Conditions Report demonstrated that Wellman currently offers the lowest market rent when compared to surrounding areas. After the market analysis has been conducted, it is recommended that Wellman continually strive to provide affordable housing units for individuals and families earning between 30-80 percent of the area median income. By providing quality housing to all individuals and families, a city maintains healthy economic diversity in their community. Quality housing

also provides various advantages to a community including; steady property values, healthier lives for residents, and higher levels of productivity.

Wellman should encourage a diversified housing stock in order to provide various options for all types of households. As demonstrated in the Existing Conditions Report, Wellman has a majority of unattached single family homes. Variety includes attached and unattached single family homes, apartments, condominiums, multi-unit owner- and rental occupied units, and workforce housing. Inclusion of mixed-use commercial and residential development could promote variety and diversity within the housing stock.

Wellman has seen little new construction for housing units in the area. As mentioned in the Existing Conditions Report, Wellman also has the oldest median year of a housing unit constructed, demonstrating an older housing stock when compared to surrounding communities.

Responsibilities: Planning and Zoning Board, Zoning Board of Adjustments, City Council

Action Steps/Accountability: City Council has the option of passing an ordinance that requires all new developments to incorporate an element of mixed-use development. However, if this is not a possibility, the Planning and Zoning Board and the Zoning Board of Adjustments can offer variances, extended setbacks, and density bonuses to developments and subdivisions that diversify housing stock in their developments and incorporate mixed-use developments. These types of zoning tools have the potential to attract and incentivize developers that may choose to construct new housing units.

Local Food Systems

I. Introduction

Growing numbers of consumers are demanding access to fresh, safe, and local food. Consumers are interested in buying food grown closer to home as a way to reconnect with food and the farmer who produces it. Concerns about personal and environmental health are also driving the demand for organic and locally produced foods.³⁷

In light of today's changing climate and pending depletion of energy sources such as oil and other fossil fuels, supporting the growth of a local food system can not only be part of a strategic economic development plan, but in the long term can provide stability and resilience for a region.



A local food system encompasses all of the resources and information, including the materials, supplies, land, labor, knowledge and networks that go into producing the food grown, raised and sold in a region, including planting, raising, harvesting, storing, transporting, processing, packaging, marketing, and retailing of food. It also includes the farmers, suppliers, buyers, researchers, and government who facilitate the system, and manage the food waste. A healthy local food system can increase the health, wealth, connectivity and capacity of a region.

Food security is one of several conditions necessary for a population to be healthy and well-nourished. The Iowa Bureau of Nutrition & Health Promotion, and the Iowa Department of Public Health have focused on assessing the extent of food security at household and community levels.³⁸

- **Household food security** is defined as access by all people at all times to enough food for an active, healthy life. Food security includes at a minimum:
 - The ready availability of nutritionally adequate and safe foods.
 - An assured ability to acquire acceptable foods in socially acceptable ways.
- **Community food security** expands on the definition of household security by being concerned with the underlying social, economic and institutional factors that affect not only the amount of food available but also the quality.³⁹

³⁷ Associated Press (Jan. 30, 2008) "Demand and prices rise for organic food, but supply falls" *Boston.com* http://www.boston.com/business/articles/2008/01/30/demand_and_prices_rise_for_organic_food_but_supply_falls/. Retrieved 11/23/09.

³⁷ Phil Rooney (Feb. 26, 2007) "Organic association takes root." *Iowa Organic Association*. <http://www.iowaorganic.org/swinarticle.html>. Retrieved 11/23/09.

³⁷ Pallavi Gogoi. (May 20, 2008). "The Rise of the 'Locavore': How the strengthening local food movement in towns across the US is reshaping farms and food retailing." *BusinessWeek*. http://www.businessweek.com/bwdaily/dnflash/content/may2008/db20080520_920283.htm. Retrieved 11/25/09.

³⁸ Iowa Dept. of Public Health: http://www.idph.state.ia.us/hpcdp/nutrition_food_security.asp.

³⁸ Roberts, Susan L., & Feld, Erin (2007). *Hunger in Iowa*. Agricultural Law Center, Drake University. Des Moines, Iowa, p. 4.

In a 2007 report on hunger in Iowa, Susan Roberts, reports

The vast majority of households in Iowa are food secure. Yet, even in Iowa the most recent data shows over 132,000 households (up from 112,000 households in 2003) are food insecure, and of these households, over 42,280 households (up from 23,500 in 2003) have at least one member that goes hungry at times. This adds up to over 421,000 Iowans who do not have enough food to eat at times.⁴⁰

In this section, recommendations for the long-term food security of Wellman will be made. In looking at the local food shed, it is important to consider whether residents have adequate outlets available for purchasing fresh, healthy food, and whether there are opportunities for increasing that access.

II. Mid-term Recommendation (3-6 years)

Buy Fresh, Buy Local Campaign (High Priority)

Explanation: Results from the recent Community Survey showed that 58 percent of respondents purchase some of their groceries in town; however, 75 percent purchase some or all of their food elsewhere.

To encourage more food dollars to be spent locally, a *Buy Fresh, Buy Local* (BFBL) campaign should be launched in Wellman.

Buy Fresh, Buy Local is a comprehensive marketing program for farmers selling directly to consumers, restaurants, grocery stores and other institutions. Nationally the program is overseen by FoodRoutes Network, a national nonprofit organization, and has 15 participating state organizations. Buy Fresh, Buy Local in Iowa is organized by Practical Farmers of Iowa in collaboration with a variety of partner organizations. The purposes of the program are:

- To increase market access, sales volume, net income and long-term stability of direct marketing farmers
- To raise awareness among Iowans of local treasures: farmers markets, family farms and orchards, local meat lockers, restaurants, grocery stores and other businesses that serve or sell locally grown farm products
- To stimulate the social and economic vitality of Iowa through strengthening the viability of independent farmers and businesses

Currently there are 10 regional campaigns in Iowa, each involving 4-9 counties. Washington County is included in the Johnson County BFBL campaign.

It will be beneficial for Wellman to develop its own program specifically designed to increase food dollar expenditures within the community. This should be incorporated into the *Buy Smart, Buy Fresh, Buy Local* campaign discussed previously in the Economic Development section. As mentioned, such a



<http://www.practicalfarmers.org/programs/buy-fresh.html>

³⁹ Iowa Dept. of Public Health: http://www.idph.state.ia.us/hpcdp/nutrition_food_security.asp.

⁴⁰ Roberts, Susan L., & Feld, Erin (2007). *Hunger in Iowa*. Agricultural Law Center, Drake University. Des Moines, Iowa, p. 4.

comprehensive campaign could help sustain local businesses while also encouraging new entrepreneurs. The campaign would also help support local farmers, by guaranteeing increased market shares for their products. The *Local Farmer and Food Security Act* proposes a tax credit for grocers who purchase local foods can be leveraged as a way of encouraging outlets to offer more support to local farmers and producers.⁴¹

Responsibilities: The City Manager, Food Commissioner & Economic Development Commissioner, Local food-related businesses, schools and care facilities

Action Steps/Accountability: The Committee would become familiar with the national program, developing a relationship with the Johnson County liaison, becoming a link between the county and the community and adapting existing materials from the national campaign for local use. Wellman should collaborate to create and implement a *Buy Smart, Buy Fresh, Buy Local* program for the community and to get buy-in from food-related local businesses. Communications Commissioner and a UI student assistant can create educational and promotional materials for local advocacy. Commissioners would also assist local food businesses in finding ways to incorporate more local produce into their offerings. Commissioners should also work to increase attendance & support for the Wellman farmer's market which operates from May to October. Local businesses can track their use of local products as the program progresses.



Photo from Grinnell Heritage Farms newsletter:
<http://grinnellheritagefarm.com>

Increase Local Food Consumption at Existing and Future Local Food Outlets (High Priority)

Explanation: Wellman has several local food-related businesses and non-commercial outlets where community members can get either their ingredients for meals, or actual meals (see Appendix D). Each of these outlets represents an opportunity to increase consumption of locally-produced food. Freeman Foods already offers some local produce on a seasonal basis such as sweet corn in the summer, as well as organic milk from Kalona, Miller's spread, Cheryl's Salsa, and Kalona noodles, among other Iowa-grown specialties. Approximately 20 percent of Freeman's wine sales are from Iowa wineries. With a little coordinated effort, other venues in Wellman could also incorporate more "local" products, thereby keeping food dollars in the community, supporting the local and regional economy, and increasing community health through increased access to fresh products picked at their optimal ripeness. More information on the local food system can be found in Appendix D.

Responsibilities: Foods Commissioner/BFBL Committee, Communications Commissioner, UI student assistant, local farmers, local businesses, local schools & care facilities.

⁴¹ *Iowa Local Farmer & Food Security Act of 2010.*

http://web.mac.com/marqusee/Woodbury_Organics/Main_files/LFFSA%20v2.1.pdf

Action Steps/Accountability: Identify Commissioner/Committee, coordinate information with Johnson County BFBL, get local business and food outlets' buy-in, identify and coordinate with local farmers, develop educational/promotional campaign.

Encourage implementation of Farm to School & Pick a Better Snack Programs into School Curriculum (Medium Priority)

Explanation: In 2007, Iowa lawmakers passed Farm-to-School legislation to establish a program that would link elementary, secondary, public and non-public schools with Iowa farmers. The goal of the program is to provide schools with fresh and minimally processed Iowa-grown food for inclusion in school meals and snacks; and to encourage children to develop healthy eating habits, as well as provide them with hands-on learning opportunities, such as farm visits, cooking demonstrations, school gardening and composting programs.

The Farm to School Program is coordinated by the Iowa Department of Agriculture and Land Stewardship in partnership with the Iowa Department of Education and a seven-member Farm to School Council. The Iowa Farm to School Program will reach out to communities to establish strong partnerships.⁴²



Iowa Nutrition Network's social marketing campaign *Pick a better snack™* encourages fruit and vegetable choices for snacks. The "& ACT" represents the importance of daily physical activity. Iowa Nutrition Network partners worked together to develop *Pick a better snack™ & ACT* so that multiple programs could use it. Key partners include the Iowa Department of Public Health, the Iowa Department of Education-Team Nutrition, Iowa State University Extension, the 5-A-Day Coalition of Iowa, Inc., the Iowa Dietetic Association, and Iowa Public Television⁴³.



Wellman schools should become participants in these programs. Studies have shown that children who grow up eating fresh food develop life-long healthy preferences. And kids typically favor food from "their" school garden, CSA farm, market vendor or own garden - even veggies they have never been known to eat - especially if they are involved in the growing process.⁴⁴

Responsibilities: Local BFBL committee, Wellman Elementary, and Mid-Prairie High School

Action Steps/Accountability: Research programs, get buy-in from local parents and schools, identify opportunity and time-frame for implementation

⁴² From <http://www.farmtoschool.org/state-home.php?id=11>

⁴³ <http://www.idph.state.ia.us/pickabettersnack/>

⁴⁴ Local Harvest: <http://www.localharvest.org/csa/>.

III. Long-Range Recommendations

Seek to attract Food-related light industry (High Priority)

Explanation: As part of local economic and food system development, Wellman could seek opportunities to draw a small food-processing industry to the proposed industrial development area. Not only would this bring in jobs, with several organic farmers in the area, development of a unique, organic product would be a value-added item for a growing consumer market, and would increase positive environmental impacts to the region as well.

Responsibilities: Economic Development Commissioner, Food Commissioner, City Manager, local organic or conventional farmers willing to grow for specific product.

Action Steps/Accountability: Identify food-related manufacturing opportunity, identify entrepreneurs or established companies interested in expansion, get buy-in from local farmers, offer tax or other incentives to support development of plant on proposed industrial park land.

Support of Organic Farming in the Water Shed (Medium Priority)

Explanation: A long-term, big-picture strategy for the health, wealth, and capacity of Wellman in terms of both environmental and food system impacts would be to encourage a philosophy of supporting local organic farming. Wellman has struggled for awhile with water quality issues like the existence of high nitrate levels attributable to farming practices and chemical run-off. Organic and sustainable farming practices use limited to zero chemicals and farming methods which protect and preserve the ground water supply. Educating citizens to the benefits of eating organic and local could increase demand for these products. The City should also coordinate with the county to identify farmers with property along creeks and streams feeding into the Wellman watershed and encourage these farmers through guaranteed markets in local food outlets and industry to either undergo the organic conversion process or, at minimum, create stream buffers through the Conservation Reserve Program of the USDA. Encouraging and supporting conversion to organic farming in the Wellman watershed has multiple benefits to human and environmental health and should be activity sought after.

Responsibilities: Buy Fresh, Buy Local Committee, City Administration, County Administration, Farmers in the Watershed, local business owners, Communications Commissioner, Wellman residents

Action Steps/Accountability: Cultivate community knowledge and education regarding the positive benefits of eating organic and local foods; Work with County Administration to identify farms working within the Wellman watershed; Create farmer incentives and opportunities for increased local food demand through local outlets and industry while encouraging organic and sustainable farming practices; Connect farmers along streams with the USDA Conservation Reserve Program

Restore/Create recreational fishing in South Park (Medium Priority)

Explanation: As the surface-water quality improves, creeks and streams could be stocked with trout or other desirable edible fish. This would create an increase in the security of Wellman's food shed by ensuring another access point to food gathering. Furthermore, an entire economic development strategy could evolve from this source. Wellman could capitalize upon and add to its Smith Creek trail development with recreational fishing availability. At least one savvy entrepreneur could open a 'bait

and tackle' shop in the downtown business district. The Programs Coordinator for Parks and Recreation could organize an annual fish-fry, perhaps in conjunction with 4th of July festivities or as a separate event on its own. Regionally, farmers along these recovered streams could also take advantage of the situation and generate additional revenue streams by charging interested parties to fish on their land.

Responsibilities: City Administration, Water Commissioner, Parks & Rec. Commissioner, County Administration, Iowa Dept. of Natural Resources, Farmers in the Watershed, local business owners, Parks & Recreation Programs Coordinator

Action Steps/Accountability: Monitor and evaluate surface water conditions; identify and coordinate with area farmers to protect streams feeding into Smith Creek; Work with the Iowa DNR & County Administration to understand the watershed and identify edible fish that could thrive in the clean waters; actively stock Smith Creek with fish, engage the Wellman Community in enjoying this new asset.

Conclusion

Sustainability is often defined as the ability to meet today's needs without compromising the ability of future generations to meet their own needs. Sustainable practices benefits future generations, but these practices also yield benefits to current residents. Sustainability creates opportunities for growth, makes the community resilient in difficult times, strengthens the economy, and connects the community. The concept of sustainability has grown from its grassroots beginnings into a mainstream movement all the while retaining idea that all people, not just governments, are responsible for sustainability.

The goal of the Wellman Sustainability Plan 2010-2020 is to provide a roadmap for the residents and elected officials of the City of Wellman toward sustainable practices. The plan was written by a group of graduate students in the Department of Urban and Regional Planning at the University of Iowa. The Wellman Group sought to develop this plan based firmly on public input in order to ensure the plan would address issues directly affecting the residents of Wellman. Guided by the group's Public Participation Plan the Wellman group conducted a community survey, held public input meetings, and had regular correspondence with city officials. The information gathered led the Wellman Sustainability Plan 2010-2020 to give short-, medium-, and long-term recommendations in the areas of: Economic Development, Water, Parks and Recreation, Transportation, Energy Efficiency, Housing, and Food. These recommendations are also categorized in high-, medium, and low-priority categories.

The Wellman Sustainability Plan 2010-2020 is designed to be implemented over the next decade. Ideally every recommendation in the plan would be addressed and implemented within the expected timeline. Given the number of recommendations and the unknown issues the future will bring the ideal implementation schedule is unlikely. The timeline and priorities are merely guidelines, not strict regulations. The ideas and recommendations contained in this document are meant to be flexible allowing the City of Wellman and its elected officials to address the most pressing needs of the community. It is hoped the City of Wellman will move to adopt the Wellman Sustainability Plan 2010-2020 in part or ideally in whole. Adoption of the Wellman Sustainability Plan 2010-2020 and implementation of the recommendations contained within the plan would brand the City of Wellman as a leader in the movement toward sustainability.

Appendices

Appendix A

Energy Efficiency Grants

ARRA Green Retrofit Program for Multifamily Housing⁴⁵:

HUD indicates that “\$250 million shall be for grants or loans for energy retrofit and green investments” eligible to Section 8 housing voucher recipients, Section 202 low income elderly residents, USDA Section 515 low income rural household recipients and Section 811 disabled resident recipient’s. Maximum improvements are capped at \$15,000/unit. Wellman currently has 10 active voucher recipients (Section 8) and one assisted living complex⁴⁶ which equates to a maximum of \$15,000 X 11 units = \$165,000 federal dollars from HUD.

Iowa Office of Energy Independence

Wellman may be able to take advantage of several upcoming funding sources administered through the Iowa Office of Energy Independence: State Energy Program (SEP), Energy Efficiency and Conservation Block Grants (EECBG), and Energy Efficiency Appliance Rebates Program (EEARP). Many other programs are offered through the OEI and depending on the program; it may or may not be based on local matching funds.

Energy Efficiency and Conservation Block Grant

The state of Iowa Office of Energy Independence was allocated nearly \$9.6 million⁴⁷ for EECBG use. Funding can be used for a variety of energy related issues such as “weatherization of homes, rebates for energy efficient appliances, electric grid modernization, and expand and improve mass transit.” Sixty percent of funding will be given to non-entitlement communities. This puts Wellman in a position to reap these benefits. Funding applications will be available in February. If an applying entity does not have an energy sustainability plan, it is likely that they will not receive funding unless it is to be used to fund the writing of a sustainability plan.

State Energy Program

The SEP comes to Iowa via the ARRA. Iowa received over \$40.5M and has a funding obligation deadline of September 30, 2010. Based on data provided by the State of Iowa’s Office of Energy Independence website, there are six categories of funding. To date not one penny has gone to Wellman or any entity within Washington CO. Discussions with State Office of Energy Independence representatives have indicated that there are still \$23 million in matching grants. Applications for funding will be sent out in late February. Once again, without a sustainability plan, chances are slim that any funding will be issued.

Energy Efficient Appliance Rebate Program

The Iowa Office of Energy Independence (OEI) has received \$2.88M for “replacement of appliances with products for a residence that is rated for energy efficiency under the Energy Star Program.” Angela Chen of the Office of Energy Independence informed us that any individual household is eligible for the rebate program. The household must first make an energy savings purchase after March 1, 2010. The household then files an application with the (OEI) providing a receipt

⁴⁵ Program outline is provided in Housing Notice H-xx available at www.hud.gov/recovery

⁴⁶ Phone call to Iowa City Housing Authority.

⁴⁷ <http://www.state.ia.us/government/governor/energy/ARRA09/EECBG.html>

HACAP:

Hawkeye Area Community Action Program (HACAP) is the area agency when it comes to weatherizing area homes. Weatherization program purposes:

- To make the homes of low-income clients more energy efficient
- To reduce the clients' fuel bills and increase their comfort
- Improve the health and safety of low-income homes by identifying and mitigating health and safety problems such as carbon monoxide, combustion appliance back-drafting and high indoor moisture levels⁴⁸

A household is eligible for weatherization if

- Household is receiving Supplemental Security Income (SSI)
- Household is receiving Family Investment Program (FIP) assistance
- The household's annual income is at or below 150 percent of the poverty level⁴⁹

Eligibility (Oct 1, 2009-Sept 30,2010)		
Persons in Family	3 Month Gross Income	150 Percent
1	\$4,061	\$16,245
2	\$5,464	\$21,855
3	\$6,866	\$27,465
4	\$8,269	\$33,075
5	\$9,671	\$38,685
6	\$11,074	\$44,295

Add \$5610 for each additional person

Iowa uses the same income eligibility requirements for the Weatherization Program as the Iowa Low-Income Home Energy Assistance Program (LIHEAP), thus clients who are eligible for one are automatically eligible for both. Programs have generally targeted the elderly and disabled and single family homes. The Weatherization Program year is April 1 through March 31, hence if the City of Wellman decides to adopt this document by May 1, the city will have a jump start on meeting the goals set forth.

USDA Rural Development

The USDA Rural Development offices have been a great resource for Wellman in the past and will be so in the future so long as local advocates continue seeking resources. The most recent funding came to Wellman via a \$450,000 grant to help fund the child care center at the LEAD certified Wellman community center.

USDA Rural Development currently offers seven Energy Programs. Several of the program deadlines have past, thus the following review will only consist of those currently available. Use will be entirely determined by the course of action taken by the city of Wellman as each program has similar but unique energy sustaining attributes. A contact sheet will be provided in the appendix to this sustainability plan. It is advised that stakeholders periodically check the USDA resources as funding is available to private households, business, industry, non-profits, and public entities.

⁴⁸ Borrowed from State of Iowa PowerPoint presentation supplied by HACAP representatives

⁴⁹ http://www.dcaa.iowa.gov/bureau_EA/whos_eligible.html

The Rural Energy for America Program (REAP) is a national program offering \$99.34 million for FY 10. Applications are accepted any time before September 30, 2010. As usual, the sooner submitted the better. This program may be used for funding of a feasibility study, energy audits and renewable energy assistance and renewable energy or energy efficiency projects either above or below \$200,000. Grant and loan applications must be submitted separately and have slightly differing requirements.

The Rural Energy Self Sufficiency Initiative was created from the 2008 Farm Bill. The USDA website states that the program has not yet received a Notice of Funds Availability, but to check back as more information becomes available. The USDA website reveals a power point notice from the National Office that briefly describes the program. Preference will be given to applicants who carry out activity in coordination with⁵⁰:

- Institutions of Higher education or nonprofit foundations of institutions of higher education
- Federal, state, or local government agencies
- Public or private power generation entities
- Government entities with responsibility for water or natural resources

Program purpose is to “enable eligible rural communities to substantially increase the energy self sufficiency of the eligible rural communities.” Uses of grant funds:

- Conduct an energy assessment that assesses the total energy use of all energy users in the eligible communities.
- Formulate and analyze ideas for reducing energy usage by the eligible rural community from conventional sources
- Develop and install an integrated renewable energy system

USDA representatives spoke highly of several programs. The first is the Community Facilities loan and grant program. This money is primarily given to bricks and mortar type projects for city owned facilities. As building green buildings is essential to energy sustainability, the writers would suggest any funding here be used to supplement any costs associated with green type developments or upgrades on project ready sites.

Alliant Energy⁵¹

Alliant estimates that a typical American home will lose “\$150 of energy through inefficient appliances, lack of insulation or drafty windows and doors.” If a home qualifies, an energy auditor will make an in-house visit to determine ways you can reduce your energy usage, estimate retrofit costs and give a savings estimate. Features commonly inspected through the Alliant Auditor are:

- Building Construction and tightness
- Heating and cooling system
- Kitchen and laundry appliances
- Lighting
- Water heating and systems
- Windows, doors and insulation levels

Ideally the Alliant team would like, and recommends, all clients to upgrade home appliances and home electronics to Energy Star rated products.

⁵⁰ http://www.rurdev.usda.gov/ia/rbcs_9009_Hagy.pdf

⁵¹ This section summarizes Alliant Energy’s Cash Rewards Services found at www.alliantenergy.com

Appendix B

Housing Windshield Survey Methodology

In January 2010, the Planning Group surveyed the residential household structures in Wellman. The survey instrument (below) was based on the instrument used by in preparation for the Wellman Comprehensive Plan 2000 and once again by the Eastern Central Iowa Council of Governments (ECICOG) in 2007. Only the exterior structure and grounds of residential properties were surveyed. The initial rating system was developed in preparation for the Comprehensive Plan and is listed below:

- 1- Excellent
- 2- Good
- 3- Fair
- 4- Poor
- 5- Unsound

The detailed definition of each choice is listed on page 9 of the Existing Conditions Report (ECR). The purpose of using the existing windshield survey rating system was to have a basic level of comparison of the housing stock. Similarly, housing stock trends can be identified across survey years.

The Planning Group surveyed a total of 534 dwelling units.

The surveyors recorded the number of units visible from the street. A single detached unit was denoted, as well as a mobile home and trailer units.

For any units that appeared to be currently under improvements or construction, this was noted but still rated based on current condition.

Address _____

of Units in Structure: 1, detached 2 3 or 4 5 or more Mobile Home/Trailer

Condition of Unit

1-Excellent 2-Good 3- Fair 4- Poor 5-Unsound

Appendix C

Community Household Survey

On January 24, 2010, a four-page survey was distributed to every household in Wellman, Iowa. This document contains a basic analysis of the survey results. The thirty-seven question survey was developed as a means to garner broad-based public participation in the process of developing a sustainability plan for the community. In addition to two public meetings, this survey was intended to solicit public opinion on sustainability issues, programs and concerns within the community. The survey would provide broad public participation, and bring public attention to the planning efforts. The survey results would provide direction and justification to the Project Group's recommendations.

The survey results were also used to direct discussions in the Planning Group's second public meeting with Wellman residents. These discussions served as additional validation for many of the recommendations included in the Wellman Sustainability Plan. These surveys were distributed door to door along with business reply envelopes in order to encourage participation. One hundred ninety-five surveys were received within the response period, equivalent to a 33 percent response rate. The survey and results appear below.

Wellman Survey

Hello! This survey has been organized by the graduate students in Urban and Regional Planning at the University of Iowa. We are working with the City of Wellman to develop a sustainability strategy for your town. Sustainability is generally defined as providing for the needs of people today without compromising the ability to provide for the needs of future generations. We are conducting this survey to better understand the community's current needs and interests. All responses will remain anonymous. You may leave blank any questions that make you uncomfortable or you would prefer not to answer.

The survey should take about 10 minutes to complete. Please mail your survey in the pre-paid envelope provided **by February 12th**. We look forward to hearing from you!

Population and Housing

1. How many years have you lived in Wellman?
_____ years
2. Why do you live in Wellman? (choose all that apply)
 - a. Have always lived here
 - b. Close to work
 - c. Proximity to relatives/friends
 - d. Affordability
 - e. Quality of schools
 - f. Local amenities (parks, trails, fitness center, golf course, downtown, etc.)
 - g. Safe place to raise children
 - h. General quality of life
 - i. Other _____
3. How satisfied are you with housing options in Wellman?
 - a. Very satisfied
 - b. Satisfied
 - c. Unsatisfied
4. Would you be interested in buying a newly constructed home in Wellman in the next 5-10 years?
 - a. Yes
 - b. Yes, if the housing market improves
 - c. Maybe
 - d. No
5. How many of your children currently attend:
 - a. Wellman Elementary _____
 - b. Mid-Prairie Middle School _____
 - c. Mid-Prairie High School _____
 - d. My children are not yet in school
 - e. My children are out of high school
 - f. My children are homeschooled
 - g. I do not have children
6. If you have children do you want your children to live in Wellman as adults?
 - a. Yes
 - b. Maybe
 - c. NoPlease explain the reason behind your answer
7. Do you feel there are sufficient job opportunities that encourage 18-24 year olds to stay in Wellman?
 - a. Yes
 - b. No
8. Do you feel there are sufficient job opportunities for people 25 and older in Wellman?
 - a. Yes
 - b. No
9. Would you prefer Wellman's population to:
 - a. Grow a lot
 - b. Grow slightly
 - c. Stay the same
 - d. Decline

Community

10. Do you feel safe in your community?

- a. Always
- b. Most of the time
- c. Never

11. Does the City of Wellman do a good job of providing and maintaining:

	Yes	No
Roads	_____	_____
Water	_____	_____
Sewer	_____	_____
Parks	_____	_____

If "no," what specific problems require attention?

12. Would you participate in a *community assistance day*: helping neighbors with house painting, gardening, etc.?

- a. Yes
- b. Maybe, depends on projects
- c. No

What projects might you be interested in?

13. Are there enough organized community-wide events or programs (live music, fish fries, festivals, bingo nights, etc.) within Wellman for each of the following age ranges?

	Yes	No
0-5 yrs.	_____	_____
6-12 yrs.	_____	_____
13-17 yrs.	_____	_____
18-24 yrs.	_____	_____
25-54 yrs.	_____	_____
55+ yrs.	_____	_____

14. What proportion of your recreation and entertainment do you seek OUTSIDE of Wellman?

- a. All
- b. Most
- c. Some
- d. Very little
- e. None

Please list the top 3 recreation/entertainment activities you seek outside of Wellman.

Economy

15. Where would you say you purchase the following household items?

	N/A	Wellman	Kalona	Washington	Iowa City	Other (please indicate)
Groceries						
Hardware						
Garden						
Furniture						
Electronics						
Clothes						
Hobby/craft						
Dentist						
Primary Healthcare						
Pharmacy						
Veterinary						

16. Do you have an interest in starting a small business in Wellman?

- a. Yes
- b. No
- c. Already own a small business in Wellman

If "yes," what type of business are you interested in starting?

If "yes," what barriers, if any, are keeping you from starting your business? List 3.

17. Do you think the City of Wellman should:

	Yes	No
Attract one or more large employers	___	___
Attract several small employers	___	___
Offer tax incentives for new businesses	___	___
Provide training for start-up businesses	___	___
Provide training for existing businesses	___	___
The city should not focus on increasing business activity	___	___

18. What kinds of new businesses, if any, would you like Wellman to attract in the next two or three years? List 3.

19. On a normal day, what modes of transportation do you use?
(Check all that apply)

Walk

Bike

Drive

Carpool

Transit van

Other _____

20. If it were available, would you use a van or bus transit system to larger surrounding areas (Iowa City, Cedar Rapids, Washington)?

a. Yes

b. No

c. Already do

d. It would depend on the service/price

21. Are there locations within Wellman where you have travel safety concerns? Does it depend if you are walking, biking or driving? What/where are they?

22. Would you use bike trails that link to larger/surrounding city trails?

a. Yes, for recreation

b. Yes, for commuting

c. Not sure, it depends on _____

d. No, not at all

23. Do you feel Wellman is adequately addressing the recreational needs of the community?

a. Yes

b. No

If "no" what else should be addressed?

Environmental

24. How important is sustainability to you?

a. Very important

b. Somewhat important

c. Not important

d. Unsure what sustainability is

25. What local environmental issues or concerns are important to you? List 3.

26. Should the City of Wellman consider issues of changing climate in their planning process?

a. Yes

b. No

c. Unsure

27. Do you currently recycle?

a. Always

b. Usually

c. Sometimes

d. Rarely

e. Never

28. Is there something the City of Wellman could do to increase the amount you recycle?

a. Yes

b. No

If "yes," what?

29. Do you compost (food scraps, lawn clippings, leaves, etc.)?

a. Always

b. Usually

c. Sometimes

d. Rarely

e. Never

30. Is there something the City of Wellman could do to increase the amount you compost?

a. Yes

b. No

If "yes," what?

31. Have you ever taken advantage of any programs (governmental, private utility, etc) to improve the energy efficiency of your home?
- a. Yes
 - b. No
 - c. No, but have considered it
 - d. No, I am unaware of programs available to me
32. Is there anything else you believe could improve the quality of life in Wellman?

Demographics

33. How many people in the following age ranges live in your household?
- a. under 18 _____
 - b. 18-24 yrs _____
 - c. 25-34 yrs _____
 - d. 35-44yrs _____
 - e. 45-54yrs _____
 - f. 55-64yrs _____
 - g. over 65 _____
34. Are you currently employed?
- a. Yes, full-time
 - b. Yes, part-time
 - c. No
35. What cities do the members of your household work in? _____
36. Do you own your home?
- a. Yes, I own my home
 - b. No, I rent
 - c. No, I have another arrangement
37. Which income bracket does your household fall into:
- a. under \$20,000
 - b. \$20,001-\$35,000
 - c. \$35,001-\$50,000
 - d. \$50,001-\$75,000
 - e. \$75,000+

Thank you for your time!

Household Survey Results

Population and Housing

1. How many years have you lived in Wellman? _____ years

Responses: 188

Mode: 10 years

Mean: 26.1 years

Min: less than 1 year

Median: 20.5 years

Max: 80 years

2. Why do you live in Wellman? (choose all that apply)

a. . Have always lived here

43 (22.23%)

b. . Close to work

60 (31.1%)

c. Proximity to relatives/friends

96 (49.7%)

d. . Affordability

103 (53.4%)

e... Quality of schools

74 (38.3%)

f. Local amenities (parks, trails, fitness center, golf course, downtown, etc.)

34 (17.6%)

g... Safe place to raise children

75 (38.9%)

h... General quality of life

72 (37.3%)

i. Other _____

- moved here to retire
- My husband
- smaller community; "country like"
- a good place to retire; make more friends
- at first it was a requirement for my husband's job
- my dad owned land here; I lived here as a kid.
- close to church
- low crime rate
- quiet, retiring

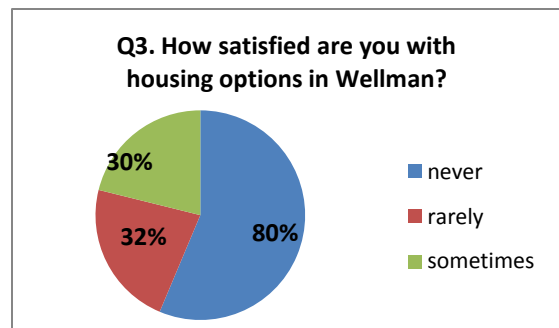
3. How satisfied are you with housing options in Wellman?

Responses: 189

a. *Very satisfied* 42 (22.2%)

b. *Satisfied* 130 (68.8%)

c. *Unsatisfied* 17 (9.0%)



4. Would you be interested in buying a newly constructed home in Wellman in the next 5-10 years?

..... Responses: 191

- a. Yes 5 (2.6%)
- b. Yes, if the housing market improves 12 (6.3%)
- c. Maybe 39 (20.4%)
- d. No135 (70.7%)

5. How many of your children currently attend:

- a. Wellman Elementary _____ Total: 26
- b. Mid-Prairie Middle School _____ . Total: 16
- c. Mid-Prairie High School _____ Total: 20
- d. My children are not yet in school: ... 9 Respondents
- e. My children are out of high school... 105 Respondents
- f. My children are homeschooled: 2 Respondents
- g. I do not have children: 37 Respondents

6. If you have children do you want your children to live in Wellman as adults?

Responses: 135

- a. Yes 34 (25.2%)
- b. Maybe68 (50.4%)
- c. No..... 33 (24.4%)

Please explain the reason behind your answer

- No work/future opportunities (25)
- It's their choice (19)
- I want them to be close to me (7)
- They already live here (6)
- I'd like them to, but it's their choice (5)
- It's a good place to live (4)
- They already live elsewhere (4)There are good schools here (2)
- No, they can have better lives elsewhere
- Yes, it is close to Iowa City
- town needs young people to survive
- my grandson would benefit from fantastic homeschooling program since American schools fail the brightest and most creative kids
- I like the small town, but not the politics
- I would like them to live wherever they can use their education
- Very poor city leadership
- It depends on whether we still live here or not
- No children

7. Do you feel there are sufficient job opportunities that encourage 18-24 year olds to stay in Wellman?

Responses: 189

- a. Yes..... 7 (3.7%)
- b. No.....182 (96.3%)

8. Do you feel there are sufficient job opportunities for people 25 and older in Wellman?

Responses: 186

- a. Yes..... 9 (3.7%)
- b. No.....177 (96.3%)

9. Would you prefer Wellman's population to:

Responses: 185

- a. Grow a lot 40 (21.6%)
- b. **Grow slightly.. 118 (63.8%)**
- c. Stay the same 24 (13.0%)
- d. Decline ... 3 (1.6%)

Community

10. Do you feel safe in your community?

Responses: 192

- a. Always .. **110 (57.3%)**
- b. Most of the time 80 (41.7%)
- c. Never 2 (1.0%)

11. Does the City of Wellman do a good job of providing and maintaining:

Responses: 183

Roads:

Yes: 111 (62.0%)

No: 66 (36.9%)

Water:

Yes: 103 (56.0%)

No: 78 (42.4%)

Sewer:

Yes: 141 (79.2%)

No: 37 (20.8%)

Parks:

Yes: 174 (95.1%)

No: 9 (4.9%)

If "no," what specific problems require attention?

Streets

- Winter maintenance (20)
- Potholes (19)
- Pave more streets (2)
- Road repairs take too long (2)
- Sidewalks
- Street sweeper needs to be run
- People who have driveways in alleys
- Highway 22 safety
- Alley maintenance

Water/Sewer

- Quality (42)
- Water/sewer main break (14)
- Curb/gutter runoff (5)
- Water frequently shut off (3)

Parks

- Park maintenance (2)
- New playground equipment
- Dangerous dogs

Utilities

- Too expensive (8)
- Sewers smell (3)
- Refuse cost
- Refuse not picked up

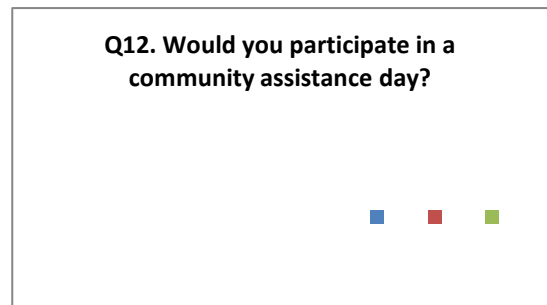
Other

- City workers not qualified (2)
- Everything is wrong with the city

12. Would you participate in a community assistance day: helping neighbors with house painting, gardening, etc.?

Responses: 185

- a. Yes 47 (25.4%)
- b. **Maybe, depends on projects: 87 (47.0%)**
- c. No 51 (27.6%)



What projects might you be interested in?

- Whatever is needed (12)
- Paint (9)
- I'm too old (7)
- Garden (6)
- Clean up (6)
- Help elderly (3)
- Already have volunteered (2)
- Carpentry (2)
- None (2)
- Meals on wheels
- Rehab downtown buildings
- Trash removal
- Raking leaves
- Depends on day
- Something an 80 year old man can do
- Only if homeowner will keep it clean and nice after project
- Scouts/kids are always looking for community projects

13. Are there enough organized community-wide events or programs (live music, fish fries, festivals, bingo nights, etc.) within Wellman for each of the following age ranges?

0-5 yrs:

Responses: 116

Yes72 (62.1%)

No44 (37.9%)

6-12 yrs.:

Responses: 121

Yes74 (61.2%)

No.....47 (38.8%)

13-17 yrs.:

Responses: 122

Yes50 (41.0%)

No72 (59.0%)

18-24 yrs.:

Responses: 119

Yes34 (28.6%)

No84 (71.4%)

25-54 yrs.:

Responses: 122

Yes51 (41.8%)

No71 (58.2%)

55+ yrs.:

Responses: 144

Yes93 (64.6%)

No.....51 (35.4%)

14. What proportion of your recreation and entertainment do you seek OUTSIDE of Wellman?

Responses: 183

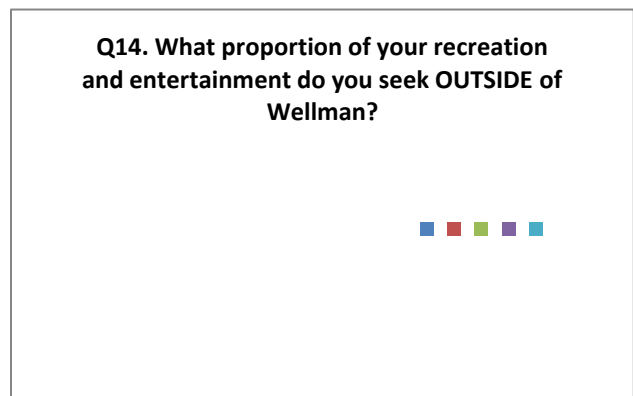
a. All 31 (16.9%)

b. Most.....67 (36.6%)

c. Some 51 (27.9%)

d. Very little..... 20 (10.9%)

e. None 13 (7.1%)



Please list the top 3 recreation/entertainment activities you seek outside of Wellman.

- Movies (40)
- Dining (13)
- Recreation (11)
- Shopping (10)
- Concerts (8)
- Swimming (7)
- Sporting events (4)
- Casino
- Uptown Friday Nights
- Church activities
- day trips
- bar
- do not seek entertainment

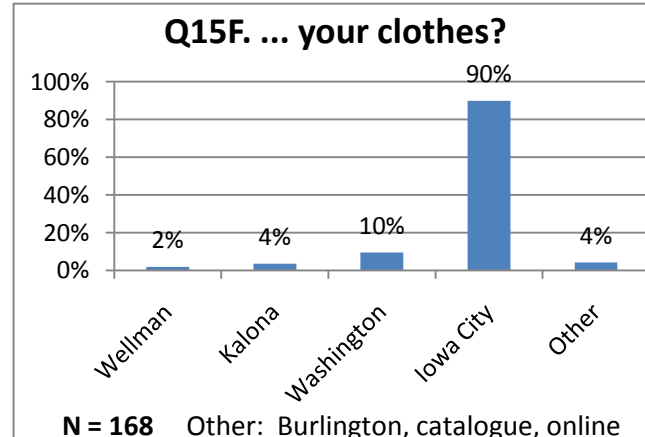
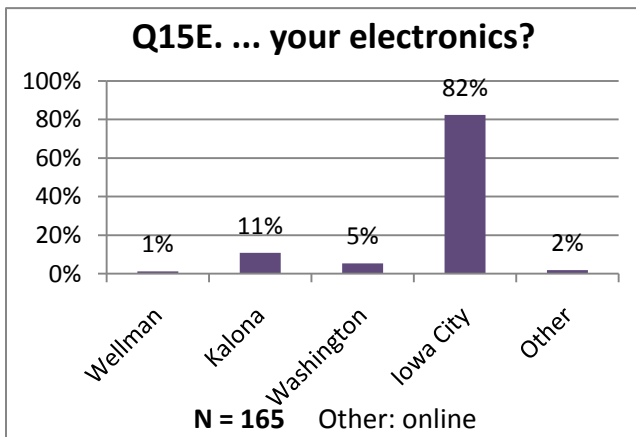
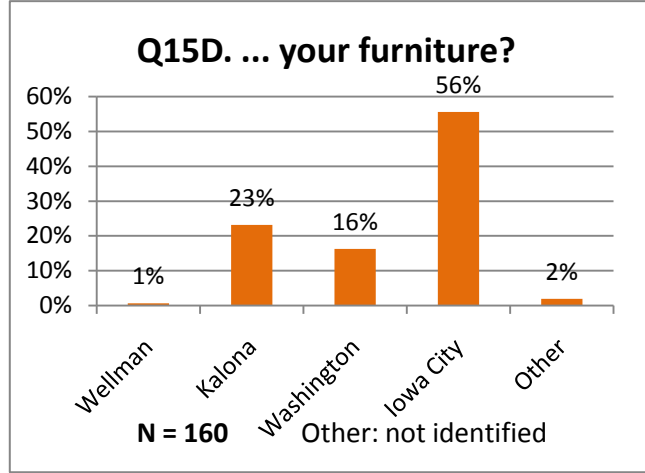
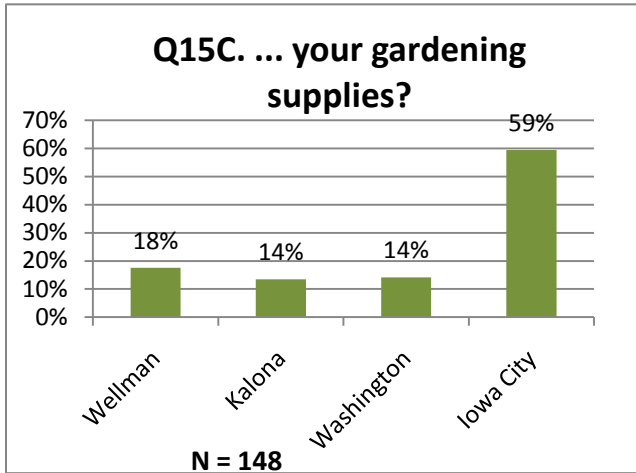
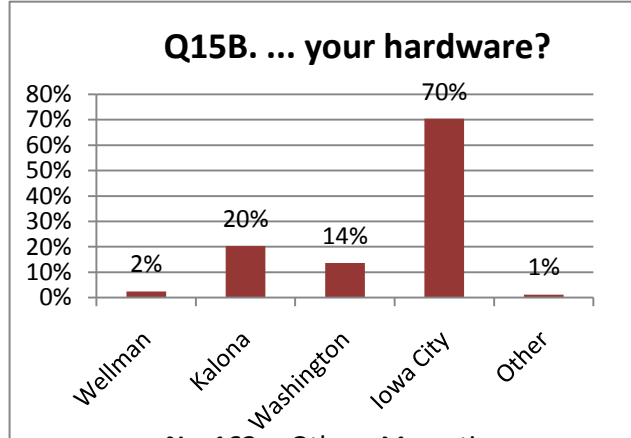
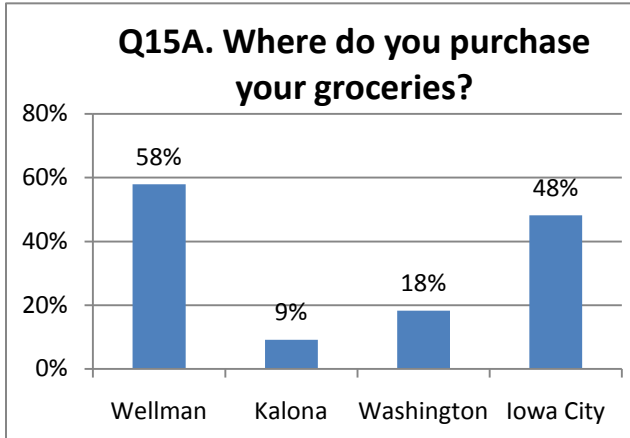
Economy

15. Where would you say you purchase the following household items?

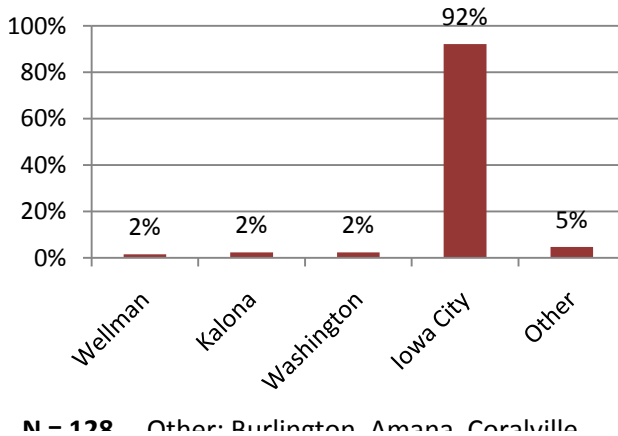
	N/A	Wellman	Kalona	Washington	Iowa City	Other
Groceries						
Hardware						
Garden						
Furniture						
Electronics						
Clothes						
Hobby/craft						
Dentist						
Primary Healthcare						
Pharmacy						
Veterinary						

Each of these charts represents potential business opportunities for Wellman or areas for increasing market share of purchases. It is expected the hardware response will change following the in town store reopening. This study did not delve into why respondents make purchases where they do. It may be that it is cheaper and more convenient to shop in one, large discount store location.

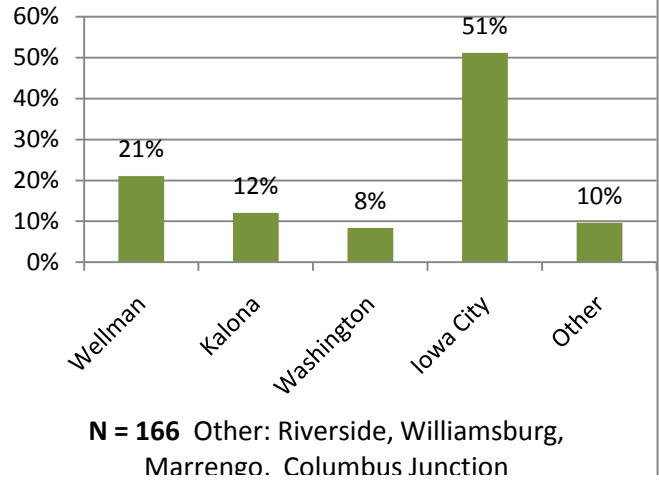
Wellman does lead in the categories of food, pharmacy and veterinary services which may indicate opportunity for complimentary or value-added businesses such as a restaurant, bakery, or a pet supply store.



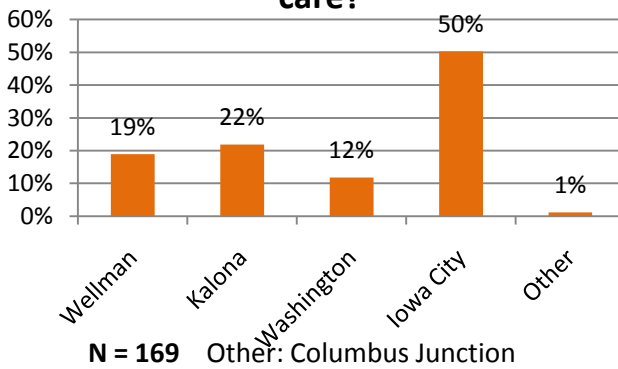
Q15G. ... hobby/craft supplies?



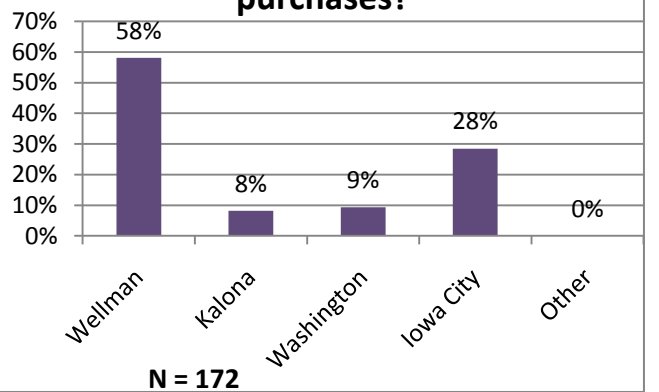
Q15H. ... go to the Dentist?



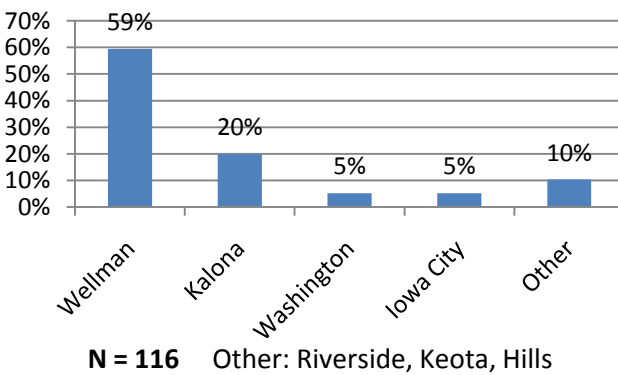
Q15I. ... your primary medical care?



Q15J. ... your Pharmacy purchases?



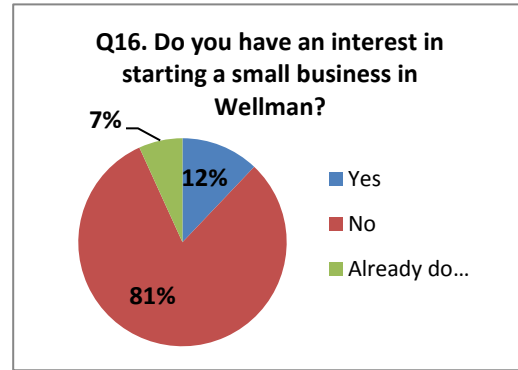
Q15K. ...your veterinary services?



16. Do you have an interest in starting a small business in Wellman?

Responses: 190

- a. Yes 23 (12.1%)
- b. No 154 (81.1%)
- c. Already own a small business in Wellman: 13 (6.8%)



If "yes," what type of business are you interested in starting?

- not sure, have several ideas
- mini mall with specialty shops catering to women, kiosks own a property I own
- laundromat
- t-shirt or yarn
- ice cream parlor/sandwich shop
- lawn/landscape
- mental health counseling recovery services/peer support
- general store
- bbq
- Animal care and boarding
- Flowers/wedding planning/invitations
- hardware
- a debt management consultation
- business paint/hardware
- medical marijuana dispensary when legalized
- grocery store, coffee shop
- Automotive repair/detail shop
- Food/cooperative organic shop reasonable prices, coffee house
- bakery or restaurant
- manufacturing
- restaurant/bar
- Long term care
- retail, food or internet
- auto repair, small engine repair
- accounting and tax preparation

If "yes," what barriers, if any, are keeping you from starting your business? List 3.

- Money (16)
- Property (4)
- Location availability (4)
- Education (4)
- Town too small to support (3)
- Police scrutiny/legality (2)
- Fear of failure (2)
- Writing a business plan now
- My dog is a major issue I'm tired of dealing with
- Economy
- Land
- Age
- Business Environment
- Time

17. Do you think the City of Wellman should:

Attract one or more large employers

Responses: 143

Yes 94 (65.7%)

No.....49 (34.3%)

Attract several small employers

Responses: 157

Yes 146 (93.0%)

No.....11 (7.0%)

Offer tax incentives for new businesses

Responses: 139

Yes 120 (86.3%)

No.....19 (12.7%)

Provide training for start-up businesses

Responses: 132

Yes.....86 (65.1%)

No 46 (34.8%)

Provide training for existing businesses

Responses: 117

Yes.....62 (53.0%)

No 55 (47.0%)

The city should not focus on increasing business activity

Responses: 107

Yes..... 20 (18.7%)

No87 (81.3%)

18. What kinds of new businesses, if any, would you like Wellman to attract in the next two or three years? List 3.

	Business	# of times mentioned
Food Related	Restaurant	28
	a bar	14
	A bar & grill/restaurant	10
	café or restaurant	7
	fast food/ sub shop/Arby's	6
	Grocery business (competition)	6
	bakery	3
	Green/organic farm products	3
	upscale destination restaurant	4
	coffee shop	2
	food co-op	1
	ice cream/sandwich shop	1
	restaurant (ethnic)	1
Total Food Related Suggestions: 86		
Retail	hardware store	67
	lumber yard	9
	5 and 10/general store	8
	gift shop	7
	Plumbing/heating/electrical	6
	clothing store	4
	dollar store/discount store	4
	Hobby and Crafts	5
	department store	3
	another video store	3
	flower shop	2
	Retail store	2
	bookstore	1
	car dealership	1
	furniture	1
	red box	1
	small shopping center	1
Wal-Mart	1	
Total Retail Suggestions: 136		

	Business	# of times mentioned
Industry	light industry	12
	sub assembly - parts	2
	alternative energy	1
	building wind turbines	1
	Electronic Manufacturing	1
	publishing company	1
	parts for electric cars	1
	stoves	1
	Total Industry Suggestions: 20	
Services	doctors office/healthcare facility	6
	gas station	2
	Laundromat	2
	Business incubator	1
	eye doctor	1
	veterinarian	1
	photographer	1
	Total Services Suggestions: 14	
Entertainment	movie theater	5
	swimming pool	4
	dance club/ night spot	2
	dance club for teens	1
	dirt track racing	1
	entertainment	1
Total Entertainment Suggestions: 14		

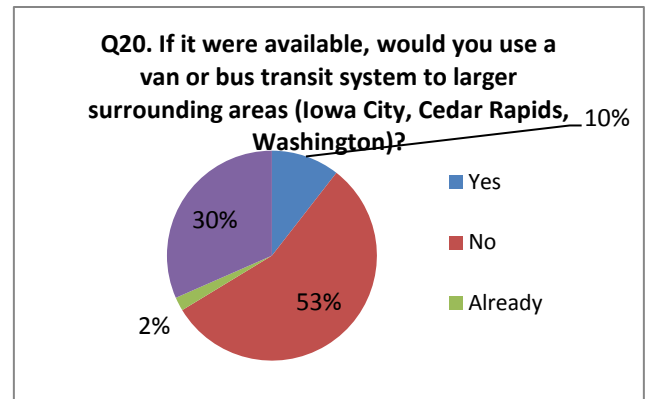
19. On a normal day, what modes of transportation do you use? (Check all that apply)

- Walk 40%
- Bike 7%
- Drive..... 89%
- Carpool..... 6%
- Transit Van 2%
- Other____ 1%

20. If it were available, would you use a van or bus transit system to larger surrounding areas (Iowa City, Cedar Rapids, Washington)?

Responses: 189

- a. Yes..... 19 (10.0%)
- b. No 100 (52.9%)
- c. Already do 4 (2.1%)
- d. It would depend on the service/price 66 (34.9%)



21. Are there any locations within Wellman where you have travel safety concerns? Does it depend if you are walking, biking or driving? What/where are they?

- Sidewalks (26)
- Winter maintenance (13)
- Speeding, Highway 22 (13)
- Unfriendly dogs (7)
- Crossing Highway 22 (walking, driving or biking) (6)
- Walking/biking along Highway 22 (5)
- Highway 22 visibility (4)
- Speed on 13th (3)
- Bike safety (3)
- Walking in trailer court (2)
- All of Wellman
- People “run” stop signs and speed
- Need more school signs
- W38 in town

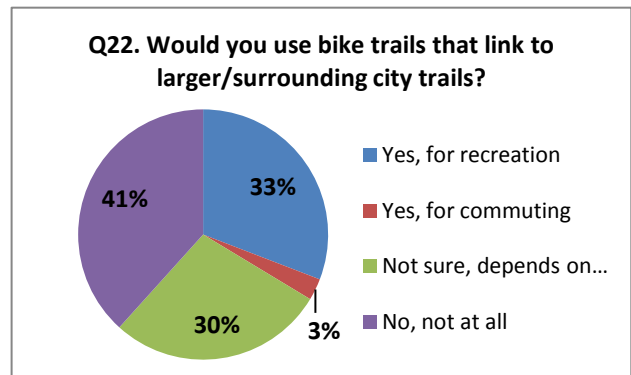
22. Would you use bike trails that link to larger/surrounding city trails?

Responses: 166

- a. Yes, for recreation65 (39.1%)
- b. Yes, for commuting 1 (0.6%)
- c. Not sure, it depends on ____ .19 (11.4%)
- d. No, not at all.81 (48.8%)

Write in responses for 22c:

- Where the trails lead (2)
- Location (2)
- How long the distance is
- Quality of the trails
- If I buy a bike
- How close



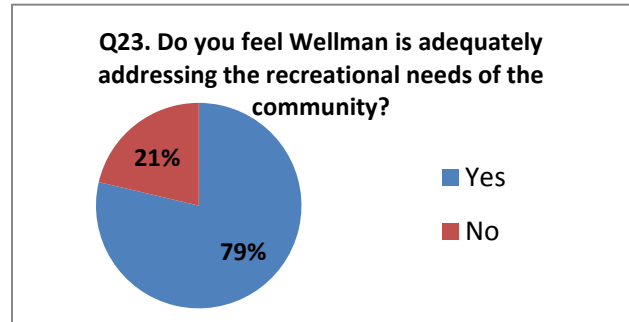
23. Do you feel Wellman is adequately addressing the recreational needs for the community?

a. Yes136 (78.6%)

b. No 37 (21.3%)

If "no" what else should be addressed?

- Swimming pool (9)
- Cost of Parkside Rec Center (7)
- Teen activities/programming (5)
- Youth activities/programming (3)
- Community activities (3)
- Make biking safer (2)
- Game arcade
- Skateboard park
- Elderly socialization locations



24. How important is sustainability to you?

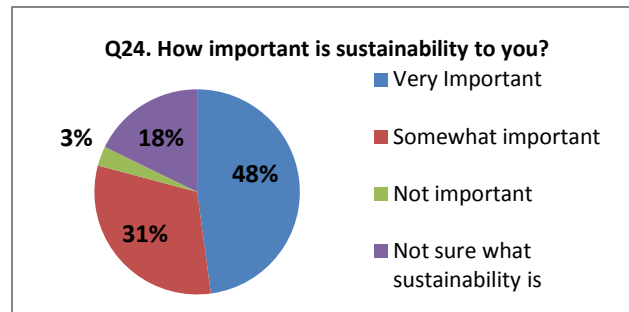
Responses: 162

a. Very important.....77 (47.5%)

b. Somewhat important50 (30.9%)

c. Not important. 5 (3.1%)

d. Unsure what sustainability is 30 (18.5%)



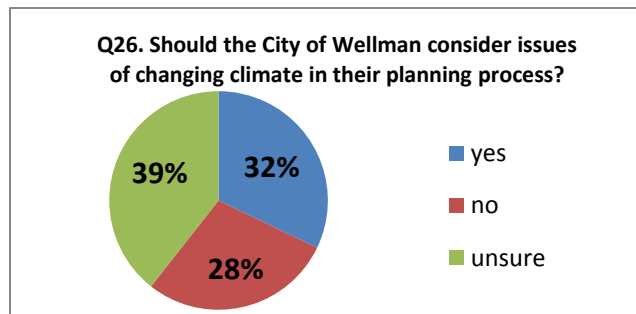
25. What local environmental issues or concerns are important to you? List 3.

- Water quality (53)
- Confinement lots (13)
- Recycling availability (11)
- Pollution (air/water) (9)
- Burning (trash/leaves) (8)
- Property maintenance (7)
- Renewable/alternative energy (5)
- Yard waste pick-up (5)
- Sidewalks to schools, parks, etc. (4)
- Street repair (4)
- Utility improvements (4)
- Electric outages (3)
- Park maintenance (3)
- Planting new trees (3)
- Energy efficiency (2)
- Waste reduction (2)
- Light pollution

26. Should the City of Wellman consider issues of changing climate in their planning process?

Responses: 165

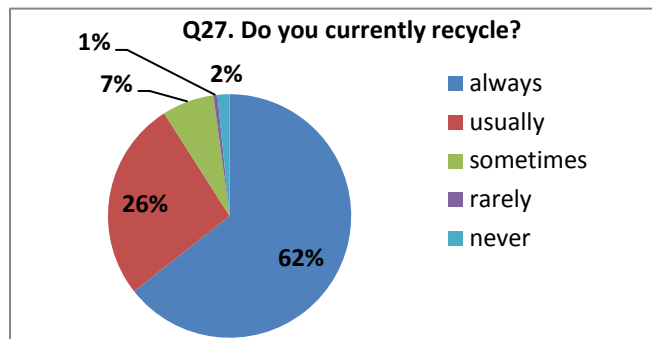
- a. Yes..... 53 (32.1%)
- b. No 46 (27.8%)
- c. Unsure 66 (40.0%)



27. Do you currently recycle?

Responses: 185

- a. Always 115 (62.2%)
- b. Usually 48 (25.9%)
- c. Sometimes 13 (7.0%)
- d. Rarely 3 (1.6%)
- e. Never 6 (3.2%)



28. Is there something the City of Wellman could do to increase the amount you recycle?

Responses: 158

- a. Yes.....123 (77.8%)
- b. No 35 (22.2%)

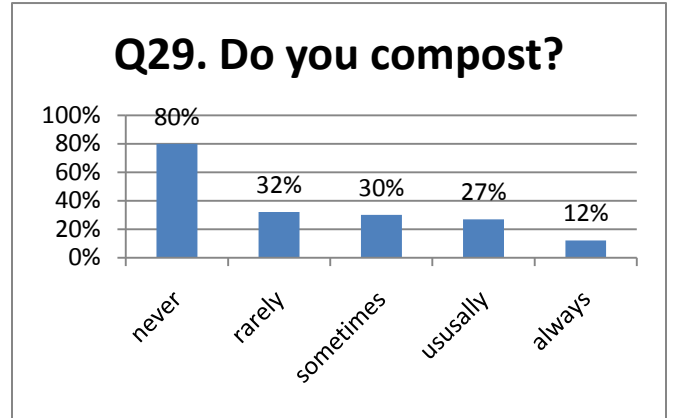
If "yes," what?

- Lower cost of recycling (9)
- Create accessible recycling depot (6)
- Provide tire/paint recycling (4)
- Take more items (3)
- Single stream service (3)
- More frequent pick-up
- Require apartments to furnish recycling bins

29. Do you compost (food scraps, lawn clippings, leaves, etc.)?

Responses: 102

- a. Always 6 (5.9%)
- b. Usually 15 (14.7%)
- c. Sometimes ... 16 (15.7%)
- d. Rarely 16 (15.7%)
- e. Never 49 (48.0%)



30. Is there something the City of Wellman could do to increase the amount you compost?

Responses: 150

- a. Yes 40 (26.6%)
- b. No 110 (73.3%)

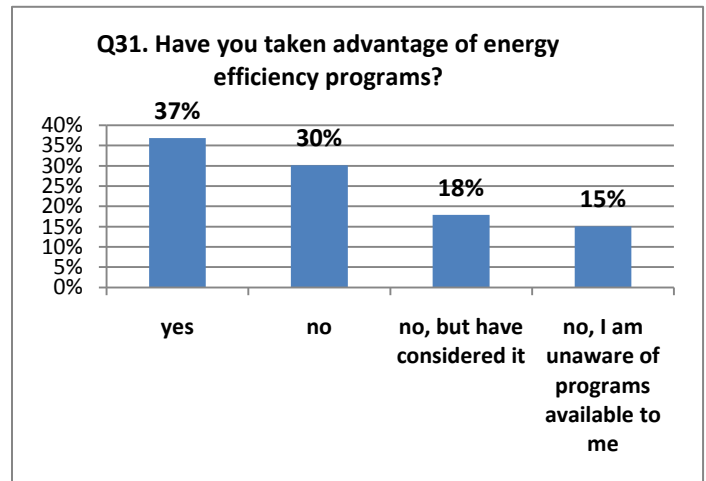
If "yes," what?

- Create a community composting area (25)
- Pick up leaves/yard waste (7)
- Provide compost bins (4)
- Teach residents about composting (3)

31. Have you ever taken advantage of any programs (governmental, private utility, etc) to improve the energy efficiency of your home?

Responses: 179

- a. Yes.....66 (37.5%)
- b. No54 (30.2%)
- c. No, but have considered it.....32 (17.8%)
- d. No, I am unaware of programs available to me:.....27 (15.1%)



32. Is there anything else you believe could improve the quality of life in Wellman?

- Improve/build sidewalks (8)
- More retail (7)
- Public pool (7)
- Hardware store (5)
- Improve Main Street (5)
- Restaurants (5)
- Improve water (4)
- Stop refuse burning (4)
- More activities for children (3)
- More social events/activities (3)
- Better housing variety (2)
- Bring jobs to Wellman (2)
- Enforce ordinances (noise/maintenance, etc.) (2)
- Help elderly (2)
- Street cleaning (2)
- Bakery
- Disk golf
- Dog park
- Expand library
- Eye doctor
- Laundromat
- Encourage friendships
- Improve winter maintenance
- Deliver mail to our street
- Utilize North Park
- Water/sewer mains
- Provide composting

33. How many people in the following age ranges live in your household?

- a. Under 18 73 household members
- b. 18-24 yrs 21 household members
- c. 25-34 yrs 41 household members
- d. 35-44 yrs 26 household members
- e. 45-54 yrs 65 household members
- f. 55-64 yrs 57 household members
- g. Over 65 115 members

34. Are you currently employed?

Responses: 189

- a. Yes, full-time . 91 (48.1%)
- b. Yes, part-time 26 (13.8%)
- c. No 72 (38.1%)

35. What cities do the members of your household work in?

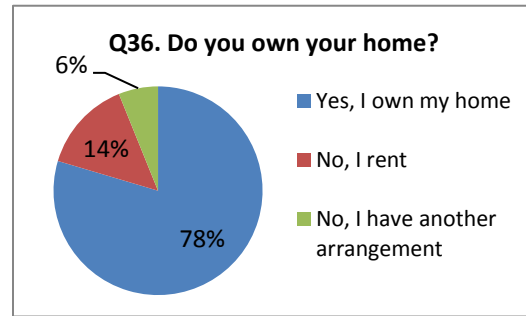
The responses and number of times each was listed included:

- Iowa City (49)
- Wellman (28)
- Kalona (18)
- Retired (6)
- Washington (6)
- Coralville (4)
- Riverside (3)
- Cedar Rapids (2)
- Hills (2)
- Frytown
- Keota
- Lone Tree
- Surrounding area
- Widowed

36. Do you own your home?

Responses: 190

- a. Yes, I own my home148 (77.9%)
- b. No, I rent.....27 (14.2%)
- c. No, I have another arrangement 15 (7.9%)



37. Which income bracket does your household fall into:

Responses: 171

- a. Under \$20,00038 (22.2%)
- b. \$20,001-\$35,00035 (20.5%)
- c. \$35,001-\$50,00038 (22.2%)
- d. \$50,001-\$75,00041 (24.0%)
- e. \$75,000+ 19 (11.1%)

Appendix D

Wellman Local Food Production

Local businesses:

- a single grocery store -Freeman Foods
- a restaurant -DJ's Casual Café
- A convenience store - Casey's general store
- A caterer - Country Cookin'
- Entrepreneurs - Ken & Cheryl's Fresh Foods, LLC
- Carry-out - Paul Revere's Pizza
- Animal feed - Wellman Produce Company

Non-commercial food outlets:

- The Senior Dining Center
- Parkview Manor
- Mid-Prairie High School
- Wellman Elementary
- Sunrise Childcare Center

Community Supported Agriculture Farmers for Local Consumption:

- **Galen Bontrager Farm**, Kalona: grass-finished chicken, turkey, lamb, beef and free range eggs
- **Highland Vista Farm**, Wellman: grass-finished beef & pork, eggs
- **Laughin Farms**, Kalona: conventional beef, organic garlic
- **Moorgate Farms**, Kalona: organic vegetables, grass-finished lamb, free-range eggs, honey, handspun wool
- **Simone's Plain & Simple Local Harvest**, Wellman: eggs, artisan breads, flowers

Farmers markets:

- **Wellman Farmer's Market**, held from 4:30-6 p.m. Wednesdays at Slockett Park in downtown Wellman, May-October;
- **Kalona Farmer's Market**, held from 8 a.m. to noon Saturdays at the corner of C Avenue and 5th St, Kalona, April 25 through mid-October;
- **Riverside Casino Farmer's Market**, held monthly from 10 a.m.-2 p.m. Saturdays at the Riverside Casino parking lot June-September;
- **Washington Farmer's Market**, held from 5-7:30 p.m. Thursdays & 1:30-3:30 p.m. Sundays at downtown Central Park at 1600 E. Washington St., May through October;
- **Frytown Produce Auction**, 10 a.m. Tuesdays & Fridays, April-October;
- **Iowa City Farmer's Market** held in two locations: Chauncey Swan Ramp on 5:30-7 p.m. Wednesday evenings, and 7:30 a.m. to 12 noon Saturday mornings, as well as in the Sycamore Mall parking lot 3-6:30 p.m. on Tuesday evenings, May-October;
- **Coralville Farmer's Market** held from 5-8 p.m. Monday & Thursday evenings in the Coralville Community Aquatic Center parking lot, May-October;
- **North Liberty Farmer's Market** held from 1-4 p.m. Sundays at the North Liberty Recreation Center, May-October

Dairy Businesses:

- **Twin Dairy** (The Kalona Cheese Factory), Kalona <http://twincountydairyinc.com/>
- **Kalona Organics LLC**, Kalona
- **Robert's Dairy**, Iowa City

Fruit Orchards;

- **Wilson's Orchard**, Iowa City: offers 120 varieties of apples, as well as apple cider, pumpkins, grapes, crabapples, and blackberries. The orchard also has a bakery where they make pies, turnovers, dried apples and caramel for caramel apples;
- **Honey Creek Acres**, Swisher: offers several varieties of apples and pumpkins;
- **Orchards on Sand Road**, Lone Tree: offers a variety of apples and blueberries
- **Allen's Orchard**, Marion: offers apples, pears, berries, rhubarb and pumpkins

Commercial chicken slaughtering, poultry processing, meat and packing facilities:

- **West Liberty Foods LLC**, West Liberty, Sigourney, and Mount Pleasant.
- **Oskaloosa Food Products Corp**, Oskaloosa
- **Poultry Prods**, Keota
- **Pork Vision LLC**, Oskaloosa
- **Tyson Fresh Meats**, Columbus Junction

Meat processing/lockers⁵²:

- **Amishmaid Brand Meats**, Kalona
- **Bud's Custom Meats**, Riverside
- **Boyd's Sausage Co.**, Washington
- **The Brighton Locker**, Brighton
- **Crawford Meat Plant**, Wayland
- **Douds Locker**, Douds
- **Excel Corporation**, Ottumwa
- **Leighton Processed Meats**, Leighton
- **Miller's Custom Slaughtering**, Kalona
- **Newhall Locker & Processing**, Newhall
- **Packwood Locker & Meats**, Packwood
- **Rietveld Meat Processing & Catering**, Otley
- **Roehrkasse Meat Co.**, Williamsburg
- **Ruzicka's Meat Processing**, Solon
- **Sigourney Foods**, Sigourney
- **Sparboe Farms, Inc.**, Kalona
- **Tiffin Locker**, Tiffin
- **Tipton Locker Service**, Tipton
- **West Liberty Locker & Processing**, West Liberty

⁵² Iowa Licensed Meat and Poultry Plants. Retrieved February 2010, <http://idalsdata.org/iowaData/MeatAndPoultryDirectoryReportPDF.cfm?version=PDF>

Soft Drink Bottlers:

- **American Bottling** of Cedar Rapids and Ottumwa,
- **Atlantic Coca-Cola Bottling**, Cedar Rapids
- **Mahaska**, Oskaloosa
- **Pepsi-Cola General Bottlers**, Cedar Rapids

Processed Food Manufacturers:

- **Archer-Daniels Midland**, Cedar Rapids: dry corn products
- **Cargill**, Cedar Rapids: soy bean oil and protein concentrates
- **Bremner Food Group**, Cedar Rapids: corn-based cereals
- **General Mills** , Cedar Rapids: cereals
- **H. J. Heinz** , Cedar Rapids and Muscatine: manufactures pickles, sauces, salad dressings, frozen and canned foods
- **Penford Products**, Cedar Rapids: dry corn products
- **Pride of Iowa LLC** , Marengo: manufactures sandwiches and frozen foods.
- **Quaker Oats**, Cedar Rapids: cereals, boxed mixes using wheat and oat flour
- **Soylink**, Oskaloosa: soy powder

Appendix E

Glossary

Access: Being connected to adjacent properties or land uses by roads, sidewalks, or other form of transportation

Community Food Security: Community food security is a condition in which all community residents obtain a safe, culturally acceptable, nutritionally adequate diet through a sustainable food system that maximizes community self-reliance and social justice.⁵³

Dual-Flush Toilet: A toilet with two flush buttons (in some cases a multi-directional handle) to select water volumes. Less water is used for liquid waste.

HACAP (Hawkeye Area Community Action Program): Promotes economic and emotional strength toward a goal of self-sufficiency for the disadvantaged people in six eastern Iowa Counties including Washington County.⁵⁴

Horizontal Curve: Section of road used when tangent lines of the roadway intersect at an angle exceeding ten minutes.⁵⁵

Household Food Security: Having access at all times to enough food for an active, healthy life for all household members.⁵⁶

HUD (U.S Department of Housing and Urban Development): Goal is to increase homeownership, support community development and increase access to affordable housing free from discrimination.⁵⁷

ICCC (Iowa Clean Cities Coalition): Goal is to build strong, self-sustaining partnerships with industry, stakeholders, fleets, fuel suppliers, and business partners with the goal of decreasing petroleum use.⁵⁸

Metal Immobilization: The detoxification of excess metals. Key molecules and metabolically active sites within plant cells are able to detoxify metals in wastewater runoff.

Mobility: The physical movement from one location to another

Reverse Osmosis: Process of applying high-levels of pressure to contaminated water in order to force water through a filtering membrane to obtain clean water.

Smart Growth: Development focused on protecting sensitive areas and minimizing resource consumption

⁵³ From: http://www.foodsecurity.org/views_cfs_faq.html

⁵⁴ From: http://www.hacap.org/About_Us/About_Us.aspx

⁵⁵ From: http://epg.modot.org/index.php?title=230.1_Horizontal_Alignment

⁵⁶ From: <http://www.ers.usda.gov/Publications/ERR66/>

⁵⁷ From: <http://portal.hud.gov/portal/page/portal/HUD>

⁵⁸ From: <http://www.iowacleancities.org/index.html>

Traffic Control Device: A sign, signal, marking, or other device placed on or adjacent to a street or highway authority of a public body or official having jurisdiction to regulate, warn, or guide traffic.⁵⁹

Urban Service Boundary: A line on a map showing the demarcation between land that has or may receive concentrated development and land that has or may receive less development.⁶⁰

Vertical Curve: A curve inserted between two lengths of a road which are at different slopes or different grades.⁶¹

Zero-Cost Conservation: A reduction in water or energy use without needing financial investment. Example: turning off lights when leaving a room or not running the water faucet while brushing teeth.

⁵⁹ From: http://safety.fhwa.dot.gov/xings/com_roaduser/07010/appena.htm

⁶⁰ From: http://des.nh.gov/organization/divisions/water/wmb/repp/documents/ilupt_chpt_1.8.pdf

⁶¹ From: <http://www.answers.com/topic/vertical-curve>