



West Branch City Council
City Administrator's Report
12/18/17

Pending Action Items:

The Wastewater Task Group had a strong Meeting on December 1st. The Meeting is on the Website. Please take a look at it. Very promising non mechanical Technologies that can be married for West Branch use and needs. The task-group also toured the Walcott Wastewater Treatment Facility (This was also important to see because they also treat wastewater from two in-town Truck Washes. If we consider a reuse process a Truck was maybe an option for a use of our affluent). Unfortunately, due to weather related issues the trip to Stokie Illinois to tour the Gross-Wen technology (highlighted in the City Administrator's Report of 12/04/17). This technology is of particular interest due to its Ecological Benefits(s), and Revenue Generating Potential. The task-group will be expected to serve in an advisory role throughout the design, finance, and construction phases of the project. The task-group will be reviewing several technologies including mechanical and non-mechanical process. We are also investigating the use of solar panels on a future wastewater processing facility to buy down the cost of power needed in the wastewater treatment process.

Report from the Desk of the City Administrator:

- Due to the holidays the following trash and recycling pickup schedule will be observed Christmas week Saturday, December 30th and New Year's week: Saturday, January 6, 2018.
- Please find Cubby Park Bid Documents on our City Website under News.
- Met with several county and neighboring community leaders in a "Meet the Press event" hosted the New Cedar County Emergency Operation Center at 1410 Cedar Street., Tipton IA 52772. The next meeting will be January 19th to discuss / review the Multi-Jurisdictional Hazard Mitigation Plan.

The agenda looks like this:

- Introduction
- Definition, History and improvements
- Review of Hazard Mitigation Plan
- Changes in Hazards/Development
- Progress in Mitigation efforts by jurisdictions
- Mitigation Funding Sources
- Public Involvement

EMA anticipates changes in the grant systems, so it is important that we complete this each year of the Hazard Mitigation Planning Process to keep the cost down on the next update which will be due December 2020. The planning process on this plan will take anywhere between 18 to 24 months to put together. So were looking at end of 2018 to start the next planning sessions of this five year plan, and EMA expects the plan will cost between \$30,000. to \$35,000. That is approximately \$1.90 per citizen for each jurisdiction without any grant. Grant requirements money could be tight over the next few years on this type of project in Iowa. Currently, West Branch contributes \$8,400 annually to the EMA.

- Small Website Update. If you are experiencing difficulty viewing the City Website, citizens are encouraged to press control, F5; in order to refresh your connection. In most cases this will address the issue of not having the colors and margin errors you may be encountering.
- Call for Agenda Items for January 2nd Meeting

Follow up / Reminder Items:

- A Call for Service – The City has a number of vacant and term expirations in our Boards and Commissions. Therefore the City is inviting citizens to volunteer their time to one of our openings. These boards and commissions are aimed to be diverse in opinions and back grounds. For details call 319-643-5888, ext. 10
- The International City / County Manager Association (ICMA) provided a great focus on issues facing smaller communities. For this reason, I will be releasing several presentations that were highlighted at this year’s conference. The topic this week is entitled, “Organizing a Premier Community”. Please see attachment 1 (Step 2). Step 1 was attached in the 12/04/17 City Administrator’s Report.

Events / Scheduled Meetings:

- The City Hall will be closed December 25th and 26th in observation of Christmas.

Quote from the Organizing a Premier Community Presentation (part 2) is attached.

“The Strength of a Community Lies in the Hands and the Hearts of the People Who Live There.”

STEP
2

Create a Work Plan

A Heart & Soul work plan is essential for good project management, and it also works as a communication tool that helps people understand what will happen and when. The work plan should include specific activities and tasks, milestones, timing, and budget.

Step 2 includes three tasks:

- 2.1 Refine the proposal
- 2.2 Design an engagement strategy
- 2.3 Create a detailed work plan and budget

TASK 2.1

Refine the proposal

This is a good time to respond to what you may have learned about existing projects, resources, or constraints. Do an inventory of other local projects that have been recently completed or are underway. You may discover that your Heart & Soul effort could build on results from past projects, piggyback on an existing one, or even add value to other projects currently underway by strengthening their community engagement.

Similarly, you may have learned that the local government or other key players are more resistant to your ideas than expected. In that case, the goals of your process may need to focus more on collaboration and building alliances. You'll also be learning more and more from using your Community Network Analysts. Assess that newly gained understanding of how residents interact and gauge whether revisions to your proposal are indicated.

TASK 2.2

Design an engagement strategy

The Foundation's [USING STORYTELLING IN COMMUNITY HEART & SOUL](#) and [PUBLIC ENGAGEMENT METHODS](#) resources and its [COMMUNITY NETWORK ANALYSIS TOOL](#) provide essential guidance for this task.



A community engagement strategy spells out specific activities that the team will conduct in order to involve residents, promote discussion, gather feedback, and share in making decisions. Check out the On the Ground series in this Field Guide for examples of creative, fun, and effective engagement approaches. (For more examples, visit [our website](#).) The activities you choose depend on your team's abilities, the information you hope to glean, or the results you hope to achieve. The activities should be chosen with reference to your Community Network Analysts to be sure your activities are aimed at involving everyone.

"Heart & Soul is about community engagement. It's about reaching out to the community and trying to get the voices of those who don't normally participate in the public process."

» *Shane Hale, city manager, Cortez, CO*

Successful public engagement requires that people participate, of course, so be creative and thoughtful about the timing, location, publicity, and format of each activity to make participation easy. Avoid scheduling a gathering during hunting season or on the sixth floor of a building with no elevator! Similarly, do not put a survey on social media without a plan to steer people to it—they can't participate if they don't know about it or don't know where to find it.

When imagining a public engagement effort, it is critical to understand that it is not enough to simply deliver information or get feedback on a preconceived idea. **Good engagement asks participants to help develop the information and generate the ideas.** It is also unacceptable to ask for input and then do nothing with it. Meaningful engagement uses participant's ideas and feedback to better understand issues, clarify priorities, and evaluate options.

Whether you are working toward an action plan, a town plan, or some other policy, the right sequence of activities will be the one that leads your team and your community along a path to reach the desired result. A well-designed sequence of activities over the course of the project enables community participants and your team to (in this order):

1. Identify what matters most to residents
2. Understand concerns, issues, and trends
3. Set goals and targets
4. Identify ideas for action or potential solutions to a problem

5. Clarify and refine options, alternatives, and trade-offs between the ideas or solutions
6. Select or prioritize options
7. Formalize decisions and create an action plan

A well-designed sequence of activities also encourages people and organizations to build new connections with each other and develop new skills that prepare team members and the broader community to take action.

TASK 2.3

Create a detailed work plan and budget

The Foundation's [HEART & SOUL MILESTONES](#) and [HEART & SOUL WORKFLOW](#) worksheets will help your team with this task and remain useful throughout the process. You will also want to refer to the [CREATING A HEART & SOUL PROJECT WORK PLAN](#) resource.

The final details in mapping out the process are to allocate budgets, figure out the timing, and create a work plan that includes preparing for and processing the results of each activity. Be sure that the work plan spells out the what, why, when, where, who, and how much for each task.

This activity requires a bit of back-and-forth between overall design and communications planning. Many project planners will start by designing grand engagement strategies with all the bells and whistles, but realize later that the budget can't afford it. The budget must be spread across all phases very carefully to support the whole project.

Activities must also be carefully spread out. Allow time in between big events, usually two to three months, to process feedback, do research, and develop new materials. Coordinate activities with other community events and activities such as summer festivals, holidays, and elections.

Our [Heart & Soul Milestones](#) and [Heart & Soul Workflow](#) worksheets will help you map out your process over time, track progress (making course or timing corrections as needed), and record and celebrate milestones achieved. Reproduce these sheets in poster-size format to prominently display them on a wall at your Community Heart & Soul headquarters for the entire team to view, review, and update as the process unfolds. You'll also use these sheets to show visitors your progress—a great way to model transparency in your work.



ON THE GROUND

MAKING THE PROCESS VISIBLE

Hold your team accountable with a visible project wall.

North Fork Valley Heart & Soul in Colorado dedicated a wall to deadlines, milestones, and information. Not only did the wall keep team members on track, it also provided a visual way to explain the process to new volunteers and other community members. North Fork Valley includes the towns of Paonia, Hotchkiss, and Crawford.

Finally, don't overlook the small stuff. There is just as much work behind the scenes as there is in running events and outreach activities. Regular email blasts and website updates, processing feedback, documenting meetings, and maintaining relationships takes time and energy.

Hard research may be required in order to bring specific information into a discussion. Some decision points may require formal procedures, such as a council vote or a referendum at a town meeting. Try to anticipate these as much as possible and write them as tasks or milestones in your work plan.

FIGURE 2: FOUNDATION'S MILESTONES AND WORK PLAN WORKSHEETS

Download the [Milestones Worksheet](#), [Milestones Poster](#), and [Workflow Worksheet](#).

MILESTONES Are you on track? CommunityHeart & Soul

Phase 1 LAY THE GROUNDWORK <i>Get organized, create a roadmap, and spread the word</i>	Phase 2 EXPLORE YOUR COMMUNITY <i>Gather stories, identify what matters most, and get oriented</i>	Phase 3 MAKE DECISIONS <i>Develop options, make choices, and formalize decisions</i>	Phase 4 TAKE ACTION <i>Mobilize resources, follow through, and celebrate Heart & Soul</i>
2-3 months	6-8 months	4-6 months	3+ months
<input type="checkbox"/> Heart & Soul Team assembled	<input type="checkbox"/> Heard from enough people to understand what matters most	<input type="checkbox"/> Local and optional trend data used to make decisions	<input type="checkbox"/> Stewardship Team assembled
<input type="checkbox"/> Initial Community Network Analysis (CNA) conducted	<input type="checkbox"/> Data transcribed	<input type="checkbox"/> Heart & Soul goals developed	<input type="checkbox"/> Target number of residents reached
<input type="checkbox"/> Goals developed by phase	<input type="checkbox"/> Meta themes and shared community values developed	<input type="checkbox"/> Goals verified by community	<input type="checkbox"/> Representative group of residents reached
<input type="checkbox"/> Work plan complete	<input type="checkbox"/> Community verifies Heart & Soul	<input type="checkbox"/> Local and optional trend data used to make decisions	<input type="checkbox"/> Heart & Soul Statements publicly
<input type="checkbox"/> Communications plan complete			
<input type="checkbox"/> Data management systems set up			
<input type="checkbox"/> Preliminary launch complete			
<input type="checkbox"/> Formal launch complete			
<input type="checkbox"/> Celebrate			
Observations			
<input type="checkbox"/> Heart & Soul Team is functioning well			
<input type="checkbox"/> Heart & Soul Team is representative of area			

WORKFLOW Sample Heart & Soul Team and community tasks CommunityHeart & Soul

Phase 1 LAY THE GROUNDWORK <i>Get organized, create a roadmap, and spread the word</i>	Phase 2 EXPLORE YOUR COMMUNITY <i>Gather stories, identify what matters most, and get oriented</i>	Phase 3 MAKE DECISIONS <i>Develop options, make choices, and formalize decisions</i>	Phase 4 TAKE ACTION <i>Mobilize resources, follow through, and celebrate Heart & Soul</i>
2-3 months	6-8 months	4-6 months	3+ months
Heart & Soul Team	Heart & Soul Team	Heart & Soul Team	Heart & Soul Team
<input type="checkbox"/> Develop Heart & Soul Team	<input type="checkbox"/> Arrange and publicize event	<input type="checkbox"/> Arrange and publicize events	<input type="checkbox"/> Build a Stewardship Team
<input type="checkbox"/> Expand Heart & Soul Team	<input type="checkbox"/> Engage community/gather stories	<input type="checkbox"/> Engage community to identify and prioritize actions	<input type="checkbox"/> Continue build-out partnership
<input type="checkbox"/> Conduct Community Network Analysis	<input type="checkbox"/> Transcribe recordings	<input type="checkbox"/> Analyze data, verify with partners and community	<input type="checkbox"/> Work with town council and nonprofit boards to adopt Heart & Soul Statements
<input type="checkbox"/> Develop partnerships	<input type="checkbox"/> Assemble recorded data to be shared with community	<input type="checkbox"/> Identify policies/plans that can be modified/changed to reinforce Heart & Soul	<input type="checkbox"/> Monitor and report on actions
<input type="checkbox"/> Develop work and communications plans	<input type="checkbox"/> Analyze data for initial Heart & Soul Statements and issues	<input type="checkbox"/> Begin developing partnerships	<input type="checkbox"/> Celebrate!
<input type="checkbox"/> Map out project and budget	<input type="checkbox"/> Report to partners	<input type="checkbox"/> Develop Heart & Soul action plan	
<input type="checkbox"/> Set up data management system	<input type="checkbox"/> Verify what was heard with community	<input type="checkbox"/> Celebrate!	
<input type="checkbox"/> Celebrate!	<input type="checkbox"/> Research and report on existing conditions		
	<input type="checkbox"/> Celebrate!		
Community	Community	Community	Community
<input type="checkbox"/> Attend events and learn about the Heart & Soul effort	<input type="checkbox"/> Share stories at events	<input type="checkbox"/> Attend community events, and find ways to act together and individually	<input type="checkbox"/> Get involved in action
<input type="checkbox"/> Get involved in Heart & Soul efforts	<input type="checkbox"/> Participate in neighborhood and/or community-wide events	<input type="checkbox"/> Consider participating in new leadership team or role in the community	<input type="checkbox"/> Celebrate!
	<input type="checkbox"/> Contribute values, issues and ideas		
	<input type="checkbox"/> Celebrate!		

