



AGENDA
CITY OF CEDAR FALLS, IOWA
STANDING COMMITTEE MEETING
MONDAY, JULY 17, 2023
5:15 PM AT CITY HALL, 220 CLAY STREET

Committee meetings will begin at the time noted above with succeeding Committee meetings starting immediately following the conclusion of the previous meeting. Time periods for individual topics represent an estimate and is based on the time of completion of the previous Committee topic.

Call to Order

Roll Call

Finance & Business Operations Committee

1. Grow Cedar Valley Update.
(20 Minutes)

2. Parking Permits for Downtown Residents.
(30 Minutes, Administrative & Parking Supervisor Marcie Breitbach)

3. City Council Emails on City Website.
(20 Minutes, Information Systems Manager Julie Sorensen)

Public Works Committee

1. Request for 4-Way Stop at the Lone Tree Road and Center Street Intersection.
(25 Minutes, City Engineer David Wicke)

Adjournment



Cedar Falls City Council Work Session – July 17, 2023

Cary Darrah
CEO

Mike Mallaro
Grow Cedar Valley Board Chair

Stephanie Detweiler
Director of Workforce & Talent

Nicole Sallis
Director of Communications

Lisa Skubal
Vice President, Economic Development

Agenda

- | | |
|---|--------------|
| 1. Opening Remarks | M. Mallaro |
| 2. External Marketing & Business Growth | L. Skubal |
| 3. Talent Initiatives | S. Detweiler |
| 4. Communications/Marketing Initiatives | N. Sallis |
| 5. Closing Remarks | C. Darrah |

Cedar Falls City Council Update

NOVEMBER 1, 2022 THROUGH JUNE 30, 2023

GROW
CedarValley
Business. Community. *Opportunity*

Grow Cedar Valley
360 Westfield Ave., Ste 300
Waterloo, IA 50701
319/232.1156
www.growcedarvalley.com
Cary Darrah, President & CEO
cary@growcedarvalley.com



Cedar Falls Economic Development Results

A fundamental part of economic development work is to attract new businesses and support existing businesses to diversify the economy and reduce the region's vulnerability. Grow Cedar Valley (GCV) works very closely with the City's economic development staff and many other public and private partners with these collaborative efforts.

Marketing Lead Generation

- Domestic Lead Generation. Goal is to identify 4 qualified leads from a Winter 2022/23 initiative. Goal was met. The figures on the right breaks down the data. Targeted companies include durable and non-durable goods manufactures, logistics and distribution and chip manufacturers. The latter was included because of the recent federal priority to encourage more domestic manufacturing of computer chips but we haven't been successful in that endeavor due to the chip sector focusing more on mega sites with larger population clusters.

Two of the companies identified and virtually met with were Illinois based. GCV suggested next step is an in person meeting in Illinois this summer which both companies where open to the request.

GCV met with 4 companies the week of June 19th in eastern Illinois. Three additional company weren't available the week of June 19th so a virtual meeting is already scheduled for July 17th with one of those businesses and two are in process of being scheduled sometime in July.

- Site Selection Guild Conference – GCV staff participated in individual and group discussion with 26 site selection consultants during this 2 day conference the end of March. The Guild selects a certain number of economic developers to meet with the top 60 site selection consultants in the US for two days. Other Iowa economic development organizations also attending were representatives from the Iowa Economic Development Authority, Quad Cities First, and Des Moines Partnership.

GCV's next engagement with the Site Selection Guild will be on August 29th with a 2 hour virtual meeting session with consultants at 15 minute intervals for an engagement with 7 site selection consultants. Some of those who are expected to be part of the virtual session are consultants GCV has submitted project proposals.

Domestic Lead Generation (November 2022- March 2023)

Compiled Companies - 330

Goal - Identify 4 qualified leads

Completion - 3 qualified leads identified coupled with virtual meetings.

outreaches - 990

For more information and questions contact:

lisa@growcedarvalley.com

Cedar Falls Economic Development Results Cont.

Opportunities/Projects

	Capital Investment	Job Potential	External Projects	Existing Business Projects
New*	\$413M	135	4	0
Total Active	\$780M	780	20	1

**Includes new projects occurring between the months of November 2022 through April 2023; some projects occurring during this timeline minus those that may have eliminated Cedar Falls during that same period.*

Note: Job Potential and Capital Investment won't correlate; some projects don't provide both or either figure. Information available depends on the project's stage; some projects are more advanced than others.

4 New Projects

20 Total Active Projects

4 Prospect Proposals/
Info sent to leads
(does not represent multiple communications)

Existing Business Services to Cedar Falls Companies

6
Business Services

Information/services provided included discussion on expansion/retention and/or barriers such as workforce; connecting entrepreneurs and small business connections.

External Prospect Engagement - Cedar Falls (11/22 - 4/23)

1
External Prospect Visits

3
Virtual Prospect Introductions

Cedar Falls Economic Development Results Cont.

The Cedar Valley Manufacturers Association

Grow Cedar Valley began partnering with industry leaders in March '22 to relaunch the Cedar Valley Manufacturing Association. GCV is part of ongoing quarterly meetings to support the below priorities manufacturers in Cedar Falls and surrounding areas have identified.

Priority Areas Identified by Manufacturers

- Support the alignment of the IGNITE program between lower and higher education.
- Provide educational support for upcoming workforce starting at grade school to ensure the demographics of the manufacturing workforce match the demography of the community.

The workforce shortage isn't expected to improve over the next several years and is even worse for manufacturers as it is estimated 20% of manufacturing workforce will retire over the next 5-10 years while incoming workforce is short to fill the demand unless GVMA does something about it. CVMA's leadership has developed a plan and will be executing with support from Grow Cedar Valley, Hawkeye Community College, Waterloo Career Center, University of Northern Iowa, and Iowa State University's Center for Industrial Research and Service.



Airport Advocacy

GCV's advisory committee helps guide the Airport Director, Airport Board and the city on airport service, industry trends and introductions and conversations with other carriers. Committee support includes:

- Advisory committee leadership (David Deeds) and ALO's Air Service consultant attended an air service conference in October with scheduled meeting with Avelo, Allegiant, American, Southwest and Spring along with additional informal meetings with Sun Country Land Link and Skywest. These conversations and presence at the conference were continued conversation from the previous year's conference.
- In June 2023, David Deeds along with ALO's Air Service consultant plan to attend the 2023 Jump Start conference in Milwaukee. Confirmed meetings already with American, Sun Country and Southwest airlines. There have been additional requests for meetings that won't be finalized till the end of May.

Workforce Solutions

Telling our Story

In December 2022, along with Cedar Valley Regional Partnership, Grow Cedar Valley participated in Iowa Economic Development Authority partners program by creating an ad on the State's "This is Iowa" quality of life website to promote the Cedar Valley Region as a place to live and work. According to IEDA officials the banner ad had the highest impressions for a co-op ad program at 12,203 during the month of December along with 27 click throughs.



In December 2022, the limited edition coasters that first appeared 5 years earlier was brought back to promote the Cedar Valley's Live the Valley website along with the then new quality of life magazine that was also published in December both in print and digital. The coasters were distributed to dining establishments, bars and hotels with one hospital using the coasters as welcome packets to medical doctors, nurses and technicians that are being recruited by the hospital.

Limited Edition Coasters



By the Numbers - Facebook Engagements

Grow Cedar Valley and Live The Valley combined Facebook Stats unless noted otherwise.

-

67,801 reach, 34,400 engagements, 304 net new followers, 12,050 - 3 second video views (GCV's FB)

Followers Breakdown by Age: 18-24 - 1.8%; 25-34 - 21.5%; 35-44 - 32.5%; 45-54 - 22.1%

Gender: 70.8% women; 29.2% men

Top Cities (GCV FB) - Cedar Falls - 1K; Waterloo - 1.1K; Waverly - 140; Denver 65

GCV FB - Celebrating Grow Diversity Campaign (February/March 2023): Reach - 27,039; Impressions - 32,029.

Placemaking/Image

Cedar Valley River Experience

One of the priority areas from GCV's strategic planning is enhancing the Image of the Cedar Valley, making it a place of choice for individuals/workforce and businesses.

In 2022 Grow Cedar Valley partnered with INRCOG and John Deere Waterloo operations to create a scope of work to address vision of enhancing the Cedar River – connecting downtown Cedar Falls and downtown Waterloo. Vandewalle & Associates was hired to assemble Phase One Scope of Work for this visioning effort. Phase Two is underwritten by Grow Cedar Valley and approved by the GCV board of directors to be completed by December 2023. This scope includes a plan to implement a portion of the vision.

As shared previously while GCV/Deere/INRCOG were going through the original visioning for Phase One, Governor Reynolds released a grant opportunity – Destination Iowa - for regional, transformational projects designed to help “move the needle” on Placemaking efforts. The Cedar Valley team worked with guidance from IEDA regarding the pieces of the proposed project that might fit in the Governor's project guidelines but was not awarded the grant. While the outcome of this grant application was disappointing, it helped clarify many pieces of the vision and provide momentum to continue with the Phase Two scope of work that is currently underway.

What we know is the communities that invest in recreational and experience opportunities for the workforce and their families are going to be the communities that are successful in attracting and retaining talent.

Cedar Falls Mural Project

In 2022, Grow Cedar Valley agreed to support an art mural project entailing being the fiscal agent through the Cedar Falls Tourism Bureau Grant Program and paying for upfront expenses for the artists and materials while the Cedar Falls Public Art's Committee was the leader of the mural project Chaired by Kristina Mehmen. GCV was reimbursed later for the direct expenses through the Grant Program.

The project was completed with a dedication ceremony occurring on November 11, 2022. While GCV's role was minor for this project; the project overall continues to add to public art projects occurring throughout the city for residents and visitors to enjoy while biking or walking through the trail system.





Cedar Valley Leadership Institute

The CVLI Class of 2022-2023 is made up of 42 emerging leaders who represent 33 businesses. This class has provided community service projects for several organizations throughout the Cedar Valley.

- Retrieving Freedom
- Cedar Falls CAPS
- Woodruff Construction
- Veridian Credit Union
- Trinity Industries
- VGM Homelink
- John Deere
- Unity Point Health
- InVision Architecture
- Farmers State Bank
- Cedar Falls Schools
- The VGM Group
- CUNA Mutual
- First Interstate Bank
- Northwestern Mutual
- Peters Construction
- Community Bank & Trust
- Junior Achievement
- Tri-County Head Start
- Dupaco Credit Union
- University of Northern Iowa
- Leader Valley
- City of Cedar Falls
- RSM US LLP
- Grundy National Bank
- Western Home Communities
- Waterloo Public Library
- Community Foundation of Northeast Iowa
- Amperage Marketing & Fundraising
- Waterloo Convention Center
- Vine Valley Real Estate
- CBE Group
- ACCEL Group



Added Benefits

Other Services to the City of Cedar Falls

258

Times the City's directory listing was viewed on the Grow Cedar Valley website (over the last 12 months)

3

Ribbon Cuttings for Cedar Falls Businesses.

14

Jobs posted by the City of Cedar Falls on the Grow Cedar Valley job board have been viewed 1,609 times in the past 12 months.

Government Affairs & Advocacy

Grow Cedar Valley staff attends City Council Meetings, as needed to speak on projects relevant to the growth and development of the City of Cedar Falls.



Current legislative priorities approved can be found on GCV's website.

There have been five events including Friday Forums between December and April including with engagement of 187 people: Pre-session Legislative Reception, Legislative Session Preview, Annual Iowa Talent Poll w/Dustin Miller and Friday Forum presentations by Speaker Grassley, Senator Dotzler, Senator Dawson, chair of the Senate Ways and Means Committee and Assistant Senate Majority Leader Senator Koelker.



Meet Grow Cedar Valley Staff

Elevate the economic vitality of our businesses and communities



Cary Darrah
President & CEO
PH 319/888-4903



Bonita Cunningham
Events Coordinator
PH 319/888-4902



Stephanie Detweiler
Workforce Solutions Coordinator
PH 319/888-4904



Steve Firman
Director of Government Affairs
PH 319/239-6067



Barb Leistad
Office Manager
PH 319/888-4901



Nicole Sallis
Director of Communications
PH 319/888-4909



Jim Schaefer
Director of Investor Relations
PH 319/888-4906



Lisa Rivera Skubal, CEcD
Vice President of Economic Development
PH 319/888-4907 ext. 4907



Sandi Sommerfelt
Vice President of Operation
PH 319/888-4911



Downtown Parking Permits Part 2

**Finance & Business Operations
Committee Meeting
July 17, 2023**



Why are we here?

Item 2.

- This is a follow-up discussion to the June 5, 2023 Downtown Parking Permit presentation at the Finance & Business Operations Committee Meeting.

Presenting information on:

- Parking permit options for Downtown residents.



Option 1:

Continue with current ordinance, enforcing 48-hour limit in municipal lots for parking permit holders.

- Recap of 48-hour process: Chalk tire to start 48-hour time and come back to issue citation and adhere orange sticker if vehicle has not moved. Come back *again* after 24 hours and adhere green sticker and tow vehicle if not moved.
- A vehicle is generally parked for at least 72-96 hours before being towed.
- Issue *one-time* courtesy warning if vehicle has not received a citation for this violation in the past.
- Continue regular communications with Community Main Street.
- Increase awareness by adding/clarifying parking limit on the parking permit website (already completed).
- Revise parking ordinances for improved clarity and consistency.
- Consistent with 48-hour limit on streets.



Option 2:

Monthly *Resident* parking permit for \$100/month with a designated parking space.

- Allows residents to park in the municipal lots for an unlimited time in a *designated* parking space.
- Exception to unlimited parking: Residents would be required to move vehicles after snowfall event to allow City to clean lot to avoid accumulation issues.
- Residents would need to submit proof of residency before parking permit is approved by staff. (i.e.: ID, lease agreement, utility bill, etc.)
- Definition of a “resident” would be those with a Main Street address.
- One Resident parking permit would be allowed per address.
- Resident parking permits would be lot specific.
- Would reduce number of available public parking spaces.



Option 3:

Monthly *Resident* parking permit for \$70/month without a designated parking space.

- Allows residents to park in the municipal lots for an unlimited time, but no *designated* parking space.
- Exception to unlimited parking: Residents would be required to move vehicles after snowfall event to allow City to clean lot to avoid accumulation issues.
- Residents would need to submit proof of residency before parking permit is approved by staff. (i.e. ID, lease agreement, utility bill, etc.)
- Definition of a “resident” would be those with a Main Street address.
- One Resident parking permit would be allowed per address.
- Resident parking permits would be lot specific.
- No reduction in number of available public parking spaces.



Option 4:

Standard \$35 monthly parking permit with an option to purchase additional daily time as desired in the *same* municipal lot.

- Available to all *current* monthly permit holders.
- Additional daily cost of \$3/day to be consistent with cost of construction permits currently offered.
- Additional time purchased as a *separate* transaction.
- No reduction in number of available public parking spaces.



Staff Recommendation:

Item 2.

Option 4: Standard \$35 monthly parking permit with an option to purchase additional daily time as desired in the *same* municipal lot.

- Provides an affordable option for temporary long-term parking needs.
- Monthly parking permits remain consistent with the 48-hour limit on City streets.
- No reduction in number of available public parking spaces.



QUESTIONS?

MOTION: Direct staff to take appropriate action / prepare ordinance revisions to approve / implement Option __.



Lone Tree Road and Center Street Multi-Way Stop Analysis





Multi-Way Stop Application **Lone Tree Road and Center Street**

- Manual on Uniform Traffic Control Devices (MUTCD)
 - Interim measure when traffic signal is warranted
 - Crashes
 - Minimum volumes
- Other Considerations
 - Stop Signs are not used as a traffic calming tool



Criterion A **Interim measure when traffic signal is warranted**

Where traffic control signals are justified, the multi-way stop is an interim measure that can be installed quickly to control traffic while arrangements are being made for the installation of the traffic control signal.

- Traffic signal is not warranted for this intersection



Criterion B **Crash Data**

Five (5) or more reported crashes in a 12-month period that are susceptible to correction by a multi-way stop installation.

- One (1) crash recorded at this intersection over the last 12-months



Criterion C **Minimum Volumes**

- *The vehicular volume entering the intersection from the major street approach averages at least 300 vehicles per hour for any eight (8) hours of an average day.*
 - *Major Street: Center Street*
 - *Combined North and South vehicles entering approach:
285 Vehicles*



Criterion C (Cont'd) **85th Percentile Speeds**

If the 85th percentile approach speed of the major traffic exceeds 40 mph, the minimum vehicular volume warrants are 70 percent of the values provided.

- Major Street: Center Street
- Speed Limit: 35 MPH

- North Bound 85th – percentile: 38.4 MPH
- South Bound 85th – percentile: 36.7 MPH



Conclusion ***Multi-way Stop Study***

- First Criterion: Interim measure for a traffic signal
 - **Not met**
- Second Criterion: Crash Data
 - **Not met**
- Third Criterion: Minimum Volumes
 - **Not met**

A multi-way stop is not warranted at this intersection.



Conclusion Cont'd ***Multi-way Stop Study***

Recommendations:

- Install an intersection ahead sign on Center Street.
- Install a Cross Traffic Does Not Stop plaque under the existing stop signs on Lone Tree Road.

