

IOWA INITIATIVE FOR SUSTAINABLE COMMUNITIES

CITY OF WATERLOO PARTNERSHIP

07.19.2021

Travis Kraus

Associate Professor, School of Planning & Public Affairs
Director, Iowa Initiative for Sustainable Communities
319.335.2798 | travis-kraus@uiowa.edu
iisc.uiowa.edu



Acknowledgements

Community Coordinator

Wendy Bowman

Project Leads

Tim Andera

Wendy Bowman

Wayne Castle

Matt Hosford

Rudy Jones

Jaime Knutson

Major Joe Liebold

Adrienne Miller

Chawne Paige

Martin Peterson

Nick Rossman

Amy Rousselow

Jessica Rucker

Matt Schindel

Kent Shankle

Felicia Smith-Nalls

Sheriff Tony Thompson

Chief Pat Treloar

Special thanks to

Mayor Quentin Hart

Black Hawk County

Black Hawk County Sheriff's Office

Church Row Coalition

Church Row Historic Neighborhood Association

Complete Streets Advisory Committee

Elevate CCBHC

EMBARC

Grout Museum

Grow Cedar Valley

Iowa Heartland for Humanity

INRCOG

Main Street Waterloo

Otto Schoitz Foundation

Walnut Neighborhood Association

Waterloo Center for the Arts

Waterloo City Council

Waterloo City staff

Waterloo Commission on Human Rights

Waterloo Community School District

Waterloo Fire Rescue

Waterloo Police Department

Waterloo Public Library

Very special thanks to

Waterloo residents, business,
and community organization

Iowa Initiative for Sustainable Communities | City of Waterloo
2020-21 Partnership



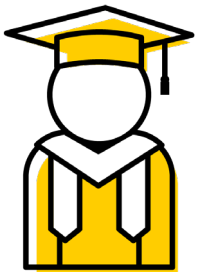
28
Projects



8
Campus
Departments



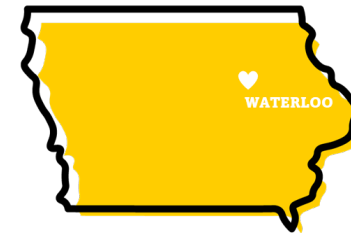
\$15K
Donations



146
UI Students
& Faculty



10K+
Hours



30+
Waterloo
Departments &
Community
Organizations

CONTENTS

The following slides include basic information about each of the projects completed through the IISC partnership.

Project titles are hyperlinked to corresponding project pages on the IISC website.

PAGE	PROJECT
4	Cedar Prairie Trail Bridge Replacement
5	Waterloo Sump Pump Discharge Systems Design & Engineering
6	Master Plan for Former Edison School Site
7	Pedestrian Overpass for 4 th Street Rail Crossing
8	Fire Rescue Community Risk Assessment
9	Church Row Neighborhood Plan
10	Church Row Housing Quality Assessment
11	Church Row Sustainable and Equitable Transportation Plan
12	Housing Policy & Action Recommendations
13	City Website Improvements “One Stop” Housing Resource Website

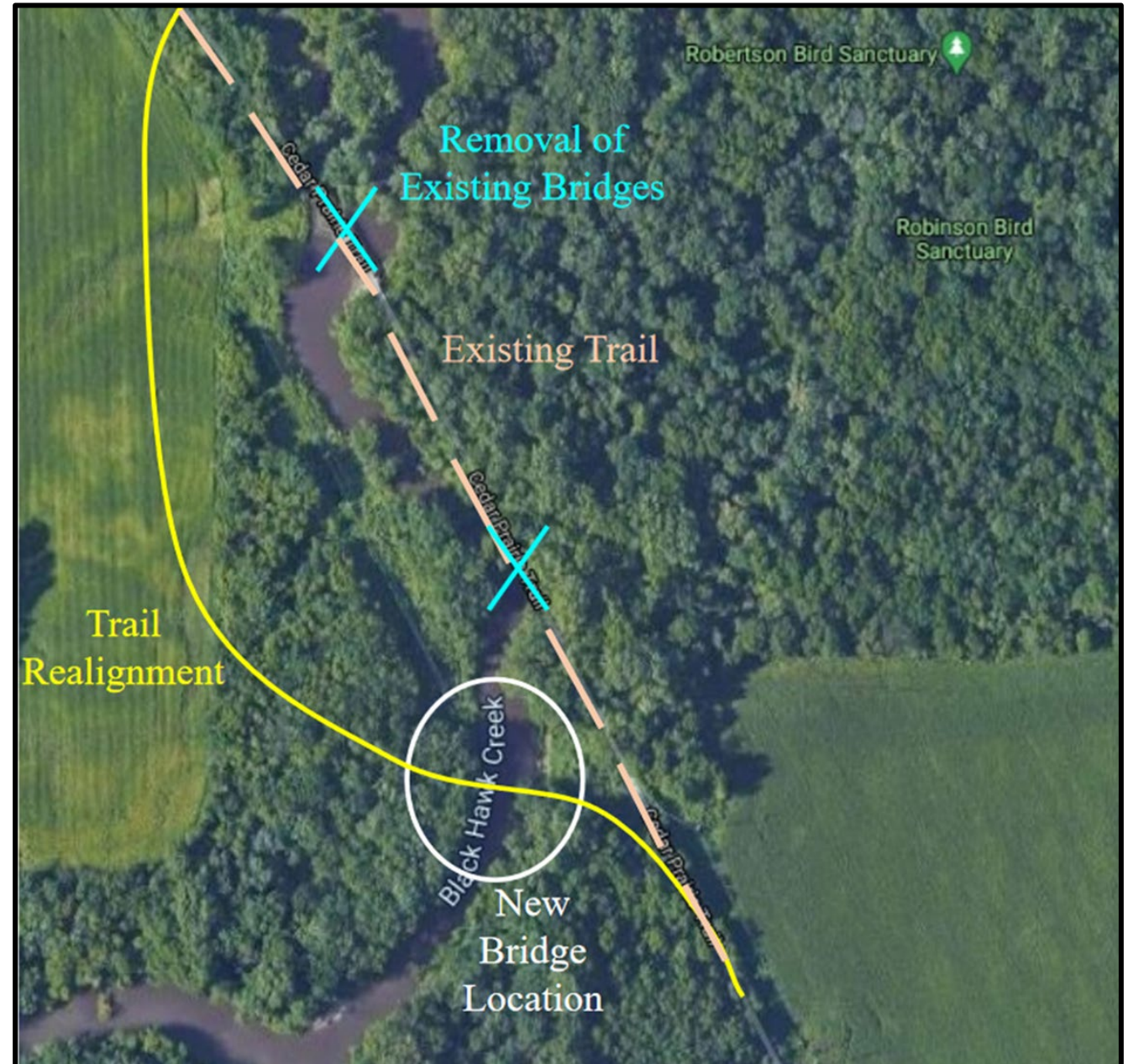
PAGE	PROJECT
14	Housing Task Force Organizational & Action Recommendations
15	Housing Inspection Policy Recommendations
15	Waterloo Landlord and Tenant Manual
16	Policy Recommendations to Address Homelessness in Waterloo
17	Covid Response Housing Policy Recommendations
18	Downtown Waterloo Parking Study
19	Waterloo Fair Chance Initiative Study
20	Waterloo Law Enforcement, Mental Health, and Community Relations
21	Waterloo Neighborhood Maps
22	Waterloo Public Library Account Holder Map and Database
23	Waterloo Public Library Campaign to Promote Business Services
27	Stoner Building and Johnstone Supply Building Murals

Cedar Prairie Trail Bridge Replacement

What's included:

- › Trail Realignment
- › Bridge Design (2 alternatives)
- › Foundation Design
- › Hydraulic Analysis
- › Cost Estimate: \$278,000
(includes removal of railroad embankments)

Engineering projects are often viewed as preliminary engineering reports and licensed engineers should be consulted as appropriate.

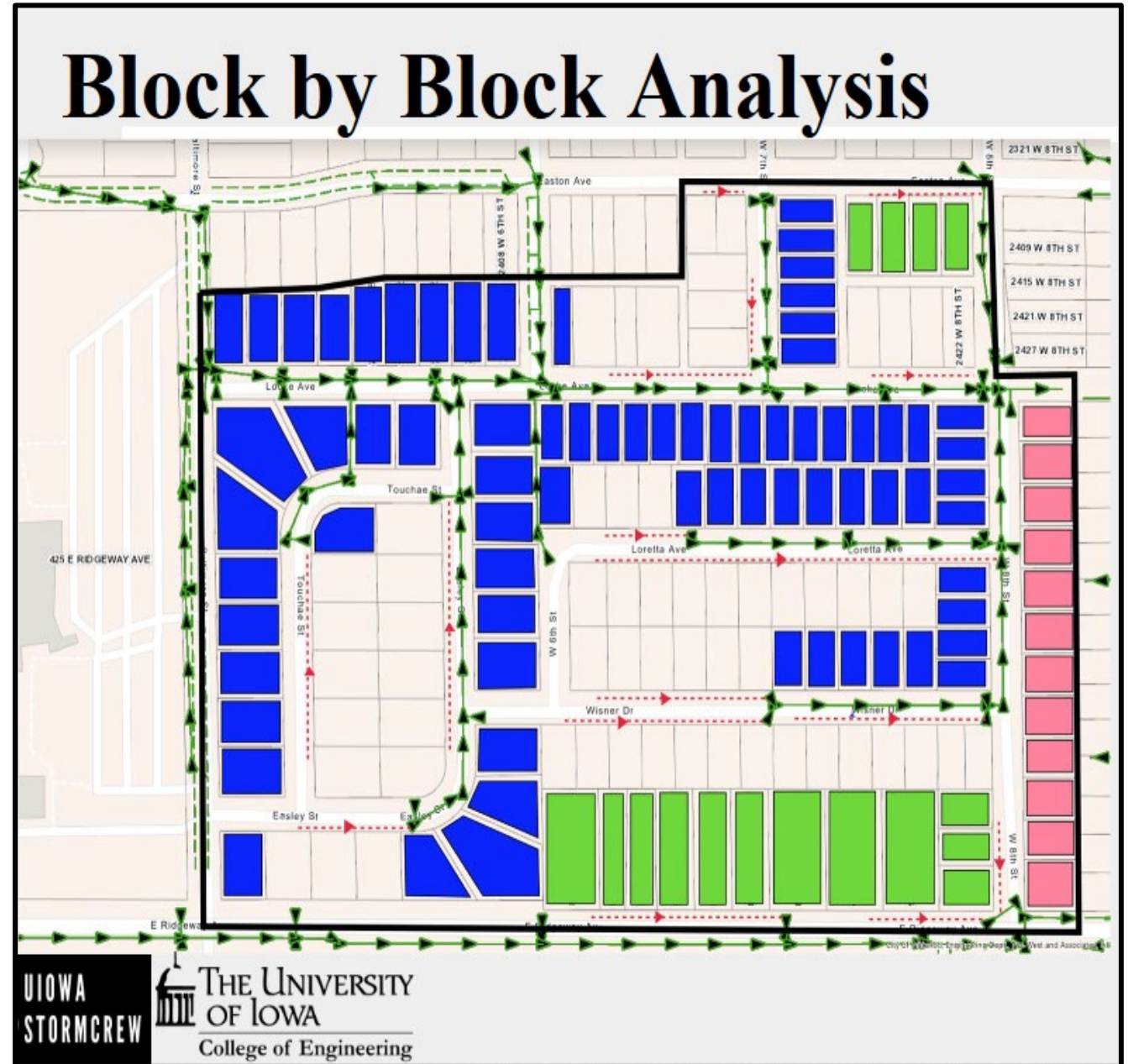


Waterloo Sump Pump Discharge Systems Design & Engineering

What's included:

- Alternatives for preventing sewer overflows and backups in targeted Waterloo neighborhood
- Block-by-block analysis of existing conditions and recommended interventions
- Prioritization recommendations
- Cost estimates
- Potential incentives for home-owners

Engineering projects are often viewed as preliminary engineering reports and licensed engineers should be consulted as appropriate.



Master Plan for Former Edison School Site

What's included:

- › Overall site design of neighborhood layout
- › Design of stormwater management
- › Design of trail within the park
- › Design of Evergreen Ave extension
- › Design of new water main
- › Grading plan for entire site
- › Construction cost estimate - \$367,000

Engineering projects are often viewed as preliminary engineering reports and licensed engineers should be consulted as appropriate.



Figure 1: Site Location and Layout

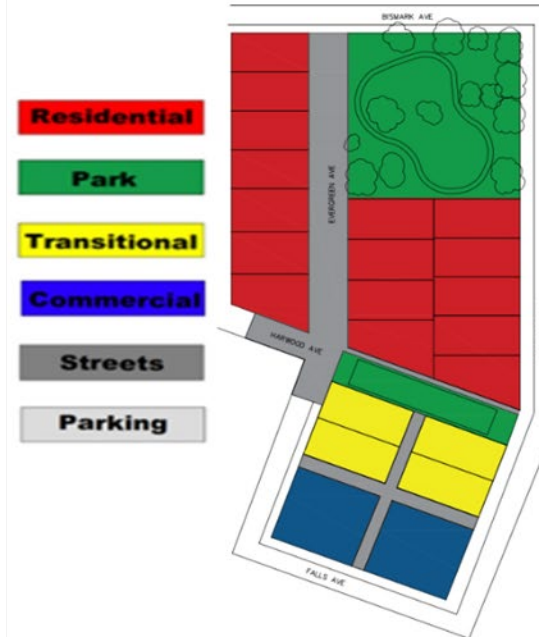


Figure 3: Final Design Layout

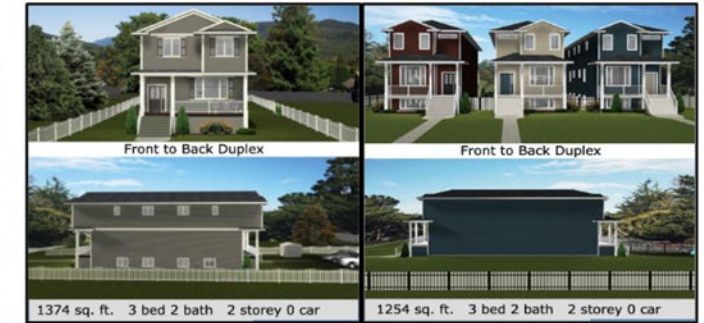


Figure 4: Front-to-Back Duplex Concepts

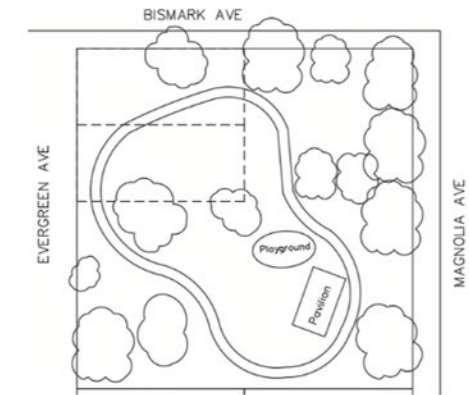


Figure 5: Proposed Park Design and Layout

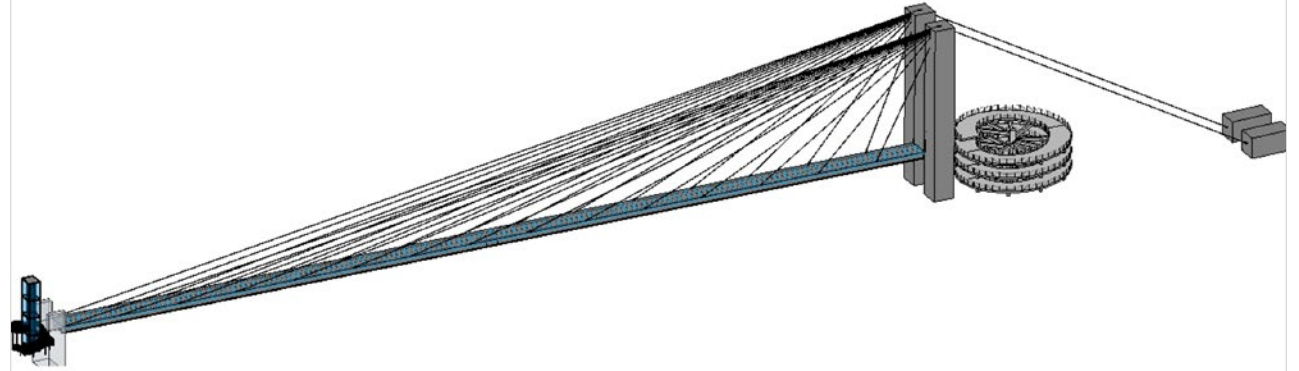
Pedestrian Overpass for 4th Street Rail Crossing

What's included:

- › Designs:
 - › Superstructure
 - › Substructure
 - › Spiral ramp access point
 - › Elevator tower access point
 - › Site design
- › Construction cost estimate: \$5.1M

Engineering projects are often viewed as preliminary engineering reports and licensed engineers should be consulted as appropriate.

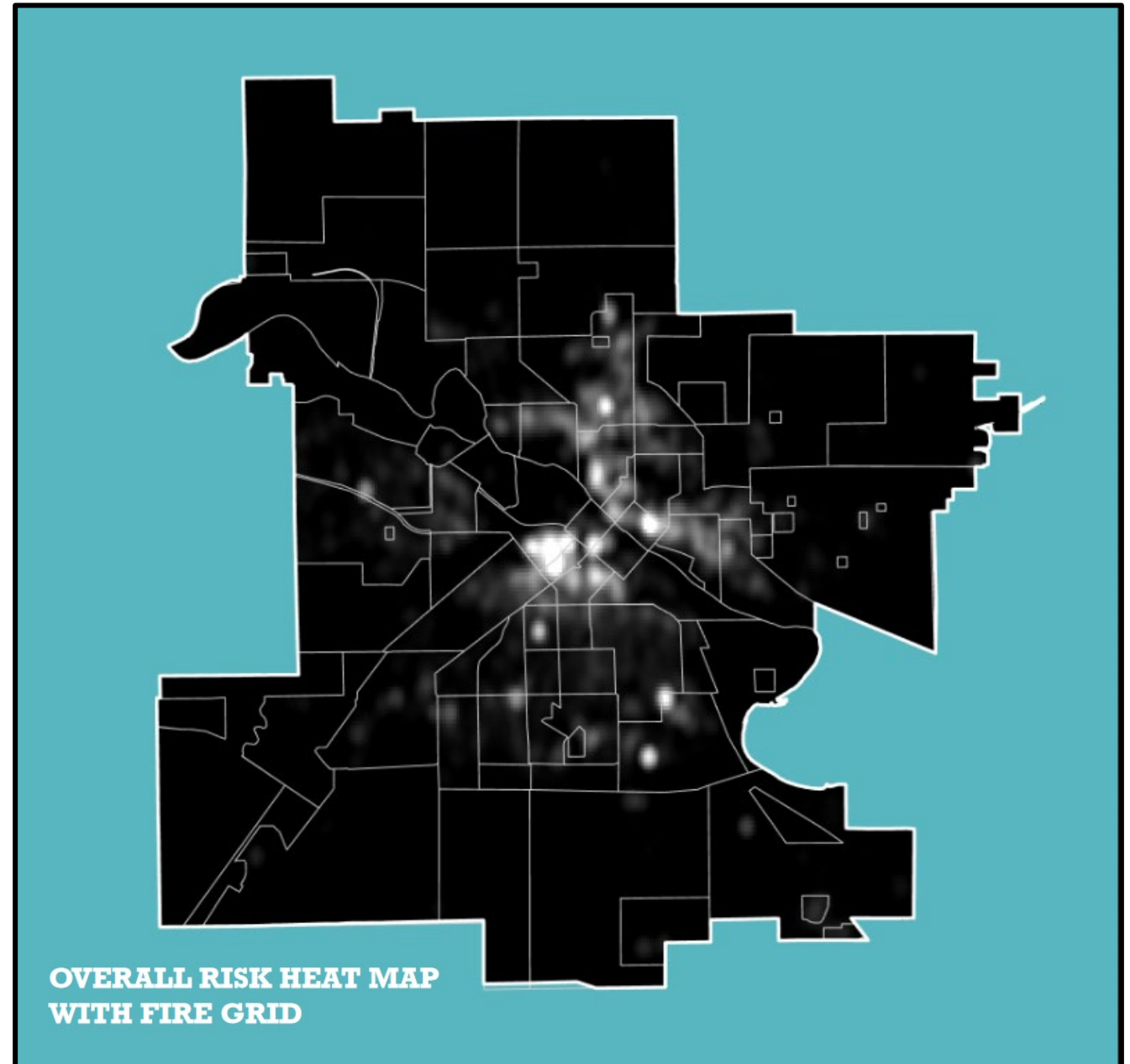
Structure Design Overview



Fire Rescue Community Risk Assessment

What's included:

- › Dataset that includes all Tier 3 Crime Incidents, EMS Calls, and Fire Incidents for 2018-2020
- › Dataset for Age of Residential Structures
- › Social Vulnerability Indicators by Block Group
- › Variable Maps and Combined “Total Risk” Analysis and Maps
- › Recommendations for data collection and management
- › Geodatabase and shapefiles



Church Row Neighborhood Plan

What's included:

- › Neighborhood Profile
- › Housing Quality Analysis
- › Goals and Objectives
- › Detailed Strategies

Public engagement was a challenge throughout the project, particularly for underrepresented groups. In addition to several factors that typically pose challenges, Covid and the inability to conduct in-person meetings likely contributed to low participation. Outreach to residents should continue to be a priority.



HOUSING

Goals

- Create an equitable and quality housing environment.
- Ensure safe and affordable neighborhood housing.
- Address factors related to blight and disinvestment.

Objectives

- Increase homeownership, esp. for marginalized groups.
- Promote home maintenance.
- Promote safety of renters and rental housing.
- Increase community control over housing.

ECONOMIC & INSTITUTIONAL DEVELOPMENT

Goals

- Strengthen the institutional presence in the neighborhood.
- Provide for the daily needs of the neighborhood residents.
- Build cohesion among stakeholder organizations.
- Foster a vibrant business environment in the neighborhood.

Objectives

- Increase communication b/t churches, nonprofits & businesses.
- Increase business development that services the neighborhood.
- Support and increase minority owned businesses

QUALITY OF LIFE

Goals

- Integrate Church Row into the surrounding area.
- Support efforts to create a safe and livable neighborhood.
- Sustain diversity and build neighborhood cohesion
- Design a more open, accessible, and walkable neighborhood.
- Develop a clear and unifying image for the neighborhood.

Objectives

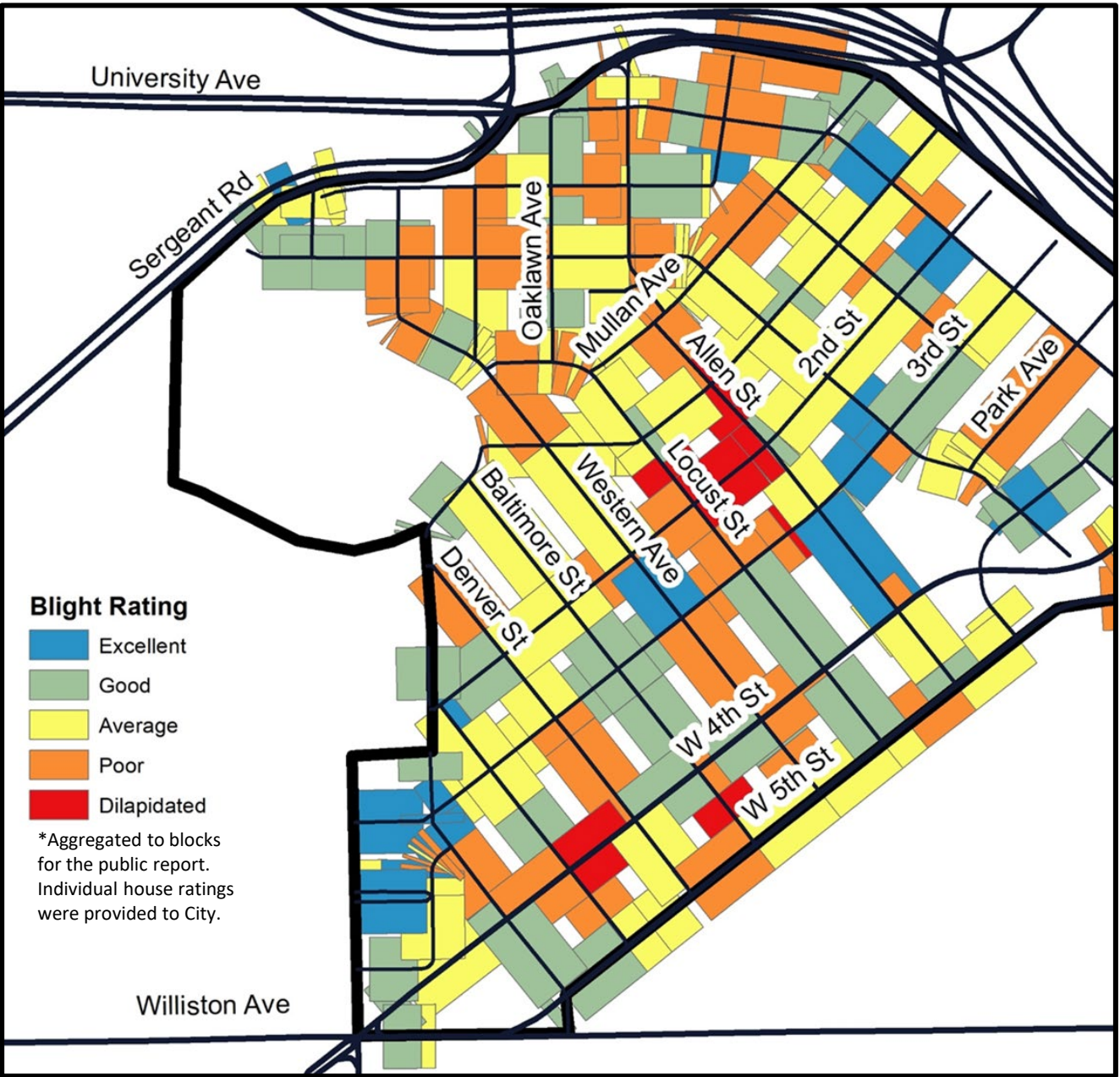
- Expand pedestrians and bicycle infrastructure.
- Ensure safe crossing for children to Irving Elementary.
- Enhance the amenities offered at the neighborhood's two parks.
- Increase opportunities for neighbors to interact and collaborate.
- Increase placemaking throughout community.

Church Row Housing Quality Assessment

What's included:

- › House-by-house visual assessment that ranks observable variables:
 - › Roof Condition
 - › Foundation Condition
 - › Missing or Boarded-Up Windows
 - › Broken or Molding Siding
 - › Overall Quality
- › Geodatabase and shapefiles
- › Excel database

This data may be useful for targeted programming/actions, either to address specific housing quality issues throughout the neighborhood (e.g. poor foundations), or to focus on concentrated pockets within the neighborhood (e.g. high concentration of properties considered dilapidated).



Church Row Transportation Plan

What's included:

- › Traffic Safety / Crash Data analysis
- › Walkability Assessment
- › Street Design Recommendations
- › Accessibility Recommendations
- › Funding Sources

Option 2: Two Lane One-Way Road with Bike Lanes – 5th Street



Figure 18: 5th Street Recommendation 2 Option 2, one-way road diet and redesign

Housing Policy & Action Recommendations

What's included:

- › Policy memos related to four areas of focus:
 1. Home Ownership
 2. Housing Rehab
 3. Supporting Low-income Homeowners
 4. Landlord Relations
- › Recommendations include:
 1. Appropriate staffing for the Housing Task Force
 2. A data-driven analysis to better understand impediments to homeownership, housing affordability, and housing rehab
 3. A more accessible database of housing resources available to residents
 4. Updating landlord policies

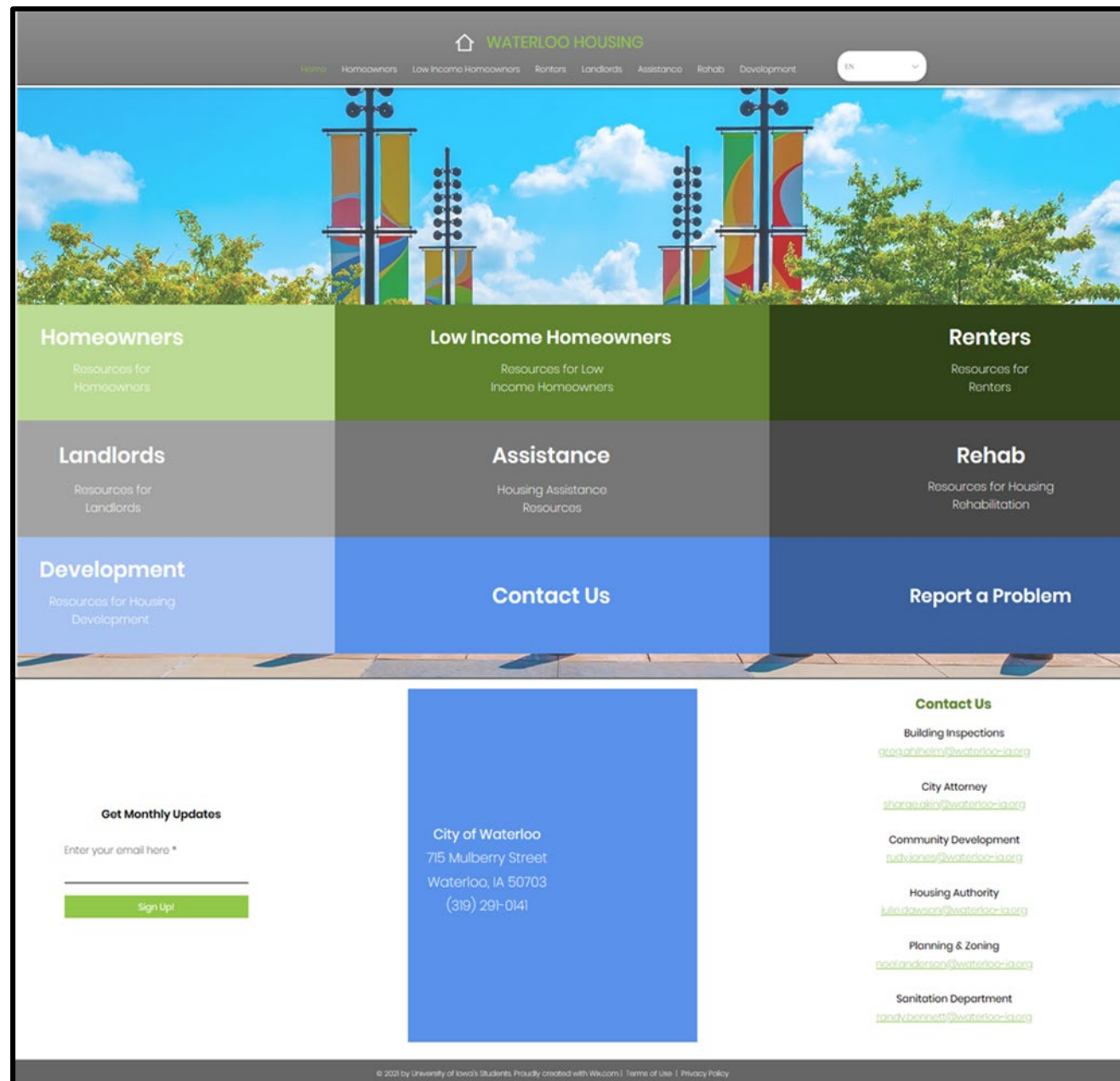


City Website Improvements, “One-Stop” Housing Website

What’s included:

- › City website case studies
- › Detailed suggestions for improvements to the city’s website
- › Fully built and populated housing resource websites (using Wix platform)
 - › Website example #1 [link](#)
 - › Website example #2 [link](#)
- › Infographics for residents regarding certain housing codes and ordinances

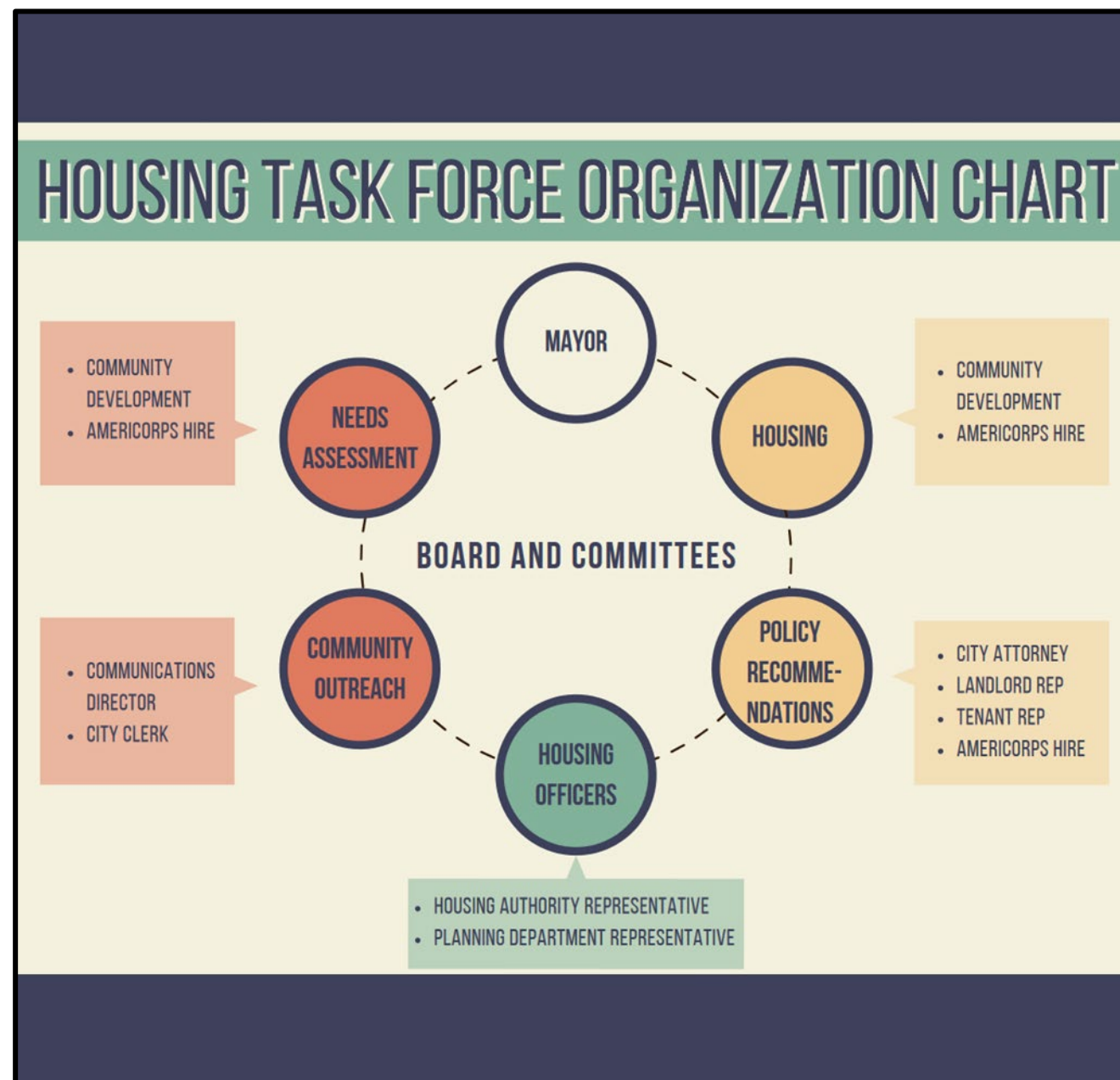
Website ownership can be transferred upon request.



Housing Task Force Organizational & Action Recommendations

What's included:

- › Housing Task Force case studies
- › Policy memo with recommendations
- › Proposed organizational structure
- › Basic Housing Task Force action plan outline
- › A list of relevant funding and informational resources



Housing Inspection Policy Recommendations

What's included:

- › Housing inspection case studies and best practices
- › Recommendations on data collection, policies, fees, and enforcement

Best Practices

Iowa City, IA

iPads for data collection

Sacramento, CA

Self-inspections program

Cedar Rapids, IA

Tiered rental registration fees

Boston, MA

Re-inspection fee failure system

Waterloo Landlord & Tenant Manual

What’s included:

- › Landlord manual case studies and best practices
- › Waterloo Landlord Manual



Policy Recommendations to Address Homelessness in Waterloo

What's included:

- › Homeless policy case studies and best practices
- › Inventory and Infographic of Federally Funded Homelessness Resources in Waterloo
- › Policy Recommendations



Covid Response Housing Policy Recommendations

What's included:

- › Covid response case studies and best practices
- › Policy recommendations
- › Covid Housing Insecurity Infographic

HAVE YOU EXPERIENCED HOUSING INSECURITY DUE TO COVID-19?

Here are resources for citizens of Waterloo, Iowa:

LOCAL RESOURCES FOR RENT

Operation Threshold
Contact: crisis@operationthreshold.org or (319) 291-2045

Jesse Cosby Neighborhood Center
Contact: info@jesscosby.org or (319) 234-1793

St. Vincent DePaul Society
Contact: (319) 232-3364

Veteran's Affairs (for qualifying veterans)
Contact: (319) 241-2872 or www.blackhawkcounty.iowa.gov/347/Veterans-Affairs

Eastside Ministerial Alliance
Contact: (319) 235-5580 or www.emacenter.org

HOMELESS SHELTERS/EMERGENCY HOUSING

Salvation Army
89 Franklin St. Waterloo, IA 50703
Contact: (319) 232-0397

Salvation Army Men's Lodge
89 Franklin St. Waterloo, IA 50703
Contact: (319) 236-2263

Hospitality House
1031 Mulberry St. Waterloo, IA 50703
Contact: (319) 234-1311

YWCA
425 Lafayette Street Waterloo, IA 50703
Contact: (319) 236-7589 or www.ywcaia.org

FEDERAL/ STATE RESOURCES

Iowa Finance Authority
Contact: (800) 432-7230 or www.iowafinance.com/iowa-rent-and-utility-assistance-program/

U.S. Department of Health and Human Services
• Projects for Assistance in Transition to Homelessness (PATH)
• Grants for the Benefit of Homeless Individuals (GBHI)
• State Medicaid-Medicaid Agency Partners
Contact: Toll Free Call Center: 1-877-696-6775 or www.hhs.gov/programs/social-services/homelessness/grants/index.html

U.S. Department of Housing and Urban Development (HUD)
• Rental Housing Stability Assistance Program (RHSAP)
• Disaster Relief Housing and Relocation Program (DRHAP)
• HUD-Veterans Affairs Supportive Housing Program (HUD-VASH)
Contact: (202) 708-1112 or www.hud.gov/program_offices/comm_pln

National Income Housing Coalition
• American Rescue Plan Act (ARPA)
• Coronavirus, Rent, Relief, and Economic Security Act (CARES)
Contact: (202) 542-8530 or arab@nhi.org or nhi.org/coronavirus-and-housing-homelessness

STAKEHOLDERS

LOCAL AND STATE GOVERNMENTS

- Great interest in helping during COVID-19.
- Make sure those affected can still live in rented housing.

RENTERS

- Those who can't pay rent due to COVID-19 rely on legislation.
- Must be able to occupy their residencies without fear of being kicked out.

LANDLORDS

- Need compensation from tenants
- Hard to replace unpaying tenants with Eviction Moratorium
- Emergency Rental Programs and other government funds can give them the compensation they desire

Downtown Waterloo Parking Study

What's included:

- › Inventory of existing on-street and off-street parking spaces
- › Usage data (collected once during weekday daytime and once during weekend nighttime)
- › Recommendations for metered parking
- › Recommendations for alternative uses for areas with underutilized parking

The usage count was performed during the Covid pandemic and therefore may not accurately represent usage during non-pandemic times.

Raw inventory and usage data can be shared upon request.



Waterloo Fair Chance Initiative Study

What’s included:

- › Comparative Analysis with other “Ban-theBox” ordinances
- › Assessment of Awareness and Implementation of Fair Chance policies
- › Policy and Legal Recommendations
- › Employee Fact Sheet
- › Employer Info Sheet
- › Second Chance Business Decal

This report was provided to the City of Waterloo and is not published on the IISC website in order to follow College of Law attorney-client confidentiality. The report can be published with permission.



Law Enforcement, Mental Health, and Community Relations

What’s included:

- › Survey and analysis of WPD officers regarding mental health training and services
- › Relevant practices at other local agencies
- › Policy recommendations
- › Presentation video recording

Results: Survey Overview



- Perceptions of mental health
- Community services
- Demographics

- 54 responses; 118 officers
 - 45.8% response rate



Q3: Do you think responding effectively to people who are having a mental health crisis is...

- | | |
|--|-------|
| • An important role of police officers: | 58.5% |
| • A role of police officers, but not an important one: | 9.4% |
| • Not a role of police officers: | 26.4% |
| • Don't have an opinion: | 5.7% |

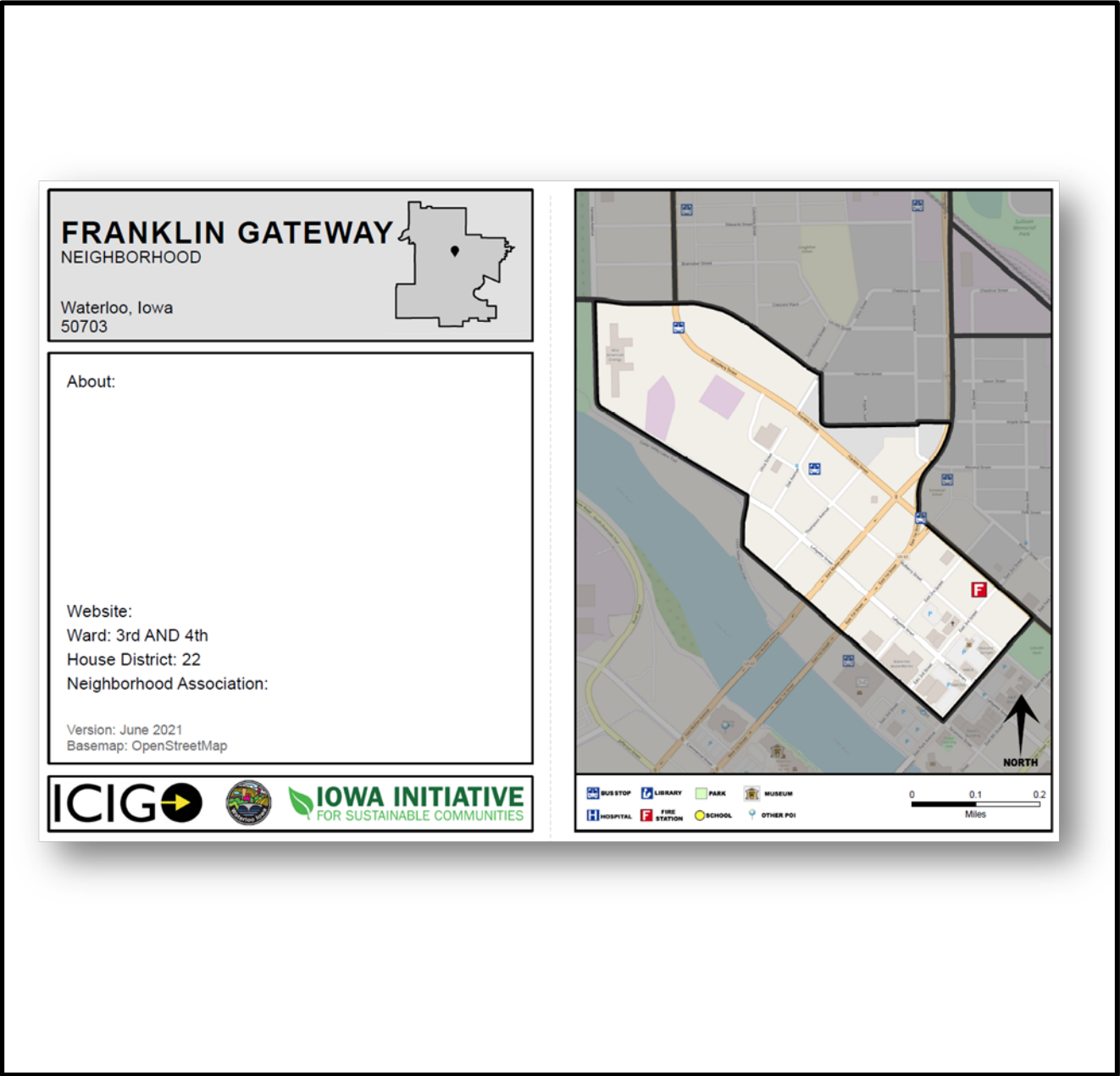
Waterloo Neighborhood Maps

What's included:

- › 36 informational neighborhood maps
- › Map of Waterloo Neighborhoods
- › GIS database

Info section (left side) is designed to be editable to add important neighborhood information (i.e. ward, district, school, etc.).

Map (right side) can be reexported through ArcGIS using geodatabase as landmarks change (e.g. a new bus stop is added).

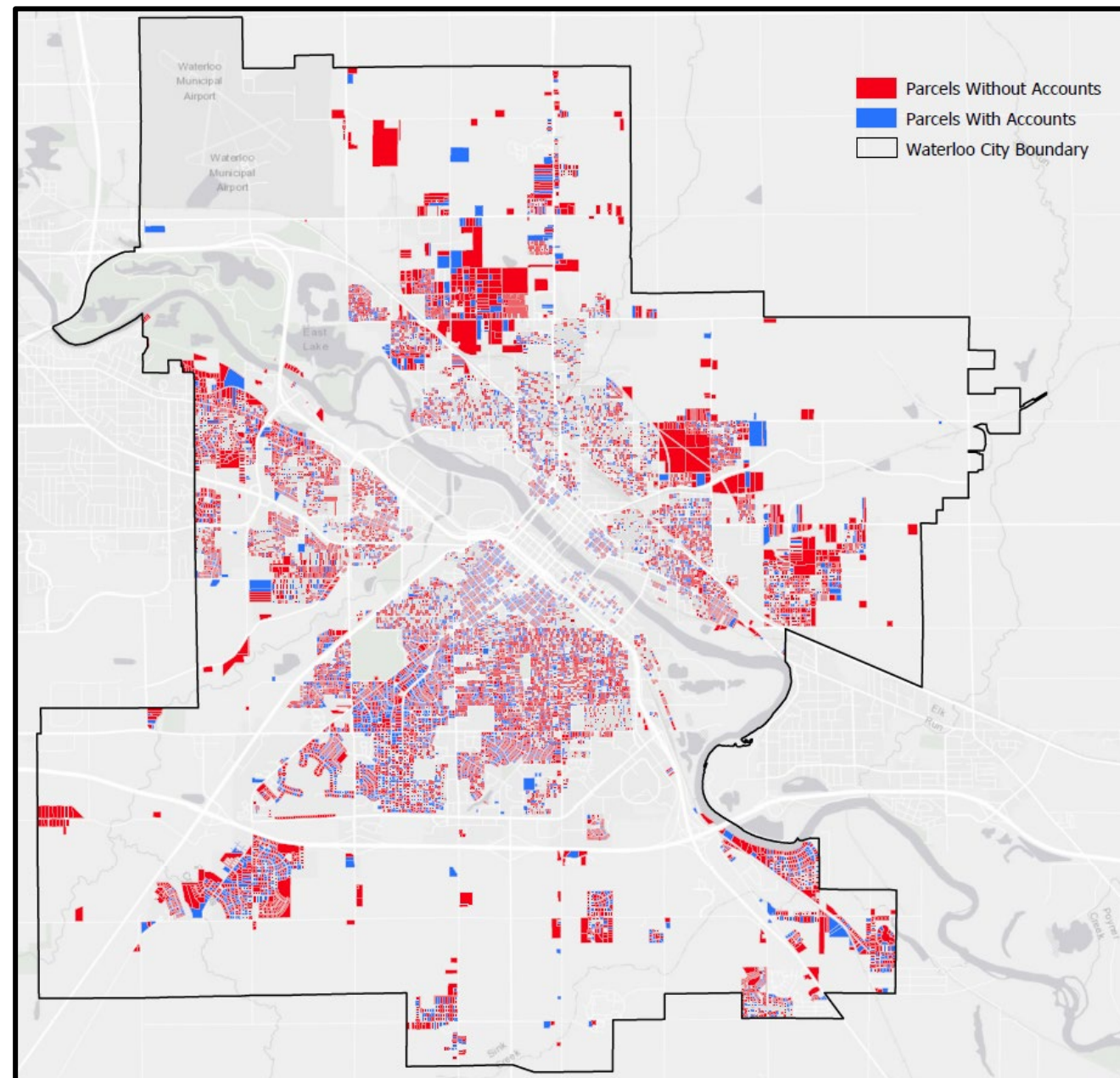


Waterloo Public Library Account Holder Map and Database

What's included:

- › Map of Waterloo addresses with and without WPL accounts
- › Excel spreadsheet
- › Geodatabase

Address of households without WPL accounts may be useful for targeted marketing and education campaigns.



Waterloo Public Library Business Services Marketing Campaign

What's included:

- › Four unique marketing campaigns (course is structured to be competitive, with one selected “winner”). Elements include:
 - › Brand assets
 - › Digital strategies
 - › Print strategies

The poster is titled "BUSINESS RESOURCES" in large blue letters. At the top, it features the Waterloo Public Library logo. Below the title, there are three blue boxes with white text: "Social Media Training", "Mock Interviews & Resume Workshops", and "How to Build Your Business". A green banner below these boxes reads "Attend classes taught by our Expert Makers to help grow your business". Below this banner, there are two photos: one of a man reading in a library and one of two women talking. Between the photos is text: "Our Expert Makers are our greatest asset and your greatest resource at the Waterloo Public Library!". Below the photos, there is a blue box with a microphone icon and the text "WPL Book Drop". To the right of this is a blue box titled "Podcast Highlights" with a list of bullet points: "Feature new start-ups in Waterloo", "Tips from our Expert Makers", "Hear from established local business owners", and "Advertise your business". A green banner at the bottom of the main content area reads "COLLABORATE. CREATE. GROW.". At the very bottom, there are two white boxes: one with a phone icon and the text "GIVE US A CALL! 319.226.4450" and another with a laptop icon and the text "CHECK OUT OUR RESOURCES WATERLOOPUBLICLIBRARY.ORG".

Stoner Building and Johnstone Supply Building Murals

What's included:

- › Design & Installation

Scheduled to be complete Summer 2021.

