

STRATEGIC PLAN

2020 → 2025 → 2035



Urbandale, Iowa
December 2019



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STRATEGIC PLANNING MODEL FOR THE CITY OF URBANDALE

Strategic Planning Model for the City of Urbandale

Value-based principles that describe
the preferred
future in 15 years

VISION

Destination
“You Have Arrived”

Strategic goals that focus outcome-base
objectives and potential actions for 5
years

PLAN

Map
“The Right Route”

Focus for one year – a work program:
policy agenda for Mayor and Council,
management agenda for staff; major
projects

EXECUTION

Itinerary
“The Right Direction”

Principles that define the responsibility
of city government and frame the
primary services – core service
businesses

MISSION

Vehicle
“The Right Bus”

Personal values that define
performance standards and
expectations for employees

CORE BELIEFS

Fuel
“The Right People”

URBANDALE VISION 2035

Urbandale Vision 2035

URBANDALE 2035 is a:

PREMIER COMMUNITY FOR ALL GENERATIONS. ⁽¹⁾

Our GREAT NEIGHBORHOODS ⁽²⁾

Our SAFETY AND BEAUTY ⁽³⁾

Our RANGE OF QUALITY HOUSING CHOICES ⁽⁴⁾

Our THRIVING COMMERCIAL/OFFICE AREAS ⁽⁵⁾

**Our VIBRANT DOUGLAS CORRIDOR –
OUR MAIN STREET ⁽⁶⁾**

Our OUTSTANDING QUALITY OF LIFE AMENITIES ⁽⁷⁾

Make URBANDALE UNIQUE!

Urbandale Vision 2035

PRINCIPLE 1

PREMIER COMMUNITY FOR ALL GENERATIONS

► Means

1. Inclusive community with all generations and diverse households feeling welcome
2. Strong working partnerships with all school districts resulting in great schools and educational programs
3. City actively partnering with community organizations to provide human and social services responsive to our community needs
4. Residents investing in Urbandale by participating and contributing to our community
5. Urbandale – one community

PRINCIPLE 2

GREAT NEIGHBORHOODS

► Means

1. Diverse housing options for all generations
2. Well-designed, well-maintained neighborhood infrastructure – streets, sidewalks, street lights, etc.
3. Each neighborhood having its own identity as part of our Urbandale community
4. Neighbors knowing and helping neighbors
5. Pedestrian and bicycle friendly neighborhoods connected to community destinations
6. Neighborhoods connected to state-of-the-art utility and technology infrastructure
7. Effective stormwater management protecting the neighborhoods from flooding

PRINCIPLE 3

SAFETY AND BEAUTY

► Means

1. Residents feeling safe – any place, any time of day
2. Police and Fire working with and educating the community to create a sense of personal safety
3. Well-maintained homes and neighborhoods complying with our City codes and regulations
4. Well-maintained commercial centers and businesses
5. Timely response to an emergency call for service
6. Complete Streets throughout our community
7. City prepared for, able to respond to and recover from a major incident/event
8. Well-designed, well maintained City buildings, facilities and spaces

PRINCIPLE 4

RANGE OF QUALITY HOUSING CHOICES

► Means

1. Quality multi-family housing development – ownership and rental
2. Housing options for all generations
3. Young families moving to Urbandale
4. Well-maintained, modernized older housing stock
5. Affordable housing for all
6. Strong real estate market – home values protected, opportunities to sell your home
7. Multi-generational housing opportunities
8. Mixed use developments with residential opportunities

PRINCIPLE 5

THRIVING COMMERCIAL/OFFICE AREAS

► Means

1. Increased employment opportunities for residents to work near home
2. Neighborhood retail throughout our community
3. Expanded retail opportunities – residents shopping near home
4. Increased variety of restaurant choice – national brands and locally owned
5. Loop area successfully developed as an employment and commercial center
6. Variety of entertainment venues and activities
7. Successful commercial/retail/restaurant development in western Urbandale

PRINCIPLE 6

VIBRANT DOUGLAS CORRIDOR – OUR MAIN STREET

► Means

1. Douglas Corridor – a community focal point and a unique sense of place
2. Multiple activity nodes along the Douglas Corridor – multiple destination points and reasons to go there
3. Choice of quality restaurants and entertainment venues at various nodes
4. Unique retail shops attracting our residents and regional guests
5. Bikeable and pedestrian friendly nodes
6. Well-designed, well-maintained buildings and structures
7. Mixed-use developments blending residential and commercial opportunities

PRINCIPLE 7

OUTSTANDING QUALITY OF LIFE AMENITIES

► Means

1. Well-designed, well-maintained parks, playgrounds and specialty parks
2. Community Center with rental space, programming and classroom space providing a variety of programs, classes and activities
3. Successful community events and festivals bringing our residents together
4. Up-to-date Library serving as a community information and resource center
5. Senior Center offering a variety of programs activities for seniors of all ages
6. Trails connecting the neighborhoods and our community
7. Facilities and programs to support an active and healthy lifestyle
8. City coordinating with schools and faith-based organizations on programs and facilities

URBANDALE CITY GOVERNMENT OUR MISSION

Urbandale City Government

Our Mission

The mission of Urbandale City government

is to provide

EXCEPTIONAL QUALITY MUNICIPAL SERVICES ⁽¹⁾

acting as a

FINANCIALLY RESPONSIBLE GOVERNMENT ⁽²⁾

which is

RESPONSIVE TO OUR COMMUNITY NEEDS ⁽³⁾

and

INVOLVE OUR RESIDENTS. ⁽⁴⁾

Urbandale City Government

Our Mission

PRINCIPLE 1

EXCEPTIONAL QUALITY MUNICIPAL SERVICES

► Means

1. Striving to exceed our customer's expectations
2. Having a top quality, well-trained and well-educated City workforce dedicated to serving our Urbandale community
3. Having a high level of customer satisfaction with City services
4. Developing and using master plans to guide future City facilities and services
5. Focusing on the customers – looking for ways to say “yes” and explaining when you must say “no”
6. Providing City services to support Urbandale's reputation as a “Premier Community”

PRINCIPLE 2

FINANCIALLY RESPONSIBLE GOVERNMENT

► Means

1. Delivering City services delivered in the most cost effective, efficient manner
2. Being transparent and accountable in our City budget, finances and expenditures
3. Providing competitive compensation for City employees
4. Providing City services that add values to our residents' lives – residents feel that they receive value for taxes and fees
5. Providing sufficient resources and staffing to support defined City services and levels of service
6. Having a competitive tax rate in the Des Moines metro area
7. Continuing efforts to control costs of City government

PRINCIPLE 3

RESPONSIVE TO COMMUNITY NEEDS

► **Means**

1. Anticipating our community's services and facilities needs
2. Listening to our community and our residents
3. Understanding our community needs and determining priorities
4. Providing a timely response to calls for service - emergency and non-emergency
5. Surveying the community regularly to learn about the changing needs and level of satisfaction
6. When possible, preventing community problems before they become a "crisis"

PRINCIPLE 4

INVOLVE OUR RESIDENTS

► **Means**

1. Communicating with residents and businesses using a variety of methods, including social media
2. Having easy access to City services and information
3. Seeking input from residents and businesses
4. Providing opportunities to become involved in the City's governance process
5. Having an open, transparent City government
6. Having a City presence in the community and at community events/festivals
7. Setting a positive tone for community involvement

CITY OF URBANDALE PLAN FOR 2020 – 2025

City of Urbandale

Goals for 2025

**FINANCIALLY RESPONSIBLE CITY PROVIDING EXCEPTIONAL
MUNICIPAL SERVICES**

**INVESTMENT IN URBANDALE’S FUTURE –
*UPDATED/REPLACED CITY INFRASTRUCTURE***

**PREMIER COMMUNITY –
*GREAT PLACE FOR FAMILIES***

THRIVING INTERCHANGES/CORRIDORS DEVELOPMENT

**GREAT NEIGHBORHOODS:
*OLD AND NEW***

Goal 1

Financially Responsible City Providing Exceptional Municipal Services

OBJECTIVES

1. Maintained Moody's Aa1 bond rating
2. Maintained high customer satisfaction level
3. Implemented process improvements to improve customer service and to increase operating efficiency
4. Maintained CAFR and achieved budget award from GFOA
5. Made salary adjustments to maintain competitive compensation
6. Expanded regional service delivery with other governments
7. Achieved and maintained departmental accreditations

VALUE TO RESIDENTS

1. Exceptional service value for taxes and fees.
2. Responsive and personal City services.
3. Customer focused service delivery.
4. Responsible fiscal stewardship.
5. Easy access to City services and information.
6. Competitive property tax rate.

SHORT TERM CHALLENGES AND OPPORTUNITIES

1. Collaborating with other cities for regional service delivery
2. Preparing for the 2020 Census
3. Maintaining a competitive tax rate
4. Maintaining a dedicated City workforce committed to serving the Urbandale community
5. Balancing having competitive taxes with providing exceptional services
6. Actions by the Iowa State legislature impacting City services and finances, including “backfill” (*State appropriation to Cities to offset loss of commercial and industrial property tax revenue*), pension reform, economic incentives, cell tower regulations
7. Defining and prioritizing essential City services and service levels, including staffing levels
8. Potential retirements of key managers, employees, and succession planning
9. Keeping up with technology changes
10. Increasing operating costs for City government

LONG TERM CHALLENGES AND OPPORTUNITIES

1. Serving an increasingly diverse community
2. Distinguishing City priorities for funding
3. Communicating with and informing the community
4. Increasing security threats: verbal, physical and cyber
5. Split in the community: east vs. west, including community identity due to six (6) School Districts within the corporate boundaries of Urbandale
6. Attracting and retaining employee in a competitive market place, including the impacts of Chapter 20 (Public Employment Relations)

POLICY ACTIONS 2020

- 1. LOSST: Policy Direction and Projects Top Priority
- 2. Fire Staffing – Retention and Compensation High Priority
- 3. City Communications Enhancements High Priority
- 4. Tax Rate: Policy Direction
- 5. City Services and Staffing Plan
- 6. Levy for Employee Benefit

MANAGEMENT ACTIONS 2020

- 1. City Council Rules and Procedures Top Priority

MANAGEMENT IN PROGRESS 2020

- 1. 2020 Urbandale Source Magazine: Publication
- 2. GMET: Approval
- 3. Internet Band Width
- 4. Local Government Fellows Program: Initiated
- 5. PCI Compliance Standards
- 6. Fire Station 43 Redundant Internet Circuit: Completion
- 7. Redundant Firewall
- 8. iCompass Agenda Management System: Implementation
- 9. Executive Time Clock Upgrade
- 10. Human Resources Portal: Implementation
- 11. Wireless Key Boards for Reports
- 12. Power DMS: Expansion
- 13. Safety Leadership Program: Strengthen
- 14. Wellness Program: Expansion
- 15. Cloud-based Office 365
- 16. Community Risk Reduction: Evaluation
- 17. Police Holding Facility Evaluation

MANAGEMENT IN PROGRESS 2020

18. “Mental Health Basics”: Training
19. CPA Classes: Streamline
20. Records in Storage: Review and Scanning with Schedule
21. CitizenServe Platform Work Flow Process: Improvements
22. Citywide Inventory System: Implementation
23. PPO Plan: Direction
24. Critical Incident Response for Schools and Businesses: Preparation
25. Paperless Documents Management
26. Emerging Leaders Program: Development and Implementation
27. Fire Department Accreditation: Completion
28. Debt Retirement Plan: Development
29. Disaster Recovery Procedures
30. Federal Motor Carrier Safety Clearinghouse for CDL: Training

MAJOR PROJECTS 2020

1. Council Chambers Technology: Update
2. Outdoor Warning System: Installations

ON THE HORIZON 2021 – 2025

1. Records Management and Retention Policy: Update
2. Server Hyper Convergence
3. New World to Cloud Migration
4. Server Consolidation
5. VPN Expansion
6. Legislative Agenda and Advocacy: Lobbying Direction, Key Issues, Policy Direction and Actions
7. Library Services: Report and Funding
8. Debt Reduction Policy and Plan: Direction and Initial Steps
9. City-wide Employee Compensation Policy: Review, Market Analysis, Direction and Funding
10. Financial Plan for an Economic Recession: Development and Policy Direction
11. Government Cost of Services/Staffing Reduction: Evaluation, Report and Direction
12. DART Plan and Funding: Review and Direction
13. Regional Collaboration on Municipal Services
14. Human and Social Services
15. Management Succession Planning and Program

Goal 2

Investment In Urbandale’s Future – *Updated/Replaced City Infrastructure*

OBJECTIVES

1. Completed major capital projects on time, within budget
2. Maintained an effective City’s Capital Improvement Process
3. Improved the condition/quality of streets and trails
4. Reduced flooding through effective stormwater management system
5. Developed streets consistent with adopted Urbandale’s “Complete Streets” policy

VALUE TO RESIDENTS

1. Reliable utility services
2. Protection of property values
3. Easy movement within Urbandale and access to the Des Moines region
4. Protection from flooding
5. Attractive municipal facilities
6. Timely response to a service call – emergency or non-emergency

**SHORT TERM CHALLENGES
AND OPPORTUNITIES**

1. Increasing creek erosion and watershed management
2. Major storm events and changing weather patterns impacting City infrastructure
3. Addressing City infrastructure to support growth and business investment
4. Aging City infrastructure needing major repairs and replacement, especially pavement management
5. Working on regional water issues and organization structure, focusing on water production
6. Increasing demands: senior recreation center
7. Funding for capital projects
8. Determining capital projects scope and priority

**LONG TERM CHALLENGES
AND OPPORTUNITIES**

1. Balancing high level of City services and western facilities with competitive tax rate
2. Urbanizing rural roadways
3. Attracting and retaining engineers
4. Potential partnering on fire services and facilities, including inspections
5. Rising cost of engineering and materials on capital projects
6. Overrun by utility work in City ROW
7. Determining LOSST projects and delivering results on time and within budget

POLICY ACTIONS 2020

- 1. Regional Water Supply and Treatment

Top Priority

- 2. Stormwater Management Policy, Master Plan and Projects

Top Priority

- 3. City Operations Sustainability Plan

High Priority

- 4. City Infrastructure Upgrade

MANAGEMENT ACTIONS 2020

- 1. Creek Bank Erosion and Restoration

Top Priority

- 2. Complete Streets Policy: Implementation

Top Priority

MANAGEMENT IN PROGRESS 2020

- 1. FEMA Community Rating System: Higher Level
- 2. Traffic Studies: At Request

MAJOR PROJECTS 2020

- 1. Fire Station 43: Opening
- 2. City-wide Security System: Installation
- 3. Meredith Drive Sidewalks and Trails Reconstruction: Completion
- 4. Police Station Roof Replacement: Completion
- 5. 72nd Street Reconstruction (north of Douglas Avenue): Construction
- 6. 104th Street Project: Construction
- 7. Meredith Interchange/Flyover Project: Completion
- 8. Stormwater Project 2020: Construction
- 9. Pavement Management Projects 2020: Completion
- 10. Westside Fueling Facility: Construction
- 11. NW 54th Avenue Reconstruction: Design and Construction
- 12. Public Works/Parks Facility: Construction and Opening
- 13. Fiber Loops: Installation
- 14. Waterford Road reconstruction Project (142nd to 156th): Construction
- 15. Parks and Public Works Westside Cold Storage Building: Architectural Design and Construction

ON THE HORIZON 2021 – 2025

1. Library Roof Replacement: Direction and Funding
2. Police Public Reception Area Modification
3. Police Rear Parking Lot Flood Mitigation Project
4. Street Maintenance Service Level and Funding: Direction
5. Trail Plan: Review, Refinement, Direction and Funding
6. City Entrance Signs Upgrade/Enhancements: Report with Options, Direction and Funding
7. ROW Management Ordinance

Goal 3

Premier Community – *Great Place For Families*

OBJECTIVES

1. Expanded Urbandale’s boundaries through annexations
2. Used comprehensive plan to guide future development and redevelopment
3. Expanded parks and leisure amenities
4. More attractive community
5. Continued/enhanced reputation: “Best Suburb” for families

VALUE TO RESIDENTS

1. More reasons to live in Urbandale.
2. Choices for your leisure time.
3. Support for personal wellness.
4. Family friendly community.
5. Protection of property values.
6. “Beautiful and Safe” community.

**SHORT TERM CHALLENGES
AND OPPORTUNITIES**

1. Defining the City’s role as a leisure service provider
2. Old and very outdated Comprehensive Plan needing a major re-write
3. Understanding and adapting to changing recreational needs
4. Determining City priorities and balancing with increasing community livability
5. Overcoming perception of east – west split
6. Aging parks, facilities needing replacement
7. Limited access to recreation facilities or fields for recreational purposes

**LONG TERM CHALLENGES
AND OPPORTUNITIES**

1. Addressing involuntary/voluntary annexations
2. Funding for leisure facility, staffing and maintenance
3. Growing ethnically diverse community
4. Working with sports associations for community benefit
5. Responding to community safety needs, including stop signs, safe crosswalk
6. Expanding and geographically dispersed population
7. Traffic congestion at Hickman Road Interchange
8. Funding mechanism for leisure amenities
9. Determining the direction for aquatics
10. Making recreational programs affordable for all
11. Growing demand for artificial turf fields for tournaments and practices

POLICY ACTIONS 2020

1. Annexation Policy: Top Priority
 - a. Grimes
 - b. Waukee
 - c. West
2. Comprehensive Plan Top Priority
3. Community Unity Strategy and Action Plan – One Urbandale Community High Priority
4. Community Events and Festivals Enhancements

MANAGEMENT ACTIONS 2020

1. Quality of Life Bond Package Top Priority
2. Mobile Food Unit Policy (Food Trucks) High Priority
3. Building Code: Update High Priority
4. Soccer: Direction
5. Pickle Ball Courts

MANAGEMENT IN PROGRESS 2020

1. Murals Program Sponsorships: Development
2. Emerald Ash Borer Treatment and Control Program

MAJOR PROJECTS 2020

1. Outdoor Ice Skating Rink at Lions Park: Open
2. Douglas Avenue Interchange Trail Repairs and Drainage: Completion
3. Douglas Avenue Interchange Public Art Project
4. Walker Johnston Park Pickleball Courts: Completion
5. All Inclusive Playground at Northview Park: Completion
6. WCRP Parking Lot and Utilities: Completion
7. Trail Maintenance Projects 2020: Completion
8. Barrett Park Natural Playground and Parking Lot: Completion
9. Dunlap Park and Arboretum: Phase 2
10. WCRP Community Open Space: Development
11. Flushable Toilets in Parks

ON THE HORIZON 2021 – 2025

1. “Welcome” Statement: Development and Adoption
2. Quality of Life/Creating a Sense of Place – West: Report with Options, Direction and City Action
3. Aquatic Center: Report with Options, Direction and Funding Mechanism
4. Splash Pads: Report with Best Practices and Options, Direction, Locations and Funding
5. Schools Relationship Building: Key Issues, Joint Meetings and City actions
6. Amphitheater: Report with Best Practices and Options, Direction, Partners, and Funding Mechanism
7. Walnut Creek regional Park Amenities: Report, Direction and Funding
8. Community Environmental Sustainability/Resiliency Task Force
9. Sign Code: Review and Update

Goal 4

Thriving Interchanges/Corridors Development

OBJECTIVES

1. Revitalized/redeveloped older commercial centers
2. Increased number of jobs – residents working in Urbandale
3. Expanded number of restaurants – national and locally owned
4. Developed interchanges for maximum economic and community benefit
5. Developed a vibrant Douglas Corridor – Urbandale’s Main Street with multiple unique activity nodes
6. Redeveloped Merle Hay Road corridor with the City of Des Moines
7. Developed and promoted the Urban Loop
8. Attracted entertainment businesses to Urbandale

VALUE TO RESIDENTS

1. Opportunities to live and work in Urbandale – more personal time.
2. Support for new businesses.
3. More diverse tax base.
4. Greater convenience – working, shopping, eating.
5. Attractive new developments.
6. Businesses investing in Urbandale.

**SHORT TERM CHALLENGES
AND OPPORTUNITIES**

1. Defining the City’s role and determining funding for strategic land acquisition
2. Antiquated zoning code with limited flexibility
3. Re-investment and potential redevelopment of older commercial centers
4. Maintaining strong/effective relationships with economic development partners
5. Defining and funding City’s role and incentives
6. Attracting support businesses – restaurants, specialty grocery stores, home improvement, services
7. Developing new interchanges consistent with City vision, plans and development standards
8. Taking advantage of Urbandale’s geographic position

**LONG TERM CHALLENGES
AND OPPORTUNITIES**

1. Differentiating/articulating value of Urbandale sites and buildings as developments grow in the Des Moines region
2. Marketing Urbandale to businesses and prospective investors
3. Multi-family residential development in “office space” areas
4. Working with the City of Des Moines
5. Limited ability to direct private investment to City preferred locations

POLICY ACTIONS 2020

- 1. Douglas – Our Main Street Plan

Top Priority

- 2. City-wide Revitalization/Blight Elimination Actions

High Priority

- 3. Retail/Restaurants Expansion Strategy and Actions
- 4. Merle Hay Mall Area Revitalization Plans

MANAGEMENT ACTIONS 2020

- 1. Class “A” Office Incentive Policy

Top Priority

- 2. Hickman Interchange Development

High Priority

- 3. Urban Loop Brand Sustainability
- 4. Existing Business Retention and Expansion Project #1
- 5. New Business Investment Project #1

MANAGEMENT IN PROGRESS 2020

- 1. Downtown Urbandale Business and Real Estate Owner Engagement
- 2. City-Business Action Meetings: Conduct 50

ON THE HORIZON 2021 – 2025

- 1. Motel Blight Reduction Action Plan
- 2. Strategic Land Acquisition: Report, Direction and
- 3. City Entertainment District Development: Location, Partners, Direction, City Role and City Actions
- 4. Plum Drive/North Park Drive Area Place Making
- 5. 156th/Meredith Commercial Center Development
- 6. TIF Policy and Use of Dollars: Review and Policy Direction
- 7. 142nd And Douglas Roundabout Development
- 8. Zoning Ordinance

Goal 5

Great Neighborhoods: *Old And New*

OBJECTIVES

1. Expanded opportunities for senior housing
2. Expanded availability of homes priced for first time homebuyers
3. Developed quality multi-family housing with amenities
4. Developed a range of housing options: types, prices
5. Modernized/upgraded older homes/housing stock
6. Developed tax credit based affordable housing for seniors and families

VALUE TO RESIDENTS

1. Housing and neighborhood choices
2. Opportunities to live in Urbandale for a lifetime
3. Attractive, livable neighborhoods
4. Children returning to Urbandale
5. Seniors can stay in Urbandale
6. Active real estate market – ability to sell your home

**SHORT TERM CHALLENGES
AND OPPORTUNITIES**

1. Lack of senior/retirement housing stock
2. Older homes needing repair and upgrade
3. Multiple school districts
4. Neighbors knowing and helping others
5. Need for quality multi-family housing opportunities
6. Providing City services and facilities in west Urbandale
7. Lack of density

**LONG TERM CHALLENGES
AND OPPORTUNITIES**

1. Regional housing goals
2. Increase in single family homes that are becoming rentals in east Urbandale
3. Creating multi-generation housing options
4. Perception: East – West split; Urbandale – Waukee identity; North of Interstate
5. Cost of housing
6. Changing housing market
7. Increasingly competitive housing market

POLICY ACTIONS 2020

- 1. Affordable Housing Policy and City Actions

Top Priority

- 2. Neighborhood Finance Corporation

High Priority

- 3. Housing Modernization Program
- 4. Property Maintenance Code

MANAGEMENT IN PROGRESS 2020

- 1. Citywide Streetlight Pole Banner Program: Implementation

ON THE HORIZON 2021 – 2025

- 1. Housing Development Corporation: Report with Options, Direction and City Actions
- 2. Short Term Rental: Evaluation Report, Legal Framework and Direction
- 3. 1st Time Homebuyers Assistance Program: Definition, Direction and Funding
- 4. Trail-oriented Development: Definition, Direction and City Actions
- 5. Accessory Housing Units

CITY OF URBANDALE ACTION AGENDA 2020

Policy Agenda 2020 City of Urbandale

TOP PRIORITY

LOSST: Policy Direction and Projects

Regional Water Supply and Treatment

Stormwater Management Policy, Master Plan and Projects

Annexation Policy: Grimes, Waukee, West

Comprehensive Plan

Douglas Corridor – Our Main Street Master Plan

Affordable Housing Policy and City Actions

HIGH PRIORITY

Fire Staffing – Retention and Compensation

Neighborhood Finance Corporation

City Communications Enhancements

City Operations Sustainability Plan

Community Unity Strategy and Action Plan – One Urbandale Community

City-wide Revitalization/Blight Elimination Actions

Management Agenda 2020

City of Urbandale

TOP PRIORITY

Creek Bank Erosion and Restoration
Complete Streets Policy: Implementation
City Council Rules and Procedures
Quality of Life Bond Package
Class “A” Office Incentive Policy

HIGH PRIORITY

Hickman Interchange Development
Mobile Food Units Policy (Food Trucks)
Building Code: Update

Management in Progress 2020

City of Urbandale

2020 Urbandale Source Magazine: Publication

GMET: Approval

Internet Band Width

Local Government Fellows Program: Initiated

PCI Compliance Standards

Fire Station 43 Redundant Internet Circuit: Completion

Redundant Firewall

iCompass Agenda Management System: Implementation

Executive Time Clock Upgrade

Human Resources Portal: Implementation

Wireless Key Boards for Reports

Power DMS: Expansion

Safety Leadership Program: Strengthen

Wellness Program: Expansion

Cloud-based Office 365

Community Risk Reduction: Evaluation

Police Holding Facility Evaluation
“Mental Health Basics”: Training
CPA Classes: Streamline
Records in Storage: Review and Scanning with Schedule
CitizenServe Platform Work Flow Process: Improvements
Citywide Inventory System: Implementation
PPO Plan: Direction
Critical Incident Response for Schools and Businesses: Preparation
Paperless Documents Management
Emerging Leaders Program: Development and Implementation
Fire Department Accreditation: Completion
Debt Retirement Plan: Development
Disaster Recovery Procedures
Federal Motor Carrier Safety Clearinghouse for CDL: Training
FEMA Community Rating System: Higher Level
Traffic Studies: At Request
Murals Program Sponsorships: Development
Emerald Ash Borer Treatment and Control Program
Downtown Urbandale Business and Real Estate Owner Engagement
City-Business Action Meetings: Conduct 50
City-wide Street Light Poles Banner Program: Implementation

Major Projects 2020

City of Urbandale

Council Chambers Technology: Update

Outdoor Warning System: Installations

Fire Station 43: Opening

City-wide Security System: Installation

Meredith Drive Sidewalks and Trails Reconstruction: Completion

Police Station Roof Replacement: Completion

72nd Street Reconstruction (north of Douglas Avenue): Construction

104th Street Project: Construction

Meredith Interchange/Flyover Project: Completion

Stormwater Project 2020: Construction

Pavement Management Projects 2020: Completion

Westside Fueling Facility: Construction

NW 54th Avenue Reconstruction: Design and Construction

Public Works/Parks Facility: Construction and Opening

Fiber Loops: Installation

Waterford Road reconstruction Project (142nd to 156th): Construction
Parks and Public Works Westside Cold Storage Building:
Architectural Design and Construction
Outdoor Ice Skating Rink at Lions Park: Open
Douglas Avenue Interchange Trail Repairs and Drainage: Completion
Douglas Avenue Interchange Public Art Project
Walker Johnston Park Pickleball Courts: Completion
All Inclusive Playground at Northview Park: Completion
WCRP Parking Lot and Utilities: Completion
Trail Maintenance Projects 2020: Completion
Barrett Park Natural Playground and Parking Lot: Completion
Dunlap Park and Arboretum: Phase 2
WCRP Community Open Space: Development
Flushable Toilets in Parks