

PERFORMANCE REPORT 2018 – 2019

Mayor and City Council



Urbandale, Iowa
December 2019



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Urbandale Vision 2034

URBANDALE 2034 is a:

***COMMUNITY FOR ALL FAMILY GENERATIONS
and a COMMUNITY WITH
GREAT NEIGHBORHOODS***

URBANDALE 2034 is a:

***VIBRANT SUBURB THAT IS SAFE
AND BEAUTIFUL***

***VIBRANT SUBURB THAT HAS A RANGE OF
QUALITY HOUSING CHOICES***

***VIBRANT SUBURB THAT HAS THRIVING
COMMERCIAL AREAS***

Goals 2024
City of Urbandale

**FINANCIALLY STRONG CITY PROVIDING
EXCEPTIONAL MUNICIPAL SERVICES**

**THRIVING INTERCHANGES/CORRIDORS
DEVELOPMENT**

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

**1st CLASS SUBURB –
*GREAT PLACE FOR FAMILIES***

GREAT NEIGHBORHOODS: *OLD AND NEW*

Policy Agenda 2018 – 2019

Targets for Action

City of Urbandale

TOP PRIORITY

★□ **Fire Station Staffing: Direction and Funding**

★□ **Local Option Sales Tax**

√→ **Senior Housing: Policy Direction**

√→ **City Services and Staffing Plan: Direction, Funding**

★□ **Police Patrol Staffing: Direction and Funding**

√→ **Regional Water Supply and Treatment**

HIGH PRIORITY

√→ **100th Development**

★□ **Fire Station 3**

√→ **Regional Collaboration on Municipal Services**

→ **Plum Drive Redevelopment**

→ **Affordable Housing: Policy Direction**

★= Completed/Achieved Milestone

√ = Significant Progress

→ = Continue to 2019 – 2020

Management Agenda 2018 – 2019

Targets for Action

City of Urbandale

TOP PRIORITY

- ★☐ **Police/City Facilities Security**
- ★☐ **Police Chief: Replacement**
- ★☐ **Annexation: Meredith Corridor**

HIGH PRIORITY

- **Downtown Urbandale Neighborhood Association: Engagement**
- ★☐ **Comprehensive Parks/Open Space Plan**
- √→ **Fair Play Agreement: Modifications**
- ★☐ **Building/Fire Code Adoption**

★= Completed/Achieved Milestone √ = Significant Progress → = Continue to 2019 – 2020

Management in Progress 2018 – 2019

City of Urbandale

1. Life Insurance Beneficiaries: Update
2. Strategic Planning: Update
3. Fire Strategic Plan: Development
4. WestCom CAD/RMS System: Refinement
5. Security Software
6. Multi Hazard Plan: Table Top Exercise
7. Disaster Recovery Procedures: Refinement
8. Server Virtualization
9. W-9 Compliance and Database Clean Up
10. Bad Debt Collections
11. Non Union Compensation Structure Alignment RFQ
12. Transition: City Clerk Function
13. Records Management and Scanning: Catch Up
14. Mobile Technology Field Operations: Building Inspection
15. Safety Manual Update
16. Performance Evaluation Tool: Development
17. Fire Records Management Software
18. Property/Evidence Software Management System: Implementation
19. Employee Development Initiatives
20. Wellness Program: Expansion
21. All Hazards Training
22. Business Retention and Expansion: Annual Report
23. FEMA Maps: Update Waterford/157th
24. Snow Removal Technology (Automated Vehicle Locator and Fleet Management)
25. Miracle League Field: Operations/Programming
26. Recreation Programmer
27. American Library Association Project Outcome: Implementation
28. Library Digital Services Expansion
29. Library Offerings: Expansion

Major Projects 2018 – 2019

City of Urbandale

1. Meredith Drive Project (128th to 142nd): Construction
2. Walker Johnston Softball Complex Concession Stand Renovation
3. Waterford Road (156th to 170th): Design
4. LED Upgrades: Annual Report
5. Walnut Creek Trail (156th to Waterford Road): Design
6. Meredith Drive Project (156th to 170th): Design
7. Highway/41/Meredith Interchange Modifications
8. 86th Street Preservation Project: Phase 1
9. Douglas Avenue Urbanization (North Walnut Creek to 100th Street), including Trail
10. Stormwater Maintenance Projects
11. Walnut Creek Regional Park Small Shelter Landscaping
12. Walnut Creek Regional Park Informational Pods on Bob Layton Trail
13. Community Entrance Signs: Phase 1
14. Disc Golf
15. Tree Maintenance – Greenbelt Trail Corridors

City Successes for 2018 – 2019

Mayor and City Council Perspective

City of Urbandale

1. Fire Station 43: Staffing, Agreement with Clive, Collaborating with Clive, 1st City Presence in Dallas County; Improves Response Time; Reduces Insurance Rates
2. Fire Closest Unit Response: 28E Agreement with Clive; Using Technology to Direct Vehicle Response, Reduces Costs of Service; Collaboration with Clive
3. LOSST Election Success: Positive Results; \$6 Million Additional Revenue; “Game Changer”; Options for City of Urbandale; Local Control
4. 100th Interchange: Open; Re-examining Zoning; Improves Traffic Flow Catalyst
5. John Deere Intelligent Solutions Group: Business Development; Potential Future Development; 600 – 800 Employees; City Actions by Staff; Employees Desire to Live in Urbandale; Short commutes – More Family Time
6. Urban Loop Business Development: Re-branding Area; Brochures; John Deere, Pella Technical Support, Aurora Business Park Development
7. Budget and Responsible Tax Rate: Decision, 50% less then Initial Budget Projections; Council – Staff
8. 141 Interchange/Flyover: Connected to 100th Interchange and Meredith Half-Diamond Interchange
9. 86th Paving Project: Improving Condition of Pavement, Minimal Disruption to Community; Leverage through STP Funding
10. Parks/Public Works Facility: Under Construction; Proximity to other Facility
11. Meredith Drive Paving: In Progress, Completed Phases, Opportunities for Residential Development, Coordination with the City of Clive