



City of Urbandale: Strategic Plan - 2018

VISION 2033

URBANDALE 2033 is a:

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

URBANDALE 2033 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 2033

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

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

MANAGEMENT AGENDA 2018

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

MANAGEMENT IN PROGRESS 2018

Life Insurance Beneficiaries: Update	Performance Evaluation Tool: Development
Strategic Planning: Update	Fire Records Management Software
Fire Strategic Plan: Development	Property/Evidence Software Management System: Implementation
WestCom CAD/RMS System: Refinement	Employee Development Initiatives
Security Software	Wellness Program: Expansion
Multi Hazard Plan: Table Top Exercise	All Hazards Training
Disaster Recovery Procedures: Refinement	Business Retention and Expansion: Annual Report
Server Virtualization	FEMA Maps: Update Waterford/157 th
W-9 Compliance and Database Clean Up	Snow Removal Technology (Automated Vehicle Locator and Fleet Management)
Bad Debt Collections	Miracle League Field: Operations/Programming
Non Union Compensation Structure Alignment RFQ	Recreation Programmer
Transition: City Clerk Function	American Library Association Project
Records Management and Scanning: Catch Up	Outcome: Implementation
Mobile Technology Field Operations:	Library Digital Services Expansion
Building Inspection	Library Offerings: Expansion
Safety Manual Update	

MAJOR PROJECTS 2018

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

URBANDALE CITY GOVERNMENT: MISSION

The mission of Urbandale City government is to be a

FINANCIALLY RESPONSIBLE GOVERNMENT

providing

EXCEPTIONAL QUALITY MUNICIPAL SERVICES

which are

RESPONSIVE TO COMMUNITY NEEDS

making Urbandale

A GREAT PLACE TO LIVE.