



# City of Des Moines: Strategic Plan

## VISION 2031

### DES MOINES VISION 2031

DES MOINES 2031 is a  
**VIBRANT CAPITAL CITY – the PRIDE of IOWA**  
 with  
**GREAT NEIGHBORHOODS,**  
**ALIVE DOWNTOWN,**  
 and  
**THRIVING REGIONAL ECONOMY,**  
 and is a  
**RECOGNIZED LEADER IN COMMUNITY**  
**SUSTAINABILITY.**

DES MOINES 2031 has  
**ABUNDANT OPPORTUNITIES FOR LEISURE,**  
 and an  
**EFFECTIVE TRANSPORTATION SYSTEM**  
**CONNECTING THE REGION.**

In 2031, residents and businesses take tremendous  
**PRIDE IN THE DES MOINES COMMUNITY!**

## GOALS 2021

### FINANCIALLY SOUND CITY

### HIGH PERFORMING CITY ORGANIZATION

### SUSTAINABLE COMMUNITY: OUR NEIGHBORHOODS, OUR DOWNTOWN

### UPGRADED CITY INFRASTRUCTURE AND BUILDINGS

### LIVABLE COMMUNITY: EXPANDED LEISURE, ARTS AND CULTURAL OPPORTUNITIES

## POLICY AGENDA 2016 – 2017

### Top Priority

- Local Option Sales Tax
- Economic Development Financial Policies
- Information Technology Upgrade Plan
- Zoning Ordinance
- Citizens’ Sustainability Task Force Renewal
- Public Works and Fleet Relocation

### High Priority

- Riverview Park Improvement
- Police Staffing
- Public Transit
- City Website Redesign
- Relationship to Neighborhood Associations
- Streetscape Master Plans
- Restrooms in Parks

## ACTION AGENDA 2016 – 2017

### Top Priority

- City Hall Project
- Prairie Meadows Revenues: Plan “B”
- Communications Strategic Plan
- Market District Development
- Convention Hotel Development
- Federal Courthouse Location
- Des Moines River Trail, Phase 2

### High Priority

- Walkability Study: Traffic Modeling
- Preparation for Major Incident
- Parking Garages Facility Condition Study
- Younkers Redevelopment
- State Lobbyist Contract
- Legacy Enterprise System
- Social Equity

## DES MOINES CITY GOVERNMENT MISSION

The MISSION of DES MOINES CITY GOVERNMENT  
 is to be  
**FINANCIALLY STRONG**  
 and to provide  
**EXCEPTIONAL MUNICIPAL SERVICES**  
 in a  
**CUSTOMER FRIENDLY MANNER**  
 with an  
**INVOLVED COMMUNITY – RESIDENTS**  
**AND BUSINESSES.**

## MANAGEMENT IN PROGRESS 2016 – 2017

Airport Services Agreement	Mobile Home Park Enforcement
Rock Creek Sewer Title Acceptance Issues	Business Retention and Visitation Program
Risk Management and Asset Protection	Vacant Public Nuisances
Leadership Academy Phase II – Managing and Evaluating Employee Performance	Historic Preservation Plan
Summer Video Productions (18)	Private Property Tow Contract: Update
Supervisor Boot Camp	Housing Service Office Relocation to River Place
Guardian Project	Public Housing Program: Online Application
Employee Self Service (ESS)	Section 8 Housing Assistance Checks
Police Body Cameras: Implementation	Relocate 28 Residents of Elliott Apartments Fire
Fire NEMSIS 34 – e PCR Software Evaluation	Pawnshop Ordinance: Revision
Fire Reporting System	WMA Agreement
Employee Goal Setting/Performance Evaluation System: Tyler – Munis	Sewer System: Additional Televising
Performance Management/Metric Program	Tree Disposal Site: Clean Up and Management
Police In-Car Cameras Update: Installation	Sanitation Collection Routes: Review
Data Storage for In-Car and Body Camera Data and Video	Harriet Street Composting Operational Plans
ERP Work Order System	ERU Audit
Consolidated Deferred Compensation Plan	Levee System Assessment and Evaluation Report – Southeast Des Moines
Fire Training Academy	Levee Penetrations Televising
Police Vehicle Mobile Hotspot	Inspection and Approval of Deduct Water Meters (Lawn Irrigation/Cooling Towers) Policy with Des Moines Water Works
CISS Primary Care Coordination	Comprehensive Pump Station and Generator Maintenance Plan: Development
DMTV Broadcast Equipment Update	Fiber Management in Public Right-of-Way
Fire/Arson Investigation Expansion	Emerald Ash Borer Program (Year 3)
Water Emergency Team (WET): CIP Decision	Organic Recycling Program Feasibility Study and Pilot Project
Network Security Policy	Sewer Inventory Using Lucity EAM Software
Tyler – Munis Data Conversion	Major Equipment Purchases
Police/IT Facility and Workspace Needs Report	NE Fire Station Siting: Land Acquisition
Worksite Wellness Assessment Action Plan	Levee Accreditation Feasibility Study: Completion
Fire Station Study Updates	Project Civic Access: ADA Sidewalk Ramps
Fire Accreditation	Gray's Lake Master Plan: Update Adoption
Health Insurance Review Committee System	P & R Marketing Plan
Online Safety and Compliance Training	Library RFID Anti-Theft Security System
Position and Organizational Review	

## MAJOR PROJECTS 2015 – 2016

Fire Mobile Data Terminals (MDT): Installation	Pump Station I, II, III: Design Construction
Police Station Elevator: Upgrade	Skywalk HVAC and Roof Replacement Projects
Police Station: West Stairs Reconstruction	Four Mile Community Center Remodel: Phase 1
Warehouse Demolition (South of Police Station)	Ewing Park Nature Trail Phase II
Public Housing Units	Neal Smith Trail Renovation
Walnut Streetscape Phase I: 5 <sup>th</sup> and 8 <sup>th</sup>	Stream Bank Stabilization
Roosevelt Cultural District Streetscape	Prospect Park Disc Golf Course
7 <sup>th</sup> and Grand Garage Demolition	Redhead Park Improvements
5 <sup>th</sup> and Walnut Parking Ramp Demolition	Library Isolated Security Camera System
Parking Garage Structural Repairs	Glendale Abbey Restoration
Annual Street Maintenance Program 2017	Allen Park Community Garden
Jackson Street Bridge: Opening 2017	Automated 24/7 Kiosk Library (Ward 4)
WRA Gas Recovery Project	Pioneer Park Road
Yeader Creek Stabilization Project	Golf Course Irrigation Improvements
Leetown Creekway Chanel Improvements	Ewing Park Lilac Arboretum Donor Plaza
City Hall Garage Construction: Opening 2017	Pioneer – Columbus Community Center Remodel
City Hall LED Project	Fairmont Park Playground
Grand Avenue Bridge: Reconstruction	Sheridan Park Sprayground
Reduce Backlog of Dead/Hazardous Tree Removal	Mac Rae Park
WRA Phosphorous Recovery Project	Waveland Golf Course: Hole #1 Dredging
	Glendale Cemetery Stormwater Improvements
	Invasive Species Removal