

“The Government Closest
To The People Serves
The People Best”

—President Thomas Jefferson



State of the City 2017 – 18
Mayor Steven K. Gaer

Quick Facts about West Des Moines



- 64,560 (latest Census estimate)
- 8th largest City
- Located in 4 counties
 - Polk, Dallas, Warren and Madison
- 53.2 square miles
- 60.5 miles of trails (58 of those miles are paved)
- 1,289 acres of parkland
- 57% have a bachelor's or higher (U.S.A. 29%)

Finances

- One of approximately 100 cities in the U.S. with the highest AAA bond rating from S&P & Moody's
- Government Finance Officers Association's *Distinguished Budget Presentation Award* (19th year)
- *Certificate of Excellence* in Financial Reporting (CAFR for the 24th year)
- Highest per capita property valuations
- Fourth highest taxable retail sales (\$1.6 billion)
Jordan Creek Town Center – 24 million customers
 - State Commercial Backfill (\$2.9 million)



Local Option Sales & Services Tax (LOSST)

- 50% of revenue applied to city property tax reduction
- 50% of revenue applied to construction of public parks, sports and recreational facilities and trails, public infrastructure, public safety and public library

Current tax rate: **\$12.00**/\$1,000

Reduction after Dallas County vote: **\$11.79**/\$1,000

Reduction after Polk County vote: **\$11.05**/\$1,000

Revenue estimate: Dallas County: \$2 million

Polk County: \$6.9 million

Parks and Recreation: Five Waters

Raccoon River Greenway

Blue Heron Lake Raccoon River Park

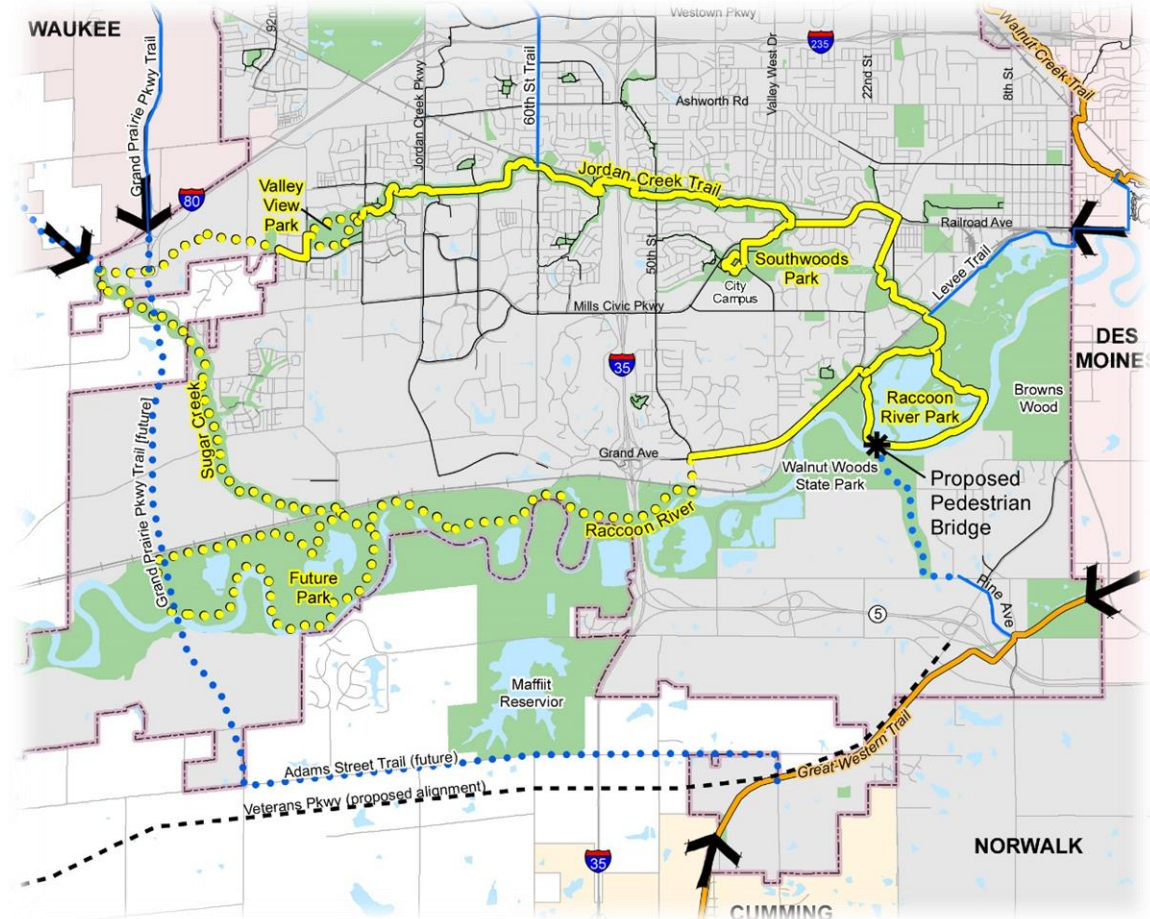
City Campus Pond

Jordan Creek Greenway

Sugar Creek Greenway

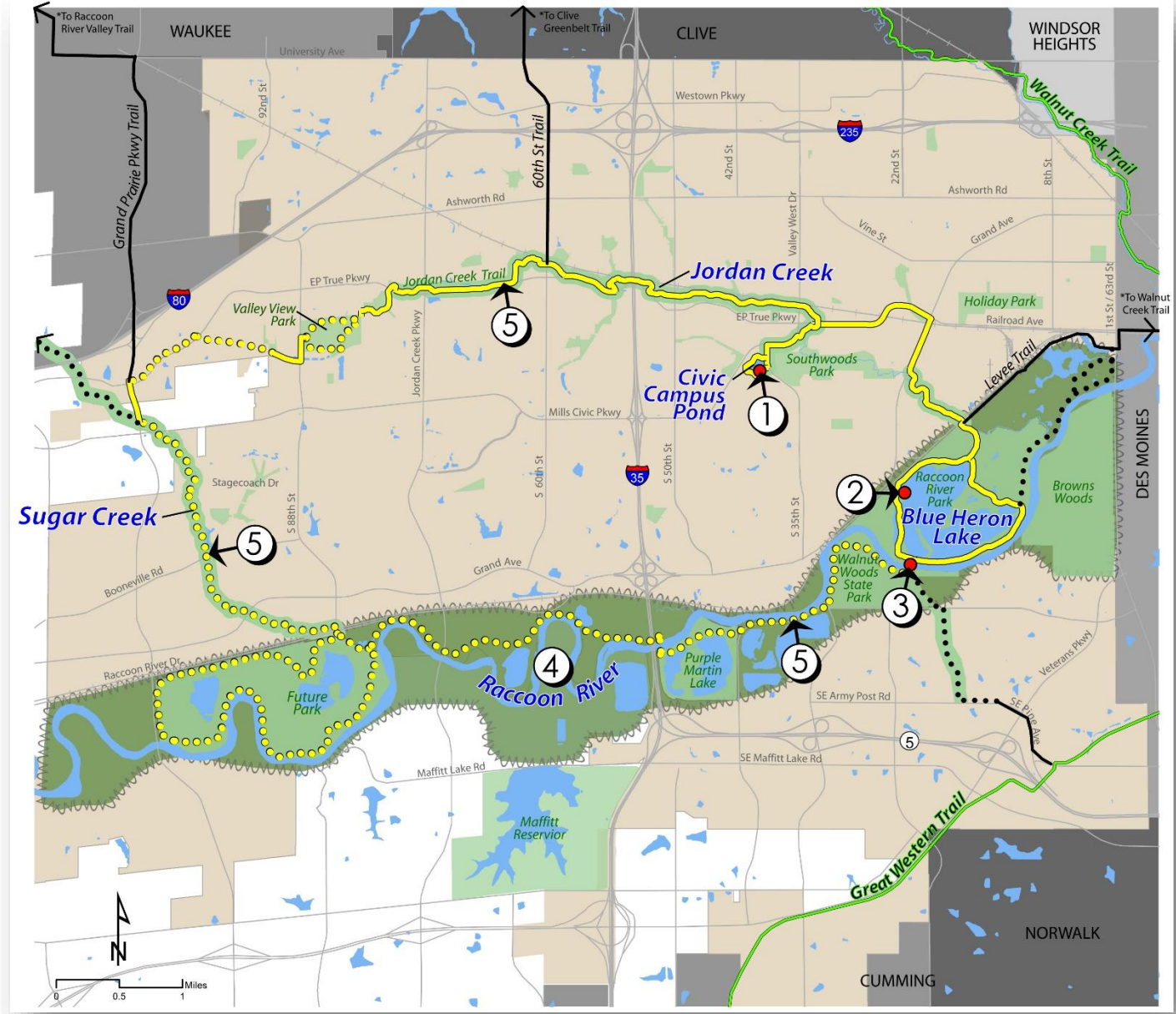
LEGEND

- 27-Mile Trail Loop (Existing | Proposed)
- Regional Trail Connection (Existing | Proposed)
- Regional Trails
- Local Trails
- Green Space (Comprehensive Plan)
- City Limits



Five Waters Project

1. Civic Campus Amphitheater
Boat House
2. Raccoon River Park
Boat House
3. Marathon loop trail
4. Raccoon River Pedestrian
Bridge and Great Western
Trail Connection
5. Raccoon River Greenway
Development



Citizen Survey 2016



- Residents have a **very positive** perception of the City
 - ✓ 92% satisfied with quality of life
 - ✓ 89% are satisfied with overall quality of services
- Satisfaction with City Services is much higher in WDM than other communities
 - ✓ WDM rated above the U.S. average in 47 of 49 areas

2018 — Survey to be completed

Daytime Population:

34,375 Visitors and
Non-Resident
Shoppers

50,485 Non-Resident
Employees

36,734 Residents
Staying in WDM

5,018 Non-Resident
Students

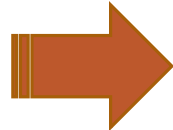
Working in WDM

Creating an employment center ...

- 61,709 jobs (record high)
- Median income: \$60,690
- Daytime population over 126,612

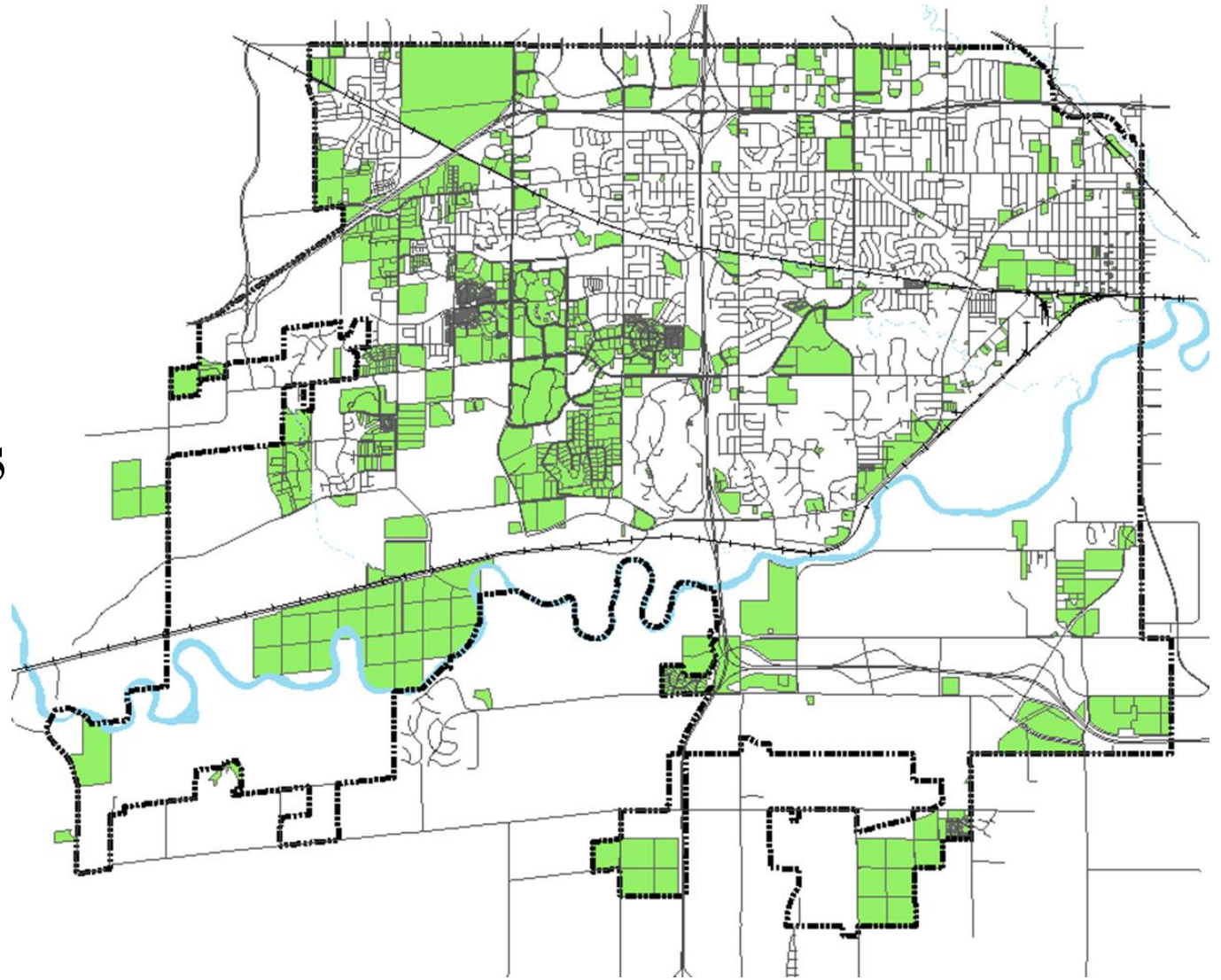
Building Permits

**2016:
A record
year!**



YEAR	VALUATION	VALUATION RANK	BUILDING PERMITS
2008	490,234,000	#2	1241
2009	82,767,000		1060
2010	168,206,809		1140
2011	142,361,134		1025
2012	310,595,751		1092
2013	421,746,147	#5	1242
2014	445,433,824	#3	956
2015	444,323,688	#4	983
2016	1,067,535,149	#1	938
2017	318,067,828	#7	1072
TOTAL:	\$3,891,271,330		

Development
inquiries or physical
site development
over the past 2 years



www.wdm.iowa.gov/residents/maps-gis/interactive-gis

Microsoft Data Centers

Mountain

Total Square Footage: 415,000
Total Property Taxes to be paid annually:
\$1,558,656
Infrastructure built \$10 million

Alluvion

Total Square Footage: 1,166,000
Total Property Taxes to be paid annually:
\$8,129,079
Infrastructure built \$87 million

Osmium

Total Square Footage: 1,700,000
Total Property Taxes to be paid annually:
\$11,327,157
Infrastructure to be built \$118 million

2018-19 FY total overall
property taxes (all funds)
for the entire city:
\$57 million

Total Microsoft Property
Taxes for FY 2024/25:
\$21 million

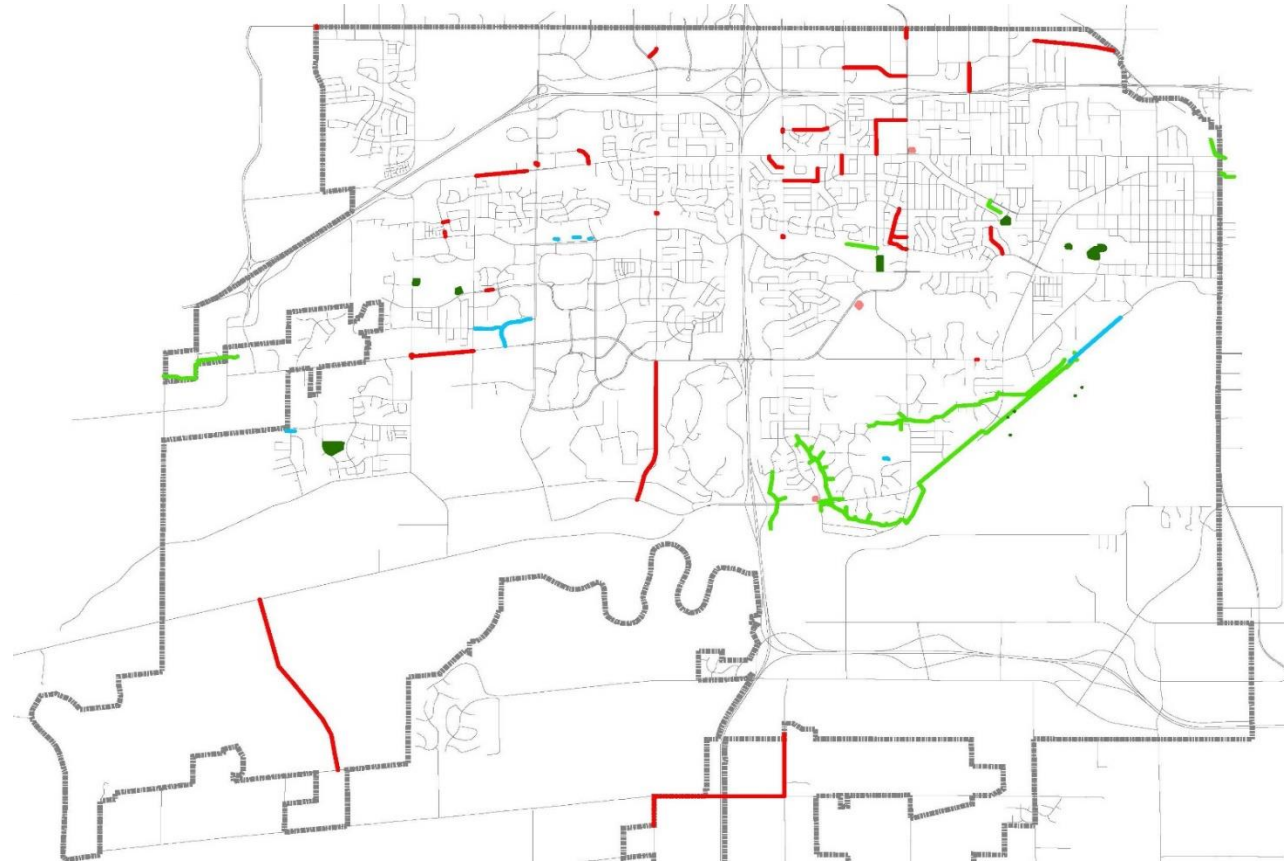
- All three data centers
open up **6,500 acres**
for future development

2017 Construction Projects: \$42,466,668

2018 estimate: \$42 million

Legend

- Facility
- Bridge
- Fiber
- Park
- Pavement
- Road
- Sewer
- Stormwater
- Subdivision
- Trail
- Water



Collaboration (28E agreements)

- Mutual Law Enforcement Assistance (multiple metro cities)
- Animal Control Sheltering Services (Clive, Urbandale & Furry Friends Refuge)
- WestCom (WDM, Clive, Urbandale and now Waukee & Norwalk)
- Polk County: Collection of Delinquent Parking Tickets
- Neighborhood Finance Corporation: Housing Rehabilitation Program
- WDM Schools: WDM Human Services Assistance for Low Income Students

TOTAL NUMBER OF 28E AGREEMENTS: 164

- 2018 Opportunity — Central Iowa Regional Water Production Utility

Traffic Management

Adaptive Traffic Control Systems

Installed at **82 of 118** locations:

- 50th Street & 60th Street
- University Avenue
- Grand Prairie Pkwy Interchange
- Jordan Creek Pkwy
- Mills Civic Pkwy
- Valley West Drive
- 22nd Street and 1st Street
- Grand Avenue Interchange
- East Area – Grand Ave/Railroad/8th Street (Spring 2018)
- Jordan Creek Town Center – EP True Pkwy/68th Street/60th Street (Fall 2018)
- Ashworth Road (Spring 2019)



Traffic Management

On seven of the adaptive traffic control corridors, the before and after travel time studies indicate:

- **18% decrease** in travel time
 - **49% decrease** in stops
 - **47% decrease** in delays
- ✓ 80% of the project cost was funded by the Iowa DOT Clean Air Attainment Program
 - ✓ Iowa Clean Air Attainment Program (ICAAP) funding:
Over \$3 million for \$3.8 million in projects

Public Safety: Police, Fire and EMS

WDM has **all three** (Police, Fire and EMS)
nationally accredited.



Only approximately 7 cities in
the U.S. have this distinction

Human Services Department

- ❖ Only City in Iowa with a Human Services Department (City budget: \$1,062,431)
- ❖ 11,985 volunteer hours
- ❖ Holiday assistance: 625 households
- ❖ 1,207 households accessed the clothing closet and food/personal pantry
- ❖ Over 18,055 rides provided to medical appointments, grocery stores, banks, beauty/barber shops, senior center, etc.
- ❖ Total number of WDM residents helped: 2,624 unduplicated households that contain 7,152 individuals (a 24.7% increase)



Awards and Recognition

- *MONEY Magazine* named West Des Moines the **fourth best place to live in America** among cities with populations from 50,000 – 300,000.
- Ranked as one of the “**Top 100 Places to Live**” in the United States by *Livability.com*.
- Ranked **No. 3** among the “**Top Cities in the County in Which to Retire**” by a report issued by *Bankrate.com*.
- Ranked **No. 2 “Best Small City to Retire”** in the nation by *Movoto.com*.
- Ranked **No. 8** nationally for “**citizen satisfaction**” in a *Gallup-Healthways* survey.
- One of the “**Top Ten Best Small Cities for Education in America**” by *Movoto.com*.
- “**The Best City Government Conducive to Business**” for the **20th year in a row** by the *Des Moines Business Record*.

Awards and Recognition

- *Forbes* named the DM/WDM Metropolitan area the “**#1 Area for Young Professionals**” ages 24-34 who hold a bachelor’s degree or higher.
- The Des Moines-West Des Moines Metropolitan has been ranked **No. 4 in the nation for “Best Metros for Millennial Homebuyers”** by the National Association of Realtors.
- *Policom Corp*, an economic research firm, named the Des Moines-West Des Moines Metropolitan “**No. 1 in Economic Strength**” amongst metropolitan areas.
- The Des Moines-West Des Moines Metropolitan area was named **No. 1 in “Best Medium-Sized Metro Areas for Homeownership”** by the *NerdWallet Finance Blog*.
- The Des Moines-West Des Moines metro area was identified as the “**Best Metro in the Midwest**” and the **No. 8 “Best in the Nation for Young Adults”** by *The Business Journals*.

Strategies

1. Top leaders work together (WestLAB)
2. WDM is financially strong and solvent
3. Quality of life is the North Star
4. Leader in sustainability
5. Double down on technology
6. Develop, retain and attract the world's best workforce

Other planning efforts

- ✓ Strategic Action Plan (City Manager's Office)
- ✓ Comprehensive Plan Update
- ✓ Housing Needs Assessment
- ✓ Updated WDM Economic Development Plan



Citizen involvement

WDM
2036

Visit our website at
www.wdm.iowa.gov

