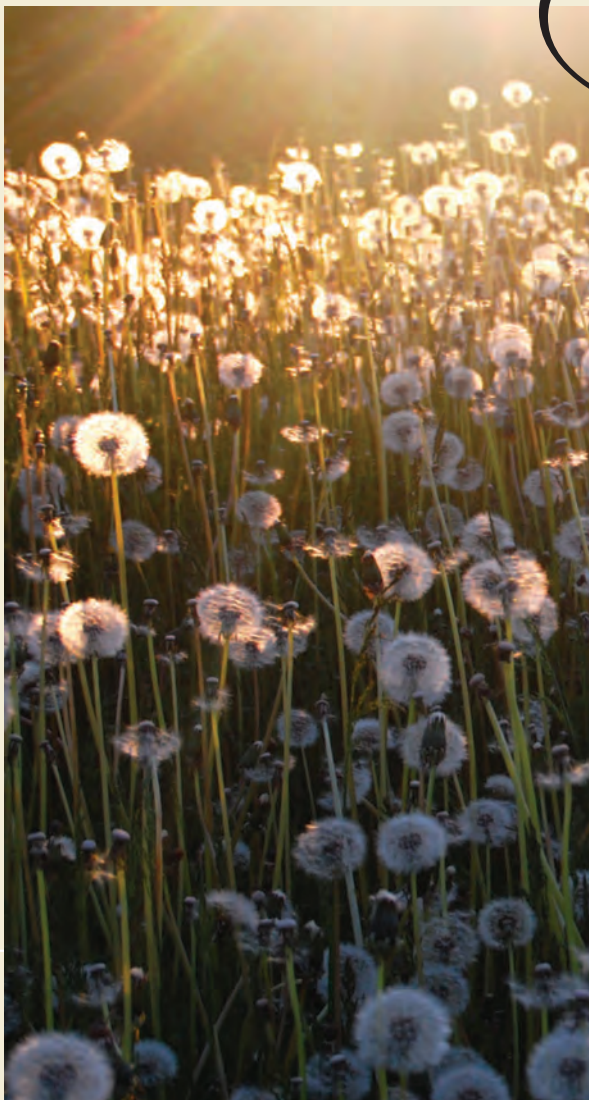
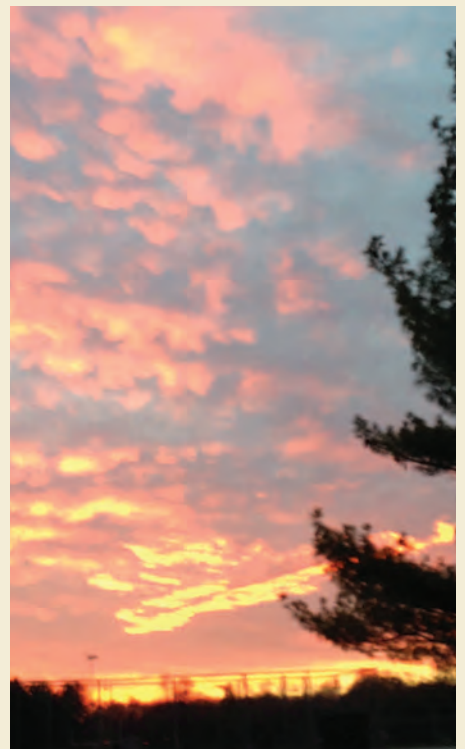


Visioning



balanced
scorecard



VISION WEST DES MOINES

The City of West Des Moines, Iowa has developed the following goals and strategic themes in the Vision West Des Moines plan. City staff has been working on refining the goals initially developed by the City Council in the fall of 2011, these goals were redefined and specific action items were attached to the goals in the fall of 2012. In the fall of 2013 all of the goals and action items were reviewed with the City Council and updated. It was determined that since the last work session that goals had shifted, some corresponding action items were no longer relevant, and that new action items need to be included.

As part of developing Vision West Des Moines, staff has identified accomplishments, positive trends, challenging trends, potential blind spots, keys to success, additional strategic concerns, and adopted operations standards.

Each Action Item was reviewed for current and future status. The Action Items were evaluated using the following criteria.

1. Progress made
2. Incomplete
3. Will be ongoing indefinitely
4. No progress
5. Should be dropped
6. Complete

Preferred Location for Business Development in the Midwest						
1	2	3	4	5	6	ACTION ITEMS
x	x	x				Best Connected City
x					x	Find a Common Identity for the City and Attract More Large Business Employers
x	x	x				Continue to Attract a Young, Diverse, Educated Population
x	x					Attract 5-Star Hotel and Convention Center
x		x				Expansion of Business Incubator and Entrepreneurial Culture
x					x	Celebrate Chow's Gymnastics Achievements
x	x	x				In Conjunction with Valley Junction Historic Foundation, Continue to Promote the City's Historic Business District
x	x	x				Attract More "Marque" Retailers and Tech Businesses Locating in WDM
x		x			x	2,500 New Jobs Created
				x		Build-out of Ponderosa
x					x	Woodland Hills Area Developments

The Leader in Providing Infrastructure for Economic Development and Quality of Life						
1	2	3	4	5	6	ACTION ITEMS
x	x					Master Plan and Initial Improvements (fueling and/or salt storage) at future Public Services Facility.
x	x					Completion of 105th Street/I-80 Interchange and Inter-connecting Roadways
x		x				Maintain Sanitary Sewer Service Charge Rates at a Competitive Level
				x		Investigate feasibility of Municipal Power Distribution System
x	x					Completion of Key Infrastructure to Continue Growth
x	x	x				Plan for Economic Growth Deficiency Map (new)
	x	x				Be a leader in broadband and fiber networks (new)

Exceptional Stewards of Community Resources						
1	2	3	4	5	6	ACTION ITEMS
x	x	x				Initiate/Adapt to New Revenue Sources
x	x	x				Continue Energy Conservation Efforts and Utilization of Renewable Energy
x	x	x				Expand Use of Smart Technology to Improve Efficiency
x	x	x				Creation of a Technology Replacement Fund
x	x	x				Follow Through on Capitol Crossroads Collaboration Emphasis
x					x	Completion of 2015 Special Census
x		x				Utilization of Multi-Year Financial Forecasting
x	x	x				Advocate for Responsible Tax Reform
x	x					Renewed Commitment and Engagement in Quality Initiative
x		x				Maintain a Steady Property Tax Rate

Unmatched Opportunities to Enjoy Life / Changed to "Abundant Opportunities to Enjoy Life"						
1	2	3	4	5	6	ACTION ITEMS
x	x					Strive to Become a Bicycle Friendly Community
				x		Following Polk County's' expected opening of Senior Center by June 30, 2014 pursue similar facilities in other counties
x	x	x				Focus On Creating a Livable Community
x	x	x				Integration of Public Art In Infrastructure and Development Projects
x		x				Identify and Capitalize on a "Cultural Niche"
x						Sustainable Balance of Land Uses
			x			Development of Valley View Park
^			x			Identify and Acquire a Site for a future Community Park

The Safest Community in the Midwest						
1	2	3	4	5	6	ACTION ITEMS
x		x				Maintain and Improve Community Safety
x	x					Siting a Fire/EMS Facility South of the Raccoon River
x	x					24/7 Fire Staffing at Public Safety Station #19
x		x			x	Optimize Police Patrol Operations
x	x					Implementation of a Community-Wide Notification System

Innovative, Creative, Service-Centered Organization						
1	2	3	4	5	6	ACTION ITEMS
x	x	x				Identify Opportunities and Constraints in Re- development of Commercial Corridors
x		x				Continue to Leverage Programs to Meet Low Income Housing Needs

The Highest Educated Workforce in the Midwest						
1	2	3	4	5	6	ACTION ITEMS
x	x					Enhance 4-Year Degree and Technical Training Opportunities
x					x	I.T. Academy at DMACC West
x		x				Opportunities for Youth to Be Mentored By Local Leaders