



# City of West Des Moines Information

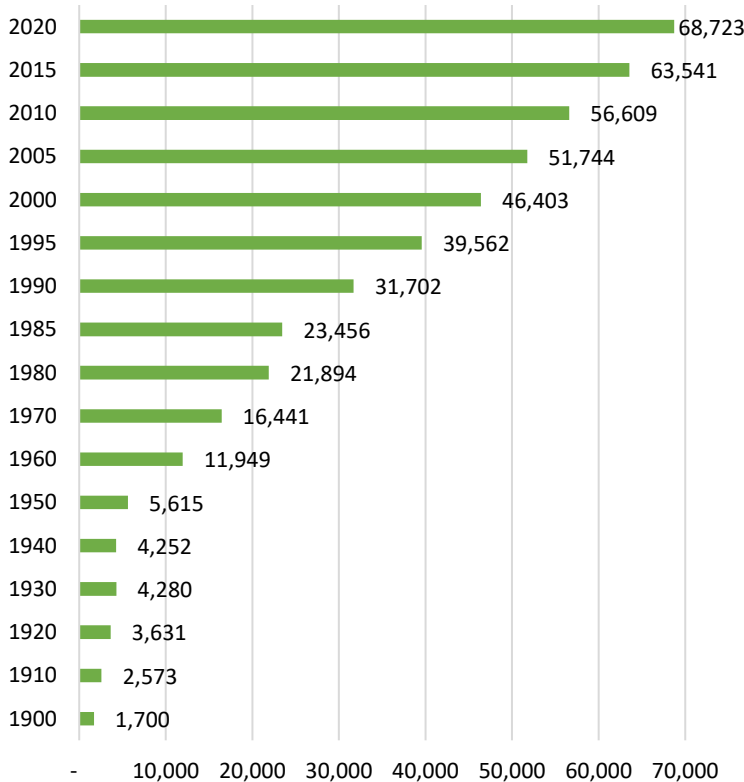
**Description of the Community**

The City of West Des Moines is located in central Iowa at the crossroads of two of America’s major cross-country interstates (I-35 and I-80) and is part of Polk, Dallas, Warren, and Madison counties. The City of West Des Moines is adjacent to the western boundary of the City of Des Moines, the capital of Iowa.

The City of West Des Moines was incorporated on October 9, 1893. From its inception the City of West Des Moines had endeavored to provide the best possible services to its citizens. The city has been recognized by several national publications and a metro-wide publication as a great place to live and conduct business. It has grown from an 1893 railroad town known as Valley Junction with a population of 500 to a hub of commerce and premier living.



**Historical Population**



**Population by Age Group**

Under 5 Years.....	4.62%
5 to 14 Years.....	1.181%
15 to 24 Years.....	10.22%
25 to 34 Years.....	16.06%
35 to 44 Years.....	14.80%
45 to 54 Years.....	12.81%
55 to 64 Years.....	13.79%
65 to 74 Years.....	8.90%
75 to 84 Years.....	3.89%
85 Years and Older.....	3.10%

**Racial Diversity**

White.....	79.89%
Hispanic or Latino.....	5.15%
Black or African American..	1.55%
Asian Indian.....	4.44%
Chinese.....	1.55%
Filipino.....	0.52%
Korean.....	0.81%
Vietnamese.....	0.72%
Other Asian.....	2.55%
Some Other Race.....	1.21%
Two or More Races.....	1.61%

**Gender**

Male.....	49.10%
Female.....	50.90%

**Government**

The city is governed under a Mayor-Council form of government which provides, by ordinance, for a City Manager to be appointed by the Council to serve as the chief administrative officer for the city. The mayor and the five council members are elected to four-year terms, with the mayor's and three Council Members expiring at the same time. The remaining two council members' terms expire two years later, thus ensuring continuity of experienced members. The mayor and two council members are elected at-large, while the other three council members are elected by ward.

The city staff is organized into seventeen departments. These departments, in cooperation with the offices of the City Manager, Finance, and City Attorney, carry out the policy of the City Council and the business of the City. The Municipal Library and West Des Moines Water Works are administered by separate boards.

**Business**

The rapidly growing community of West Des Moines recognizes the importance of quality of life which includes improvements in human development, education, health environmental sustainability, as well as recreational amenities and social infrastructure. The city offers a wide variety of employment opportunities from retail to office to industrial. West Des Moines is an attractive place to live for all types of people from young adults to empty nesters. So many choices for working, dining, shopping, and living is certainly part of the appeal of West Des Moines.

**Principal Property Taxpayers:**

<b>Taxpayer</b>	<b>Taxable Valuation</b>	<b>% of Total City Taxable Valuation</b>
Microsoft Corporation	\$558,765,269	8.29%
Wells Fargo Home Mortgage Inc.	\$206,668,683	3.07%
GPG Jordan Creek LLC	\$153,176,040	2.27%
MidAmerican Energy Company	\$66,365,046	0.98%
Aviva Real Property Holdings LLC	\$49,500,000	0.73%
Midland National Life Insurance Company	\$49,500,000	0.73%
IFBF Property Management	\$48,303,270	0.72%
Regency West Office Partners LLC	\$41,481,000	0.62%
Jordan Creek Town Center LLC	\$39,685,068	0.59%
LOJA WTP LLC	\$36,331,146	0.54%

Source: Polk, Dallas, Warren, and Madison County Assessor's Offices

The City’s major employers include Wells Fargo, UnityPoint, Hy-Vee, Athene USA Corporation, FBL Financial Group Inc., Sammons Financial Group, Hy-Vee Incorporated, American Equity Investment Life Holding Company, The Iowa Clinic, ITA Group Inc., and GuideOne Insurance. West Des Moines has also become a hub for data centers, Microsoft has located two data centers in West Des Moines and is currently constructing three additional data centers within the city.

**Principal Employers**

<b>Employer</b>	<b>Scope of Business</b>	<b># of Employees</b>
Wells Fargo Home Mortgage & Card Services	Financial Services	9,763
UnityPoint	Healthcare	8,026*
Hy-Vee Inc.	Grocery & Drug Stores	6,400*
Mercy Medical Center	Healthcare	4,276**
Athene	Financial Services	1,300
West Des Moines Community School District	Education	1,266
HomeServices of Iowa	Real Estate	1,100
FBL Financial Group, Inc.	Insurance / Investments	1,037
The Iowa Clinic	Healthcare	921
American Equity Investment	Annuity Products	763
Sammons Financial Group	Life Insurance / Annuities / Securities	595
Businessolver	Benefits Technology	595
Guideone Insurance Company	Insurance	550
Aureon	Business Solutions / Recruiting	500
ITA Group	Customer Loyalty Solution	400
Windsor Windows & Doors	Window & Door Products	400

Source: Bond Offering Statement prepared by independent financial advisor and West Des Moines Community & Economic Development Department

\*Includes all greater Des Moines area employees including the headquarters located within the city.

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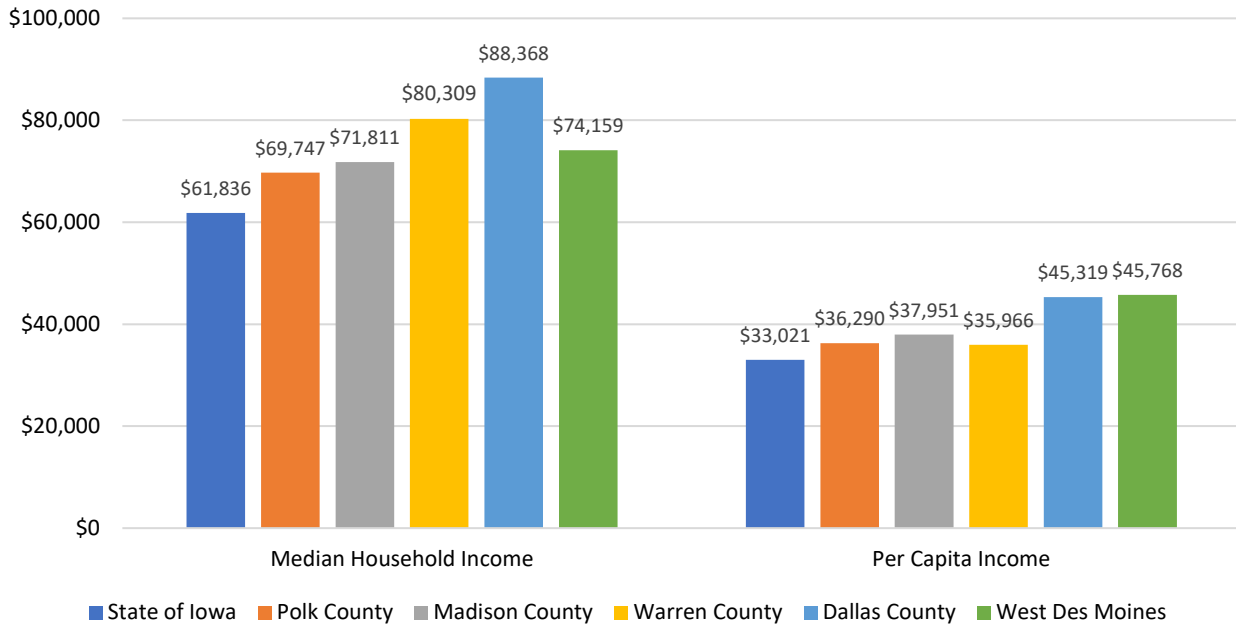
**Retail Sector**

The stores and restaurants in the City of West Des Moines are regional attractions. Historic Valley Junction, the City’s original downtown, features fine locally owned shops and restaurants in a beautiful “old Americana” environment. In contrast, several modern shopping centers, including regional malls, feature nationally known stores of every type.

<b>Fiscal Year</b>	<b>Retail Taxable Sales</b>	<b>% of Total State Taxable Sales</b>
2011-12	\$1,700,406,372	4.92%
2012-13	\$1,636,714,660	4.70%
2013-14	\$1,647,831,070	4.60%
2014-15	\$1,723,946,833	4.59%
2015-16	\$1,768,926,175	4.60%
2016-17	\$1,796,7201,83	4.61%
2017-18	\$1,750,840,994	4.45%
2018-19	\$1,807,157,089	4.50%
2019-20	\$1,675,567,036	4.19%
2020-21	\$1,805,998,792	4.14%

Source: Iowa Department of Revenue – Iowa Retail Sales & Use Tax Report

**Income**

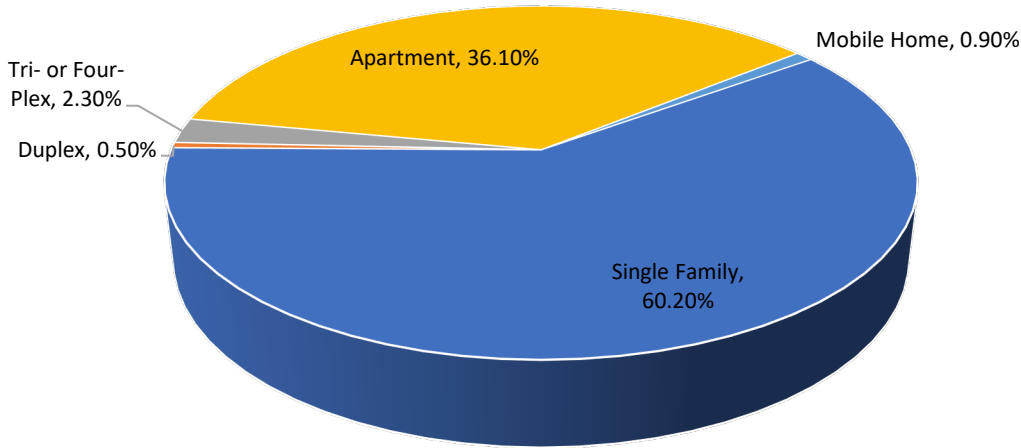


Source: U.S. Census Bureau

***Housing***

Housing options range from apartments to upscale townhomes and historic areas to new developments featuring every amenity. West Des Moines has over 30,000 housing units; sixty-five percent of which are owner-occupied, and thirty-five percent are renter-occupied. The median value of owner-occupied housing unit is \$228,300 and the median gross rent is \$1,058 per the U.S. Census Bureau.

**Housing Units by Type**



***Education***

The City of West Des Moines overlaps six different public-school districts that are not under the authority of the City. The majority of West Des Moines residents are served by the West Des Moines Community School District, (approximately 9,000 students) and the Waukee Community School District (more than 12,500 students).

***Public School Districts***

- West Des Moines Community School District
- Waukee Community School District
- Des Moines Independent School District
- Norwalk Community School District
- Van Meter Community School District
- Winterset Community School District

Public Education Facilities in WDM	
Elementary	9
Middle School	1
Ninth Grade School	1
High School	1

***Higher Education***

Des Moines Area Community College (DMACC) - West Campus, Simpson College, Upper Iowa University, and Viterbo University provide higher education options within the community. Des Moines University, a medical and health sciences institution is in the process of constructing a new campus in West Des Moines that is scheduled to open in the Fall of 2023. Other higher education institutions within the area include Drake University, Faith Baptist College, Grand View University, Iowa State University, Mercy College of Health Sciences, and William Penn University

**Communications**

The City of West Des Moines communicates with residents, businesses, and media through a variety of mediums, including:

**Public Meetings** – Find upcoming public meeting on the City Calendar at [www.wdm.iowa.gov/i-want-to/view/city-calendar](http://www.wdm.iowa.gov/i-want-to/view/city-calendar)

**Email** – Staff email addresses can be found at [www.wdm.iowa.gov/government/contact-us](http://www.wdm.iowa.gov/government/contact-us)

**Phone** – For general information please contact (515) 222-3600 and staff phone numbers can be found at [www.wdm.iowa.gov/government/contact-us](http://www.wdm.iowa.gov/government/contact-us)

**In Person** – Staff is located at City Hall, the Library, the Law Enforcement Center, Public Safety Stations, the Public Services facility and Human Services.

**Website** – The City's website [www.wdm.iowa.gov](http://www.wdm.iowa.gov) is the primary medium of communication with the public. The website includes an Online Service Desk that allows West Des Moines Citizens to report non-emergency related issues to the City via the web or by mobile device.

**eUpdates** – Stay informed of City news by receiving email notifications for event posting, meeting notices, news and more by subscribing to eUpdates at [www.wdm.iowa.gov/i-want-to/register-or-enroll/for-eupdates](http://www.wdm.iowa.gov/i-want-to/register-or-enroll/for-eupdates)

**WDM Magazine** – The WDM Magazine is directly mailed to every business and home in West Des Moines. Copies are also available in several City of West Des Moines facilities. Published three times per year in April, August, and November, residents can keep an issue for months to refer to programming information for the WDM Library, Parks and Recreation, and events and festivities taking place in West Des Moines. Find the current issue and prior issues at [www.wdm.iowa.gov/government/city-manager/publications-reports/wdm-magazine](http://www.wdm.iowa.gov/government/city-manager/publications-reports/wdm-magazine)

**WDM eNewsletter** – A monthly e-newsletter that provides information about City events and activities for our residents. Find current and prior WDM eNewsletters at [www.wdm.iowa.gov/government/city-manager/publications-reports/wdm-eneews](http://www.wdm.iowa.gov/government/city-manager/publications-reports/wdm-eneews)

**Social Media** – The City of West Des Moines and several departments make use of many social media sites such as Facebook, Twitter and Pinterest to communicate with interested residents.

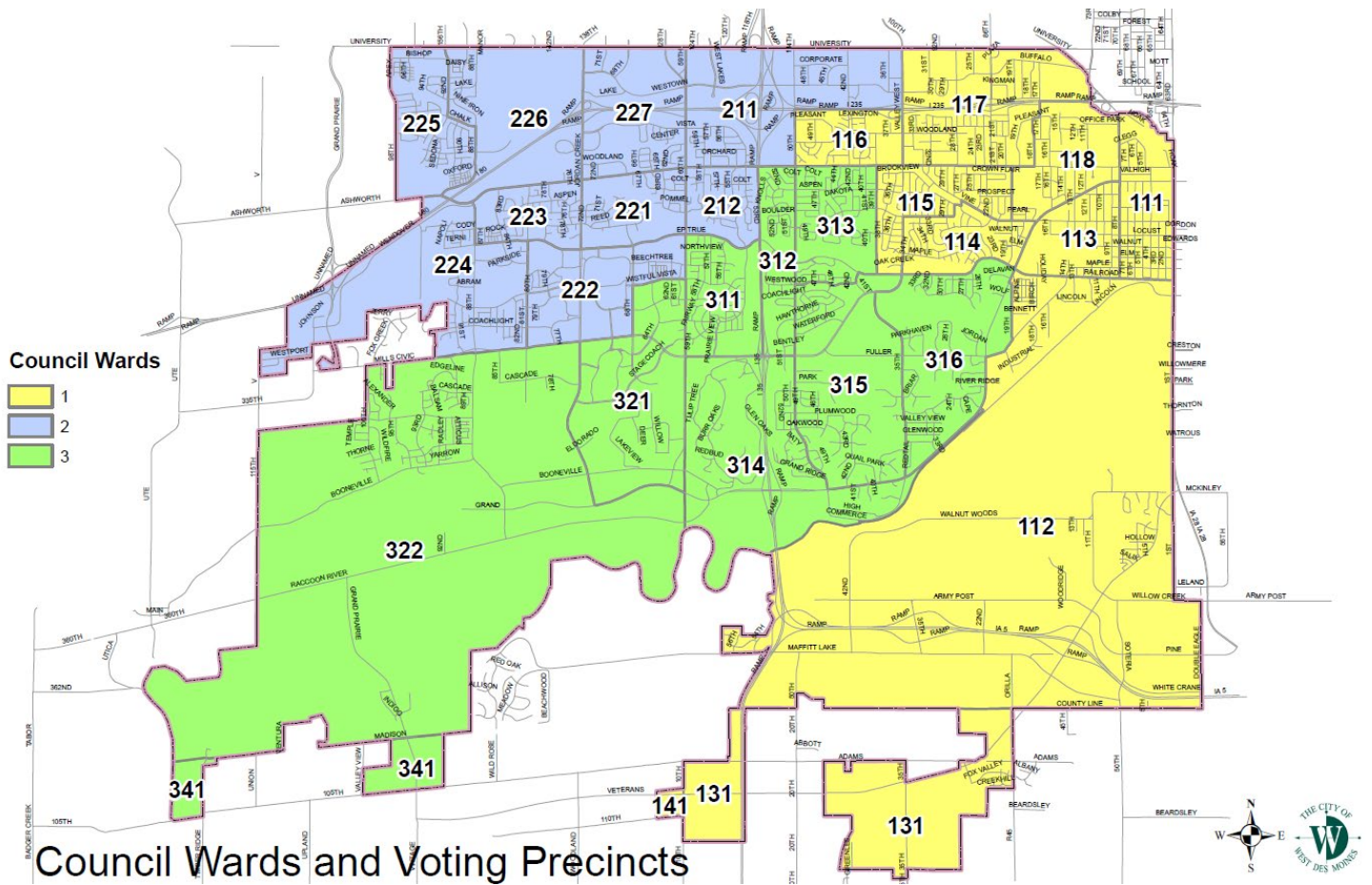
- Facebook – [www.facebook.com/cityofwdm/](http://www.facebook.com/cityofwdm/)
- Twitter – [www.twitter.com/cityofwdm](http://www.twitter.com/cityofwdm)

**Public Access Channel** – Cable channel 7 & 96-5, digital channel 86 and HD channel 777 is available to all West Des Moines Mediacom customers.

**YouTube** – [www.youtube.com/channel/UCJQUvUGehwT2YPwGiDsHirQ](http://www.youtube.com/channel/UCJQUvUGehwT2YPwGiDsHirQ)

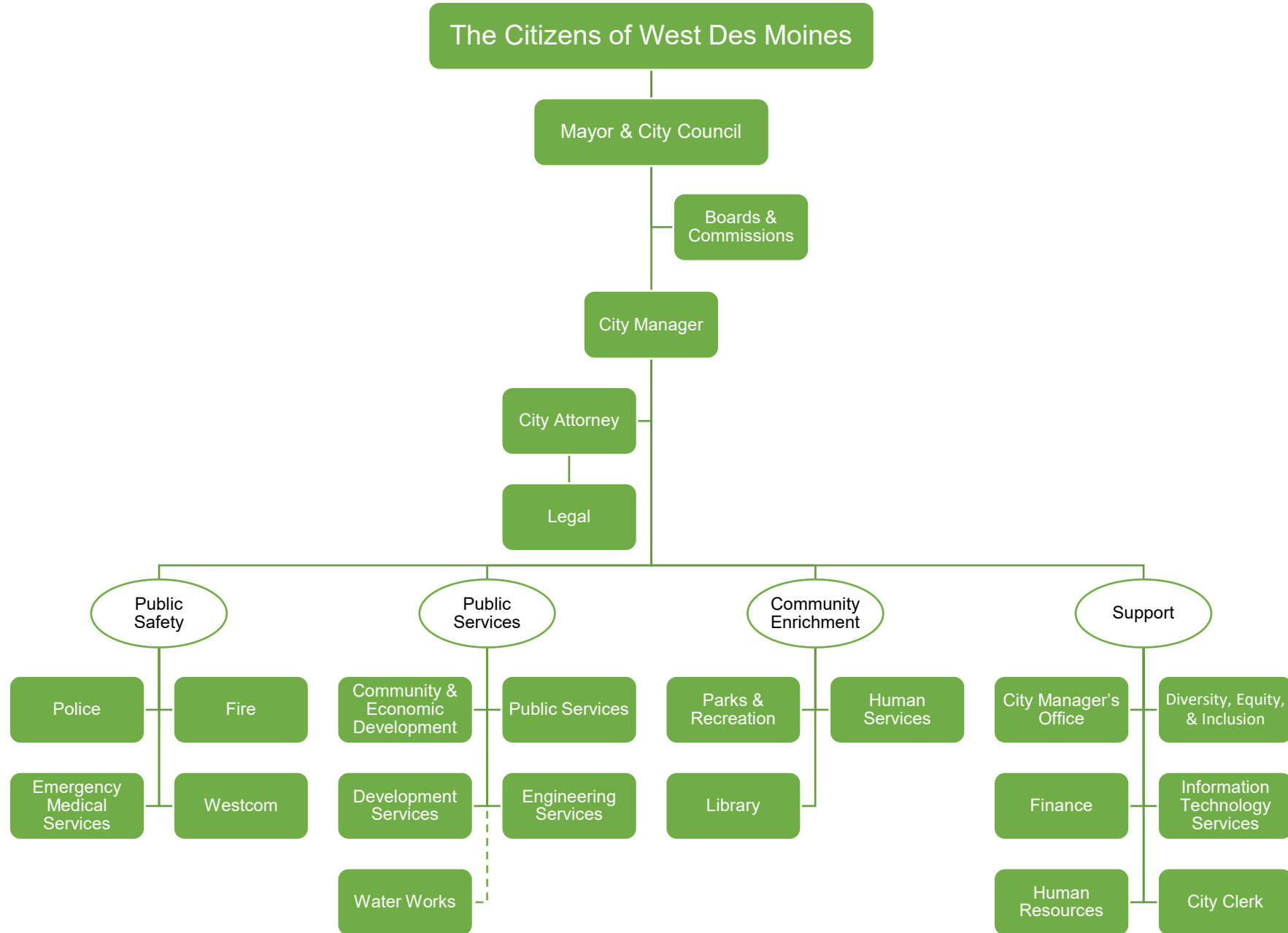
**Financial Transparency** – The City of West Des Moines has partnered with Tyler Technologies to develop a financial transparency portal which makes accessing public information much more practical and efficient. <https://westdesmoines.finance.socrata.com/#!/dashboard>

City of West Des Moines Corporate Boundaries with Council Wards and Precincts  
Based on 2020 Census, Adopted December 6, 2021





# The City of West Des Moines Organizational Chart



### Boards & Commissions

The City of West Des Moines has established a variety of boards and commissions which give residents an opportunity to use their skills to benefit our community. Service on a board or commission allows dedicated individuals to provide input on the policies that shape their government and their city. There are currently 11 boards and commissions that advise the mayor and city council on a variety of issues. Most are appointed by the mayor with the approval of the city council.

Membership on a board or commission is beneficial to those who serve as well. Members meet other West Des Moines residents with parallel interests, learn about the city and its processes, and help mold the future West Des Moines. Being on a board or commission entails a significant commitment of time and energy.

**Bicycle Advisory Commission** – This commission consists of seven members, five of whom must reside within the City of West Des Moines. This commission is charged with advising the city on implementation of the City's Bicycle Master Plan.

**Board of Adjustment** – This five-member board is able, by State Code, to make special exceptions from the Zoning Ordinance.

**Civil Service Commission** – This three-member commission is a special tribunal created under the Code of Iowa charged to provide a harmonious and efficient public service which will protect the interests of the City of West Des Moines and its employees.

**Human Rights Commission** – The seven-member commission promotes education against discriminatory actions in the areas of employment, housing, public accommodations or services, education, and credit.

**Human Services Board** – The fifteen-member board establishes regulation, procedures and policies designated to effectively carry out the department's mission of "providing opportunities to individuals to improve and enhance the quality of life through the programs and services available with the goal of self-sufficiency."

**Library Board of Trustees** – The seven-member board supervises several components of library operations including library purchases, making and adopting rules and regulations, and accepting gifts.

**Parks & Recreation Advisory Board** – This seven-member board makes recommendations of park development, park property, park maintenance, fees and charges, and grant applications. It provides input on budget preparation and marketing efforts.

**Planning & Zoning Commission** – This seven-member commission's main task is to conduct thorough reviews of development proposals to ensure consistency with the community's established land use patterns and development standards.

**Public Arts Advisory Commission** – This seven-member commission is to review and make recommendations to the City Council regarding the selection and installation of public art throughout the city.

**Sister Cities Commission** – This seven-member commission promotes educational and cultural exchanges between institutions, businesses, and citizens of West Des Moines and their counterpart in other similar cities in foreign nations.

**Water Works Board of Trustees** – This five-member board has the ability to exercise all powers of a city in relation to the water utility excluding taxes, ordinances, bonds and title to property.

The City of West Des Moines 2020 Community Survey was conducted by ETC Institute and the results were presented on September 21, 2020. The next community survey will be conducted in Spring/Summer of 2022.

**Purpose**

- To objectively assess resident satisfaction with the delivery of City services
- To measure trends from previous surveys
- To compare the City's performance to other communities
- To help determine priorities for the community

**Methodology**

- By mail and online
- Each survey took approximately 15-20 minutes to complete
- Goal: 400 surveys
- Actual: 504 survey
- Confidence level: 95%
- Margin of error: +/- 4.3% overall

**Findings**

- Residents Have a Very Positive Perception of the City
  - 92% are satisfied with the quality of life in the City; only 1% are dissatisfied
  - 90% are satisfied with the overall quality of services provided by the City; only 1% are dissatisfied
- Satisfaction with City Services is Much Higher in West Des Moines Than Other communities
  - The City rated 42% above the U.S. Average in the overall quality of City services
  - The City rated above the U.S. Average in all 51 areas that were compared
- Overall Priorities for Improvement Over the Next 2 years:
  - Overall quality of the City streets system
  - Flow of traffic and congestion management

**Trends**

- Most Notable Increases Since 2018
  - The City's youth recreation programs
  - Variety of payment options available
  - Quality of emergency medical services
  - How quickly emergency medical services respond
  - The number of City parks
- Most Notable Decreases Since 2018
  - Quality of business growth
  - Attractiveness of commercial development
  - Maintenance of City buildings and facilities

**Other Findings**

- Initiatives most important for the City's police department to emphasize
  - Additional residential patrolling by officers (50%)
  - Neighborhood watch or business watch (43%)
  - Additional police problem solving in neighborhoods (40%)
- Sources residents have used during the past year to get information about the City
  - WDM Magazine (82%)
  - City website (69%)
  - City Facebook page (25%)

- Which one of the following is needed most in your neighborhood?
  - High-speed internet (31%)
  - Street maintenance (15%)
  - More enforcement of property maintenance codes (13%)
  - More enforcement of traffic laws (12%)
- Benefits of economic development that are most important to residents
  - Better lifestyle amenities (35%)
  - More jobs in the region (30%)
  - New companies opening in the region (28%)
  - Higher standard of living for citizens (23%)
- Types of employers or businesses residents would like to see expended or located in West Des Moines
  - Biotechnology and scientific research (42%)
  - Software development (39%)
  - Healthcare (36%)
  - Retail (33%)
  - Tourism and hospitality (32%)
  - Finance and insurance services (30%)

