



OUTREACH + ENGAGEMENT



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OUTREACH + ENGAGEMENT

Introduction

OVERVIEW

Connect2Create was initiated by the City of West Des Moines to create a blueprint or road map for the city's current and future social, civic, economic, transportation, and land use needs over the next 20 years. It includes two distinct, but inter-related efforts: 1) an update to the City's Comprehensive Plan; and 2) identification of community values. Connect2Create began as way to reach out to the community to understand the City's role in developing and planning for our future and ended up becoming the start of ongoing conversations and relationship building with many segments of the community. This community engagement document summarizes the comprehensive engagement strategy that encouraged citizen involvement and addressed the varying community desires.

THE COMMUNITY ENGAGEMENT WAS DESIGNED TO:

- *Involve a range of approaches to meet the diverse needs of individuals and community members*
- *Convey to community members and other stakeholders how they can most effectively contribute at each stage of the Connect2Create process*
- *Provide opportunities to increase awareness of the comprehensive plan as a critical planning tool for the city*
- *Convey points of overlap between the comprehensive plan and the varying work each City department performs*
- *Build a common understanding of on-going long-range planning in the community*



Caption

ENGAGEMENT HISTORY

The City of West Des Moines places a high value on the involvement and engagement of our citizens. Local government has the advantage of being closest to the people it serves. The City did not have a defined community engagement strategy when we first started the Comprehensive Plan outreach, therefore, the concept of active engagement required the City to innovate and evolve in how it engaged its citizens. Demographic changes, especially the increasing diversification of the population, require the city to develop new approaches to citizen engagement to ensure broad participation by West Des Moines' residents. In addition, changes in communication technology have allowed, and even required, the city to offer new avenues for engagement. Finally, changes to the built environment and the city's infrastructure are constantly evolving and continually require citizen input.

In order to get to a point where the Comprehensive Plan Team could say it was "Our City. Your Future. One Plan." we knew we needed to go into the community and find out what would create a Comprehensive Plan that worked for all. The public input process was structured in such a way to remove as many barriers to participation as possible and ensure community members' voices were heard. We wanted to build on the City's unique history arising from Valley Junction and the unique oral histories that we have heard over the outreach. We wanted to tell the story of West Des Moines through our engagement and outreach effort, which you'll see throughout this document.



OUTREACH + ENGAGEMENT

ENGAGEMENT GOALS



Meaningful and Authentic Dialogue

Ensure any dialogue with the community was meaningful, that they understood that their voice mattered, and wanted to demonstrate how their input would be used in the final document.



Inclusive Representation

Took a constant look at the people in the room and at the table and asked if they were the most inclusive representation of our community. We often brought in different stakeholders and community members when we identified representation that wasn't inclusive.



Educate the Community

Take the opportunity to educate the public on why a Comprehensive Plan is important, and why their voice mattered.



Build Capacity

Show the community how their collective voice creates the ability to build relationships with each other and the community.



Make Impactful Contributions

Demonstrate how any input would impact the final plan and the comprehensive plan process, which we demonstrated consistently by being adaptable.



Empower Experience

Empower community members to be more active and to take a strong role in the future for West Des Moines.



Effectively-Use Resources

Demonstrate how a community could use the resources we have to achieve outcomes.



Continuously Apply An Equity Lens

Applied an equity lens, looking at how each member of the community would be impacted by a decision, data point, or input.



“
We understood
that everyone’s
perspective
was valuable –
whether they
lived, worked,
played, or visited

West Des Moines City Staff

We ❤️ WDM!- West Des Moines Farmers Market

LET’S START BY SAYING: PEOPLE LOVE WEST DES MOINES!

People LOVE West Des Moines. And what’s not to love? From the Raccoon River Greenway Corridor to Valley Junction, to the Jordan Creek Town Center, our community really does have it all! West Des Moines residents told us over and over again how much they loved their community. We heard personal stories that unraveled and solidified the history of our community. We heard corporate stories of why and how they came to be in West Des Moines. We heard local narratives about Valley Junction and the role its history has played in the making of West Des Moines. We heard that our residents, our stakeholders, and our visitors live, work, play, and visit in West Des Moines because of the high quality of life.

WHAT YOU KNOW AND DON'T KNOW ABOUT OUR PROCESS

Promoting citizen engagement in the diverse community of West Des Moines required a variety of approaches and strategies. We started by assessing the level of community engagement that currently existed and created a framework to ensure equitable and inclusive outreach. We then identified residents, neighborhoods, and stakeholders and began soliciting input. We collaborated with both trusted community partners, and partners where the relationship with the City was just forming. We identified champions and messengers of the Comprehensive Plan outreach and leveraged their influence to reach even further into the community. We understood that everyone's perspective was valuable – whether they lived, worked, played, or visited West Des Moines.

We then designed a multi-faceted, multi-medium strategy to reach as many community members as possible. We evaluated our outreach, identified which goals we made and which we missed. We analyzed whether our commitment to the public was met – whether we informed, consulted, involved, collaborated, or empowered community members. We identified gaps in our outreach and went back out to close those gaps.

After two months of driving interest in the Comprehensive Plan and educating the public on what a comprehensive plan is, we structured our community engagement around eight (8) topical outreach categories, aligning both our in-person and digital platforms in this format. We understood that we would need a combination of both in-person formats, as well as a robust digital engagement strategy. We worked to execute both simultaneously. The eight topics designed for outreach were:



WE HELD COMMUNITY CONVERSATIONS WITH KEY COMMUNITY PARTNERS AND MEMBERS.

The City re-activated the Quality of Life Council for 6 meetings and used the skills of our facilitator Teva Dawson to hold focused topic-based conversations. Discussions were centered around the City's role in visioning for key elements for the future. The Quality of Life Committee provided the initial guidance for our Comprehensive Plan outreach and helped us to identify the structure of it going forward.

The purpose of these meeting was to gain an understanding of what a Comprehensive Plan is, how it is accomplished, and the impacts it has on the future of our community. The meetings provided staff guidance on what values to consider when considering topics such as, Housing & Transportation, Distinctiveness, Environmental Resilience, Business & Workforce Attraction and Land Use as viewed through a quality of life lens.



Pumpkin Walk - West Des Moines



Focus Group - CREW Realtors Group Discussion

COMMUNICATIONS STRATEGY

Digital

The web and social media is changing how cities inform citizens—allowing instant dissemination of complex information to anyone with an Internet connection. It has also transformed interactions with citizens and how input is collected. The City has an e-notify system, communicates with the public via Facebook, Twitter and Nextdoor, and offers a variety of City services on-line, including the Comprehensive Plan project website at OurWDM.com.

In-Person

As much as the digital world is changing the way we communicate and reach our community, we knew there would be a segment of the population that still engages best face-to-face. We designed focus groups, public outreach events, stakeholder collaborations, and in-person mediums to reach these segments of the population.

OUTREACH + ENGAGEMENT

Connect

MEETING YOU WHERE YOU ARE AT

We knew we needed to meet people where they are at, coming to them instead of making them come to us. The kickoff to the formal outreach strategy was at the City's Illumifest Festival. The Comprehensive Plan Team gave away over 3,675 items of swag items, exhilarating adults and youth alike with everything from lanyards, project cards, totes, tech tattoos, branded candy, glow sticks, pens, to "I love WDM tattoos". When we asked, "I would love to see ____ in WDM". We heard people want a Children's Museum, more indoor pools, Dave & Busters, splash pads, a film festival, and 113 other unique ideas!

The Parks & Recreation Ice Cream Socials continued the outreach process by asking what West Des Moines has (great swimming pools, great parks, lots of diversity, and good schools), what West Des Moines needs (better water, vocational educational center, splash pads) and what is my favorite place in West Des Moines (Valley Junction, Raccoon River Park, Mahalo's Donuts).

We spent three beautiful evenings at the Valley Junction Farmer's Market having conversations with vendors, residents, and visitors from around the metro. We heard that people want to see a Steak N Shake in WDM, more outdoor events, active programming, and more festivals, and more outdoor ice-skating facilities. We also heard that walkability matters to people, and that the average person is thinking about storm water management and accessibility.

The Team continued with additional pop up events such as, the Valley High School Activity Fair, the Fire Department Pancake Breakfast, Valley High School Golf in the Halls, and the Valley Junction Pumpkin walk asking the question:

"I would love to see ____ in WDM?"

Students stated they'd like to see more communication and respect from the City, better public transportation options, and youth organizations where youth can go to feel safe. We heard more winter activities, more outdoor movies in the park, more social and volunteer opportunities, and Steak and Shake.

Residents told us that they would like to see businesses like Dave and Busters, Ikea, taco trucks, and ice cream trucks in our community. They also let us know that they see value in having more police, more family friendly events, adult events like singles meeting singles, umbrellas and shades installed at parks, more right turning lanes, more local shops in

Illumifest Kick Off Event Stats

Items Given Away

3,675

Comp Plan Swag

Lanyards, project cards, totes,
tech tattoos, branded candy,
glow sticks, pens

A few of the Ideas

- Children's Museum
- More Indoor Pools
- More Restaurants
- More Festivals
- More Outdoor Events
- ADA Accessibility

Additional Ideas

113



neighborhoods, better bike trail signage to connect trails, rentable bikes along trails, more public art, a Top Golf, bike lanes to business districts, and a competitive rowing course.

After presenting a slideshow on the introduction to the Comprehensive Plan, residents who attended the Fire Department's Pancake Breakfast were asked to answer the following additional questions through our "Connect Cards":

"We all want WDM to be a great community. What are the aspects of a great community?"

We heard running and walking trails, great schools, social opportunities for all ages, strong infrastructure network, positive relationship with business community, parks and green space, friendship, consistency, hope for growth, loyalty, a place where all people feel welcomed and valued, common and understood sense of community (community pride), diversity and inclusion

"If you asked me for recommendations on improvements for WDM, I would recommend _____?"

Continue improving outdoor recreation activities and trails, parks, and playgrounds, Parks and Recreation classes later in the day for working parents, diversify tax base through recruitment of businesses, left turn lanes, better internet options, a downtown or uptown city center, more programs towards home maintenance repairs and updates, protected forest preserve areas, better water - too much calcium that prematurely causes appliance replacement, increase walkability, and thoughtful development while preserving habitat.

If WDM were a person, how would you describe that person?

Outdoorsy, family and community oriented, uptight, large and trying hard to fit into the social scene, warm, friendly, and communicative, and progressive. Caring. Community-oriented, a young grandparent. Still learning and growing but strong and stable. Versatile, colorful, growing, exciting, youthful yet historical.

Additional, the youth justice initiative participants were asked to answer the following question:

How would you describe WDM to someone who has never been here?

Responses included: "Growing", "Small town but lots to do", "A large area of urban sprawl, lacking diversity", "Above average, needs to focus more on who we are, inclusion, more engagement with the metro area, and support regional attractions."



[WDM is] still learning and growing but strong and stable. Versatile, colorful, growing, exciting, youthful yet historical.

West Des Moines Citizen

Fire Department Pancake Breakfast - West Des Moines

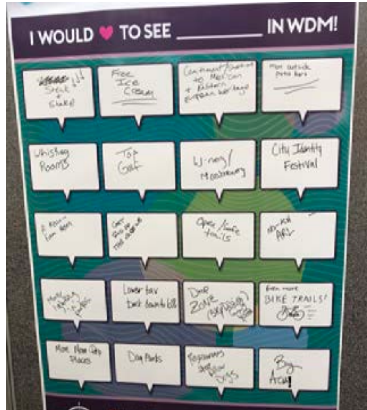
For three consecutive weeks we met with residents attending Jingle in the Junction and over the three nights the Comp Plan team was able to engage with a wide range of community members, including Santa himself! We used visual preference surveys to understand what our community wants and had 898 votes cast!

- *We asked community members to vote for the top residential development types you feel West Des Moines should incorporate more of. The answers were single-family home, tiny home, and residential mixed-use.*
- *We asked community members to vote for the top storm water features you feel West Des Moines should promote. The answers were landscaped rain gardens and landscaping features, though green roofs and bio swales were a close second!*
- *We asked community members to vote for the top landscape amenities you feel West Des Moines should incorporate more of. The answers were recreational parks and tree-lined streets! This is the category that also received the most overall votes – people are really passionate about the landscape amenities in West Des Moines!*
- *We asked community members to vote for the top commercial development types you feel West Des Moines should incorporate more of. The top answer was again a walkable commercial district, while Commercial/ Residential Mixed-Use followed close behind. Big-Box retail and stand-alone retail were a resounding NO in our community!*

Illumifest Festival



Farmers Market



Pop-up Events



Walkability Workshop



Pancake Breakfast



Valley High School Activity Fair

Engagement Activities + Events

Comp Plan staff attempted to connect with a broad range of individuals by hosting 12 topic-based focus groups and 10 organizational focus groups (reference appendix for focus group follow-up notes). We used several differing methods – from Mentimeter (an on-line interactive communication tool), to open facilitation, but had the most fun with mind mapping which is graphical way to represent ideas (see photo on pages 16).



Community Design

We invited community members to discuss the visual character of the community in a conversation that covered everything from sidewalks and streetscapes to density and even green spaces. Residents told us they feel that West Des Moines is unique in its landscaping, parks, and trails, and also let us know that we could do better in place-making, public art, and community spaces.



Housing & Neighborhoods

We discussed with community members what the city can do to create a mix of housing options to meet the demands of every resident while building vibrant neighborhoods that support a strong community. Residents told us that they want to see neighborhoods with residents of all ages with diverse housing options. They also want to be able to walk from their neighborhoods to some of their daily needs. They told us that the city could do a better job of making housing more affordable and could make neighborhoods more friendly with smaller front yards and more front porches.



Sustainability & Resiliency

We met with community members to discuss everything from sustainable development to disaster mitigation. We heard from residents that the city should do more to protect the supply of trees and to discourage development within floodplains. They also let us know that they feel that the city places too much focus on the built environment and not enough on the natural environment.



Transportation & Infrastructure

We discussed with community member topics ranging from current transportation needs to long term impacts on economic growth, safety, and air quality. We heard that residents feel that the city is accessible to cars but is not accessible to pedestrians or public transportation. They also let us know that they would like to see the city do more to plan for the widespread adoption of autonomous vehicles.



Engagement & Wellness – Social Aspects

We sat down with residents to hear their concerns on issues including how individuals interact with their community. Residents told us that they felt there was not always enough things to do, but others remarked that addressing this would bring too many visitors into the city, creating congestion.

✓ Engagement & Wellness – Health Aspects

We met with residents to discuss access to healthy food and living opportunities in their communities. Residents told us that the health environment in West Des Moines suffers from issues like winter weather, which keeps residents inside, and a lack of walkability, which incentivizes residents to drive rather than walk, which make it more difficult for residents to stay healthy.

✓ Diversity, Equity, & Inclusivity

We discussed with community members the diversity of West Des Moines and what the city can do to become more equitable and inclusive to residents of all backgrounds. Residents told us that they city could do more to make employment opportunities more accessible to new residents, and to create communities accessible to individuals who work here but cannot afford to live here.

✓ Economic Prosperity

We joined residents in a discussion that included topics from responding to current market trends, to preparing for long-term structural changes. Residents told us that they would like to see they city invest in amenities that attract and retain talented workers, while also investing in the skill set of current residents. They also expressed interest in seeing the city refrain from competing with neighboring cities while also investing in public transportation.

✓ Land Use

We sat down with residents to discuss the current state of land use, and what the city can do in the future to grow in a more sustainable and adaptable manner. Residents told us that they would like to see infill in older areas of the city along with walkable development. They would also like to see parks and green spaces as neighborhood centers and would like to be within walking distance of some daily-needs, especially day-care and school. Residents told us that they were currently concerned with the volume of truck traffic on city streets and noise in residential areas caused by commercial and industrial uses.

- ✓ Additional Focus Group meetings were held with the following groups to provide a different and unique perspective to the conversation on the eight topics:

West Des Moines Community School District

Developer's Luncheon

West Des Moines Chamber of Commerce

Commercial Real Estate Women Network - CREW

West Des Moines Breakfast Team

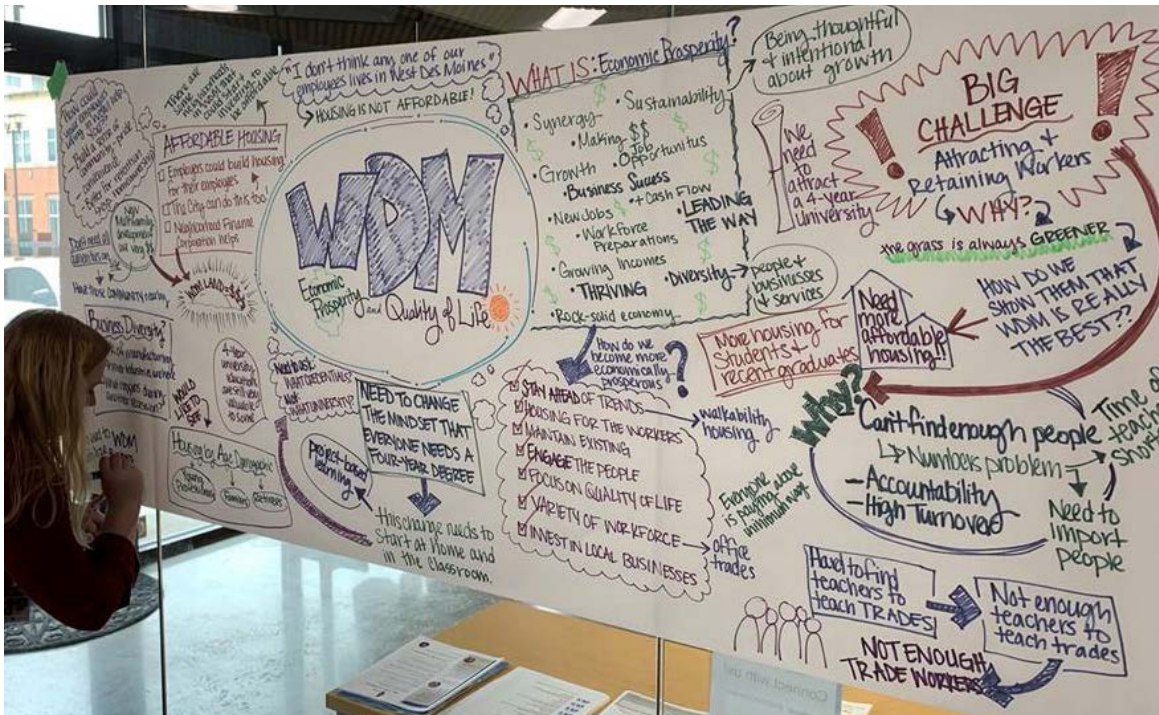
West Des Moines Arts Commission

Valley Junction Board

West Des Moines Bike Commission

Village Cooperative Senior Living

West Des Moines Elected Leaders, Department Directors, and WestLAB members



West Des Moines Chamber Focus Group Mind Mapping - City of West Des Moines

OTHER COMMUNICATION EFFORTS

Communication for this Comprehensive Plan used a variety of in-person and digital tools to try to reach as many people as possible. This effort provided a large amount of input as well as feedback on proposed approaches. The following additional communication avenues were used within the process:

- Part of our digital outreach strategy was to create a single project resource, on-line for access to information. To meet this, we developed a project website, OurWDM.com. In cooperation with Bang the Table, we created an engagement site that could easily reach our community stakeholders which resulted in connecting with 8,115 people.
- We utilized the e-notify system and sent out 8 topic-driven community surveys to community school partners, business stakeholders, and the project website, and received over 1,720 responses. The surveys were opportunities for us to gain insight into the community's understanding of topics that impact them.
- Met with all City departments to solicit input on goals, strategies, and action statements.
- We developed a Connect2Create Facebook account and achieved 11,585 views
- We developed a Connect2Create Twitter account and garnered 71,054 views.
- Another way we reached our community stakeholders was through Nextdoor which quickly became our premier digital platform. We reached 9,624 people through Nextdoor, received 1,518 comments, and had 27% of West Des Moines households involved. Through the use of visual preference surveys and polls, we quickly saw which priorities were most important to our community. More importantly, we could see which neighborhoods valued which topics more, really helping us see why geography and land use matters. Neighborhoods with the most active households on Nextdoor are: Maple Grove South, Thornwood, Scenic Valley, and Pheasant Ridge.
- Designed an interactive Kiosk for Jordan Creek Mall, the largest mall in Iowa and 24th largest in the United States, which attracts more than 24 million visitors per year. The interactive kiosk invited participants to complete surveys, complete connect card questions, and to engage through other digital platforms.
- Around City Hall, the City Hall Tailgate was set up where community members could complete on-line surveys, complete printed surveys, fill out bubble posters, and pick up swag. We also wrapped City Hall with the eight topic posters soliciting ideas and engagement from staff and visitors to City hall alike.
- We created the West Des Moines Public Library Corner, a walking outreach in the library where individuals could follow the trail and participate in visual preference surveys, word bubbles, and interaction with the Comp Plan topics.

- To drive awareness of our Comp Plan Connect2Create outreach, we sent inserts to 13,200 waterworks households through their water bill.
- To reach the pedestrian and cycling communities, we designed and installed 33 locational trail signs to identify how the robust walking, biking, and outdoor communities could participate digitally and in person.
- We featured our outreach in the West Des Moines Living Magazine.
- We drove communication through the use of the City's E-Notify system.
- We created a spot in the monthly newsletter to drive interest and awareness among City staff.
- We went door to door offering window clings and posters for businesses, their customers, and their staff to participate. We reached over 187 businesses.

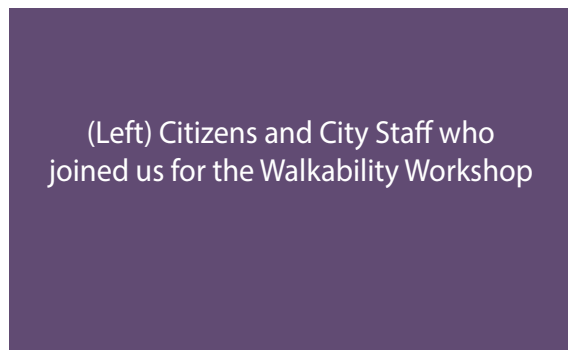


Focus Group Mind Mapping - City of West Des Moines

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- We also wanted to ensure the youth voice was captured in this process. To do that, we created a project-based learning program through the Comprehensive Planning process. Students from elementary school to high school researched, interviewed, collected data and solicited input from other youth for the Comprehensive Plan. They learned about what a Comprehensive Plan was, and why their input is valuable. They also learned how their perspectives and work would be included in the final version of the plan, creating excitement and an authentic vested interest in the final product.
 - At Stillwell Junior High, Justin Miller connected us with 7th and 8th grade team teachers Andrew Sorge and Precious Carber. This team did an amazing job crafting curriculum. Students had to research the 8 outreach topics, collaborate with City staff and experts on the topics, design surveys to gather data on their topics, and sent the surveys to fellow students. Then, they worked with Jeffrey Beattie in data analytics at the police department to synthesize their data. After that, the students presented to faculty, teachers, and City staff on their proposals. This project ran from August of 2018 – October of 2018. Their insight and collaboration were incredibly beneficial to this process and helped us understand what middle schoolers really want for their community.
 - At Valley High School, under the direction of Mark Verbrugge, student Alyssa Schwarz designed a curriculum for teachers based on the 8 topics in our Comp Plan. She identified which topics the students would be most interested in, designed interactive activities, including a Comp Plan informational video, built relationships with teachers across WDMCS, and had these teachers execute her curriculum. Alyssa was able to reach 981 students in grades 5th – 12th through the Valley High School project. This project ran from August of 2018 – January of 2019. These ideas and feedback are being incorporated into the Comp Plan.
 - At Waukee APEX, 7 students worked on identifying & researching potentially historic properties and neighborhoods in West Des Moines (but outside of Valley Junction). They established criteria for what should be considered historic, when to preserve, photographed and documented these sites and neighborhoods, mapped these sites, and then made recommendations to the City on which to preserve and why. Students were given access to City staff and resources, as well as collaboration with our partners at Shive-Hattery. This project ran from August of 2018 – May of 2019. These recommendations are being incorporated into the Comp Plan.

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- We went on the Community and Economic Development/West Des Moines Chamber Bus Tour and made a plug with community business partners to participate in the Comp Plan process.
 - With our partners at Teska, we designed a Meeting in the Box tool where any community group could get the resources to conduct their own Comp Plan outreach meeting and solicit ideas. The only group to utilize this tool was the Bunco Woman's Group, led by Diane Boyd. This group brought some amazing ideas for the City to consider in our outreach and engagement process.
 - City staff presented to a variety of businesses and groups to highlight the Comprehensive Plan process, to gain continued interest in the process, and to gather insight and feedback for the plan:
 - WDM Optimist club
 - Youth Justice Initiative
 - West Des Moines Library Board
 - Refugee Alliance
 - West Des Moines Democrats
 - West Des Moines Community Conversations
 - West Des Moines Parks Commission
 - West Des Moines Human Rights Commission
 - WestLAB
 - Capital Crossroads
 - Polk County Soil and Water Conservation
 - OpportUNITY DSM
 - The entire planning staff, including six planners, the development coordinator, and the Director of Development services took a road trip to the Twin Cities for a best practice tour. Staff spent two days touring the communities of Woodbury, Maple Grove, St. Louis Park, and Inver Grove Heights. They saw best practices in storm water management, mixed-use development, cutting-edge engineering practices, and saw creative ways to approach affordable housing. Staff at all these communities shared their expertise and provided insight on how to encourage these best practices in our own community. Many of these collaborations and partnerships continue today!
 - Comp Plan staff worked with key corporate partners including ISG, Shive-Hattery, and Barker Lemar. These partners told us that they see value in developing a community identity and increasing community programming and events. They believe that actions like these will make West Des Moines an even more appealing destination for visitors, families, and workers alike.

- Comp Plan staff worked with OpportUNITY DSM to design and host a West Des Moines specific poverty Simulation to help understand how an equity lens should be applied to West Des Moines policies
- Comp Plan staff worked with Molly Gosselink at the Iowa Healthiest State Initiative to create a West Des Moines-Specific Walkability Workshop. This two-day workshop was held on July 17th and July 31st. The diverse participants, spanning community stakeholders and City department representation, conducted walkability audits of the community, learned from experts in the field, and expanded their knowledge of why walkability is important. This feedback was incorporated into the final land use plan for the Comp Plan update.
- City staff attended the Des Moines Civil and Human Rights symposium to better understand the issues facing the diverse communities in Central Iowa and to help us plan to address the causes of the issues in a collaborative way.
- In collaboration with DART, Comp Plan staff brought in an expert from the Brookings Institute to talk about the intersectionality between the economy and mobility trends. Adie Tomer had a discussion with directors, DART, and CMO's office on trends in the field and how they could impact West Des Moines mobility in the future.



Data Overview

Website - OurWDM.com

 **23,536**
Page Views

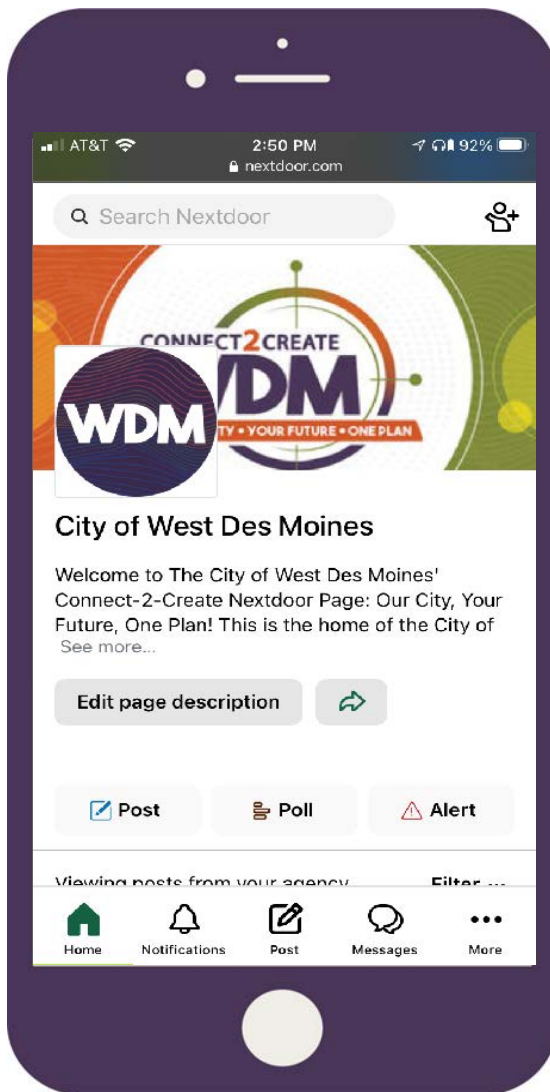
 **1,056**
Registered Users


 **290**
Active Participants

13,911 Total Comments


1,560 Survey Responses

5,852 Digital Responses



 Facebook
11,585 Views **227** City Posts

 Twitter
85 Followers **250** Tweets

 NextDoor
12,788 Members
122 City Posts
1,534 Member Responses
114,554 Impressions

YOU TOLD US WHAT?

We clearly heard a lot; this community is passionate about their future and the quality of life in their City. We heard that people love to be able to engage with their City and community at-large, and that more opportunities like this in the future are important to them. There were many recurring themes throughout our outreach, but the most common themes we heard were:

- The Raccoon River corridor is our key amenity
- Affordable housing is critical (as is the “missing middle”)
- More events, active programming, and social gathering spaces are needed
- Mixed-use will benefit our community
- Training for the trades is critical
- The community LOVES our school systems
- Diversity in all forms is an asset (people, businesses, housing) – so leverage it!
- Engage the community in-person
- Think about regional cooperation and the best interest of the metro to remain competitive (but don’t lose our autonomy)
- Community members want more communication from the City
- Balance: we are a little bit of everything to everyone and we want to stay that way!
- We are urban, suburban, and rural all in one
- We should plan for more frequent and intense storms
- Sustainability and resiliency should matter
- There’s a lack of arts and cultural amenities within West Des Moines
- Accessibility is a concern
- Equity conversations arose at nearly every focus group – from the West Des Moines Chamber to Village Cooperative to West Des Moines Community School District
- Over-development and sprawl are a concern: target density appropriately
- Wi-Fi as a public utility or better service from private providers
- Provide and maintain green space and tree-lined streets
- Valley Junction is great – don’t forget where we came from!
- The community wants neighborhood organizations/associations
- Change the way we fund public infrastructure improvements
- West Des Moines lacks connectedness – social, physical, economic
- Expand multi-modal transit options – but let us continue to use our car!

Draft Feedback

Once a draft document was beginning to take shape staff again called on our great community to help in vetting the approach and details of the proposed land use map and text document to make sure the plan was understandable from both the professional and citizen standpoint. It was also desired to understand how the development and professional community would view the proposed land use classifications and place types concepts and if the flexibility was a benefit to the development within the community.

The following events were held both in-person and virtual to push draft elements of the plan out to the public for preliminary review and feedback:

In-Person Draft Review Events



City Department Meetings - Action Plan Review

Staff met with each of the city departments to review and amend the Action Plan to allow each department the opportunity to inform staff on goals, strategies and actions already in the process within their department as well as any future planning within the department. This allows the plan to incorporate actions steps for the whole city in one long range planning document.



City Council Workshop - Land Use Map Review

The Mayor and Council held a discussion on the proposed land use map and reached a consensus in support of the staff recommendations to reduce the number of land use classifications to allow for better flexibility in land use and provide developers greater options for land uses that are in line with market demands at the time of development. The Council directed staff to review the proposed land use map with the development community and landowners before proceeding with final approval of the Comprehensive Plan Land Use Map.



City Council Workshop - Place Type Concept

The Mayor and Council held a workshop to discuss assurances regarding land use transitions and buffering between land uses. The Mayor and Council expressed a desire to find the right balance between flexibility for future development and assurances for homeowners. They reached a consensus in support of providing assurances only for single family detached residential, and those assurances should be as follows:

- If there is a street in between two parcels: within 150 feet from the single-family property line, structures would be limited to two stories higher than the single-family homes*
 - If there is no street in between two parcels: within 150 feet from the single-family property line, structures would be limited to one story higher than the single-family homes*
-



Developer, Engineer & Designer Meetings - Land Use & Place Type Review

Staff held six (6) in-person meetings to inform the development and design community about the new land use and place type concepts proposed for the comprehensive plan. Staff provided an overview of the proposed draft land use map and adjustments to market demands, the place type concept which allows for the greater amount of flexibility within the land use classifications. Generally, the participants felt the new concept could benefit development by allowing the flexibility of use without having to continually amend the land use map and zoning district.



Landowner Meetings - Land Use Map Review

Staff invited landowners within the Undeveloped Land Use Map area of the community to come in to discuss any concerns with the land use map or changes in land use associated with their specific property.



Public Open Houses - Land Use Map Review

Over 2000 postcards were sent to property owners in the Undeveloped Land Use Map area of the community to invite them to view and comment on the draft land use map. An interactive map was created to allow property owners to see both the adopted and proposed land use classifications for their property. The place type concept and criteria used to determine land use classifications was also available for discussion with staff.



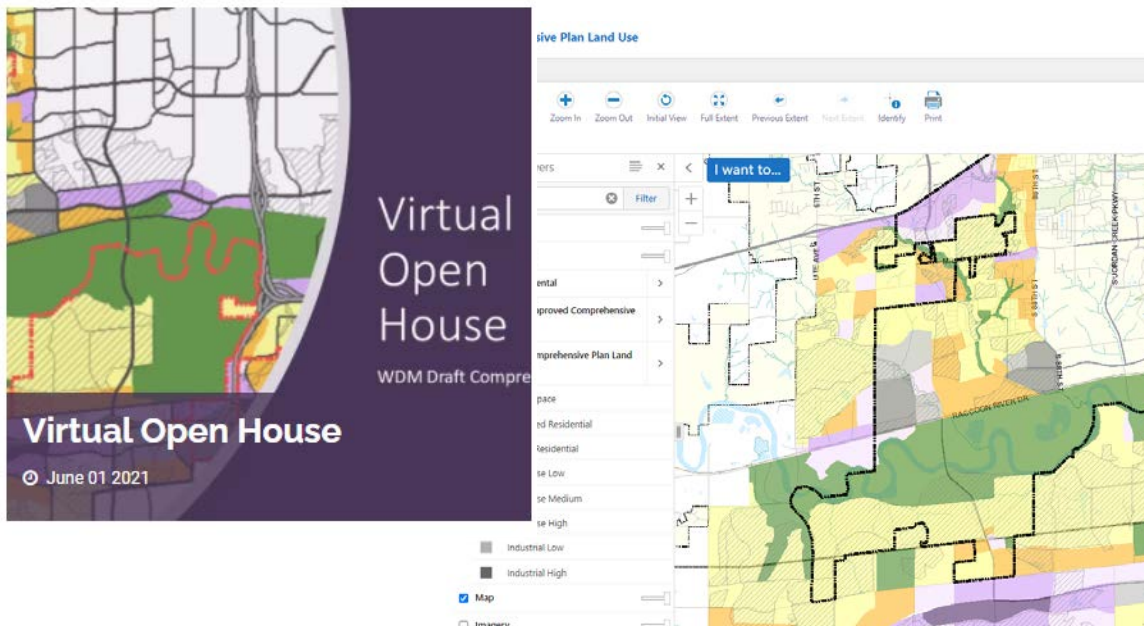
Real Estate Group Meetings - Land Use & Place Type Review

Staff met with both the Des Moines Area Association of Realtors (DMAAR) and the Iowa Commercial Real Estate Association (ICREA) groups to present the draft land use map and place type concept to hear feedback from the real estate view point. Both groups liked the increase amount of flexibility built into the land use map and place types and agreed that the plan was easy to understand for both the professional and citizen.

Virtual Draft Review Events

- ✓ **Developer, Engineer & Designer Meetings - Land Use & Place Type Review**
The meetings held for local developers, engineers, and Designers was also hosted via Microsoft Teams to allow all professionals to participate if the in-person meetings were not convenient for their schedules.

- ✓ **Virtual Open House - Land Use Map Review**
A virtual Open House was developed and posted on the Comprehensive Plan website OurWDM.com to provide information for those interested in reviewing and commenting on the draft Land Use Map and place type concepts being developed. The virtual open house provided a step by step process which included PDFs of information on the proposed land use classifications and place types, an interactive map to look up specific property within the planning area and toggle between the existing land use map and draft map, and a comment map to post any review comments as well as a guestbook to leave feedback for staff.



- ✓ **30-day Public Review -Whole Document Review**
The final draft of the Comprehensive Plan was noticed for a 30-day public review and comment period prior to scheduling the document for the Plan and Zoning Commission and City Council for final review and adoption. The draft documents were posted on all digital avenues including, the city website, the comprehensive plan website, Facebook, Twitter, NextDoor and via the city's e-notification system. Also, 37,747 postcards were sent to all properties within the planning area directing homeowners and businesses how they could access the document for review and comment.

Conclusion

We incorporated everything we heard throughout the many outreach and engagement events and digital platforms into this comprehensive plan with the ultimate goal of creating the best West Des Moines possible. All feedback heard and all information provided during the outreach efforts are compiled into a data matrix which you can find in the appendix of this document.

We used the feedback we heard throughout the process and adapted our process or documents to accommodate the suggestions – whether it was changing a topic heading, incorporating new ideas, or changing an approach in our process. This engagement and outreach process truly became a process developed by the community, and for that, shows how important this plan is to our community.

We knew we were successful when we could tie the comprehensive plan goals, strategies, and action statements back to the feedback gained from our community members during the outreach process.

Appendix: Data Matrix

The following tables are the compilation of all comments and ideas received throughout the entire outreach process for the Comprehensive Plan update.

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Ice Cream Social Events</i>	<i>WDM Has...?</i>	<i>Great outdoor spaces</i>
		<i>lots of diversity</i>
		<i>no crime</i>
		<i>beautiful parks</i>
		<i>great people</i>
		<i>amazing city employees</i>
		<i>lots of things to do</i>
		<i>enormous opportunities to engage</i>
		<i>great pools</i>
		<i>lots of places to eat</i>
		<i>lots of restaurants to enjoy</i>
		<i>good schools</i>
		<i>good community, parks, and shopping malls</i>
		<i>great parks</i>
		<i>no traffic</i>
	<i>great swimming pools</i>	
	<i>great parks</i>	
	<i>good parks and good schools</i>	
	<i>WDM needs...?</i>	<i>good Chinese buffet</i>
		<i>more trails</i>
		<i>more manufacturing</i>
		<i>sand volleyball</i>
		<i>Portillos</i>
		<i>splash pad at Wild Rose Park</i>
		<i>Fuzzy's Tacos</i>
		<i>more affordable housing</i>
<i>vocational education center at WDM School District</i>		
<i>more family restaurants</i>		
<i>splash pad at Wild Rose Park</i>		
<i>Steak n Shake</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Ice Cream Social Events</i>		<i>Macy's</i>
		<i>Naf Naf Grill</i>
		<i>More parks, Shopping Malls, Wide Roads, Cycle Roads</i>
		<i>more tennis courts</i>
		<i>attend city council meetings</i>
		<i>diversity</i>
		<i>help with overcrowding in schools</i>
		<i>to repair/replace the splash park at Raccoon River</i>
		<i>better water</i>
		<i>dog sanitation in parks</i>
		<i>WDM pool would be nice</i>
	<i>My favorite place in WDM is...?</i>	<i>Jordan Creek Mall, Rose Park, Public Library</i>
		<i>Raccoon River Park</i>
		<i>Walnut Woods Park</i>
		<i>Willow Springs Park</i>
		<i>Jordan Creek Mall</i>
		<i>Parks</i>
		<i>Scheels</i>
		<i>Parks</i>
		<i>Raccoon River Park</i>
		<i>The Best Parks</i>
<i>Aquatic Centers</i>		
<i>Blu Toro</i>		
<i>Raccoon River Park</i>		
<i>Bike Paths</i>		
<i>Jordan Creek Trail</i>		
<i>Raccoon River Park</i>		
<i>Valley Stadium</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Ice Cream Social Events</i>		<i>Ride Bikes along Jordan Creek Trail</i>
		<i>valley junction</i>
		<i>playing outside</i>
		<i>Meadowview park</i>
		<i>Scratch cupcakery</i>
		<i>Mahalo's donuts</i>
		<i>Jordan Creek town center</i>
	<i>My favorite thing to do in WDM is...?</i>	<i>Eat and Drink</i>
		<i>Biking</i>
		<i>Raccoon River Dog Park</i>
		<i>Valley Junction</i>
		<i>Walking on the Trails</i>
		<i>Visit the parks and eat out</i>
		<i>Pools</i>
		<i>At parks with friends and family</i>
		<i>Walking the trails</i>
		<i>fishing, movies, shopping</i>
		<i>Parks</i>
		<i>great neighborhoods</i>
		<i>go biking</i>
		<i>walking and biking trails</i>
		<i>shopping</i>
		<i>trails</i>
		<i>Walk the Raccoon Rive Trail</i>
		<i>climb on the trees</i>
		<i>love the parks</i>
		<i>shaded basketball courts and playgrounds</i>
		<i>Menchie's Frozen Yogurt</i>

Event	Question	Idea
WestLab	<p>Questions Asked of the Group:</p> <ul style="list-style-type: none"> • <i>What's the best way to engage with fellow business stakeholders about the Comp Plan?</i> • <i>How do we make it easy for you and your staff to participate?</i> • <i>What are some other key business stakeholders in the community?</i> • <i>How do we reach the most people in the most authentic way?</i> • <i>What role do you want to play in facilitating communications and gaining feedback?</i> • <i>How do we capture all cross-sections of the business sector?</i> • <i>How can we leverage your connections as leaders?</i> • <i>How can your organization "Connect"?</i> • <i>How can your staff "Connect"?</i> • <i>Which "themes" do you want to engage with? Are the "themes" the right "themes"?</i> • <i>What's the best way to collect data/engage on each of these "themes"?</i> • <i>How can your experiences & relationships with community members and stakeholders shape the discussion?</i> • <i>Is our process sound? Where can we improve?</i> • <i>How do we best identify community assets?</i> • <i>What do you want to know about your workforce?</i> <hr/> <p>Comments and Responses:</p> <ul style="list-style-type: none"> • <i>Davidson, NC focused heavily on community design and the product is unique/great</i> • <i>think broadly, don't be limited by strategies already in place</i> • <i>high standards for community design means only the rich people live/ can live here</i> • <i>need a visible "Natural Resources" category</i> • <i>inventory of community assets and subsequent strategies</i> • <i>focus on protection of natural resources</i> • <i>leverage natural assets</i> • <i>voluntary standards but highly encourage (frame as a positive benefit for developer or user)</i> • <i>add "inducement" or "incentive"</i> • <i>focus on vernacular of alternative modes: what does it mean?</i> • <i>natural resources category</i> • <i>add stand-alone category/section for schools</i> • <i>expand definition of education from birth to death</i> • <i>walkability, urbanization of suburbs, trends in other communities and how they could impact WDM</i> • <i>work together with Randy from Jordan Creek for engagement opportunities</i> • <i>consider a stronger school presence with more school events/ programming</i> • <i>foster the "why not" stakeholders</i> 	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
WestLab	<ul style="list-style-type: none"> would like to see the city bifurcate the “Built Environment” into something that includes a separate inventory of assets, the “Natural Environment”. This would include natural resources, our rivers, open space areas, flood zone areas, aquifer recharge zones, unique habitat zones, recreation, and wildlife corridors, to name some examples. identify historic and cultural resources that may be of significance to the City preserve more of the open space around the Jordan House 	
	How would you describe WDM to someone who has never been here before?	Upscale suburban community
		Great quality of life for families
		A modern city with great retail and restaurants, great health care and other services, a variety of housing options and employment opportunities
		“THE” suburban community in the Des Moines metro with great parks, great trails, and a strong business community.
		Fairly progressive, low crime, clean and modern
		"A progressive city focused on providing a high quality of life within a dynamic economic environment"
		Retail, big-departments store driven
		Clean
		We are a safe, clean city
		Suburb of Des Moines. Clean, safe, and nice area to live and work.
	What makes a great city?	Excellent green spaces
		Excellent infrastructure
		Visionary leadership
		Affordability
Architecture		
Roads		
Schools		
Entertainment Options		
The people		
Natural resources		

<i>Event</i>	<i>Question</i>	<i>Idea</i>		
WestLab		<i>trees and sky</i>		
		<i>down-facing lights</i>		
		<i>Retail</i>		
		<i>Good services</i>		
		<i>Low crime</i>		
		<i>Entertainment</i>		
		<i>Safe</i>		
		<i>Great schools</i>		
		<i>Great employers</i>		
		<i>Easy to get around</i>		
		<i>Great transportation</i>		
		<i>Diversification of people and places</i>		
		<i>Affordable housing</i>		
		<i>Retail and business options</i>		
		<i>Diversity of people, experiences, arts, architecture, and opportunities</i>		
		<i>Access to services, employment, recreation, and travel destinations</i>		
		<i>Authentic destinations</i>		
		<i>World class opportunities</i>		
		<i>Arts</i>		
		<i>Open space</i>		
		<i>Events</i>		
		<i>Infrastructure kept to a standard</i>		
		<i>Clean</i>		
		What makes a great community?		<i>Variety of services</i>
				<i>Great schools</i>
				<i>Quality neighborhoods</i>
<i>Excellent libraries</i>				
<i>Overall improved quality of life</i>				
<i>Safety</i>				
<i>People</i>				
<i>Public/Private Partnerships</i>				
<i>Social and nightlife</i>				
<i>Variety of areas for social interaction (combined with diversification)</i>				

<i>Event</i>	<i>Question</i>	<i>Idea</i>
WestLab		Quality of life
		Economic opportunities
		Positive environment
		Walkability
		Sustainability
		Digital
		Focus on health and wellness
		Community spirit
		Mutual respect and support
		Great education
		Feel connected and proud
		Activities for all ages
		Greenways and trails
		Natural resource enhancement
		Connection
Activities		
Sharing of common interests		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Farmers Market Events	I would like to see _____ in WDM?	Whitewater Park
		Density/Being Closer to Everything
		More Trails
		Unicorn Farm
		Ethnic Festivals
		Music
		Outdoor Events
		Friday Nights in the Parks
		Permit Llamas
		More Craft Breweries
		Korean BBQ
		Iowa State Bar
		Free Beer
		8th Street Speed Mitigation
		More Outdoor Spaces for Local Groups
		Walkability
		Happy Spaces
		Men's Boutiques
		Homeless Shelter & Support Services
		Reduced Property Taxes
		Mobile home park for Seniors
		More outdoor events and programming
		No exotic animals in public
		More outdoor seating in VJ
		Commercial food incubator
		More buffets
		Shopping for youth
Steak and Shake		
Portillos		
More art fests		
City Council		
Waterfront business/cafe areas		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Farmers Market Events	I would like to see _____ in WDM?	Chickens
		Singles and Speed Dating Programming
		Steak and Shake
		Free Ice Cream
		Commitment to Mexican-Eastern European Heritage of City
		More outside patio bars
		Whiskey Rooms
		Top Golf
		More wineries
		More microbreweries
		City Identity Festival
		Get rid of the geese
		Open and safe trails
		No-Kill ARL
		More lighting in parks
		Lower tax rate back down
		Drop-Zone Skydiving
		Even more bike trails
		More mom and pop places
		Dog parks
		Restaurants that allow dogs
		Big Acai
		Latino Nightclub
		Less curbs on streets
		More bookstores
		More toy stores
		More culture
		More public art
		More active programming
		Local smooth jazz station
Jazz or blues club		
Better sidewalk maintenance and replacement		
Food trucks		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Farmers Market Events	I would like to see _____ in WDM?	Indoor/outdoor spaces
		Water recreation
		Winter market
		Scooter or bike share program
		Okoboji "stuff"
		More street trees
		Better stormwater management
		Historic preservation
		Lego store/Destination
		Lower rental costs
		A "fair" in WDM
		Pro football team
		Better trail connections
		Points of interests along trails
		destinations along trails
		Frisbee golf course
		More concerts
		River tours
		Be happy
		Help the homeless
		Re-invent the East side of the City
		More brand name stores
		Make VJ the next Galena
		More commercial areas that are walkable
		District with outdoor seating on the street
		More outdoor cafes/restaurants
		More festivals along Raccoon River
More parks		
More pools		
More family-friendly locations		
Outdoor ice-skating facilities		
Palm trees		
ADA Accessibility		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Valley High School Activity Fair	<i>I would like to see _____ in WDM?</i>	<i>More communication and respect</i>
		<i>More flags</i>
		<i>Bookstores</i>
		<i>Overpass trail connections</i>
		<i>Sky diving</i>
		<i>More parking</i>
		<i>H&M</i>
		<i>More Asian restaurants</i>
		<i>Outdoor winter programming</i>
		<i>Public transportation options</i>
	<i>I want a youth organization for kids to be safe</i>	
	<i>What aspects of the physical/built environment do you feel should be a priority to the city?</i>	<i>Keep quality top of mind</i>
		<i>Create venues that bring community together</i>
		<i>Experience and Population</i>
		<i>Cultural and arts entertainment venue</i>
	<i>What is your role in creating a vibrant and welcoming community?</i>	<i>Use the chamber to help in any way</i>
		<i>President's Council</i>
		<i>Accelerate Program</i>
		<i>Designing, developing, and building community</i>
		<i>Offering custom solutions for a healthy and active community</i>
		<i>Communicate the value wellness brings to people and businesses</i>
		<i>Helping people locate housing rentals and single-family purchases</i>
		<i>Staying involved in the community</i>
		<i>Vote</i>
		<i>Active contributions</i>
		<i>Engagement</i>
		<i>Meeting the educational needs of all students to "grow" an educated workforce</i>
	<i>Promote the City of WDM as a great place to do business</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Valley High School Activity Fair	What aspects of the physical/ built environment do you feel should be a priority to the city?	Community health facilities
		Drawing Community Together
		Maintain quality of existing neighborhoods amenities
		Infrastructure & Storm water retention
		Education
		Preventative security programs
		Zero tolerance policies
		More senior living centers
		Develop energy efficient requirements in new construction, in city processes, and in general
		Modern and appealing environment
	Family-centered focus	
	What do you see is the role of the city in enhancing economic well-being and helping you be successful?	Traffic pattern alignment
		Coordination of traffic lights with high peak times
		Workforce development programs integration
		Introduce and foster alternative career opportunities outside of college
		Increase minimum wage
		More affordable housing
		Invest in education
		Staying proactive with regards to new needs and growth
		excellent planning will be required
Improve access to public transit		
Ensure everyone in our city is able to achieve quality standard of living		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Valley High School Activity Fair	What do you see is the role of the city in enhancing economic well-being and helping you be successful?	Funding increases to update older areas of West Des Moines
		Continue providing a safe, desirable place for people to live and work
		Trade labor and manufacturing skill development
		Sharing costs of "greater good" projects (not just placing on new development and new residents)
		Work with 7th - 12th graders to create alternate career paths
		Beautiful Corporate Campuses
		Parks
		More educational opportunities for adults to increase quality workers
		Trails
Youth Justice Initiative	What makes a great City?	Diversity
		People
		Activities
		Opportunity
		Sound infrastructure
		Safety
		Commitment from city council and people to make it great
		A diverse and welcoming environment with opportunities across all income levels
		Good schools, safe, infrastructure
	What makes a great community?	Connectedness
		Activities
		People that care about making a place great
		Lots of money to make it work
		People who enjoy one another and participate in on-going activities

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Youth Justice Initiative	How would you describe West Des Moines to someone who has never been here?	Growing
		Small town but lots to do
		A large area of urban sprawl, lacking diversity, and avoiding Jordan Creek mall during the holidays!
		Above average, needs to focus more on who we are, inclusion, engagement with metro area and support of regional attractions
Illumifest	I would like to see _____ in West Des Moines?	More bike trails on the Eastern side of the City
		Indoor Pools
		Lego Ironman that you can keep
		More local events
		Highland Games
		More affordable Housing
		Firefighter Dog
		More local entertainment for cheap
		Children's Museum (like Omaha's)
		More bike competitions
		Restaurants with kid stuff but with Good food
		Movies in the park
		Concerts/Live entertainment
		Chuckie Cheese
		More ethnic foods and restaurants
		Continue sidewalk on Grand between Fuller and shops to the East
		More outdoor art
		Healthy food festivals
		More waterparks
		Kids party place
Food trucks		
Splash pads		
Ikea		
Museum		
Arts and social center		
Portillos		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Illumifest</i>	<i>I would like to see _____ in West Des Moines?</i>	<i>Performing Arts Center</i>
		<i>Roller coaster</i>
		<i>Streetcars</i>
		<i>Climbing Gym</i>
		<i>Jamba Juice</i>
		<i>Learnapalooza</i>
		<i>Dave & Busters</i>
		<i>Taco Trucks</i>
		<i>Youth Events in the Park</i>
		<i>Master Gardeners Demo Garden</i>
		<i>Preteen Learning/Activity Center</i>
		<i>Macy's</i>
		<i>More mini-golf courses</i>
		<i>Community BBQs</i>
		<i>Natural Playground</i>
		<i>Splash Trail</i>
		<i>More dog parks</i>
		<i>H&M</i>
		<i>Film Festival</i>
		<i>After hours hot dog vendors</i>
		<i>Laser Tag Arena</i>
		<i>Rhino petting zoo</i>
		<i>Indoor football fields</i>
		<i>Public drawing spaces</i>
		<i>Allow dogs in school</i>
		<i>WDM City Fair</i>
		<i>More celebration and commemoration of Valley Junction (pictures and signs)</i>
		<i>Indoor soccer field</i>
		<i>Petting zoo</i>
		<i>Zip line course</i>
<i>Kid's Ninja Warrior Course</i>		
<i>More public meeting spaces</i>		
<i>Cultural celebrations and events</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Illumifest</i>	<i>I would like to see _____ in West Des Moines?</i>	<i>Open Gyms Year-Round for WDM Volleyball Players</i>
		<i>Reptile Zoo</i>
		<i>Bird Zoo</i>
		<i>More festivals</i>
		<i>More ice cream and fro-yo places</i>
		<i>Indoor sports facilities</i>
		<i>Yoga in the park</i>
		<i>More free programming</i>
		<i>More connection between neighborhoods and police</i>
		<i>Indoor dog park</i>
<i>Quality of Life Meetings</i>	<i>Introduce Yourself to the person next to you as if you were the City of West Des Moines.</i>	<i>Old soul, new growing body</i>
		<i>regional cooperation</i>
		<i>Becoming a leader</i>
		<i>Workforce development and structure</i>
		<i>Creative. Progressive. Welcoming but not quite there</i>
		<i>"Emerald city of the metro."</i>
	<i>What are aspects of places that you have visited or lived that you like? What are your favorite things?</i>	<i>Well-designed</i>
		<i>Unique cultural experience</i>
		<i>ease of public transportation</i>
		<i>festivals or events that increase tourism and boost economy</i>
		<i>interactive/educational opportunities for children</i>
		<i>opportunities for community involvement</i>
		<i>inviting, warm, friendly</i>
		<i>great recreation (water, biking, kayaking, walking)</i>
		<i>accessible, well laid out/planned transportation</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	Introduce Yourself to the person next to you as if you were the City of West Des Moines.	Beautiful
		Intentional and authentic - visible and well designed
		Diversity is a conscious effort here
		Visible. You know you're here.
		"She" has good parents and a good foundation.
		"He" is personable, responsive, corporate, great schools but no equity.
		Openness from top down
		Small town community with big city comforts and amenities
		Competitive. Good outreach.
		Affordable compared to National stage.
		Good planning. A lot of change
		Approachable. Well-educated. Good roots
		Access to other amenities
		Responsive to change
		Comfortable. Unsuspecting
	Intuiting. genuine	
	Same as any other suburb. Same commerce. Same problems.	
	What are aspects of places that you have visited or lived that you like? What are your favorite things?	education opportunities for all ages
		traffic
		low crime - safety
manufacturing education for younger generations		
safe biking options - for commuting		
public art		
	historic buildings	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	What are aspects of places that you have visited or lived that you like? What are your favorite things?	<i>mix of old and new - vibrant, rich history</i>
		<i>growth + new amenities</i>
		<i>diverse population/inclusive</i>
		<i>breweries/wineries/beer + wine trails</i>
		<i>clean</i>
		<i>good restaurants, entertainment, education</i>
		<i>international/diverse cuisine</i>
		<i>arts + culture + history</i>
		<i>major sporting events</i>
		<i>walkability</i>
		<i>sense of togetherness + put aside personal/political agendas</i>
		<i>entrepreneurialism + incubation</i>
		<i>great schools</i>
		<i>healthy options for restaurants</i>
		<i>definition of who they are as a community</i>
		<i>multiple options for Internet</i>
		<i>beaches</i>
		<i>mountains</i>
		<i>specialty shopping (not malls)</i>
		<i>historical walks/tours</i>
		<i>art galleries</i>
		<i>live music</i>
		<i>late night activities</i>
		<i>quirky neighborhood venues (shops, restaurants)</i>
		<i>large body of CLEAN water</i>
		<i>learning centers (college - university towns)</i>
<i>diverse business community</i>		
<i>connected - locally, regionally, globally</i>		
<i>mild temperature (warm)</i>		
<i>activism</i>		
<i>invest in kids</i>		
<i>affordable housing</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	What 1 or 2 things that you hope happens in West Des Moines in 20 years?	Great schools/best schools in Iowa
		Vibrant restaurant and nightlife scene
		Clean water for recreational activities
		Affordable housing alternatives
		Accessible water options
		Revitalize VJ
		Regional water
		High quality of life
		Smartest smart city
		educational opportunity
		Research center/destination
		workforce housing
		affordable housing at all levels
		outdoor adventures
		Educational opportunities for youth
		Water quality - potable
		Inclusive and welcoming
		Include "those" people
		Top leadership - openness
	safety	
identity - cohesive story		
become a center of learning/research/innovation		
One cohesive story for us to tell		
	Highlight street design elements that promote safety, create welcoming feel, improve health, and is more sustainable	views - flowers, trees
		Available parking to definition

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	What values do you want staff to consider as they go through this process?	Fair and equitable engagement and effect Holistic No regionalism Diversity and Inclusivity: Everyone is not in the room Continued involvement Diversity of workforce Quality of Life: High North Star Cookie Cutter - don't become it Usefulness of plan (actionable) Leveraging opportunity Inclusion of aging population Play to our strengths Green Space: Retain, enhance, buffer, maintain setbacks Definition of diversity
	Given current needs and future population trends, what must the city do to meet the evolving housing challenges of the community in the next five to twenty years?	Land Use - Zoning - Affordable Land Natural lot line building lot - facilitate smaller homes Form based code exploration? Include land use dedicate to "affordable" housing with little ability to rezone -> long-term More sustainable design or think longer term investment Open minded neighbors Available parking to target area Understanding all who commute to WDM for work/play may not want to live in WDM Habitat for Humanity to infill empty lots w/ new houses

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	Given current needs and future population trends, what must the city do to meet the evolving housing challenges of the community in the next five to twenty years?	Initiatives to be more welcoming of individuals who work here but don't live here
		Apartments being remodeled - require them to keep a certain percentage as affordable housing
		CDBG grants - require % be affordable
		Permit Airbnb type - short term rentals ("no!!" - commented)
		More mixed-use housing, lot sizes - bit/medium/small sizing
		Zoning for more lenient setbacks
		Density
		More "Phoenix Schools" projects
	Highlight street design elements that promote safety, create welcoming feel, improve health, and is more sustainable	Bury electric lines - phone poles are unsightly
		Limit high wires and add character
		Well lit
		Separation between cars and pedestrians
		More trails
		Downward facing lighting for street lamps "dark sky lighting"
		Zoning
		Green spaces when available - softscapes
		Eliminate "roundabouts" ("no!!"-commented)
		More roundabouts! safer streets in neighborhoods
		Could incorporate local art to add character ("art route" - commented)
		Safe bike trails and lanes
		Large medians
	Setbacks for good zoning	
	Lighting	
	Transportation needs will continue to evolve. What transportation options will be important to you and others in our community in the next five to twenty years?	Increase WDM tax levy for transit
		Create a western suburbs hub for transit, buses, Ubers, cabs, etc.
		Ample parking as working and living populations continue to grow
		Access to all communities

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		Bus routes, bike path access
		Uber/Lyft
		Less traffic
		More Bike trails
		Walk to entertainment
		Walkability
		Expand WDM Human services cooperation w/ DART in WDM
		Options to choose what works best for you personally
		Safer streets, better timed stoplights in very high traffic areas
		We can't afford transit if we keep building wider roads and more parking lots
		Understanding we can't provide best in class in All arenas (walking, timing, bus, roads, etc.)
		Good access to interstate
		ADA accessible
		Always evolving
	Continue long-term grid planning for major connections	
	What makes you proud to be a part of WDM?	Public safety, zoning - how we plan, access, public education
		Quality of Life
		Diversity
		Great place to live-work-play
		Access, proximity to things
Comfortable place to live		
	Quality of Life	
	Quality of Life	
	Potential to grow diversity and acceptance	
	Trails, parks	
	Intentional planning	
	Parks system	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Quality of Life Meetings</i>	<i>What makes you proud to be a part of WDM?</i>	<i>Everything</i>
		<i>Extremely well-managed, intentional</i>
		<i>Public staff that cares</i>
		<i>Quality of life, continuously improving</i>
	<i>Given the statistics around housing needs in WDM, what role should the City play in ensuring that all people that work in WDM can afford to live here? (Not our problem, it's a metro issue. -- We need to do more. -- It's our problem to solve.)</i>	<i>WDM has a lot of low-income jobs so we should be responsible to making sure there are houses for them</i>
		<i>People who are invested in the community can't live here because they can't afford to</i>
		<i>Our economy is built upon industries that aren't high paying - WDM should support multiple dimensions</i>
		<i>These things need to be solved regionally - maybe WDM should be the leader</i>
		<i>Doing this will create low value pockets ("planned ghettos") in the city</i>
		<i>The city should be involved but it's not only us</i>
		<i>We have a moral obligation to help our workers be more successful</i>
		<i>Other cities have had this problem and solved it</i>
		<i>These workers make WDM what WDM is</i>
		<i>Should practically work as a region</i>
		<i>What can nonprofits, the City, and businesses do to create more attainable housing? 5 years, 20 years? How do these strategies align with the values we've outlined?</i>
	<i>Variety of styles (duplex/townhouses) --> form-based code</i>	
	<i>Low interest loans from the city</i>	
	<i>VJ incentives for second floor residential</i>	
	<i>Land cost = key issue -- not profitable for developers</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	What can nonprofits, the City, and businesses do to create more attainable housing? 5 years, 20 years? How do these strategies align with the values we've outlined?	Phoenix: City could put things there, but people don't want it
		Elder population could be who we're talking about
		See what other communities have done (best practices) (San Jose, San Diego)
		Strong business community in WDM - give them a stake in the process
		Much like parkland dedication, we could require low income or density requirements
		Infill remodeling w/ non-profits
		Incentives for affordability
		Styles - vary
		Form based code for inclusionary housing
		Mixed use residential/commercial (VJ)
		Land cost reduction (subsidize)
		Best practices from other cities
		Involve employers (no minimum density)
		Remove parkland dedication ordinance
		Infill remodeling pattern book - rental help - remodeling
		Diversify small businesses - apartments on top
		New development incentives --> suggest requiring affordable
		Duplex vs apartments & town homes
		0% loans
	Density requirement?	
Best practices - other similar communities		
Businesses need to be involved and have a stake		
	Hierarchy of transportation needs: Guiding transportation planning in the future, as a group rank the priority given to the following users when designing a roadway	1st: Commuters able to take transit to get to work to save money and time.

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		2nd: Those without a car can meet their daily needs.
		3rd: Children are able to safely walk or bike to school or a park.
		4th: Commuters able to get to work in their car safely and swiftly
		5th: Those in a wheelchair seeking accessible sidewalks.
		6th: Those in a car can get to their destination without a delay.
		7th: The elderly have enough time to walk safely across the street.
		8th: Older adults that no longer drive yet still want to age gracefully in their community
	The recently completed citizen satisfaction survey indicated concerns about congestion. We understand that to likely be episodic and at specific locations. Write down locations where you have experienced chronic problems with congestion and place them on the board at the time you see this most often occur.	8:00am - Valley West & Ashworth
		8:00am - Grand Ave access to downtown
		5:00pm - Mills Civic Parkway
		5:00pm - 180 & Jordan Creek Parkway
		4:30-6:00pm - Mills Civic Parkway
		5:00pm - University Ave (60th to Jordan Creek Parkway)
		5:00pm - Jordan Creek Mall
		5:00pm - Grand Ave (63rd/1st to 4th)
		5:00pm - Jordan Creek Town Center
		4:00-6:00pm - Mills Civic Parkway (weekends - Saturday especially) (people drive too fast!)
5:00pm - 73rd to 63rd on I235		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	What are the top 2 things that make WDM distinct now?	The Happy Medium - providing a great lifestyle with plenty of amenities without feeling like to large of a city
		Opportunity for young professionals to connect and grow with plenty of opportunity to advance in career.
		Valley Junction
		Number and quality of amenities
		Family atmosphere, paths dispersed around residential areas
		Easy access to leadership
		Safe communities
		Amenities (parks, trails, hotels, restaurants, retail options, malls, etc.)
		Good Schools
		Cleanliness
		Our parks department is very innovative and conservation minded.
		Our street numbering system
		WDM is the #1 Best Place to live in Iowa according to Money Magazine's 2017 Best Places to live in America right now (look at their criteria for details)
	Quality Planning and Zoning	
	What are the top 2 things that WDM should strive for to enhance WDM's distinctiveness?	Strive to find a central "theme" about WDM. A story to tell about who we are
		More festivals and events that can attract out of town visitors
		Welcoming and inclusive neighborhoods and government
		More arts and culture
		Get away from big box / franchised restaurants and stores. More local ownership of arts & entertainment.
		West Des Moines is the perfect place for Smart City & Entrepreneurship but it's currently being wasted. I've been a part of many around the globe and it seems WDM doesn't know what it's sitting on.

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Quality of Life Meetings		<i>Explore ways to become more inclusive; Host events/celebrations to increase awareness and demonstrate value of the wide range of diverse families who live in WDM.</i>	
		<i>Explore ways in which we can create/ establish trainings/workshops; to educate community leaders/business leaders, faith, educators etc... in the area of diversity and inclusion</i>	
		<i>Explore ways to become more inclusive; Host events/celebrations to increase awareness and demonstrate value of the wide range of diverse families who live in WDM.</i>	
		<i>Explore ways in which we can create/ establish trainings/workshops; to educate community leaders/business leaders, faith, educators etc... in the area of diversity and inclusion</i>	
		<i>Sustainable practices in all city operations</i>	
		<i>Encouraging programs for citizens to practice sustainable lifestyles</i>	
		<i>Sustainable energy promotion and incentives, i.e. wind, solar, and geothermal grants.</i>	
		<i>Broadband access and quality connectivity that are affordable.</i>	
		<i>Affordable Housing opportunities and various alternative transportation options.</i>	
		“Know Thy Self”: Nashville has is music, Las Vegas is entertainment, Austin has its quiriness: What is or should be the calling card for West Des Moines?	<i>Old embracing the new</i>
			<i>Hidden gem of the Midwest</i>
			<i>(Sustain) success addressed</i>
			<i>Intersection of education and innovation</i>
			<i>Best of the ‘burbs</i>
	<i>Greenspaces, friendly faces</i>		
<i>Family-friendly, education Mecca</i>			
<i>West of Des Moines, Center of Recreation and Arts</i>			

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		<i>More than what meets the eye</i>
		<i>Big cities entities, small city vibes</i>
		<i>Not a fly-over community</i>
	Given future development of West Des Moines will straddle north and south of the Raccoon River, what would it mean to have the Raccoon River as a central, defining feature for the city? Including recreation and beyond recreation, what ways could the city shape its identity around the river and adjoining greenway over the next 20 years?	<i>Events/landmark</i>
		<i>Commercial river district (levy?)</i>
		<i>Watershed management</i>
		<i>Protecting trees, wildlife, and greenspace</i>
		<i>How to develop but keep a balance --> need to establish that critical mass to get people there</i>
		<i>Need some restaurants/bars so people can go and enjoy the beauty</i>
		<i>Should the city work to acquire this land? --> "Once it's gone, it's gone"</i>
		<i>Accessibility is key</i>
		<i>Don't overdevelop --> no commercial or big residential</i>
		<i>Keeping water clean</i>
		<i>Don't forget private development near lakes/streams (bars, restaurants)</i>
		<i>No over development in floodplains</i>
		<i>greenspace</i>
		<i>Water quality a problem that needs to be solved</i>
		<i>lobby for cleaner water</i>
		<i>Reach out to diverse communities to get their input on river use</i>
		<i>Keep greenways and not over develop</i>
		<i>Legislative/state-wide effort to clean up water quality</i>
<i>Accessibility to water resources</i>		
<i>Reaching out to diverse communities to assess their needs and utilization</i>		
<i>Keep greenway, protect trees and wildlife</i>		
<i>Accessibility is key, but now allowing commercial development is also important</i>		
<i>Keeping greenway and not overdeveloping</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		<i>Irony of West Des Moines water quality (drinking)</i>
		<i>Legislative need to clean up river water - promoting a dirty river will not get community use</i>
		<i>Reaching out to diverse communities to find out what they would use</i>
		<i>Accessibility to water with development amenities</i>
		<i>Not limit development but be careful with abutting water ways (balance for rest or bar for visual enjoyment)</i>
		<i>Water quality concerns - clean up water for rec uses, regional draw</i>
		<i>Maintain tree cover</i>
		<i>Engagement of broader (diverse) groups to address amenities options</i>
		<i>Unique draw to area needed to activate the space</i>
		<i>Flood plain and raising areas for development</i>
		<i>Watershed planning for upstream development - multiple corporation</i>
		<i>Levy?</i>
		<i>Control of property? City acquire? Land banking!</i>
		<i>Watershed management!</i>
		<i>Accessibility - no commercial development</i>
		<i>Clean potable</i>
		<i>Don't overbuild</i>
		<i>Balance of development</i>
		<i>Add event or landmark on river? (a large draw)</i>
	<i>How does West Des Moines look, feel and operate continue to be distinctive in the region? What are opportunities to build on its current uniqueness? 5 years? 20 years? Has? Doesn't have?</i>	<i>Amenities, 5 years, Has: work from home options</i>
<i>Amenities, 5 years, Has: energy efficient options</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		<i>Amenities, 5 years, Has: VJ type unique retail</i>
		<i>Amenities, 5 years, Doesn't have: less office spaces</i>
		<i>Amenities, 20 years, Has: technology advancement in autonomous vehicles/ride share laws</i>
		<i>Amenities, 20 years, Has: rec fields</i>
		<i>Amenities, 20 years, Has: mixed use</i>
		<i>Neighborhoods, 5 years, Has: affordable housing</i>
		<i>Neighborhoods, 5 years, Has: technology opportunities, city wide internet</i>
		<i>Neighborhoods 5 years, Has: house variety</i>
		<i>Neighborhoods, 20 years, Has: trees</i>
		<i>Neighborhoods, 20 years, Has: walkability</i>
		<i>Neighborhoods, 20 years, Has: trail access</i>
		<i>Neighborhoods, 20 years, Doesn't have: large roadway systems (road diet options)</i>
		<i>Aesthetics, 5 years, Has: City wide art programs</i>
		<i>Aesthetics, 20 years, Has: median streets - tree lined streets</i>
		<i>Culture, 5 years, Has: cultural festivals, run (marathon/triathlon)</i>
		<i>Culture, 5 years, Has: WDM farmers market</i>
		<i>Amenities, 5 years, Has: rugby fields</i>
		<i>Amenities, 5 years, Has: Internet: needs to be essential</i>
		<i>Amenities, 20 years, Has: robust technology. "Wire" technology drove last 10 years of innovation and what I hear will be "game changers for US in next 10-20 years" involve autonomous vehicles, A.I., gene therapy/ medical advances - we need to be able to work within future infrastructure needs</i>
		<i>Aesthetics, 5 years, Has: neighborhoods that have trees and are mature</i>
<i>Culture, 5 years, Has: Latino festival</i>		
<i>Culture, 5 years, Has: Farmers market - WDM is becoming more popular due to how DSM has overgrown and ours is more personal</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	How does West Des Moines look, feel and operate continue to be distinctive in the region? What are opportunities to build on its current uniqueness? 5 years? 20 years? Has? Doesn't have?	Aesthetics, 5 years, Has: more walkability
		Culture, 5 years, Has: more festivals and events such as races and other outdoor activities
		Amenities, 20 years, Has: shopping
		Amenities, 20 years, Doesn't have: malls
		Neighborhoods, 5 years, Has: housing mix
		Neighborhoods, 5 years, Doesn't have: affordable housing
		Neighborhoods, 20 years, Has: fast Internet
		Neighborhoods, 20 years, doesn't have: dead spots
		Culture, 20 years, Has: get a few festivals here from DSM
		Neighborhoods, 5 years, Has: Valley Junction, West Glen, Jordan Creek Area
		Neighborhoods, 20 years, Doesn't Have: neighborhood associations developed
		Aesthetics, 5 years, Has: ex: Beaverdale, VJ, etc.
		Culture, 5 years, Has: music in the Junction
		Culture 20 years, Has: hands on learning/nature center/children's museum to draw families
		Amenities, 5 years, Has: Shopping, restaurants
		Amenities, 5 years, Has: non chain/unique shops
Amenities, 5 years, Has: restaurants open late		
Culture, 5 years, Has: School district cooperation (WDM, Waukee, Norwalk)		
Culture, 20 years, Has: children's museum? (Destination for families)		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	10 Minute Walk:	What mix of amenities would you envision in what proximity?
		Connect to trail, Coffee shop, Groceries, Pharmacy, Park, Cafe/Pub
		School, Park, Dog Park, Connect to Trail, Playground
		Connect to trail, Socialize with friend
		Trail
		School, Park, Coffee, Restaurant, Playground, Pharmacy, Trail, Grocery, Clinic
		Groceries, Park, School, Fitness Center, Library
		Groceries, School
		School, Daycare, Park, Playground, Trail
		Restaurant, Park, Trail, Coffee, Groceries, School, Cafe
		Playground, Park, School, Fire station, Dog Park, Connect to trail
	10 Minute Bike Ride:	Socialize with a friend, Fitness center, Pharmacy, Library, Coffee Shop
		Social, Gas, Pharmacy, Boutique Shop, Bank, Post Office, Daycare, Dog Park, Library, Church
		Church, Gas, Groceries, Hardware, Pharmacy, Library, Cafe, Coffee
		Connect to trail, Park, Library
		Library, Groceries, Post Office, Trail, Gas, Coffee Shop
		Library, Trail, School, Grocery
		Friends, Restaurants, Shopping, Daycare, School, Park, Stores
		Bank, Library, School
	10 Minute Drive:	Entertainment, Everything else
		All else
		Groceries, Restaurant, Park
		Daycare, Work, Entertainment, Hospital, Shopping, Restaurant, Fitness, Big Box, Boutique, Hardware, Clinic

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Quality of Life Meetings		<i>Entertainment, Trail, Cafe, Fitness, Ethnic Groceries, Shopping, Hardware, Church, Restaurant, Gas, Daycare, Work</i>	
		<i>Fitness center, Gas, Work, Restaurant, Entertainment, Daycare, Box Store, Boutique</i>	
		<i>Dog Park, Entertainment, Cafe, Coffee</i>	
		<i>Shop, Hardware, Work, Entertainment, Fitness Center</i>	
		<i>Post Office, Box Store, Hardware store, Bank, Restaurant, Gas, Daycare</i>	
	20 Minute Drive:	<i>Movie, Amusement Park, Church, Work, Shopping</i>	
		<i>Work</i>	
		<i>Airport, Work</i>	
		<i>Big Box, Amusement Park</i>	
		<i>All</i>	
	<i>“Mixed-Uses” Areas of town that support a mix of uses and activities are being considered more and more in suburbs. Tell us what works or doesn’t work about these neighborhoods and business districts.</i>		
	Valley Junction, What’s Working:	<i>Great mix of shops</i>	
		<i>Great parking</i>	
		<i>Rentals available</i>	
		<i>Historic Value</i>	
		<i>Boutique Shopping</i>	
		<i>Mixture of Residential and Business</i>	
		<i>Quality Dining</i>	
		<i>VIB!</i>	
		<i>Businesses</i>	
<i>Events</i>			
<i>Easily Walkable</i>			
<i>Community Celebrations</i>			

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings		Farmer's Market
		People are drawn in
		Gem in the Community
		Uniqueness
		Festivals
		Farmer's Market
		Great choices
		Fun activities
		Cafes and Bars
		Restaurants
		Parking
		Safety
		Valley Junction, What's NOT Working:
	more opportunities for new housing, maintenance free	
	Mixed use	
	Meeting current code	
	Strange rest	
	Parking	
	Businesses that don't follow code (VJHB)	
	Farmer's market	
	Business hours	
	Lack of intentionality of attracting diverse businesses	
	Businesses close too early when we are actually available to go	
	Intentional diversity	
	Business hours	
	Parking	
	No grocery	
	Very little bus service	
	Too expensive	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	West Glen, What's Working:	Top level apartments
		Mix of shops
		Entertainment/Night life draw
		Housing
		Target (people drive in)
		Entertainment
		Bars
		Residential
		Entertainment District
	West Glen, What's NOT Working:	More affordability
		Traffic circulation
		Drunks
		No activities
		Shopping
		Lack of cohesive architecture
		Lack of accessibility
		Doesn't live/work/walk/play
		Not navigable
		Transit design
		Vacancy rates
		Not accessible to all populations
		Housing
		Bars!!!!
		Parking
		Accessibility
		Maintenance
Traffic circulation		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	East Village, What's Working:	Cool because it's real
		Retail/Stores
		Restaurants
		Fun
		Variety of Businesses
		Entertainment
		Have a feeling - cool vibe about it
		Real/authentic
		Height of buildings (not dictating character)
		Preservation of buildings
		New Hotel
		Shopping
		Food
		Culture
		Work/Play
		Mass Transit
		Work Play
		City Investment
		Sense of community/identity
		Architectural intent
	Consistent events	
	Streetscape and lighting	
	Safety	
	East Village, What's NOT Working:	Quality of housing
		Cost of it
		Parking
		High rents
Traffic		
Parking		
	Bike lanes	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	East Village, What's NOT Working:	Housing quality
		Parking (perception)
		Parking
		Parking
		Traffic circulation
		Bike lanes
		Housing Quality
		Housing Cost
		Parking \$\$
	Other favorite non-Iowa neighborhood:	KC - Power & Light District
		Grapevine, TX (working: Restaurants, Stores, Community, Accessibility; NOT working: Traffic)
		St Louis (working: International business district)
		Boulder, CO (working: Downtown shops)
		Nashville (working: Entertainment, Events (sports and concerts), Colleges, Retail, Museum)
		Minneapolis - North Loop (working: tertiary/secondary uses are accommodated, dense, cohesive architectural design, all uses within 10 min walk, feeling of connectedness, connection to river/river as an amenity, attraction of top talent)
	Environmental Resilience: Name one important environmental concern you have right now for the city of West Des Moines and/or the region?	Water Quality - 7 votes
		Waste (water and solid waste)
		flooding - 2 votes
		storm water management
		creek erosion
		recycling - 2 votes

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	Environmental Resilience: Name one important environmental concern you have for the city of West Des Moines and/or the region 20 years from now?	Power Needs
		flooding - 2 votes
		Land use (Green Space)- 2 votes
		maintain environmentally sensitive lands
		alternative energy
		Water Quality (Recreation and Drinking water) - 3 votes
		Alternative and Efficient transportation
		population density
		recycling
	Environmental Resilience: The city's economy and environment needs to be resilient to the changing climate conditions. How can the City be a proactive leader in environmental sustainability? What one thing could it be proud to have accomplished in 20 years?	education on natural resources
		recycling
		renewable energy options - 3 votes
		solar - on all city/public buildings
		water (quantity and quality) - 2 votes
		waste disposal
		innovative business
	transportation	
	Business and Workforce Attraction: Social Offerings	Welcoming Communities Group/Info
		Sporting Events
		Entertainment options (Restaurants/bars)
		Church Groups
Gathering places		
Schools		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Quality of Life Meetings	Business and Workforce Attraction: Social Offerings	Walkable neighborhoods (Mixed Use)
		Youth Community Center
		Internet availability/options/innovation
	Business and Workforce Attraction: Environment of openness and "Welcomeness"	Welcome Packet - 2 votes
		walkable neighborhoods
		front porches
		brand and market city as a welcoming community
		proactive efforts to create welcome city
		free meal options
		diverse businesses & Types
		subsidize small/local businesses
		neighborhood welcome events
		identifiable neighborhoods
		diversity and culture
		cost of living
		arts/music facilities
	school functions	
	Business and Workforce Attraction: Attractiveness of the built environment	green spaces
		dog parks
		permeable pavement
		neighborhood identity/design
road design		
incentive programs		
landscaping		
lighting		
code enforcement		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
Valley High School Student Project	What would you like to see or what is missing in West Des Moines?		
		Fifth Grade:	
		<i>homeless shelter</i>	40
		<i>foster home</i>	24
		<i>no kill shelter</i>	18
		<i>children's museum</i>	17
		<i>Eco-friendly</i>	15
		<i>clean park bathrooms</i>	14
		<i>Special needs playground</i>	10
		<i>better cops</i>	10
		<i>clean parks</i>	10
		<i>playground</i>	8
		<i>Wi-Fi</i>	7
		<i>better water</i>	6
		<i>cleaner city</i>	6
		<i>water fountain</i>	6
		<i>skate park</i>	6
		<i>resort</i>	6
		<i>improve sewers</i>	5
		<i>monument</i>	5
		<i>more trash cans</i>	5
		<i>teen center</i>	4
		<i>lower taxes</i>	4
		<i>cops in neighborhood</i>	3
		<i>unique homes</i>	3
		<i>competitions</i>	3
		<i>dog park</i>	3
<i>affordable housing</i>	3		
<i>sidewalks</i>	3		
<i>zoo</i>	3		
<i>city events</i>	3		
<i>summer camp</i>	2		
<i>city childcare</i>	2		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
Valley High School Student Project	What would you like to see or what is missing in West Des Moines?			
		Fifth Grade:	environment friendly factories	2
			art center	2
			trampoline parks	2
		Seventh & Eighth Grade:	Teen community center	58
			indoor sports center	55
			Festivals	30
			Big Christmas tree	28
			kids' museum	19
			small affordable housing	18
			green space	16
			Russia Day	15
			park	13
			cleaner streets	10
			bigger better farmers market	10
			Asian Market	9
			African American Day	9
			ice rinks	8
			green community	8
			Gay Pride celebration	7
			mental asylum	7
			skate parks	7
			dog park	7
			water park	6
			non-membership gym	6
			biking trails	6
			non-membership gym	6
			drive-in	5
	more zoos	5		
	lower hospital bills	4		
	lights on the bike trails	4		
	block parties	4		
	Learning Playground	4		
	arts studio	4		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
Valley High School Student Project	Seventh & Eighth Grade:	<i>interactive art museum</i>	4
		<i>more animal shelters</i>	3
		<i>disable playground</i>	3
		<i>indoor water facility</i>	3
		<i>No kill shelter</i>	3
		<i>electric scooters</i>	3
		<i>apartments excepting section 8 housing</i>	3
		<i>outdoor bathrooms</i>	3
		<i>vibrant colors</i>	3
		<i>free wifi</i>	3
		<i>walk-in clinic</i>	3
		<i>skyscrapers</i>	3
		<i>indoor basketball rec</i>	2
		<i>pool</i>	2
		<i>New Years Celebration</i>	2
		<i>homeless shelter</i>	2
		<i>solar panels</i>	2
		<i>rent bikes</i>	2
		<i>Dia de los Muertos celebration</i>	2
		<i>FREE garden waste bins</i>	2
		<i>financial support for the less wealthy</i>	2
		<i>mural</i>	2
		<i>trampoline parks</i>	2
		<i>carnival</i>	2
		<i>coffee shop/ hang out</i>	2
		<i>ice rinks</i>	2
		<i>horse stables</i>	2
<i>clean good tasting water</i>	2		
<i>art sculptures</i>	2		
<i>more fountains</i>	2		
<i>wide sidewalks</i>	2		
<i>planting more trees</i>	2		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
Valley High School Student Project	Ninth Grade:	<i>Drive-in theatre</i>	11
		<i>Free wi-fi stations</i>	10
		<i>park</i>	8
		<i>community center for teens</i>	8
		<i>Fountain</i>	6
		<i>special needs parks</i>	5
		<i>dog park</i>	5
		<i>music activities</i>	5
		<i>pool</i>	5
		<i>hiking trails</i>	5
		<i>Outdoor concerts</i>	4
		<i>Bigger pools</i>	4
		<i>Community gardens</i>	4
		<i>animal shelters</i>	3
		<i>Christmas Jubilee</i>	3
		<i>indoor soccer complex</i>	3
		<i>ice rink</i>	3
		<i>homeless shelters</i>	2
		<i>community events</i>	2
		<i>more sports activities</i>	2
		<i>artwork alleys</i>	2
		<i>Santa on a firetruck</i>	2
		<i>Food event</i>	2
	<i>Concerts</i>	2	
	<i>Community Thanksgiving</i>	2	
	<i>Public competitions</i>	2	
	Tenth thru Twelfth Grade:	<i>city wifi</i>	14
		<i>Drive-in</i>	10
		<i>free sports center</i>	9
<i>sledding outside</i>		7	
<i>more transportation</i>		6	
	<i>teen center</i>	6	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
Valley High School Student Project	Tenth thru Twelfth Grade:	<i>seasonal festivals</i>	6
		<i>snowball fight</i>	5
		<i>art walls</i>	4
		<i>multi story buildings</i>	3
		<i>more parks</i>	8
		<i>more marathons</i>	5
		<i>indoor park</i>	3
		<i>public turf</i>	3
		<i>outdoor concert center</i>	3
		<i>Dia de los Muertos</i>	2
		<i>black history month event</i>	2
		<i>open mic night in the park</i>	2
		<i>more food in VJ</i>	2
		<i>more/free gym</i>	3
		<i>improve roads</i>	3
		<i>snow man building contest</i>	2
		<i>free doctor</i>	2
<i>city wide holiday lights</i>	2		
<i>summer carnival</i>	2		
<i>public art studio</i>	2		
Pancake Breakfast	I would Love to See ____ in WDM?	<i>Outdoor movies in the park</i>	
		<i>Mountain bike trails</i>	
		<i>More bike trails</i>	
		<i>A fire dog</i>	
		<i>More recycling</i>	
		<i>Waffle House</i>	
		<i>Winter carnival</i>	
		<i>More winter activities</i>	
		<i>A nature-scape park</i>	
		<i>More social and volunteer opportunities for adults with special needs</i>	
		<i>A HAWK crosswalk at Raccoon River Park and Grand Ave entrance</i>	
		<i>Steak and Shake</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Pancake Breakfast</i>	<i>We all want WDM to be a great community. What are the aspects of a great community?</i>	<i>running and walking trails</i>
		<i>playgrounds and parks</i>
		<i>community events</i>
		<i>Great schools</i>
		<i>Friendly people</i>
		<i>good resources</i>
		<i>available housing</i>
		<i>variety of churches</i>
		<i>social opportunities for all ages</i>
		<i>Strong infrastructure network</i>
		<i>Amenities and parks</i>
		<i>Strong ties to local schools</i>
		<i>positive relationship with business community</i>
		<i>Safe neighborhoods</i>
		<i>Family-oriented</i>
		<i>Fun events for all ages</i>
		<i>Events that bring the community together</i>
		<i>Solid infrastructure</i>
		<i>Good parks</i>
		<i>Friendly neighbors</i>
		<i>Parks and greenspace</i>
		<i>Community events</i>
		<i>Schools and Parks</i>
		<i>City Services</i>
		<i>Wonderful fireman</i>
		<i>clean</i>
<i>close proximity to schools</i>		
<i>One that engages the very youngest and oldest citizens and visitors</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Pancake Breakfast</i>		<i>Events like this! (sic pancake breakfast)</i>
		<i>Parks and Rec, Infrastructure and schools</i>
		<i>Being able to be good neighbors, helping one another when one is able</i>
		<i>We love the bike trails and look forward to them expanding past 81st street and Mills Civic</i>
		<i>Staying positive towards one another. treating everyone equally.</i>
		<i>Friendship, consistency, hope for growth, loyalty</i>
		<i>Farms, grassy hills, and a lot of countryside</i>
		<i>Well-maintained public services/parks/ public transportation</i>
		<i>Friendly, open, and efficient government</i>
		<i>A place where all people feel welcomed and valued</i>
		<i>Common and understood sense of community (community pride)</i>
		<i>Good long-term design for infrastructure and transportation</i>
		<i>Safety - teamwork - friendship - play</i>
		<i>Community events</i>
		<i>Clean neighborhoods</i>
		<i>ways to be involved</i>
		<i>Connectedness and support and opportunity</i>
		<i>strong communication</i>
<i>diversity and inclusion</i>		
<i>education</i>		
<i>Love the archery stand in Raccoon River Park and look forward to the boathouse if the 5 waters plan moves forward</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Pancake Breakfast	If you asked me for recommendations on improvements for WDM, I would recommend _____?	Continue improving outdoor rec activities and trails, parks, and playgrounds
		Parks and Rec classes later in the day for working parents
		No "u-turn" at 35th and Woodland
		Enforcement of traffic laws
		speeding mitigation
		lack of turning signals
		Diversify tax base through recruitment of businesses
		More bike trails/complete existing trails
		Left turn lanes
		Less shopping centers
		Better Internet options
		A downtown or uptown city center
		Police that smile and are friendlier
		More programs towards home maintenance repairs and updates
		fenced in park options with parents of small children or children with special needs
		Canoe, paddle board, and kayak rentals at Raccoon
		On/off ramp on I-80 at Ashworth Rd
		Protected forest preserve areas
		Calling city works
		More pickle ball courts and add lights to the facilities that have courts so that we can use them when temps are cooler
Better water - too much calcium that prematurely causes appliance replacement		
More parks and local activities		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Pancake Breakfast	If you asked me for recommendations on improvements for WDM, I would recommend _____?	Fixing bike trails - raccoon river trail quality is poor
		A more social & volunteer opportunities for adults with special needs
		Thoughtful development while preserving habitat.
		Sidewalks in all neighborhoods (along 35th St. all the way to Grand Ave)
		The 8th street intersection going north at 235 loses lanes/or have to move dramatically to the right. Nothing indicates the move
		Designated left turn lane there for entrance to 235. Lots of backup with people staying behind left turners as they want to go straight north
		Public transportation
		We love the outdoor spaces - trails, etc. - but can always have more
		increase walkability
		Widening busier residential streets that allow parking on one side (16th between Ashworth and Grand)
		Dangerous traffic patterns @ 8th and entrance ramp/Kum n Go entrance
		Continue trails west. Hope there will be walkability/biking in that far southwest area of the city (Kings Landing plat 2)
		If WDM were a person, how would you describe that person?
	Energetic and open-minded	
	Happy and caring	
	Uptight, large, and trying hard to fit into the social scene	
	Beautiful, safe, and clean	
	Welcoming	
	Friendly and clean	
	Warm, friendly, and communicative.	
Prosperous. It's growing		
Progressive. Caring. Community-oriented		
Diverse and pleasant.		
A young grandparent. Still learning and growing but strong and stable.		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Pancake Breakfast		<i>It would probably be a farmer and like to eat corn. It might also enjoy life on the countryside</i>
		<i>Energetic, generous, caring, safe.</i>
		<i>Strong, exciting, and friendly.</i>
		<i>Love trails, shopping, and eating.</i>
		<i>Well-maintained</i>
		<i>Lively, fun, and open to growth.</i>
		<i>Versatile, colorful, growing, exciting, youthful yet historical</i>
West Des Moines Democrats	<i>We all want WDM to be a great community. What are the aspects of a great community?</i>	<i>Safe Community</i>
		<i>Great Fire & Police</i>
		<i>A Caring, diverse community that supports each other, things to do, affordable housing, safe, parks and outdoor recreation, shopping, and restaurants</i>
		<i>Great schools, safety, recreational facilities, well-paying jobs with benefits, good public transportation</i>
		<i>places to live and work for diverse members of the community, activities for children, youth, families, singles, and older adults</i>
		<i>Friendly, Family Feeling</i>
		<i>A melting pot of businesses and residents</i>
		<i>Trails, shopping, mix of housing types</i>
		<i>inclusion of everyone, recreational areas, planned growth</i>
		<i>Response to people</i>
		<i>Pedestrian, walkability, and bicycle-friendly</i>
<i>walkable, accessible, enjoyable, housing & entertainment for all income levels that the local economy creates, people should be able to afford to live where they work</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
West Des Moines Democrats	<i>If you asked me for recommendations on improvements for WDM, I would recommend _____?</i>	<i>too much speeding in Jordan Creek Area</i>
		<i>accessible housing for people with disabilities that is affordable, enough jobs for people with intellectual disabilities, lacking accessibility in Valley Junction or other older areas of the City</i>
		<i>More outreach to the immigrant community, welcoming city</i>
		<i>more affordable housing and access to public transportation</i>
		<i>More things to do in WDM when there is no school</i>
		<i>Pedestrian-Friendly Crosswalk at 63rd and Railroad</i>
		<i>More handicap accessibility within Holiday park, more affordable housing (SF), tiny home village in VJ</i>
		<i>More public transportation, more metro cooperation</i>
		<i>more mixed residential and commercial development - Valley West is perfect opportunity</i>
		<i>create housing projects and programs that improve our economic and racial diversity - make sure we have the transportation support for them too</i>
	<i>If WDM were a person, how would you describe that person?</i>	<i>Good, great place to live, good person, I grew up in WDM, love VJ</i>
		<i>Fun</i>
		<i>Growing</i>
		<i>Big, warmish, sometimes it's not friendly, scary</i>
		<i>Me. Roots go back generations</i>
		<i>middle class</i>
		<i>Upper middle-class, friendly, health and wellness oriented</i>
		<i>friendly and accessible, if a bit obliviously yuppie</i>
		<i>I love our parks, library, schools, shopping, and entertainment. You're doing a great job there</i>
		<i>Bland</i>
<i>White, Wealthy, Racist, Male</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Meeting in a Box Discussion: Book Club</i>		<i>Expand community garden to provide opportunities for the food insecure in WDM. Expand services and partner with the Food Bank of Iowa and others to provide pick-up and drop-off food locations throughout WDM.</i>
		<i>Keep expanding the trail system into new WDM property areas.</i>
		<i>Install Blue lights on the trail system to make it safer</i>
		<i>Provide community self-defense classes taught by the WDM police</i>
		<i>Understanding that Westcom calls do not go to WDM police department (can this be changed back to local police)</i>
		<i>Free Keyguard system (attachment on keys that DSM has that can help fend off an attacker (sound and is pointed plastic based in between fingers) distribution thru all WDM public locations (library, community centers, police and fire departments)</i>
		<i>Bring back Learn appaloosa (nice family event that is different than Illumifest)</i>
		<i>Increase Disability services (seem very limited for the size and scope of WDM)</i>
		<i>Do not continue privately owned streets like WestGlen... difficult to walk and drive in.</i>
		<i>Allow solar panels on homes</i>
		<i>Use technology and solar capabilities in WDM City buildings as well</i>
		<i>Encourage energy conservation with City incentives</i>
		<i>Value diversity</i>
		<i>Provide more affordable housing options including limited income "over age 55" housing</i>
		<i>Make a commitment to improved local transportation increased bus stops and frequency</i>
<i>Provide shelter covers and seating at bus stops</i>		
<i>Encourage indoor parking options for incoming businesses whenever possible (Example: Coralville Costco)</i>		

Event	Question	Idea
<p>Meeting in a Box Discussion: Book Club</p>		<p><i>Provide more outdoor gathering spaces on the City campus and other park areas, examples: outdoor chess tables like Central Park</i></p>
		<p><i>Provide more cultural events</i></p>
		<p><i>Continue to encourage a thriving business environment; encourage progressive business development and look for joint public/private partnerships</i></p>
		<p><i>Consider establishing a second Senior Center, possibility located in the Jordan Creek mall</i></p>
		<p><i>Offer more activities at the Senior Center locations</i></p>
		<p><i>Need more handicapped parking spots at WDM government locations as well at WDM businesses. Need more braille and audio technology as well.</i></p>
		<p><i>Enhance Raccoon River Park. Make it the WDM outdoor gathering spot. Pave wide walking trails around the lake for access by wheelchairs, strollers and rollerblades. Provide sailboats, kayaking and other water rental opportunities. Have food trucks stationed there. Provide printed public health information about mosquitoes and ticks.</i></p>
		<p><i>Mobile library with book club program to go to Senior Centers and assisted living facilities, example: Clive library provides this service</i></p>
		<p><i>Create a WDM library branch at the Jordan Creek mall. Include an internet Café with it</i></p>
		<p><i>Attract real tech jobs. Why can't WDM be the Silicon Valley of Midwest?</i></p>
<p><i>Expand the Human Services donation center. Extend the hours for drop-off as well as the types of items to be donated. Allow large furnishings. Have a match program for people's needs. Example: 2 neighbors just retired and downsized < had whole rooms of furniture they wanted to go to WDM families.</i></p>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Meeting in a Box Discussion: Book Club</i>		<i>Expand the Community Closet to accept clothing donations for clothing that is not in that season as well.</i>
		<i>Acknowledge climate change and be a leader in Iowa. Establish a flood protection plan for WDM and keep citizens informed. Plan for more indoor activities for citizens due to extreme weather.</i>
		<i>Concern of the diminishing quality of water in WDM. Many neighbors cited concern over smell, taste and water pressure (felt this issue was getting worse not better).</i>
		<i>Establish a WDM City program or a city-mandate to encourage residents to use phosphate free lawn fertilize like they have throughout Minnesota.</i>
		<i>Provide more opportunities for involvement on City Commissions and boards. Small number of boards for the size and scope of WDM.</i>
		<i>Enhance WDM Fourth of July parade. It has declined over the years. Possible neighborhood floats and live music event following the parade.</i>
		<i>Do more to attract young people to live in WDM. WDM should have its own DSM Social Club.</i>
		<i>WDM should have its own Business Incubator as well. Possibility partner with DMAAC WDM campus.</i>
		<i>Expanded parking for at the City campus as it is difficult to park for WDM high school sporting events.</i>
<i>Pumpkin Walk</i>	<i>I would love to see _____ in WDM?</i>	<i>Happy campers</i>
		<i>More ADA parks</i>
		<i>In and out burger</i>
		<i>Professional mentoring programs for kids</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Pumpkin Walk		Big tower for all seasons
		Homes for the homeless
		Better street lighting
		Bigger parks
		Boardwalk by Raccoon River
		More paintings in public spaces
		Remove setback regulations
		Valley west revitalization
		More pizza joints
		My self
		Dave and Busters
		IKEA
		Jack in the box
		Less McDonald's
		Better management of our money
		Really really good Mexican food
		More kid's activities
		Backyard chickens
		More children power
		Pet pigs
		Trick or treat ON Halloween
		Allow ice cream trucks
		Comic bookstore
		Water Park
		Street taco truck
		Aquarium
		Judgment free dinosaur zones
More holidays		
More fire trucks		
More police		
More puppies		
More bike trails on eastern side		
Indoor pools		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Pumpkin Walk</i>		<i>Adopt don't shop for dogs</i>
		<i>More flowers and trees</i>
		<i>More geocaching</i>
		<i>More family friendly events (indoor and outdoor)</i>
		<i>Cat and dog cafes</i>
		<i>Face painting</i>
		<i>Umbrella/Shades over parks</i>
		<i>More development of SF homes</i>
		<i>Surfboard simulator</i>
		<i>More cat fosters</i>
		<i>Water parks</i>
		<i>More events</i>
		<i>More adult events like singles meeting singles</i>
		<i>Free family fun events</i>
		<i>More butterflies</i>
		<i>Toy stores</i>
		<i>WDM Fair</i>
		<i>Bookstore</i>
		<i>Free kid's activities</i>
		<i>Better quality lunches in WDMCS</i>
<i>Children's museum</i>		
<i>TGIFridays</i>		
<i>Musical theater</i>		
<i>Stilwell Presentations</i>	<i>Economic Prosperity</i>	<i>Train citizens</i>
		<i>Hold communication seminars</i>
		<i>Offer low-interest loans</i>
		<i>Offer forgivable loans</i>
		<i>Create new business tax cuts</i>
		<i>Raise wages</i>
		<i>Reduce Cost of Living</i>
		<i>Increase minimum wage</i>
		<i>Use PBL to address skills gap</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Stilwell Presentations</i>	<i>Community Design</i>	<i>Dedicated bike lanes</i>
		<i>Improve art along trails</i>
		<i>Site art along trails</i>
		<i>Make trails more accessible</i>
		<i>Advertise and use local artists</i>
		<i>Use more color!</i>
		<i>More public art</i>
		<i>Locally and culturally appropriate playgrounds</i>
		<i>More community gardens</i>
		<i>ADA playground swings</i>
		<i>Art along trails</i>
		<i>Use community trust and input to build better community design standards</i>
		<i>Engagement & Wellness</i>
	<i>More youth activities</i>	
	<i>More opportunities for seniors</i>	
	<i>More regionalism</i>	
	<i>More festivals</i>	
	<i>More fine art</i>	
	<i>Better elderly care</i>	
	<i>Diversity & Inclusivity</i>	<i>Represent all races in City-sponsored media and print</i>
		<i>Create more anti-discrimination ordinances</i>
		<i>Make everyone feel at home</i>
		<i>Support the LGBTQ community and partner with school GSAs</i>
		<i>Start a WDM gay pride</i>
		<i>Create more ways for people to communicate with the City</i>
		<i>Draw awareness to other types of people</i>
		<i>Hold more community meetings that have targeted outreach</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Stilwell Presentations</i>		<i>Create more job opportunities based on diverse skill sets</i>
		<i>Hold more festivals celebrating diversity</i>
		<i>Create more safe and active spaces for diverse individuals</i>
		<i>Use international sports to bring people together (soccer, handball, etc.)</i>
		<i>Focus on recruitment of diverse candidates</i>
		<i>Retain diverse candidates by ensuring appropriate cultural amenities (rec clubs, religious spaces, etc.)</i>
		<i>Educate WDM citizens through celebrations, museums, community events, and town hall meetings</i>
		<i>Conduct new resident open forum to discuss needs</i>
	<i>Land Use</i>	<i>Rehab Valley West</i>
		<i>Redevelop older areas of City</i>
		<i>Tear down derelict homes and create community spaces</i>
		<i>Add an entertainment district</i>
		<i>Add more restaurant options</i>
		<i>Add more green spaces</i>
		<i>Add more museums</i>
		<i>Add more trees</i>
	<i>Transportation & Infrastructure</i>	<i>Maintenance</i>
		<i>Fix potholes</i>
		<i>Add light-rail (regional)</i>
		<i>Fix traffic signals</i>
		<i>Fix traffic flow</i>
		<i>Signal preemption</i>
		<i>More efficient traffic lights</i>
		<i>Add a driver safety and education component to address rise in bicycle usage</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Stilwell Presentations</i>	<i>Housing & Neighborhoods</i>	<i>More awareness of programs</i>
		<i>More education</i>
		<i>Expand rental housing</i>
		<i>Encourage solar power</i>
		<i>Encourage clean energy use</i>
		<i>More glass architecture for natural lighting</i>
		<i>Slow-down development process to spend more time finding affordable housing financing options</i>
		<i>Encourage smaller homes and lots</i>
		<i>Add a tiny home village near Raccoon River Park</i>
		<i>More city-sponsored home rehab projects</i>
	<i>Sustainability & Resiliency</i>	<i>Use sustainable energy resources in City projects</i>
		<i>Educate public on meaning of these topics</i>
		<i>Less dependence on automobile</i>
		<i>Spread awareness on solar energy</i>
		<i>Educate public on carbon footprint reduction</i>
		<i>Create and activate a volunteer database for emergency preparedness and response</i>
		<i>Plant more greenery throughout City</i>
		<i>Create a better public recycling program, including outdoor fixtures, signage, and features</i>
		<i>Channel young people's passion to fight climate change</i>
		<i>Push LEED certification</i>
<i>Educate and inform the public on negative effects on environment</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Golf in the Halls</i>	<i>I would love to see _____ in WDM?</i>	<i>Happy campers</i>
		<i>Competitive Rowing Course</i>
		<i>Bike Lanes to Business Districts</i>
		<i>Mountain Bike Trails</i>
		<i>Right Turning Lanes</i>
		<i>More Local Shops in Neighborhoods</i>
		<i>Better Bike Trail Signage to Connect Trails</i>
		<i>Bike Lanes Along Ashworth</i>
		<i>More Social Programs for Special Needs Adults</i>
		<i>Rent-able Bikes Along Trails</i>
		<i>Festival by Blue Heron Lake</i>
		<i>More Public Art</i>
		<i>Larger Children's Museum at Valley West Mall</i>
		<i>Cereal Bars</i>
		<i>Bird Scooters</i>
		<i>Top Golf</i>
		<i>Dave & Busters</i>
<i>Universal Studios</i>		
<i>No Bike lanes on Ashworth</i>		
<i>Meeting in a Box: Baker Lemar Group</i>	<i>I would love to see _____ in WDM?</i>	<i>More indoor children's activity options</i>
		<i>Total Wine Store</i>
		<i>Celtic Festival and Highland Games</i>
		<i>A veteran's memorial</i>
		<i>West Des Moines craft beer festival</i>
		<i>Institutional classes through parks and rec for adults</i>
		<i>Thoughtful preservation of habitat areas</i>
		<i>Outdoor music venue</i>
<i>More live music events</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Meeting in a Box: Baker Lemar Group	I would love to see _____ in WDM?	Dedicated facility for community theater
		Better coordination of letting us know when events are happening
		Summer music festival with local bands
		Indoor swimming pool with diving boards
		Watershed plan and communication
		4th of July Carnival with bingo games
		Winter farmer's market
		Better roads
		Conservation volunteer opportunities
		Aquatic center
Go-Kart Track		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
Jingle in the Junction	Vote for the top two residential development types you feel WDM should incorporate more of?	Single Family Detached	57
		Manufactured Housing	5
		Tiny Homes	38
		Attached Housing	23
		Apartment Complex	13
		Commercial/Residential Mixed Use	33
		Vote for the top two storm water features you feel WDM should promote?	
		Standard Detention Pond	16
		Landscaped Rain Gardens	58
		Green Roofs	35
		Landscaping Features	89
		Bioswales and feature strips	32
		Permeable Paver	20

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>Jingle in the Junction</i>	<i>Vote for the top two landscape amenities you feel WDM should incorporate more of?</i>		
		<i>Tree-lines streets</i>	<i>73</i>
		<i>Built Environment</i>	<i>51</i>
		<i>Landscaping in Parking Lots</i>	<i>9</i>
		<i>Business Area Green spaces</i>	<i>8</i>
		<i>Recreational Parks</i>	<i>120</i>
		<i>Central Neighborhood Green spaces</i>	<i>35</i>
	<i>Vote for the top two commercial development types you feel WDM should incorporate more of?</i>		
		<i>Walkable Commercial Districts</i>	<i>87</i>
		<i>Commercial Strip Centers</i>	<i>16</i>
		<i>Stand Alone Commercial</i>	<i>7</i>
		<i>Commercial/Residential Mixed Use</i>	<i>41</i>
		<i>Big Box Retail</i>	<i>3</i>
	<i>Regional Shopping Center</i>	<i>29</i>	
<i>NextDoor</i>	<i>What image of commercial development depicts what you'd like to see in WDM?</i>		
		<i>Walkable Commercial District</i>	<i>96</i>
		<i>Commercial Strip Center</i>	<i>18</i>
		<i>Stand Alone Commercial)</i>	<i>11</i>
		<i>Commercial/Residential Mixed-Use</i>	<i>54</i>
		<i>Big Box Retail</i>	<i>8</i>
		<i>Shopping Center</i>	<i>22</i>
	<i>Which image(s) depicts the roadway design elements that you think the City of WDM should utilize in roadway design and construction?</i>		
		<i>Roundabouts</i>	<i>21</i>
		<i>Sidewalks along all streets</i>	<i>64</i>
	<i>Dedicated bike lanes</i>	<i>33</i>	
	<i>Frequent pedestrian crossings</i>	<i>44</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>What image of residential development depicts what you'd like to see in WDM?</i>	<i>Large Single-Family Estate</i>	12
		<i>Row Houses</i>	11
		<i>Duplex/Triplex</i>	8
		<i>Manufactured Housing</i>	1
		<i>Walk-Up Multi-Family</i>	19
		<i>Modern Terrace Townhouses</i>	14
		<i>Apartment Complex</i>	3
		<i>Standard Single Family</i>	28
		<i>Commercial/Residential Mixed-Use</i>	16
		<i>Tiny Houses)</i>	14
		<i>What image(s) of green space depicts what amenities you'd like to see in WDM?</i>	<i>Tree-Lined Streets</i>
	<i>Natural features among built environment</i>		22
	<i>Landscaping in parking lots</i>		26
	<i>Business area greenspaces</i>		18
	<i>Recreational Parks</i>		34
	<i>Central Neighborhood Greenspace</i>		29
	<i>What image of density depicts what you'd like to see as WDM grows?</i>		
	<i>Aesthetic Low Density</i>	<i>Aesthetic Low Density</i>	33
		<i>Low Density</i>	2
		<i>Aesthetic Medium Density</i>	34
		<i>Medium Density</i>	10
		<i>Aesthetic High Density</i>	25
		<i>High Density</i>	2
		<i>Aesthetic Very High Density</i>	22
		<i>Very High Density</i>	0

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>Which image(s) depicts how you'd like to see the City of WDM approach storm and surface water management?</i>	<i>Standard Detention Pond</i>	<i>7</i>
		<i>Landscaped Rain Gardens</i>	<i>59</i>
		<i>Green Rooftops</i>	<i>21</i>
		<i>Landscaping Feature</i>	<i>47</i>
		<i>Bioswales and Filter Strips</i>	<i>30</i>
		<i>Permeable Pavers</i>	<i>26</i>
		<i>In terms of home ownership, is there a price range that you feel the City is lacking?</i>	<i>\$100,000 and under</i>
	<i>\$100,000 to \$200,000</i>		<i>12</i>
	<i>\$200,000 to \$300,000</i>		<i>1</i>
	<i>\$300,000 to \$400,000</i>		<i>3</i>
	<i>\$400,000 to \$500,000</i>		<i>3</i>
	<i>\$500,000 and up</i>		<i>3</i>
	<i>Which image(s) depicts what types of garages the City should encourage in single-family homes?</i>		<i>Front Garage Set Back</i>
		<i>Front Garage Front Loaded</i>	<i>38</i>
		<i>Garage Behind House</i>	<i>27</i>
		<i>Rear Alley Access Garage</i>	<i>19</i>
		<i>Carport</i>	<i>12</i>
		<i>No Garage</i>	<i>8</i>
		<i>Which image(s) depicts the mix of housing types you'd support in your neighborhood so that you and/or your family could age in place?</i>	<i>Retrofit Existing Home</i>
	<i>Zero-Step Entry Ranch Home</i>		<i>30</i>
	<i>Senior Housing Cooperative</i>		<i>14</i>
	<i>Intergenerational Apartments</i>		<i>12</i>
	<i>Mother-in-Law Suite</i>		<i>28</i>
<i>Accessory Dwelling Unit</i>	<i>22</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>Which image(s) depicts neighborhood features that you'd support to make your neighborhood more unique and identifiable?</i>	<i>Unique Neighborhood Street Signs</i>	20
		<i>Central Community Park</i>	33
		<i>Cohesive Architecture Unique to Neighborhood</i>	8
		<i>Neighborhood Entrance Signs</i>	23
		<i>Unique Streetscapes</i>	40
		<i>Shops and Restaurants amongst Residential</i>	10
		<i>Which image(s) depicts the approach the City should take to mitigate the increasing impacts of climate change?</i>	<i>Plan for increasing threats for flooding</i>
	<i>Protect environmentally sensitive areas</i>		27
	<i>Reduce transportation impacts</i>		21
	<i>Encourage sustainable design</i>		25
	<i>Construct buildings above the floodplain</i>		17
	<i>Climate change doesn't exist (the City should not have a role)</i>		2
	<i>Which image(s) depicts the measures the City should promote or implement to reduce its carbon footprint?</i>		<i>Evaluate opportunities for alternative fuels for City fleet vehicles and service vehicles</i>
		<i>Consider solar and/or wind energy as a City utility</i>	20
		<i>Require solar subdivisions where lot orientation accommodates rooftop solar or protects solar access</i>	9

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
<i>NextDoor</i>		<i>Preserve and enhance the urban tree canopy by allowing street trees and protect quality trees and native timber stands</i>	26	
		<i>Use City projects as demonstration projects for sustainable strategies</i>	17	
		<i>The City should not promote or implement any measures</i>	0	
	<i>Which image(s) depicts the measures the City should promote or implement to ensure we can adequately prepare for disasters?</i>			
			<i>Elevate Improvements Above the Current and Potential Future Flood Elevations</i>	22
			<i>Upgrade areas of insufficient storm sewer infrastructure on a regional basis or as part of the redevelopment process</i>	37
			<i>Assure developments have a minimum of two-points of entry in case one entrance is blocked due to a disaster or an accident</i>	25
			<i>Identify critical operation facilities and evacuation routes within the City and assure they will be able to function at times of crisis</i>	37
			<i>The City should not have a role in protecting residents from natural or man-made disasters.</i>	0
			<i>Pedestrian safety/refuge islands on larger roadways</i>	65
			<i>More frequent bus stops</i>	27
	<i>What types of events, gathering spaces, and/or social offerings would you like to see the City of WDM provide more of?</i>			
			<i>Community Events</i>	21
			<i>Public Art</i>	10
			<i>Online Collaboration Space</i>	6
			<i>High Quality Public Parks</i>	27
			<i>Cultural Festivals</i>	13
<i>Public Plazas</i>			21	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>Which image(s) depicts the utility services you want the City to provide rather than having to provide them yourself?</i>	<i>Connection to City Sanitary Sewer vs. a Septic System</i>	<i>11</i>
		<i>Water Service that has sufficient flow to accommodate fire protection</i>	<i>11</i>
		<i>Natural Gas</i>	<i>9</i>
		<i>Electric</i>	<i>10</i>
		<i>Paved Streets vs. Gravel Streets</i>	<i>11</i>
		<i>Connection to City Storm Sewer</i>	<i>11</i>
		<i>Wifi</i>	<i>7</i>
		<i>I would be willing to provide some or all of these services rather than the City.</i>	<i>3</i>
		<i>A recent study found that 88% of WDM residents drive to work alone. Which of the following alternative modes of transportation would you use for your daily commute if they were to become more efficient, affordable, and convenient?</i>	<i>Bus</i>
	<i>Bicycle</i>		<i>14</i>
	<i>Bike or Scooter Share</i>		<i>11</i>
	<i>Walk</i>		<i>9</i>
	<i>Ride Share Service</i>		<i>14</i>
	<i>I would still drive myself</i>		<i>19</i>
	<i>WDM is known for top-notch public safety services - which of the following Health & Safety programs do you think the city should prioritize?</i>		<i>Ensure that our built environment and social structures are designed to promote public safety throughout the City</i>
		<i>Sustain fire protection through up-to-date facilities, equipment, and fire code enforcement</i>	<i>15</i>
		<i>Community engagement initiatives to teach safety practices</i>	<i>16</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
<i>NextDoor</i>		<i>Support programs that sustain and enhance the physical health and mental wellbeing of residents</i>	<i>20</i>	
		<i>Expand the use of public and private land for community gardens for the production and distribution of local food</i>	<i>20</i>	
		<i>Encourage active living and expand facilities for recreation activities, health, and wellness initiatives</i>	<i>18</i>	
		<i>Which of the following programs should the City work to establish or continue providing through human services?</i>		
		<i>Emergency assistance for rent & utilities</i>	<i>12</i>	
		<i>Emergency assistance for transportation</i>	<i>15</i>	
		<i>Emergency assistance for handyman services</i>	<i>12</i>	
		<i>Youth recreation assistance</i>	<i>8</i>	
		<i>Clothing assistance</i>	<i>9</i>	
		<i>Food assistance</i>	<i>12</i>	
		<i>Income-based medical care</i>	<i>10</i>	
		<i>ESL courses</i>	<i>8</i>	
		<i>Holiday assistance</i>	<i>6</i>	
	<i>Summer lunches</i>	<i>7</i>		
	<i>School Supplies</i>	<i>9</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>In which of the following ways could the City utilize zoning and/or land-use to create healthy communities?</i>	<i>Bring buildings closer to the street to encourage neighborhood interaction</i>	2
		<i>Reduce reliance on the automobile by ensuring different land uses are within walking / biking proximity to each other</i>	6
		<i>Allow healthcare facilities to be located in or near residential and accessible areas</i>	7
		<i>Create walkable, mixed-use neighborhoods that increase the availability of goods and services in close proximity to residential</i>	13
		<i>Encourage small and neighborhood businesses to promote local options, local jobs, and community-centered establishments</i>	12
		<i>Discourage fast-food in food deserts (neighborhoods without access to food sources, supermarkets, etc.)</i>	2
		<i>Allow urban farms and community gardens across the City</i>	9
		<i>Encourage active transportation through complete streets</i>	4
		<i>Limit tobacco and liquor access within distance of child and teen spaces</i>	5

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>In which of the following ways can the City demonstrate its commitment to Diversity, Equity, and Inclusivity?</i>	<i>Hire and develop a City workforce that is broadly reflective of the community.</i>	9
		<i>Create and sponsor community action plans that address organizational barriers.</i>	6
		<i>City-sponsored cultural activities or programs.</i>	8
		<i>Create a task force dedicated to diversity, equity, and inclusivity efforts.</i>	5
		<i>Offer safe zone training to staff and residents and display accordingly.</i>	3
		<i>Highlight the City's accomplishments (i.e. Diversity Index Score, Programs with success).</i>	6
		<i>In which of the following ways should the City create a more accessible environment (above and beyond what is required by law)?</i>	
		<i>All-Inclusive Restrooms</i>	10
		<i>Accessible Playgrounds</i>	10
		<i>Accessible Public Transit Routes throughout the City</i>	11
		<i>Pedestrian Crossings with Audio Prompts</i>	9
		<i>Forms & City Documents Available for Low-Vision Residents</i>	10
		<i>Translation Services Available at City Hall</i>	9

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>When it comes to long-term growth and development, what do you think is the City's greatest challenge?</i>	<i>Providing adequate job opportunities</i>	7
		<i>Providing a suitable range of housing options</i>	12
		<i>Protecting Natural Resources</i>	19
		<i>Protecting WDM Character</i>	13
		<i>Providing adequate amenities (parks, education, etc.)</i>	17
		<i>Increasing density to support the tax base</i>	2
		<i>Which program(s) should the City consider incorporating to expand workforce development opportunities?</i>	
		<i>Ensuring affordable childcare options exist in the City</i>	6
		<i>Ensuring housing exists for all levels of the workforce</i>	3
		<i>Ensuring there are practical and convenient transportation options for workers</i>	3
		<i>Working with community partners to provide workforce education programs</i>	3
		<i>Partnering with school districts to provide internships and project-based learning to students</i>	4
		<i>Partnering with businesses to train workers</i>	1
	<i>Which of the following actions do you think the City should take to encourage redevelopment of land in older portions of the City?</i>		
		<i>Establish redevelopment guidelines to incorporate opportunities for mixed-use into developed areas</i>	7
		<i>Employ TIFs to stimulate regeneration in worthwhile investments</i>	3

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
<i>NextDoor</i>		<i>Repair existing aging/ inadequate infrastructure</i>	<i>14</i>	
		<i>Promote coordination between property and business owners to encourage signage upgrades, facade improvements, and enhanced landscaping</i>	<i>14</i>	
		<i>Identify incentives for infill, redevelopment, and rehabilitation projects that are not adequately provided by the market</i>	<i>10</i>	
		<i>The City should not employ any of these actions and just let the market dictate redevelopment</i>	<i>2</i>	
	<i>Suburban Sprawl is becoming known to be unsustainable - so the City of WDM should consider making some changes when it comes to how we build our city. Which of the following development patterns would you like to see in WDM as we grow into the future?</i>			
		<i>Vertical Mixed-Use: Office/ Retail & Residential in the same building</i>	<i>5</i>	
		<i>Horizontal Mixed-Use: Office/ Retail adjacent to residential</i>	<i>13</i>	
		<i>A combination of both vertical and horizontal mixed use</i>	<i>10</i>	
		<i>Infilling residential development into commercial and office areas</i>	<i>4</i>	
		<i>Master plan large neighborhood developments</i>	<i>11</i>	
		<i>The City should not encourage mixed-use developments and stick to traditional "Euclidean" Zoning methods</i>	<i>1</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>In order to adapt to new business models and the aging nature of parts of our city, we are beginning to consider more flexible development opportunities. That being said, which of the following zoning flexibility models should we consider incorporating into the future of WDM?</i>	<i>Assess the current number of land use districts and combine districts</i>	<i>1</i>
		<i>Explore and research the options of form-based codes</i>	<i>1</i>
		<i>Encourage staggered work hours for major office complexes to reduce peak hour congestion and to more efficiently use existing roadway capacity</i>	<i>2</i>
		<i>Create alternative methods of addressing development standards that meet the intent of the code but not necessarily the required standard</i>	<i>7</i>
		<i>Promote the re-use and re-purposing of older buildings for potential new businesses or relocations</i>	<i>8</i>
		<i>Evaluate how zoning flexibility affects City services (i.e. Emergency response times, increased infrastructure demand, etc.)</i>	<i>3</i>
		<i>We need your help in understanding what the balance means to you between being walkable and drivable.</i>	
		<i>Mixed-Use Areas with Parking Nearby</i>	<i>8</i>
		<i>Walkable Corridor Design Integrated within Roadways</i>	<i>9</i>
		<i>Walking Corridors that Include All Basic Services</i>	<i>13</i>
		<i>Bike & Pedestrian Lanes Next to Roadways</i>	<i>14</i>
		<i>Commercial Centers in your Neighborhood</i>	<i>4</i>
		<i>Re-purpose Existing Infrastructure for Walkable Greenways</i>	<i>11</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>During our Comprehensive Plan outreach, we heard that storm water management is important to you. We also heard that there is concern about the responsibility and cost of maintenance of storm water detention and retention ponds. We need your help in understanding what other options could be used to manage storm water within our City.</i>	<i>Detention Pond with outlet to Ensure Movement of Water</i>	<i>25</i>
		<i>Landscaped Rain Gardens in Your Yard</i>	<i>15</i>
		<i>Create Flood-able Public Spaces</i>	<i>20</i>
		<i>Rain gardens along roadways</i>	<i>15</i>
	<i>We heard that affordable housing for our workforce is important to almost all of our community members. We also heard that there is concern about where this affordable housing locates, and what it can mean for other aspects of our quality of life. We need your help in understanding what options could be used to achieve affordable workforce housing within our City.</i>	<i>Streamline approvals for mixed-income projects</i>	<i>8</i>
		<i>Establish inclusionary requirements of affordable housing units in new multi-family development projects</i>	<i>11</i>
		<i>Allow greater densities and limit unit sizes</i>	<i>2</i>
		<i>Utilize lands already owned by non-profits and government and find creative ways to add to this inventory of land</i>	<i>7</i>
		<i>Permit and encourage greater densities along transportation corridors</i>	<i>8</i>
		<i>Permit single-family homeowners to build out and rent out accessory dwelling units</i>	<i>3</i>

Event	Question	Idea
NextDoor	<p><i>During our outreach, we heard that walkable communities are important to you. But we need an understanding of what that means. Is it the comfort of the space? Is it the lighting? The feel of safety? Is it the distance that you're willing to walk? Does it depend on what you're willing to walk to?</i></p>	
		<p><i>Walkability means being able to walk safely and not too far in order to get to grocery stores, coffee shops, etc. Not having businesses clustered in a few areas.</i></p>
		<p><i>If walkable just means going for a walk, or biking, or jogging 'there and back again,' then WDM neighborhoods are pretty good. But if walkable means being able to walk to places you need to go to or want to go to, like our for lunch/dinner, to pick up a few groceries, get to the library and such, then automobiles rule. It's not so much that we worry about lighting and distance and such, but you just can't get safely anywhere. Too much traffic, too many multiple lanes to cross.</i></p>
		<p><i>I think the walk areas need to be open and maybe lighted in some areas that tend to be dark. Or cleaned from brush and low hanging branches that create the darkness. The safer the areas look and are; the more inviting the walkway.</i></p>
		<p><i>Neighborhood walkability means safety, including lighting and visibility. Broad sidewalks help too as too many bikers think they "rule" the pathways-maybe bike trails should be re-named "walking trails" just to give them that "clue".</i></p>
		<p><i>Walkability is all of the things mentioned in the post and all of the things highlighted here by neighbors. It is also the ability to cross large intersections safely with crossing lights that stay on long enough to safely cross. It also means access to everyday needs like entertainment, lunch/dinner, coffee shops, library, dr. offices, grocer, etc. There should be ample space on trails or sidewalks for walkers and bicyclists, especially if both exercise proper trail etiquette, regardless of what they are "named." As a bicyclist AND pedestrian, I have experienced a lack of etiquette on the part of both. It would also be nice if public spaces all offered safe, lighted bicycle parking as they do for cars.</i></p>

Event	Question	Idea
NextDoor		<p><i>As an agent the term walkability for me means a safe and wide walkable (including bicycles) visually inspired trail that has access to various businesses such as coffee shops, venues, grocery and specialty stores, salons, parks restaurants etc. The safety factor taking precedence on all projects of course.</i></p> <p><i>I like the small town feel of Valley Junction. We can walk to the parks, go to a restaurant, coffee shop, Post Office, Small shops, and some services. Not like it used be for sure, good and bad, but certainly a better quality of life than even just a few years ago. We miss the playground noise and the marching band competitions from years ago when Valley Stadium was still here. Walkability to me means shops, amenities, and services that fit the community and are welcoming to the broader community to come and shop or enjoy life. Unlike the sterile canyons of downtown Des Moines that used to be alive. A lot of small towns in Iowa used to have this feel. You parked your car and spent an afternoon taking care of business. That's walkability to me.</i></p> <p><i>There are important places to get to within 10-15 min walk from home, streets are safely designed and encourage walking or biking. Intersections are cross able and safe, sidewalks in good condition. Street lighting for pedestrian safety. Narrow street width, short blocks, access to parks and trails, etc.</i></p> <p><i>We live on Willow Springs Park and I would say our neighborhood is prime walkability. We can walk trails or sidewalks to wide variety necessities, fun, food, shopping etc. and feel safe doing so. I would call it a prime example of what walkability is.</i></p> <p><i>The lack of response to burned out streetlights is a pet peeve of mine. And they rely on residents to report them when we have public safety personnel driving past burned out lights day after day. I would think police would want lighting fixed to deter crime and increase safety.</i></p>

Event	Question	Idea
NextDoor	<p><i>During our outreach we asked you what in our community needs to be addressed and we heard that “clean streets” are important to residents. We are wondering what that means to you, when you hear “clean streets” what do you think of? Do you think of streets that are cluttered with signs, above ground utilities and structures close to the roadway, do you think of streets that are littered with trash and other refuse, or do you think of roadways that are in visible disrepair?</i></p>	<p><i>There are some shrubs at intersections in WDM, creating intersection safety issues. Litter is problematic, though I think it has improved.</i></p> <p><i>Too many signs, like Merle Hay Road in DM, create clutter. Clean streets are also ones without lots of utility lines overhead, free of litter and roads with potholes. I laughed to see crews out painting new lines on Ashworth and other streets in my neighborhood today. They all need patches and asphalt overlays after last winter, even roads recently resurfaced new have upheaval between sections of concrete. Ashworth and Grand are not smooth, and Mills Civic Parkway is pretty bad from Valley West Drive to the library.</i></p> <p><i>Just fix the darn potholes!</i></p> <p><i>Fixed potholes, no weeds in the "parking" next to roads, trash picked up, sand and gravel from the winter gone.</i></p> <p><i>I would like more trees alongside the roads. I think tree-lined streets are more beautiful. Anyway, keep the potholes to a minimum. I think the asphalt overlays look cleaner than concrete, but they seem to fall into disrepair more quickly. We noticed the new ones in our neighborhood already have places where they are crumbling. The litter is everyone's responsibility. Our kids like to pick up trash after the snow thaws in spring. And the overgrown grass/weeds on the curbs are homeowners' responsibility. I agree with too many signs being clutter, especially advertisements. I dislike billboards. I would be glad if all billboards were removed everywhere. And keep the lines on the street freshened up. In places where the utilities are above-ground, keep the poles looking clean without zillions of rusty staples.</i></p>

Event	Question	Idea
<p>NextDoor</p>		<p><i>When I think of "clean streets", I think of the absence of drug dealers, prostitutes, violent gangs, trash, and graffiti. The City of Des Moines struggles with this more than we do. I saw an uniformed officer on a bicycle the other day in West Des Moines. What a great way to protect and serve our pedestrian traffic. Hopefully our 1% sales tax that was implemented this week will put more police on the streets; and not in squad cars. The physical beauty of our streets is obviously desirable. I like grassy or landscaped boulevards, tree-lined streets, sidewalks in good repair, and no litter. Something like Mills Civic Pkwy between 50th Street and EP True.</i></p>
		<p><i>More policing of junk in yards, long grass and weeds is needed. Homeowners are using the street as their personal parking lot. The city doesn't do enough to control errant homeowners and tenants. A clean street to me is nice yards, and no junk or vehicles "laying" around.</i></p>
		<p><i>I agree that "clean streets" sounds good, but I second Nancy's comment on junk in yards—such as crumbling sheds, junk bikes and lawnmowers piled up, etc.</i></p>
		<p><i>In addition to what many of the suggestions already made, I'd like to see a more timely removal of dead animals in the road. Don't wait until they are flattened or splattered all over the road.</i></p>
		<p><i>No weeds, no trash, mowed grass, no cracks or potholes. After reading other comments— I agree no drugs etc.</i></p>

Event	Question	Idea
NextDoor	<p>One comment that we found repeated from our outreach is that residents want to see quality neighborhoods in West Des Moines. What aspects of a neighborhood are most important to you?</p>	
		<p>Safety, Well lit, Crime prevention.</p>
		<p>Recreation facilities</p>
		<p>Many trees and good landscaping. A pond would be nice too</p>
		<p>Walkability and safety</p>
		<p>Low property taxes. We pay way too much for the current services. Many we do not even want.</p>
		<p>Lower property taxes.</p>
		<p>Lower taxes and more space. Too dense</p>
		<p>Agree. Need bigger yards. More single family. No more apartment buildings.</p>
		<p>Safety. Less density. Lower property taxes. Walkability. Quality/safe schools.</p>
		<p>Variety of housing, location, walkability</p>
	<p>Where do you currently walk to and where would you like to walk to but cannot because of distance, lack of trails or sidewalks, etc.?</p>	
		<p>Personally, I don't walk here but I constantly see people struggling to travel under the 235 bridge on 73rd/8th street along the railway. There is no sidewalk and it is a high foot traffic area as Walmart and other shops are in the area. I would like to see a safer option for walkers.</p>
		<p>I would love to walk to the bike trails that connect at railroad and 63rd, but the intersection is not safe.</p>
<p>I'm lucky to have Holiday Park close by where I walk most evenings. I also walk over to Valley Junction 5th Street area to eat/drink and for functions. Often I just walk all through Valley Junction neighborhoods with my dog.</p>		
<p>We walk in the Jordan Creek Mall its cool, level no uneven sidewalks and no weather to worry about and you meet some nice people.</p>		

Event	Question	Idea
<p>NextDoor</p>		<p><i>We are fortunate to live close to trails, which we enjoy walking. We also walk residential sidewalks in the neighborhood.</i></p>
		<p><i>I walk around the pond behind the library. We live near Walnut Woods State Park and I wish that road (SE Walnut Woods Dr/SE Browns Woods Dr) was wider or had sidewalks or even shoulder space. An alternate trail would be ideal, maybe under the power lines, especially as the pedestrian bridge is added. There is a multitude of bikers who ride down the same streets and it's always difficult to pass them safely.</i></p>
		<p>Raccoon River Park or City Offices/library Pond</p>
		<p><i>All around Valley Junction area, various parks and trails. I would like to see a crosswalk put in across Railroad to access Foundry near the Casey's light and sidewalks on south side of Railroad. Also sidewalk on length of 1st street headed North. Never understand how some areas are exempt from proper sidewalks that others are required to maintain.</i></p>
		<p><i>We live near Dowling, and enjoy the bike trail nearby that you can get on near Walmart. But what a hazard to get to it! Crossing that street is dicey. It would also be nice to walk to HyVee or Grounds for Celebration but while it can be done, it's far from pedestrian friendly. Andy agree with the other poster that if you go right at 8th, under the freeway - even worse. It seems to be getting worse. Any pedestrian and bike improvements in this area especially leading to the bike trail would be most appreciated. Thanks for asking.</i></p>

Event	Question	Idea
<p>NextDoor</p>		<p><i>I try to walk 10 miles a day. My preference would be to walk outside, and to walk to everything I do, but most WDM sidewalks are exposed to the elements. Simply lining the sidewalks with more trees on both sides would provide shade in the summer and protect from wind when it's cold. The city doesn't require more dedicated "green belts," just add coverage to the network of sidewalks that are already present. It's proven that this adds to property value, plus it will translate to fostering community as more residence venture out without their automobiles.</i></p>
		<p><i>I've lived and traveled in many places within the US, and I hate to admit that Iowa tends to be one of the least pedestrian-friendly areas. Most drivers don't realize that they must yield to someone standing on a sidewalk intersection unless the traffic light gives the motorist the right-of-way. Part of what contributes to this mindset is the lack of marked crosswalks throughout the towns. West Des Moines could set a great example to the rest of the state by painting designated crosswalks wherever sidewalks intersect roadways. The added benefit is that the perpendicular white line informs drivers where to stop on the corner, causing fewer collisions. Painted crosswalks are a quick and affordable way to promote walking, encourage healthy lifestyles, keep pedestrians safe, and reduce wrecks. They could be prioritized based on busiest intersections eventually down to smaller side streets.</i></p>
		<p><i>The handicap accessibility ramps here in West Des Moines are designed very badly. They are narrow at the sidewalk and angled to force people out into traffic no matter which way the traffic is flowing. If you go straight you have to go through the grass and bang back up onto the cement. I'm going to try to attach a picture of the ramp on 14th Street and Railroad because that's the one that broke my bike a few days ago.</i></p>
		<p><i>Valley Junction, but 5th St. business area is uneven and not fun during events. Area north of 235 is Windsor Heights and Clive.</i></p>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>		<i>We prefer to walk in our neighborhood. We live in Valley Junction and prefer to walk on 5th St in the business district. Unfortunately the sidewalks are in horrible condition. There are uneven areas everywhere and drop offs that make it dangerous to walk. It's so bad during Farmer's Market that we don't go. The sidewalks also are too narrow for the foot traffic. The vendors should be facing the middle of the street. They could be on one side of the street so emergency personnel could still get through.</i>	
		<i>I agree with Lee - painted and marked crosswalks at major intersections for pedestrians and bikers. Cars do not have a clear indication of where to stop, it can be especially dangerous with cars turning right on red.</i>	
		<i>I would like to walk/bike from south side of 235 to HyVee and Target. Wider sidewalks & more crosswalks would help that. Also, bike parking racks would be helpful.</i>	
		<i>Let us know what changes to our transportation policies you feel would best improve your access to transportation or ability to get around town</i>	
		<i>Create Protected Bike Lanes</i>	<i>12</i>
		<i>Encourage Bus use through increased routes</i>	<i>15</i>
		<i>Require sidewalks on both sides of all streets</i>	<i>8</i>
		<i>Educate on the benefit of roundabouts and pursue locations</i>	<i>8</i>
		<i>Require bike racks at businesses and city facilities</i>	<i>11</i>
		<i>Allow access to bike and scooter sharing programs</i>	<i>5</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>What is the role of the city in sustainability?</i>	<i>Pursue solar panels on all buildings</i>	<i>8</i>
		<i>Use alternative fuels for city vehicles</i>	<i>7</i>
		<i>Increase investments in storm water management</i>	<i>9</i>
		<i>Increase the urban tree canopy by growing trees in rights of way</i>	<i>13</i>
		<i>Pursue wind energy as a public utility</i>	<i>6</i>
		<i>The city should do nothing to promote sustainability or resilience</i>	<i>1</i>
		<i>The Department of Housing and Urban Development defines affordable as costing less than 30% of household income, do you agree with agree with this definition or does affordable housing mean something different to you?</i>	<i>That may be a little high. Less than 25% would be better.</i>
	<i>20-25% seems fair. The price of homes in the suburbs in most cases are not "affordable" :)</i>		
	<i>Definitely 20%. Also monthly property taxes shouldn't be higher than your actual monthly mortgage payment!</i>		
	<i>That percentage is an elusive target. Does it just mean PITI, or are we including utilities and some set-aside for repair and maintenance? Does it require two incomes in this day of somewhat uncertain employment? IMHO, if purchasing instead of renting, the one most stable income should be able to ride out a bad spell without losing the house, which probably means that WDM should work to increase the supply of housing accessible to low-middle income families.</i>		
	<i>30% is a good place to start. There may be other ways to meet needs based on incentives or subsidies. But, in my experience, the "clients" must be able to maintain the property in the future. If 30% is a "stretch" doubt they'll be able to perform routine maintenance and the property will decline.</i>		

Event	Question	Idea
NextDoor		<p><i>Thirty percent is what is recommended as the maximum of what you should pay and has been for 50 years. Less than that is definitely what is "affordable." However the community must also take into account that its residents will have wildly varying incomes. What is 25 percent of FT minimum wage with two children and no affordable childcare? I think increasing low-income housing eases the economic pressures for that population, and if property values take a hit because of its addition, so be it. Lower property values equals less income in property taxes, so there is good and bad, depending on which side of the equation you are on.</i></p> <p><i>The 30% figure should include all expenses to live in and maintain the property, including rent or mortgage payment, utilities, maintenance and upkeep to property. If all that added up equals more than 30% of a SINGLE income, then it is unsustainable. If you have a 2 income household, it is unwise to assume you will ALWAYS both be able to work and should budget as if you only have one income so that you can still afford to live in your house if one of you should become sick, injured, or laid off. There are definitely very few options for people to have truly comfortably affordable and sustainable housing in West Des Moines. The goal should be to reduce housing costs across the board and lower property taxes. The average single-person income in WDM is just under \$40k. That means that all expenses related to housing should cost no more than ~\$1000 per month. It's not possible to purchase a house anywhere in the city at that income level. The two-person income is about \$70k. Even at that income level it's a challenge to find a house. And if you do, it's still pretty tough to afford the maintenance on the property. The costs of everything need to come down, not just housing and taxes. We do a lot of our kids' activities in DSM because it is so much cheaper than WDM.</i></p>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
<i>NextDoor</i>		<i>As a current renter it would fantastic to not only have apartments but also townhouses/ duplexes to rent. As the cost of living seems to be becoming higher it would be nice if the restrictive income brackets were slightly raised. As affordable I mean I can pay my rent, car, and other bills and still have money to save.</i>		
		<i>It is important for all cities including West Des Moines to increase the supply of housing that is affordable for lower income residents.</i>		
		<i>It's extremely frustrating how the cost of living continues to rise, but not incomes, unless you're already in the upper brackets. 30% or less would be most welcome. That's not the reality.</i>		
		<i>ALL costs associated with housing should not exceed 30% of income.</i>		
		<i>Subsidized housing if the owner doesn't maintain the property isn't ideal for current residents. I don't want my property values to plummet. It would be nice to find ways to support both. I would prefer to increase housing vs. drop the value of all housing—without further increasing taxes.</i>		
		<i>What do you think about stormwater management?</i>		
		<i>Stream buffers</i>	<i>7</i>	
		<i>Regional Water Detention</i>	<i>9</i>	
		<i>Restoring Natural Streams</i>	<i>8</i>	
		<i>Erosion Control Measures</i>	<i>6</i>	

Event	Question	Idea
NextDoor	How do you commute? Let us know what it would take for you to consider utilizing an alternative mode of transportation, as well as what you currently use. Data shows that over 88% of West Des Moines residents commute by driving alone.	<i>I would be willing to take DART if I could walk to a bus stop instead of driving a couple of miles and if the express routes ran later in the morning.</i>
		<i>There are places I would walk to, if I didn't have to try to cross multiple lanes of traffic in the time allowed. In fact, when I do walk to those places, I choose to cross (jaywalk?) some distance from the intersection and then double back.</i>
		<i>Drive alone</i>
		<i>I would use the bus system for shopping etc. if it were available.</i>
		<i>Work from home</i>
		<i>Drive alone.</i>
		<i>I'd like to bike from home, but the connections on 22nd street to the paths are difficult because of I-235 and all the street crossings to get to Raccoon River; would also walk more for errands, but the underpass at 22nd and I-235 is dangerous; the bus routes on Ashworth don't work for the places I want to go</i>
		<i>I would gladly take public transportation if it was available.</i>
		<i>Too few buses too far away from home to use them, especially in heat or cold</i>
		<i>I would consider buses if the location to get on and off was convenient and the times for pick up and drop off were convenient and the fare was reasonable.</i>
<i>I work the overnight shift. No other transportation is available or safe at 11pm.</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>What programs should be targeted? As a part of the workforce development area of the comprehensive plan, we are considering several programs to improve the workforce in West Des Moines. Let us know what programs you think we should pursue.</i>	<i>Kindergarten Readiness / Early Childhood Development</i>	<i>6</i>
		<i>Job training and skill development through public private partnership</i>	<i>11</i>
		<i>Housing accessible and affordable for the workforce</i>	<i>7</i>
		<i>Internship and mentoring opportunities</i>	<i>7</i>
		<i>Pursue programs targeting increasing the adult population working to complete a high school education</i>	<i>3</i>
		<i>Innovative educational programs in schools.</i>	<i>3</i>
		<i>How would you like to see the city become more resilient?</i>	
		<i>Encourage Turf Lawn Alternatives</i>	<i>13</i>
		<i>Encourage construction of rain gardens</i>	<i>19</i>
		<i>Encourage the use of clothes lines</i>	<i>9</i>
		<i>Enhance the city's recycling program</i>	<i>28</i>
		<i>Create policies to reduce light pollution</i>	<i>7</i>
		<i>Reduce the amount of impervious surface in new developments</i>	<i>12</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
<i>NextDoor</i>	<i>How should communication with the city be made more accessible?</i>	<i>Translation Services</i>	<i>0</i>
		<i>Improved Visibility Communications</i>	<i>1</i>
		<i>Expanded second language opportunities</i>	<i>1</i>
		<i>Increase outreach effort to under engaged communities</i>	<i>2</i>
		<i>Expand programs that educate on the role of city departments</i>	<i>7</i>
		<i>Create a platform to notify residents of city decision sand policies.</i>	<i>13</i>
		<i>What kind of changes to the city streets would you like to see? Which of the following would make it easier for you to interact with the community?</i>	<i>Require bike racks at public and commercial buildings</i>
	<i>Add dedicated bike lanes to city streets</i>		<i>15</i>
	<i>Encourage the creation of streets that can function as public spaces</i>		<i>13</i>
	<i>Improve streetscapes to increase pedestrian safety</i>		<i>17</i>
	<i>Utilize streetscapes to reduce the effects of traffic on residences 6. Develop alternative street designs</i>		<i>27</i>
	<i>Develop alternative street designs</i>		<i>7</i>
	<i>Which of the following housing options would you like to see more of in West Des Moines?</i>		<i>Detached townhomes</i>
		<i>Mixed-use housing</i>	<i>7</i>
		<i>Rural large lot housing</i>	<i>23</i>
		<i>Tiny homes</i>	<i>13</i>
		<i>Attached townhomes</i>	<i>8</i>
		<i>Accessory Housing Units</i>	<i>12</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
NextDoor	What community opportunities do you want to see in your community?			
		Incorporate Art into Public Spaces	16	
		Pursue street festivals and other events on temporarily closed streets	17	
		Broker Connection to increase the number of community events	15	
		Collaborate with nonprofits to create volunteer opportunities for residents	14	
		Hold festivals to highlight cultural assets and heritage	15	
		Support facilities that allow increased involvement in recreation activities	17	
		Which of the following options to age in place would you like to see in your community?		
			No-Step ranch houses	18
			Retrofit existing homes	8
			Mother-in-law suites	6
			Senior housing communities	17
			Accessory Dwelling Units	10
		Mixed Use and Generation Apartments	4	
City Hall Tailgate	To what degree do you agree with the following statement: The City should collaborate with developers to provide a range of housing so that anyone who works in WDM can attain housing in WDM.			
		Strongly Agree	4	
		Agree	3	
		Neutral	1	
		Disagree	0	
		Strongly Disagree	0	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
City Hall Tailgate	To what degree do you agree with the following statement: I would like to stay in my current home or neighborhood as I get older.	Strongly Agree	4
		Agree	3
		Neutral	1
		Disagree	0
		Strongly Disagree	0
	Is it important for the City to implement guidelines and regulations to achieve a visual interest and a perception of quality and durability for all development in the City?	Strongly Agree	3
		Agree	5
		Neutral	0
		Disagree	0
		Strongly Disagree	0
	To what degree do you agree with the following statement: Trees make a difference in how I feel about the community in which I live, work, play, and visit.	Strongly Agree	5
		Agree	1
		Neutral	0
		Disagree	1
		Strongly Disagree	0
	In what ways can the City protect residents from natural and man-made disasters? (check all that apply)	Elevate improvements above the current and potential future flood elevations	1
		Upgrade area of insufficient storm sewer infrastructure on a regional basis or as part of the redevelopment process	2
Assure developments have a minimum of two points of entry in case one entrance is blocked due to a disaster or accident		4	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
City Hall Tailgate		<i>Identify critical operation facilities and evacuation routes within the City and assure they will be able to function at times of crisis</i>	3
		<i>The City should not have a role in protecting residents from natural or man-made disasters</i>	1
	<i>The city should require all new roads to be complete streets, which provide opportunities for various modes of travel (pedestrians, bikes, motorized scooters or bikes, automobiles, transit buses, etc.)</i>		
		<i>Strongly Agree</i>	0
		<i>Agree</i>	0
		<i>Neutral</i>	0
		<i>Disagree</i>	0
		<i>Strongly Disagree</i>	1
	<i>A municipal utility should be established to provide a City-Wide Wifi</i>		
		<i>Strongly Agree</i>	0
		<i>Agree</i>	0
		<i>Neutral</i>	1
		<i>Disagree</i>	0
		<i>Strongly Disagree</i>	0
	<i>I believe the City of West Des Moines presents itself as an inclusive city to all people</i>		
		<i>Strongly Agree</i>	0
		<i>Agree</i>	0
		<i>Neutral</i>	1
		<i>Disagree</i>	0
		<i>Strongly Disagree</i>	0
<i>The City encourages design that is accessible to all individuals regardless of ability</i>			
	<i>Strongly Agree</i>	0	
	<i>Agree</i>	1	
	<i>Neutral</i>	0	
	<i>Disagree</i>	0	
	<i>Strongly Disagree</i>	0	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
City Hall Tailgate	Which options should be considered to expand workforce development opportunities in the City?	Ensuring affordable childcare options exist in the city	2
		Ensure existing housing for all levels of the workforce	2
		Ensuring there are practical and convenient transportation options for workers	2
		Working with community partners to provide workforce education programs	2
		Partnering with school districts to provide internships and project-based learning to students	2
		Partnering with businesses to train workers	1
		Vote for the top two residential development types you feel WDM should incorporate more of?	
		Single Family	12
		Manufactured Housing	2
		Tiny Houses	17
		Attached Housing	3
		Apartment complex	2
		Commercial Residential Mixed Use	15
	In which ways should the City demonstrate its commitment to Diversity, equity, and inclusivity?		
		Hire and develop a City workforce that is broadly reflective of the community	0
		Create and sponsor community action plans that address organizational barriers	1
		City-sponsored cultural activities and programs	3
		Create a task force dedicated to DEI efforts	3

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
City Hall Tailgate		Offer safe zone training to staff and residents and display accordingly	0	
		Highlight the City's accomplishments in diversity	1	
	Vote for the top two events, gathering spaces, or social offerings you would like to see more of in WDM?			
		Community Events	5	
		Public Art	7	
		Online collaboration space	0	
		High quality public parks	8	
		Cultural festivals	2	
		Public plazas	2	
	Vote for the top two storm water features you feel WDM should promote?			
		Standard Detention Pond	4	
		Landscaped Rain Gardens	15	
		Green Roofs	5	
		Landscaping Feature	16	
		Bioswales and feature strips	13	
		Permeable Pavers	8	
	Vote for the two images you think WDM should utilize in roadway design.			
		Roundabouts	8	
		Sidewalks along all streets	5	
		Dedicated bike lanes	6	
		Frequent pedestrian crossings	2	
		Pedestrian safety islands	6	
		More bus stops	2	
Which of the following measures should the City promote to reduce the City's carbon footprint?				
	Evaluate opportunities for alternative fuels for City fleet vehicles and service vehicles	3		
	Consider solar and/or wind energy as a City utility	14		
	Require solar subdivisions where lot orientation accommodates rooftop solar or protects solar access	3		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
City Hall Tailgate		Preserve and enhance the urban tree canopy by allowing street trees and protect quality trees and native timber stands	9
		Use City projects as demonstration projects for sustainable strategies	7
		The City should not promote or implement any measures	18
WDM Library Lobby	Vote for the top two storm water features you feel WDM should promote?		
		Standard Detention Pond	5
		Landscaped Rain Gardens	38
		Green Roofs	8
		Landscaping Feature	58
		Bioswales and feature strips	23
		Permeable Pavers	12
	Vote for the top two commercial development types you feel WDM should incorporate more of?		
		Walkable Commercial District	64
		Commercial Strip Center	3
		Stand Alone Commercial	1
		Commercial/Residential Mixed-Use	39
		Big Box Retail	2
		Regional Shopping Center	48
	Vote for the top two landscape amenities you feel WDM should incorporate more of?		
		Tree-Lined Street	30
		Built Environment	10
		Landscaping in Parking Lots	5
		Business Area Greenspace	1
Recreational Parks		38	
Central Neighborhood Greenspace		16	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby	<i>Vote for the top two residential development types you feel WDM should incorporate more of?</i>		
		<i>Single Family</i>	25
		<i>Manufactured Housing</i>	4
		<i>Tiny Houses</i>	27
		<i>Attached Housing</i>	14
		<i>Apartment complex</i>	5
		<i>Commercial Residential Mixed Use</i>	11
	<i>Which of the following measures should the City promote to reduce the City's carbon footprint?</i>		
		<i>Evaluate opportunities for alternative fuels for City fleet vehicles and service vehicles</i>	7
		<i>Consider solar and/or wind energy as a City utility</i>	31
		<i>Require solar subdivisions where lot orientation accommodates rooftop solar or protects solar access</i>	5
		<i>Preserve and enhance the urban tree canopy by allowing street trees and protect quality trees and native timber stands</i>	31
		<i>Use City projects as demonstration projects for sustainable strategies</i>	8
		<i>The City should not promote or implement any measures</i>	10
	<i>Vote for the two images you think WDM needs more of.</i>		
		<i>Community Events</i>	32
		<i>Public Art</i>	30
		<i>Online collaboration space</i>	1
		<i>High quality public parks</i>	65
		<i>Cultural festivals</i>	11
	<i>Public plazas</i>	41	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby	Vote for the two images you think WDM should utilize in roadway design.	Roundabouts	12
		Sidewalks along all streets	48
		Dedicated bike lanes	18
		Frequent pedestrian crossings	8
		Pedestrian safety islands	26
		More bus stops	11
		In which ways should the City demonstrate its commitment to Diversity, equity, and inclusivity?	Hire and develop a City workforce that is broadly reflective of the community
	Create and sponsor community action plans that address organizational barriers		8
	City-sponsored cultural activities and programs		20
	Create a task force dedicated to DEI efforts		3
	Offer safe zone training to staff and residents and display accordingly		1
	Highlight the City's accomplishments in diversity		2
	What amenities add to the city's character?		Bike Trails
		Library	
		Parks	
		Art	
		Outdoor Sculpture Park	
		Amusement Parks	
		Waterfront Parks	
		Library	
Trails			
Frisbee Golf Park			
Indoor Soccer field			
splash pads			

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby		<i>skate parks</i>	
		<i>Satellite Library</i>	
		<i>Drain non-retention ponds</i>	
		<i>plant trees to attract bees and butterflies - too many geese</i>	
		<i>Another Frisbee Golf Park</i>	
		<i>More Indoor Soccer Fields</i>	
		<i>Put doggie litter bags in parks</i>	
		<i>charging stations around town</i>	
		<i>Plant trees in the parking area in residential areas</i>	
		<i>clean up bike and walking paths</i>	
		<i>bike trails in the woods</i>	
		<i>bus stops in ROW</i>	
		<i>shaded bike trails</i>	
		<i>more splash pads and wading pools</i>	
		<i>indoor rec center</i>	
	<i>trees and landscaping in ROW</i>		
		<i>How Can WDM be more sustainable and resilient?</i>	
		<i>Comprehensive Stormwater Policies</i>	6
		<i>Green spaces and parks</i>	6
		<i>Create or restore wetlands to minimize flooding</i>	6
	<i>Promote rain gardens/turf replacement strategies</i>	2	
	<i>Increase community garden locations</i>	9	
	<i>Connect more bike routes together</i>	10	
	<i>Take away ordinances against backyard chickens</i>	4	
	<i>Permeable paving - less concrete</i>	4	
	<i>Give every homeowner a rain barrel</i>	11	
	<i>More bus routes</i>	5	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>		
WDM Library Lobby		<i>At the start of every year, give everyone in Polk county a flower</i>	2		
		<i>Pollinator gardens and more milkweed</i>	4		
		<i>Recycle bins in parks</i>	6		
		<i>A crosswalk at 41st and Mills to provide safer walking access to our wonderful WDM library</i>	1		
		<i>Plastic Bag Ban</i>	9		
		<i>Set up a workshop with lathes, saws, welders, and tools galore. Charge for shop membership</i>	3		
		<i>Crossroads in WDM need to be safer</i>	1		
		<i>More support for private schools (</i>	2		
		<i>More recycling options for plastics not currently accepted</i>	2		
		<i>Bee sanctuary</i>	2		
		<i>Not having a lot of buildings that cause population</i>	2		
		<i>Curtail urban sprawl</i>	1		
		<i>No new roads, infill development, mixed-use</i>	2		
		<i>Make a connection with Greater Des Moines Volkspport Association, Iowa's Walking Club with Polk County master gardeners</i>	1		
		How can WDM become a healthier community?			
			<i>Community-sponsored fun runs/walks/races</i>	3	
			<i>More free outdoor activities</i>	9	
	<i>Community gardens with walking paths</i>	6			
	<i>More community education classes geared towards marriage/kids/families/singles on healthy lifestyles, positive communication, stress management</i>	3			

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby		More bike/walkways, promote walking	1
		Community-family friendly dances	3
		have more awesome music concerts	4
		Find ways to be more inclusive	4
		Home meal cooking classes	4
		Outdoor parks promotions and events such as dog walks, bike events, gardening projects	1
		Walkable, low-traffic areas	3
		services for mildly disabled	2
		respite care for adoptive parents	1
		consider climate change	3
		target low-income families w/ free health-focused activities and events	2
		Dog and cat cafes	2
		stop paving all the green space	1
		allow solar installed on homes	1
		look to the city of Urbandale (senior center, multi-fitness classes, support master gardeners, parks & rec collaboration)	2
		Have a DART bus make several trips to WDM library	1
		All public places should be good neighbor Iowa places	1
		shorter basketball hoops at all parks for kids to practice with shade	1
		Flushed bathrooms with shelters at all parks	1
shelters at all parks (like Kiwanis park)	1		
drinking fountains that don't leak at parks	1		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>	
WDM Library Lobby		<i>basketball court at raccoon river park near shelters by play area with shade trees</i>	1	
		<i>better WDM community center, like valley community center, with ping pong, basketball, pool/billiards, lots of winter and super-hot day activities</i>	1	
		<i>more affordable kid sports activities</i>	1	
		<i>Model after Minneapolis, St. Paul, Denver for fun, organized, fair sports programs to help keep kids healthy and out of trouble</i>	1	
		<i>more trees for shade for swings and play areas</i>	1	
		<i>more motor activities for kids in mornings and late afternoons</i>	1	
		<i>Add more art, music, drama, and sports activities</i>	1	
		What features make neighborhoods unique?		
		<i>Bike paths</i>	2	
		<i>gardens</i>	2	
		<i>small businesses</i>	2	
		<i>family owned restaurants</i>	2	
		<i>businesses mixed with neighborhoods, trails, greenspace, old growth trees</i>	2	
		<i>roundabouts</i>	2	
		<i>bakeries</i>	1	
		<i>Community gardens/bike and walking paths</i>	1	
		<i>Eritrean and Ethiopian restaurants</i>	1	
	<i>murals, community artwork, parks, and collaborative spaces</i>	3		
	<i>murals, small businesses, bike friendly lanes</i>	2		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby		<i>small local businesses, playgrounds, and trails</i>	<i>1</i>
		<i>trees</i>	<i>2</i>
		<i>community gardens</i>	<i>3</i>
		<i>street festivals like in valley junction</i>	<i>1</i>
		<i>flowers, flowering shrubs</i>	<i>1</i>
		<i>public art</i>	<i>1</i>
		<i>areas to gather and meet neighbors</i>	<i>1</i>
		<i>working together</i>	<i>1</i>
		<i>cotton candy shops</i>	<i>1</i>
		<i>walkability (huge intersections are not friendly)</i>	<i>2</i>
		<i>walkable grocery or market</i>	<i>1</i>
		<i>victory gardens for the needy</i>	<i>1</i>
		<i>a farmer's market</i>	<i>1</i>
		<i>public gardens</i>	<i>4</i>
		<i>free covered gathering areas for groups that include bathrooms, water, amenities, and games</i>	<i>1</i>
	<i>What types of social interactions and/or gathering spaces are missing in WDM?</i>		
		<i>outdoor chess</i>	<i>1</i>
		<i>small neighborhood dog parks</i>	<i>1</i>
		<i>food trucks in parks</i>	<i>7</i>
		<i>decent scale plaza area for events and general gathering</i>	<i>1</i>
		<i>a cafe in the library</i>	<i>2</i>
		<i>miracle park</i>	<i>3</i>
		<i>indoor swimming pool for kids</i>	<i>3</i>
	<i>inclusion activities for mild adult disability</i>	<i>2</i>	
	<i>music, cultural festivals</i>	<i>2</i>	
	<i>LGBTQIA+-inclusive spaces clearly demarcated</i>	<i>3</i>	
	<i>more activities for active seniors</i>	<i>2</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	<i>Votes</i>
WDM Library Lobby		<i>rec center</i>	4
		<i>walking/walkable</i>	2
		<i>small grocery</i>	1
		<i>a room to eat our packed lunch</i>	1
		<i>parks for people on the far west side</i>	1
		<i>more dog parks</i>	10
		<i>more splash pads</i>	1
		<i>more large sized outdoor games</i>	1
		<i>tiny houses</i>	1
		<i>affordable indoor theater for small dance and theatrical performances</i>	1
		<i>Internet cafe</i>	1
		<i>social stations</i>	1
		<i>flat roller blade and skating trails</i>	1
		<i>public plaza</i>	1
		<i>cultural festival</i>	1
		<i>community theater for adults and kids</i>	1
<i>trails for biking, hiking, walking, etc.</i>	1		
<i>more toy stores and more bookstores</i>	1		
Developers Luncheon	How can a place like WDM continue to be desirable if it became suddenly more dense?		
		<i>Provide mixed use land planning in proximity to higher density, including commercial, retail, parks and other amenities</i>	
		<i>Attraction like regional malls, sports facilities, schools, etc.</i>	
		<i>Continues reinvestment/redevelopment in older neighborhoods</i>	
		<i>Public transport and convenient services</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
<i>Developers Luncheon</i>		<i>By connecting neighborhoods to amenities in a strategic way, creating a sense of place by making communities walkable, incorporating public art, enhancing connection to natural resources and parks, and other.</i>	
		<i>Lower property taxes are appealing with high quality services and amenities</i>	
		<i>Increase walk score through strategic placement of commercial nodes.</i>	
		<i>By making the density a tool for desirability. Amenity, experience, lifestyle, culture.</i>	
		<i>Higher density will keep property taxes at an appealing level for owners, residents and businesses...therefore continuing to be a desirable place if quality services and amenities keep pace.</i>	
		<i>How can we encourage building to maximum allowed densities?</i>	
			<i>Acknowledge the real cost of parking lots. Eliminate incentives for project that do not maximum the potential value of the property.</i>
			<i>The economics for the development must work. Financial incentives will help make this possible.</i>
			<i>Help make infrastructure available at the right locations.</i>
			<i>Code requirements, property tax abatement or TIF, increased service capabilities.</i>
			<i>Incentivize, property tax, rezoning, higher education campus.</i>
			<i>Bulk regulations that support reduced or no setbacks, building heights, green space requirements, etc. Encourage regional storm water detention. Create a new zoning classification.</i>
			<i>Assuming you are changing to all higher densities, demand will have to drive the deal. That will likely require some kind of desirable node.</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Art Commission	What do you like best about WDM?	<i>Access to quality trails</i>
		<i>Balance of amenities</i>
		<i>Overall good city, church, growth</i>
		<i>Connectedness of community, programs</i>
		<i>It's a complete package</i>
		<i>The Pre-planning</i>
		<i>Diversity, welcoming nature</i>
	How can we use public art to engage residents?	<i>Art should have engagement process, should be hands on, selection process</i>
		<i>As an enhancement to existing facilities and trails, etc.</i>
		<i>Need to make it a true destination point - "WOW factor"</i>
		<i>Awareness of art opportunity/needs to be made a key factor for city, need more of a PR element</i>
		<i>Engagement in VJ of art opportunities – signage can be an element of that, fiscal improvement since art installations</i>
		<i>Civic pride</i>
	How can art highlight diversity for WDM?	<i>Pieces themselves is diverse in types</i>
		<i>Selection process is a diverse group of citizens for the review process</i>
		<i>Wish for a designated person as art associate for City of West Des Moines</i>
		<i>Wish for partnerships with city department for art installation</i>
		<i>Wish for partnerships with sister city representations for shared art installations and collaboration on art</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Art Commission	How can art be a representation of cultures across the city?	
		<i>We are not there yet, but is a wish list item</i>
		<i>Could be artist approaches</i>
		<i>Could be more intentional in RFP for artists</i>
		<i>City goals/ more standardization in the directives of the commissions</i>
	How can art enforce WDM identity? Our story?	
		<i>Placement to date is the identity, not the art itself</i>
		<i>Podcast of artists discussing their pieces is part of the story</i>
		<i>Pieces could include history of WDM through art</i>
		<i>Balance between history and “the cool factor” (progressiveness) of the city.</i>
		<i>To be surprised by the art installation</i>
		<i>Tie into future infrastructure projects</i>
		<i>Maximize public spaces for art installations</i>
	What is the role of collaboration with private entities?	
		<i>Wish for art out in Jordan Creek</i>
		<i>How to market for options with businesses?</i>
		<i>Need a formal process to collaboration.</i>
	How should the city fund public art?	
		<i>Private funding per development (% of value of project)</i>
		<i>Right now, WDM is the envy of other communities on how we fund our art</i>
		<i>Some fundraising and partnerships would be beneficial</i>
		<i>Corporate sponsorships</i>
		<i>Citizen philanthropists/donation</i>
	<i>We need a signature piece (ex. The Chicago Bean)</i>	
	<i>Supporting local artists to provide art for the city.</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Art Commission	How can art promote wellness for the community?	<i>They are typically displayed along paths/trails</i>	
		<i>State of mind – animal sculptures on trails make people happy and promotes mental health.</i>	
		<i>Family oriented – kids naming of pieces</i>	
		<i>“people’s choice” awards programs</i>	
		<i>Active art pieces</i>	
		<i>Art statements for each project for a learning environment</i>	
	How can art promote sustainability/resiliency for the community?	<i>Citizens volunteers to assist in protection of parks, art, etc.</i>	
		<i>Design of pieces are considered for sustainability of the piece</i>	
		<i>Maintenance fund to help with protection of pieces</i>	
		<i>Education through art – on water quality, etc. could be through partnerships (schools, businesses, etc.)</i>	
	How can art promote renewable energy for the community?	<i>Lighting options</i>	
		<i>Reuse of materials</i>	
		<i>Educational elements/opportunities within the art installation</i>	
	Focus Group - Bike Commission	What are the demographics of the WDM cyclist?	<i>75% recreation, middle aged, getting back into more families</i>
			<i>Small amount of bikers are commuters</i>
			<i>For exercise</i>
			<i>Family oriented, young families</i>
			<i>Kids to school</i>
<i>Summer jobs – seasonal riders</i>			
If they are commuters, is it their only mode of transport?		<i>¼ or less due to lack of bus option</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Bike Commission		Rare that they only use 100% bike	
		Different in different parts of WDM, not really possible out west, VJ area maybe	
		ISSUE: perceptions if lack of safety riding on the roadways	
		Things are too spread apart for biking to be the only mode	
		Topography is not much of an issue now, but maybe in the future areas of WDM	
		NEED: more information on options, routes, how sharrow work, etc.	
		NEED: to look at more opportunities in the community to have more safe routes to schools for kids who want to bike	
		NEED: "walking/biking school bus" trails for schools, to provide the surety of safety	
		What are trends now and in the future for biking?	
			E-assist bikes (this may shift demographic in who is biking and where)
			More bike commuting
			Scooters
			Hover boards, etc.
			E-bike options (may be more supportive in more urban areas)
			Gravel bikes
			Bike share as options for social equity for folks who don't have other modes of transport (this has been very successful in Raccoon River Park)
		What design changes need to be made to accommodate cycling in WDM and move to making cycling a priority in an auto-oriented City?	
			Protected bike lanes will be needed
			Secure parking for bikes
			More direct routes
			Provide more facilities to accommodate the more avid bikers (racks, showers, etc.) at key businesses and public facilities
			APBP (Association of Pedestrian and Bicycle Professionals) have guidelines for good rules of thumb for facilities need such as how many, which types, etc.

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Bike Commission		<i>Younger kids don't want to be auto dependent, need to find ways to accommodate them.</i>
	Are 10' trail adequately sized?	
		<i>No, not for commuting if that is the goal.</i>
		<i>Also for community, straightening out the trails for higher speeds will be needed.</i>
		<i>Commuter typically does not want to mix with the recreational user, they don't care about the site seeing like the recreational user does</i>
		<i>Recreational riders a 12' trail is ideal for side by side riding for the social element.</i>
		<i>The perceptions are trails feel safer for biking, facilities will be needed to accommodate a "safe" route for community if that is the desire.</i>
		<i>Buffered area, not physical protection</i>
		<i>Protected/separated, which provides a physical barrier with raised edges</i>
		<i>Sharrows options only on low volume streets</i>
	How can we leverage the cycling community as a form of socialization and cohesion?	
		<i>Start in the neighborhoods</i>
		<i>Trail head locations (example given was Waukee)</i>
		<i>Try to connect key locations</i>
		<i>Key neighborhood nodes (ex. VJ, Foundry, EP True/50th)</i>
		<i>Mayors bike ride</i>
		<i>These happen informally now</i>
		<i>Promotions – business development, new businesses promotion</i>
		<i>Outdoor areas to business to allow for bikers to use</i>
		<i>Highlighting routes good for different users or age groups or distances with key point of interest (map opportunities)</i>
	<i>Create more destination options</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Focus Group - Bike Commission</i>	<i>What would be your top priority (Commuting, Recreational, and Social) for future planning for the biking community?</i>	<i>Community routes</i>
		<i>Focus on recreation and safety options for kids to schools</i>
		<i>Recreation and social</i>
		<i>Recreation and direct routes for schools</i>
		<i>Recreation, include social events into the recreational aspect</i>
		<i>Recreation, use businesses to connect to trails</i>
		<i>Whatever is more bang for the buck on the recreation side</i>
		<i>A key connection will be the recreation aspect across Raccoon River</i>
<i>Focus Group - Community Design</i>	<i>What are 3 aspects of the built environment that set WDM apart? What draws you to WDM that you can't find elsewhere in the metro?</i>	<i>Quality of Life</i>
		<i>Wayfinding signage</i>
		<i>Extensive landscaping – between parking lots and streets</i>
		<i>Entertainment and dining</i>
		<i>Parks and trails – Raccoon River Park is a huge amenity</i>
		<i>Entertainment</i>
		<i>Parks – are fantastic</i>
		<i>Bike trails – well connected but could always be better</i>
		<i>Shopping</i>
		<i>Established neighborhoods</i>
		<i>Attractive architecture</i>
		<i>Lack of trees</i>
		<i>Roadside landscaping</i>
		<i>Street grid system – appreciate grid system with arteries every 10 or so blocks</i>
<i>Monotonous</i>		
<i>Nightlife</i>		
<i>Valley Junction is really neat, unique, and walkable</i>		
<i>The walkability is really attractive</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Community Design		<i>Valley Junction's design is very sustainable – it isn't just a massive, paved, vacant area</i>	
		<i>The way Valley Junction is designed – walkability – it creates a sense of community</i>	
		<i>Great restaurants and shops in WDM – go to WDM more than anywhere else in the metro probably</i>	
	<i>In comparison to other metro cities, do you notice that WDM is better, the same, or worse in regards to the follow topics: (1 = much better, 2 = slightly better, 3 = the same, 4 = slightly worse, 5 = much worse)</i>		
	Architecture – Quality and Materials (average = 2)		
	Comments:	<i>Push boundaries of architecture more</i>	
		<i>More unique materials</i>	
		<i>Edgier or modern district</i>	
		<i>Better materials are used here than elsewhere in metro</i>	
		<i>PUDs restrict architecture and create monotony</i>	
		<i>Need more flexibility</i>	
		<i>Limit height and volume as opposed to architecture style and materials</i>	
		<i>Pro-formas impacted by design requirements and could prevent development in WDM if requirements are too strict and cost too much</i>	
		<i>Market will drive developers to use high quality materials so the City doesn't need to</i>	
	Architecture – Aesthetics and Cohesive Design (average = 2.3)		
Comments:	<i>Feels cleaner because controls on clutter</i>		
	<i>Appreciates that WDM cares</i>		
	<i>Want variety in architecture</i>		
	<i>PUD's too large</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Community Design		<i>Pockets / patchwork across the City – different parts look and feel different</i>	
		<i>Not a cohesive design overall – which is just created by the nature of sprawl</i>	
		<i>Valley Junction does have a nice, cohesive design but it’s totally different than anywhere else in the City</i>	
		<i>The City overall is more NOT cohesive in design than it is cohesive</i>	
		<i>No clear design vision</i>	
		<i>Feels like there’s a lack of a plan for connection from different parts of the city to others – visually, physical, and socially</i>	
		<i>How do we change the feel of other parts going forward so it all feels like one cohesive city?</i>	
		<i>Minneapolis – neighborhoods seem more connected because they have walkability, bikability, and shops close to residential</i>	
		<i>Having “rich” people over here and “poor” people over there – need to stop doing this – get more socioeconomic connection within neighborhoods so it feels less disjointed</i>	
		Place-making – Art, Plazas, Community Gathering (average = 3.3)	
		Comments:	<i>Don’t think of WDM when thinking about public art</i>
			<i>Site public art in higher traffic/more visible areas (for visitors/tourists)</i>
			<i>Community gathering is done well</i>
			<i>VJ is only “placemade” spot</i>
			<i>Same as other cities in the metro</i>
	<i>Car-oriented society makes placemaking difficult</i>		
	<i>Valley Junction is best example in WDM</i>		
	<i>Placemaking is commercialization in WDM</i>		
	<i>Utilize higher density neighborhoods to drive placemaking</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Community Design	Controlling Visual Clutter – Signage, Mechanical Equipment, Overhead Utility Lines, and Screening of Parking Lots (average = 1)	
	Comments:	Rules give teeth
		Like landscaping requirements
		Can loosen architecture requirements and visual clutter won't be harmed
		Haven't noticed any differences between WDM and other communities
	Streetscapes – Plantings, Art, and Lighting along roadways and in medians (average = 1.5)	
	Comments:	Stick with what we are doing!
		Some places look nice – new area on Grand Avenue
	Open Space and Landscaping – Parks, Greenspace, Landscaping within commercial and office sites (average = 1.5)	
	Comments:	Master trail plan is great
		Parks great
		Screening requirements are worth it
		Fairly well
		A lot of parks and greenspace – can always use more or think about creating parks differently
		Office parks do landscaping well
		Siting of parking lots buffered by uses is nice – but circulation can become an issue
	Wayfinding – Street Connectivity and Directional Signage (activity = 2)	
	Comments:	Nothing stands out
		Fine
		Street signs easily readable
		Trail and street connections need better signage
	Pedestrian and cycle need improvement	
	Valley West and 50th are hard to get around	
	Don't use cul-de-sacs	
	Need to work on less of a dependence on auto (accommodate all modes)	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Community Design	In terms of long-range visioning for the City, what other ideas do you have for the City of WDM related to Community design?	<i>Smaller streets/more pedestrian friendly at main crossings</i>
		<i>Social equity should be a key theme in all approaches to community design</i>
		<i>No more themes – they become dated. Focus on timeless design. Future proof and reusable</i>
		<i>Pulling buildings to street/parking behind</i>
		<i>A focus on having denser mixed-use developments</i>
		<i>Thoughtful streetscapes</i>
		<i>Pushing the boundaries on aesthetics</i>
		<i>Encouraging a variety of housing types/styles</i>
		<i>Use storm water and water features as amenities and a form of place making</i>
		<i>Allow flexibility in design but maintain cohesiveness</i>
		<i>Do not continue sprawl – growing out is not the answer – doesn't feel smart or responsible</i>
		<i>WDM needs to become the leader to end reliance on cars</i>
		<i>1000 Friends of Iowa has been working with DSM about climate change / sustainability</i>
		<i>Grand Prairie Pkwy = bad idea</i>
		<i>Research on how those roadways don't make sense anymore – need to go to a more compact design</i>
		<i>Focus on creating a denser core near areas that already have some density and commercial areas nearby</i>
<i>Cater to different users (pedestrians, cyclists, drives)</i>		
<i>A focus on Valley Junction to bring in mixed use development: buildings making a walkable small neighborhood utilizing the current street systems</i>		
<i>Likes DSM's form-based code</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Community Design		<i>How do we make WDM feel like just one city? When you leave Valley Junction you shouldn't feel like you're entering a whole new city</i>	
		<i>Need to focus on revitalization instead of building new things when the core is deteriorating</i>	
		<i>What is WDM's core? Don't know – problematic not having one</i>	
		<i>Mixed use, mixed income, walkability, bikability</i>	
		<i>Need to expand trails – already great</i>	
		<i>The City needs to decide what kind of city we want to be – do we want to thrive or die? How we develop determines this</i>	
		<i>Building out is making the city less resilient</i>	
		<i>Focus development HERE, not on edges – if development continues far away (RecPlex, DMU) then the City needs to be strict on them – can't let them just continue as they have been</i>	
		<i>Need to make them more resilient since they are farther from the city's core and services</i>	
		<i>Just think differently – focus on how we are building in our existing core and how to be resilient and thrive</i>	
		<i>Mixed income, walkability, inter-neighborhood connectivity</i>	
		<i>How to make neighborhoods more socially active</i>	
		What are 3 aspects of the built environment that set WDM apart? What draws you to WDM that you can't find elsewhere in the metro?	
			<i>Valley Junction is really neat, unique, and walkable</i>
			<i>Valley Junction's design is very sustainable – it isn't just a massive, paved, vacant area</i>
	<i>The way Valley Junction is designed – walkability – it creates a sense of community</i>		
	<i>Great restaurants and shops in WDM – go to WDM more than anywhere else in the metro probably</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - CREW	What trends are currently impacting your industry? What is coming online in the next 2 – 5 years?	Theater
		Places like Smash Park
		Social outlets – in work environment
		Shrinking of office space – Affordability issue
		Building costs are going up – so smaller lots and buildings
		Retail focus on entertainment for bricks and mortar
		Amenities in residential - smaller lots
		Aged office stock
		Portability
		Creative solutions to offset increasing costs and provide amenities
		Suburbs can hit the price point for companies that can't afford downtown
		Workforce issue in suburbs, eastern suburbs have more affordable housing - How is that impacting your business?
		Can't find quality people to meet staffing demands
		Construction delays because of workforce shortage
		Carries in the office leasing world, need amenities to attract workforce
		"Employers are going way out of the norm to attract people"
		Problem keeping blue collar work force - shopping around
		Gap in experience levels due to 2008 recession - loss of transition in knowledge, loss of middle layer
Is tech changing the ability for older ("seasoned") workers to be valued in workforce?		
Businesses don't want to hire "older" workers – technology? Attitudes?		
Older workers have more industry connections though		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - CREW		<i>Work from home is putting a demand on restaurants and other gathering spaces that are providing meeting and social spaces</i>	
		<i>Working and living in the eastern part of the metro is more affordable</i>	
		<i>Need job shadowing – move away from the mindset of 4-year degrees</i>	
		<i>Some jobs asking for 4-year degrees when they aren't really necessary</i>	
		<i>Externships – bring teachers to see what businesses do</i>	
		<i>Workforce retention is a problem</i>	
		<i>Entertainment – destination, age appropriate</i>	
		<i>How is technology affecting your industry?</i>	
			<i>AI tech is going to change property management (on site tech and construction by machines). At what point is the ROI beneficial enough to replace people with machines?</i>
			<i>If the internet goes out - we are dead in the water - need a reliable power grid and internet</i>
			<i>Is tech taking away personalized customer service? Becoming a lost art in younger employees</i>
			<i>Still a need for this – maybe older population is best for this</i>
			<i>Need inter-office customer service – people are missing the personal touch at work</i>
			<i>Recruiting of young people</i>
			<i>Blurring the line of work/life balance</i>
			<i>Increased options needed for office layout - attitudinal change</i>
			<i>Operational goal to build in time to stop and check in, get feedback, old school social interaction and personal touch.</i>
			<i>How do you build character in a suburban environment - need to create those "Instagram-able" spaces for social interaction.</i>
			<i>Lost connection to agricultural history of Iowa</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - CREW		How do we create community spaces in a suburban city?	
		Garages behind houses helps (like Prairie Trail, Ankeny)	
		Agricultural space – fresh veggies – community gardens	
		Retail focus on recreation, nutrition, more focus on destination - good customer service, knowledge, focus on fresh, high quality product and the experience.	
		Internet proof retail - styling service as part of clothes shopping	
		What are the investment trends?	
			See some hesitation in investment - will see a correction
			Seeing some concern in the pipeline (future projects)
			More mixed use? Has not caught on because we have too much land. Starting to realize the value of mixed use - live, work, play.
			See improvements in access to subcontractors.
			East and West coast now seeing the effects of slowdown
			Alternative business having some problem finding financing
			Workforce housing is a strong trend
			Continuity of service, cyber-crime affecting businesses
			Predict banks pulling back - Sophisticated investors pulling back, non- sophisticated buyers jumping in - valuations will drop and cause issue
		Larger supply of multi-family and affordability issue for home buying is causing people to location hop - not invested in the community.	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - CREW	How is WDM doing?	<i>Need to maintain balance between commercial and residential for tax base.</i>
		<i>People want their time back, unwilling to travel long distance to get their needs met</i>
		<i>Trends for town-home like living - service industry increase to have someone else to do the maintenance</i>
		<i>Sustainability</i>
		<i>Tech has given us time but taken away privacy. Increased expectation on instant gratification.</i>
		<i>Children who grew up in WDM are having a hard time bring their families back to WDM. Lower expectation in lot and house size to reach affordability to make it work. More choices in housing.</i>
		<i>Infill development needs to increase - limit expansion</i>
		<i>Family</i>
		<i>Walkability</i>
		<i>Pockets of established neighborhoods</i>
		<i>Good job of bringing old and new together</i>
		<i>Infrastructure - ease commute no one wants to sit in traffic.</i>
		<i>Affordability - make the community inclusive on housing options, cost and availability of transportation</i>
		<i>Integrate transportation with other communities</i>
		<i>Land costs - will not grow if too expensive to build</i>
		<i>Available services - good, reliable Internet; redundant fiber</i>
		<i>Available workforce needs public transportation (70 percent of applicants are not qualified to drive companies)</i>
<i>Trade education - collaboration with schools and businesses</i>		
<i>Externships</i>		
<i>Company expectations on education and experience when hiring - need to change</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Focus Group - DEI</i>	<i>How to we cater to our community appropriately?</i>	<i>Diverse groups need to feel included</i>
		<i>Making sure everyone can contribute</i>
		<i>Continuing to grow in diversity</i>
		<i>People wearing burkas, middle eastern, Nepal, Asian Indian</i>
		<i>What's driving this growth?</i>
		<i>Reputation of safety, good schools, niceness</i>
		<i>WDM has amenities</i>
		<i>A lot of immigrant workers at corporate jobs but manager positions are still predominately white</i>
		<i>Immigrant struggle with career growth despite work performance</i>
		<i>City staff should become more diverse to better reflect who lives in the community</i>
		<i>No visible "safe zones" for minority populations</i>
		<i>We don't have a "Chinatown" or "Koreatown"</i>
		<i>Has to be intentional by the City</i>
		<i>Mosques, other cultural spaces</i>
		<i>The City hasn't done enough to engage and connect with groups that already exist</i>
		<i>Even more barriers to engagement with minorities – the City needs to break down the barriers</i>
<i>Other cities prioritize public engagement and even specifically for minority groups</i>		
<i>Why doesn't WDM do this?</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - DEI		<i>Clive is starting – why aren't we?</i>
		<i>WDM is far from having a multicultural center</i>
		<i>It's okay to start small but we need to start</i>
		<i>We need to dedicate the resource to intentionally create a more diverse / inclusive city</i>
		<i>Adding D&I to the comprehensive plan is a huge step in the right direction</i>
		<i>Economic diversity</i>
		<i>We have so many workers who can't afford to live here – it's so hard to pay bills when you're gone longer, have to pay more simply to get to work</i>
		<i>The business community has a big role to play and the City should leverage it</i>
		<i>Wells Fargo, Principal, Wellmark - have good programs</i>
		<i>They create accountability for each other with competition – if one company is more inclusive, the minorities will move jobs to work there so they need to stay on top of their games</i>
		<i>Team member networks</i>
		<i>Providing a safe space at work is an employee retention strategy</i>
		<i>Healthcare field is probably the best industry at diversity and inclusivity</i>
		<i>Transparency, best practices, communications</i>
		<i>Maybe the business community can model after this</i>
		<i>Need to address housing variety to reflect different familial structures</i>
		<i>Banking and appraisal systems make this hard</i>
		<i>Lack of adventurous developers</i>
		<i>Businesses intentionally hire diverse populations – why, as a City, are we not doing the same?</i>
		<i>Offer forms in different languages, etc.</i>
<i>Gender equality</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - DEI		<i>Day of racial fights at Valley 5 years ago – happened 15-20 years ago also but nothing was done about it then</i>
		<i>Community-wide conversations started happening after this</i>
		<i>Addressing hate – identity, diversity, justice, action</i>
		<i>Welcoming Communities exploration</i>
		<i>Identity and individual diversity and inclusivity journeys</i>
		<i>Things have improved since then but still need work</i>
		<i>Has Valley moved the needle on the equity audit since then?</i>
		<i>WDMCS now has a data manager to understand the student-body</i>
		<i>Becoming district-wide – not just at Valley</i>
		<i>WDM is welcoming but there is improvement needed to be as welcoming as maybe we think we are</i>
		<i>Need to be intentional</i>
		<i>The WDMCS, City, and Police department should be working more collaboratively because the work is being done in “bubbles” – hard to make real change this way</i>
		<i>Also connect with Business Community</i>
		<i>Challenge / obstacle is people not being aware of minority hardship – competency of building this skill and awareness</i>
		<i>How do different identities intersect?</i>
		<i>Race and sexual orientation, or race and gender identity, etc.</i>
		<i>Age struggles also</i>
		<i>Phenix used to be a diverse neighborhood hub – a loss more than just a school</i>
		<i>Illumifest very diverse</i>
		<i>People are looking for places to gather and celebrate – we need more of this!</i>
<i>City is lacking a plaza to gather – need to be intentional</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - DEI		<i>Need to separate silos between schools and the City and businesses – need to create a hub – takes intentionality</i>
		<i>Need a coordinated effort!</i>
		<i>Work on becoming a “Welcoming City”</i>
Focus Group - Engagement & Wellness - Health	When you think of the health and wellness of the West Des Moines community, what comes to mind?	<i>Long winter</i>
		<i>Access to fresh produce</i>
		<i>Nonjudgmental inclusion</i>
		<i>Free time</i>
		<i>Parks</i>
		<i>Walkability</i>
		<i>Aspiration of walkability in future</i>
		<i>Healthy food</i>
		<i>Trails</i>
		<i>Transportation</i>
		<i>Opportunity</i>
		<i>A lot of options for health here</i>
		<i>A lot of opportunity but not equally distributed to different populations</i>
		<i>Housing</i>
		<i>Recreational opportunities</i>
		<i>Becoming more top of mind</i>
		<i>Quality child elder care</i>
		<i>Resource for whole City</i>
		<i>Community collaboration</i>
		<i>Socially engaging</i>
		<i>Walkable</i>
<i>Walking</i>		
<i>Greenspace</i>		
<i>Schools</i>		
<i>Clean air</i>		
<i>Open spaces</i>		
<i>Conflicted</i>		
<i>People at both extremes of health</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health		But there are a lot of health opportunities
		Regional hub
		Being able to serve the whole region needs to be a priority
		Farmers market
		Green spaces
		Livable wage
		Playgrounds
		More walkable
		Education
		Recreation
		Mixed ages
		Activity
		Activities
		Access to care
		Disaster preparedness
		Access for all
		Cross generational
		Parks rec activities
		Free maintenance medications
		Weatherproof walking
		Affordable housing
		People don't always associate housing with health, but it is an important factor
		Raccoon river
		Integrated medicine
		Young
		Supporting teen health
Across the board		
Smoke free		
Needs		
A lot of other areas of health and wellness we need to explore		
Greenspace		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health	The City's role in public health and wellness should be ...? (5 = Strongly Agree, 1 = Strongly Disagree)	
	Planning for healthy food access, equity, and connections (average = 4.5)	
	Comments:	Low-hanging fruit – easy to accomplish
		Would love to see the City take a stronger role in getting nutrient-rich food options
		Incentives
		Policy – how you zone where you put these food establishments
		Make the healthy choice the easy choice
		There are things that cities can do to make a difference
		Davidson, SC
		No drive-through restaurants
		No parking in front of stores - to encourage walkability
		Signage regulations could be a barrier to having community gardens
		Someone (the City) needs to move the needle on obesity and healthy food consumption in Iowa "or we are going to continue to suck!"
		Iowa is ranked the #4 out of 50 for most obese states in the country
		Collaborating on fighting the opioid epidemic (average = 3.7)
	Comments:	Getting the word out and changing the cultural mindset
		A good return on investment with this option
	Could be collaboration with public health or the City doing it alone	
	In Iowa, methamphetamines are still more of an issue than opioids	
	Vaping is becoming an epidemic in youth	
	Opioid isn't the only addiction epidemic here	
	How do we help this multi-generationally so kids in these houses don't become also addicted?	
	Designing spaces and neighborhoods around all stages of health and life (average = 4.6)	
Comments:	Community that is friendly for movement that accommodates various ages and cultural levels	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health		<i>Lots of greenspace, walkable</i>
		<i>Organize around social spaces, civic engagement</i>
		<i>Spaces that foster interaction between generations – preschool and senior care</i>
		<i>Crosswalks – even though they exist, they can be daunting in some places across bigger streets</i>
		<i>Master plan a community that's very walkable</i>
		<i>Create an example and let the people who love it be your sales force – show the developers that people want this</i>
		<i>Maybe Iowa just isn't meant to be walkable because weather</i>
		<i>We need an alternative reality – make places walkable but consider that people don't want to walk outside in the bad weather</i>
		<i>We are a car-oriented society and it will be hard to change that mindset – making walking and biking a form of transportation and not just a form of recreation</i>
		<i>Can WDM create a CyRide like Ames?</i>
		<i>Need multi-county collaboration</i>
		<i>Educating the public on health issues, such as obesity, chronic diseases, infectious diseases, and public health epidemics (average = 3.9)</i>
	<i>Comments:</i>	<i>People already know – they don't need the education; they need the policies that help make the change</i>
		<i>Having active aspects (trails, etc.) won't help people who are too obese / unhealthy to use them – so education can still be helpful</i>
		<i>Prioritizing community engagement opportunities to support social cohesion (average = 4.2)</i>
	<i>Comments:</i>	<i>People are healthier (physically and mentally) and addiction risk is lower when there is more engagement</i>
		<i>Priority has emerged in Community Health Needs Assessment recently done for the region</i>
		<i>Front porches have been replaced by the back deck and it has impacted socialization</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health	Collaborating with stakeholders to address health disparities between counties in WDM (average = 4.4)	
	Comments:	We don't want disparities within our one City
	How can the City better invest in the social determinants of health to ensure healthy communities / health equity?	
		Policy, systems and environments to make the spaces where people live work and play healthy, accessible, and equitable
		Affordable housing that matches wages earned
		Equity in education
		Creating access for the most impacted communities, having the community involved in decision-making
		Quality affordable housing
		There is a higher need for affordable housing than there is a supply
		Very stressful not knowing if you can afford a roof over your head
		Minimum wage is too low
		"Rent eats first" – what do you forgo if all your money is taken by rent? Medication, food, etc.
		Mold, etc. in unsafe housing can cause health problems
		People in DSM are moving to WDM
		Not only about new housing – also affects older housing that can deteriorate if the City doesn't make sure they stay better
		Community gardens are a great opportunity to make healthy food affordable, get people to try new vegetables, and engage with each other
	Creation of neighborhoods where social engagement, healthy food, primary health care services, etc. are easily accessible	
	Provide alternative to employer-sponsored health care coverage	
	Are WDM's healthcare options affordable?	
	We have a lot of options but not all take Medicare, Medicaid, etc.	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Engagement & Wellness - Health		Can the City regulate that each medical office has ___ spots for patients who can't afford care / don't have insurance?	
		Focus on improving smaller housing stock so low-income families and immigrant / refugee families have safe places to live and play	
		Affordable housing, livable work opportunities, best schools for all, physical activity programming for all, spaces that promote movement and social engagement, clean water	
		Viable job opportunities on bus route, with childcare nearby, livable wage – there are a lot of jobs but all aren't viable for the workers	
		Access to medically accurate information for youth regarding sexual and reproductive health care, in the schools. Working to reduce stigma of teen pregnancy in community	
		Teachers don't often have the right education to teach about health	
		Identify and prioritize needs. Implement solutions in planning and design	
		Viable job opportunities; sustainable, integrated communities; adequate access to affordable, healthy food options	
		Please rank the following environmental health concerns as being the highest priority for the City to address. (1st being the highest priority)	
			Clean Air (1st)
			Clean Water - Potable (2nd)
			Climate Change / Resiliency (3rd)
		Clean Water - Recreation (4th)	
	Toxic Exposures (5th)		
	Brown fields (6th)		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health	Is there anything else the City should consider when planning for the health and wellness of our community over the next 20 years?	<i>Integrate with the larger metro areas to ensure system change for all aspects of life</i>
		<i>Wintertime physical activity opportunities – sheltered, community movement spaces</i>
		<i>The growing diversity of the community which opens doors to specific needs for specific populations</i>
		<i>Impact of virtual technologies and AI. When people can immerse themselves in a virtual world of limitless experiences, what happens to the use of parks, trails, etc.?</i>
		<i>Activity-inducing mixed-age affordable housing – Valley West Mall</i>
		<i>Ensuring that everyone is counted and all communities and their needs are represented in decision making. Addressing inequalities impacting different populations moving to the area</i>
		<i>Tear up the lawns around city hall. More veggie gardens!</i>
		<i>Light rail connect to downtown Des Moines</i>
		<i>I would like to see WDM prioritize raccoon river as a center of our future city for recreation and social activity</i>
		<i>Consider the tough policies that can have an impact on our community: zoning, streets, and housing codes. Be brave and don't just put the plan on a shelf</i>
		<i>Affordable housing component requirement of any new large corporate businesses coming into area</i>
		<i>Walkable livable neighborhoods with inter-neighborhood public transportation</i>
		<i>Focused on kids, tee, and young adults to prevent inequities before they happen, and poor health outcomes later in life</i>
		<i>Integrated communities</i>
<i>Continue to build relationships with community and county agencies to support efforts – we are working towards the same goals; evaluate throughout the process to ensure progress</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness - Health		<i>Design specific live, work, play communities for both seniors and families and see how the public accepts them. Use tax incentives to entice developers and citizens, money talks</i>
		<i>Mixed-Use re-purposing of Valley West Mall to have socialization and recreational opportunities</i>
Focus Group - Engagement & Wellness -Social	What is your favorite thing to do in WDM? Consider recreation, facilities, events?	
		<i>Eat! Good variety – especially around Jordan Creek Town Center</i>
	What is your favorite “thing to do” that you can’t do in WDM?	
		<i>Good to be able to go to shows and live music – Valley Junction</i>
		<i>Movie theater variety</i>
		<i>Farmer’s market</i>
	Are there enough things to do in WDM? Consider all ages, races, cultures.	
		<i>Like the lack of traffic</i>
		<i>Don’t know everything that’s going on – mostly word of mouth to find out what’s happening</i>
		<i>Valley Church do events on their own to “Love Thy Neighbor”</i>
	How is cultural diversity celebrated and welcomed in WDM?	
		<i>Valley Church</i>
		<i>Schools</i>
	What experiences could be created or reinforced to further cultural cohesion and community celebration? What and where do opportunities exist?	
		<i>DSM metro becoming more and more diverse</i>
	<i>Valley Community Center has farming area for immigrants</i>	
	<i>Sponsored Night to Shine event at Valley Church</i>	
	<i>Schools becoming more diverse – many languages spoken</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Engagement & Wellness -Social	Is WDM healthy?	
		Yes – growing, thriving
		Diversity drives thriving
	Is there adequate access to healthcare?	
		Excellent in this area – various options
	How can WDM do better to engage with social institutions?	
		Partner with WDMCS
		Movie days, great pumpkin days
		Pickle ball – boomers
Focus Group - Economic Prosperity	What strengths do WDM businesses have over other metro locations	
		Transportation
		Easy access ... highways ... easier to get around and get to businesses
		Supportive government
		Quick through planning/development approval process ... communities are regionalistic in thinking - no hatred which brings positivity to metro as whole -- spirit of support ... reduce cost
		Working relationship with City staff (CED)
		Less red tape, streamlined process
		Perceptions
		Safe, good for business, great place to raise a family ... positive message - keep telling people will come
		To foster business attraction and retention... (Strongly Agree = 5, Strongly Disagree = 1)
	The City should invest in Quality of Life amenities (Average = 4.5)	
	Comments:	Employees/work force ... younger generation moves to a place and find a job versus previous generations move to a job -- quality amenities will draw the younger generation

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Economic Prosperity		<i>How motivate younger workers ... not so much about money, more about personal happiness and career development ... more mission driven</i>
		The City should prioritize lowering taxes (Average = 3.5)
	Comments:	<i>Fair tax burden - find the balance ... no belief that lowest tax rate is flourishing, but need to find the right level</i>
		<i>Work to lower, but recognize that need 'X' to function, however function effectively and not waste</i>
		The City should emphasize development of workforce housing (Average = 4.5)
	Comments:	<i>Need affordable to allow people to live here. Need to get them here</i>
		<i>No idea how to change 40% rental rate</i>
		<i>Majority of WDM workers come from outside - environmental and infrastructure impacts</i>
		<i>Those that don't live here -- house costs, numerous rural people</i>
		<i>Live near work? ... help keep jobs - challenges with reliable transportation, if have transportation at all</i>
		The City should minimize zoning regulations (Average = 2.5)
	Comments:	<i>Shouldn't minimize in order to maintain right uses next to each other (bars not next to health establishments)</i>
		<i>Regulations produce an attractive city</i>
		<i>Need proper planning of vacant ground</i>
		The City should compete against other communities (Average = 3.5)
	Comments:	<i>Jobs</i>
		<i>Compete friendly - don't lie, cheat, steal from neighbor</i>
	<i>Collaborative communication</i>	
	<i>WDM should continue to not provide Tax Abatement</i>	
	The City should work to increase the quantity of qualified labor (Average = 4.5)	
Comments:	<i>Critical to successful businesses</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Economic Prosperity		<i>School system and stigmatism of a 4-year degree need to change ... trades are good jobs ... just be the best at what you do.</i>
		<i>Preparing students earlier in the K-12 process</i>
		When recruiting employees, what attracts them to WDM?
		<i>Quality of life</i>
		<i>Good education system</i>
		<i>Quality of life</i>
		<i>Entrepreneurial spirit</i>
		<i>Future forward ... energy in the community is attractive to younger generations ... education system -- REQUIRE STUDENTS TO START THEIR OWN BUSINESS ... teach how</i>
		<i>Availability of workforce ... match job skills to jobs offered (actuary in insurance industry)</i>
		<i>Affordable living</i>
		<i>Income level versus cost of living ... making a high salary doesn't necessarily equate to no financial challenges</i>
		What workforce development opportunities are needed in WDM? (think: incubators, apprenticeships, on-the-job training, etc.)
		<i>Retraining and engaging second-third career challenges</i>
		<i>2nd and 3rd careers ... lose job ... need to change the feeling of worthless City can help guide people to new careers at any age!! Older individuals may feel out of place at DMACC with younger individuals ... city may have a role in linking job skill/ aptitude testing to match people to new job opportunities ... motivate to find the next opportunity</i>
		<i>On-going community education on technology development</i>
	<i>Conduit to partnership to train trades, but not a city role to be the teachers -- shortage now but may change ... how encourage younger individuals to go into when no long-term job security. Construction trades at all-time low of 7%!</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Economic Prosperity		Apprenticeships	
		Learn whether like a job or not earlier in the process ... start with job shadowing ... apprenticeships and interning ... 4-year education not necessarily the requirement	
		Connect businesses to potential employees and education institutions	
		City not run the classes ... good spirit and positivity ... city promote positivity	
		Training for the trades	
		What are some issues in the community that are currently impacting your business or your employees?	
			Public transportation, lack of
			Don't need a car if public transportation, Uber, etc.
			Available affordable housing
			Affordable daycare
			Don't necessarily align with business hours ... cost is outrageous
		How can we ensure that economic prosperity for residents, our employees, and stakeholders in the City of WDM is equitable and sustainable?	
			Diverse representation on city commissions, teams, on efforts
			Work to ensure a fair tax and reliable revenue stream
			Encourage and build relationships across diversity and class
			Can't ensure -- can work to 'support'
			Fair taxes and stable and reliable revenue stream ... good now, maintain it!
			Diverse representation of elected officials ... willing to put in the sweat equity
			Building relationship with owners, not 'working for the man'!
			Demonstrate how diversity benefits the stakeholders ... city will need to make the economic case ... get the data and share it!
			Partnership does a good job at sharing positive statistics ... WDM does not!!

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Housing & Neighborhoods	When you think of a great neighborhood, what 3 things come to mind?	Commercial
		Nice to have both residential and commercial in close proximity
		Block parties
		Neighborhood connections
		Community – x2
		Want a sense of community. Nice to be able to rely on neighbors
		Diversity – x4
		People – From Houston area where there is a lot of diversity of races within single neighborhoods; would like to see more diversity here rather than races seeming segmented
		Age – Would like to see a range of ages: kids to seniors. And people from all walks of life
		Walkability – x2
		Would like to not have to drive everywhere
		Neighbors socializing
		Tree-lined streets
		Front porches
		Engagement
		Residential
		Green space
		Trails, parks – good for connections and health
		Parks
		Neighborhood parks are good for socializing
Engagement		
Variety		
Green or community space		
Relationships with people in neighborhood - knowing your neighbors		
Cohesiveness: neighbors helping neighbors without city prompting		
Walkability		
Parks & green spaces		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Housing & Neighborhoods		Safety	
		Access - ability to get around the metro	
		Affordability - low cost of living: better tax rates	
		Walkability	
		If you were looking to move into a new neighborhood, what aspects of that neighborhood would be important to you as a new resident? What makes a neighborhood unique?	
			Short commute (15 minute-ish)
			Knowing your neighbors -- attends VJ meetings
			Has structure to plug into - not necessary for City to facilitate
			Internet connectivity
			Is it a good investment? - household value or appreciate
			Great schools
			Sense of community: know who your neighbors are
			Support network nearby - having friends near
			VJ is a unique neighborhood ... others: Vine (20th block area): unique housing stock
			Negative: Crossing of busy streets to get to trails - difficult with young kids - neighborhoods that have more direct access to trails: connectivity to amenities
			Keep property taxes lower than others
			Good accessibility to transportation routes to get anywhere in metro
			Apartments lack interaction and building of 'community' ... lack private or city amenities to draw people out of homes
			Dog Parks
			Good neighbors
			Schools
		Proximity to parks	
		Mature trees	
		Housing I can afford	
		Proximity to park/ open space	
		Location	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Housing & Neighborhoods		<i>Proximity to schools</i>
		<i>Easy access to other parts of the city</i>
		<i>Ease of connections, multiple exists</i>
		<i>Don't want to get "trapped" during rush hour or if there is an accident</i>
		<i>Housing stock</i>
		<i>Attached garages</i>
		<i>A neighborhood with a mixture of ethnicities</i>
		<i>Affordability</i>
		<i>Needs to start low to accommodate lower incomes</i>
		<i>There are a lot of expenses that can impact whether people can afford to live here</i>
		<i>Many "affordable" houses are in run-down neighborhoods – want affordable homes in a nice neighborhood</i>
		<i>Today there are 19 houses for sale under \$200k in WDM and only 1 of them is single family, the rest are townhouses and apartments</i>
		<i>WDM housing has a large gap between "affordable" and estate lots</i>
		<i>There is a large gap of single-family homes in the lower price range – there are a lot of townhouses and apartments but not enough single family</i>
		<i>"It seems like the people who serve the community – retail workers, teachers, public servants – can't afford to live here"</i>
		<i>Everyone who works in a community should be able to live in that same community – there should be places in that community that they can afford</i>
		<i>Nothing affordable around Jordan Creek Mall where there are hundreds of service workers</i>
<i>There is a gap between federal "affordable housing" and the housing/apartments that exist in WDM – nothing for those middle incomes</i>		
<i>Green spaces or trails</i>		
<i>No cars parked in streets</i>		
<i>Architecture unique to the neighborhood</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Focus Group - Housing & Neighborhoods</i>		<i>Not “cookie-cutter”</i>
		<i>Not-prominent garages</i>
		<i>Big, green front yards</i>
		<i>Different styles within 1 neighborhood</i>
		<i>Aesthetic unity for the neighborhood = identity</i>
		<i>Style of homes</i>
		<i>Landscaping</i>
		<i>Distance to amenities</i>
		<i>Nice having amenities close to home</i>
		<i>Interesting housing design</i>
		<i>Not every house looks the same or is beige</i>
		<i>Need to keep “themes” in neighborhoods</i>
		<i>Want something that feels unique to me personally</i>
		<i>Codes limit flexibility in design and cause affordability issues – need to be less restrictive</i>
		<i>Proximity to my work</i>
		<i>Diversity</i>
		<i>Safe sidewalks and streets</i>
		<i>Pride of ownership/ “rentership”</i>
		<i>Diversity</i>
		<i>Upkeep of surrounding homes</i>
		<i>Diversity in ethnicities, incomes, and ages</i>
		<i>Distance to retail stores</i>
		<i>Green spaces</i>
		<i>Affordable</i>
	<i>Affordability</i>	
	<i>Diversity</i>	
	<i>Neighborhood bar</i>	
	<i>Relatively close to work</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Housing & Neighborhoods	How can the City create more affordable housing options? Do we need to ensure that everyone who works in WDM can afford to live in WDM?	Public-Private Partnerships ... employers assist employees
		Creative financing strategies
		Average income is "out of whack" to cost of homes
		Infill development
		Flexible zoning - encourage pockets and infill rather than all in one location
		Prefer ownership over rental -- what is the right percentage for rental vs ownership ... ownership naturally brings more accountability
		Rental properties as revenue source ...
		Good Internet will facilitate residency as more companies move to working from home ... Internet as a public utility = 'infrastructure'
		How make it those that work here can live here? ...
		Proximity of affordable to jobs ... need mixed income housing developments
		Some corporations/schools are building/ subsidizing housing for their employees = workforce housing ...
		WE need to help people get into homes -- seek out financing models that are occurring elsewhere
		City needs to keep costs down of what they have control over (property & city taxes, sales tax)
		Tax abatement to encourage SF residential construction /counter (Josh) not a fan of any tax abatement, not a fan of spending money on parks either
		How can the City encourage a mix of housing types to support aging in place? What kind of housing - other than single family - would you be comfortable having in a single-family neighborhood?
Common greenspace cluster homes		
Let market do what market will do		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Housing & Neighborhoods		<i>Other types of housing comfortable with having in neighborhood?</i>	
		<i>Let developers determine what is appropriate</i>	
		<i>Open to mix if right size and in character to neighborhood ... maintain integrity of community and value of neighborhood -- helps diversify neighborhood</i>	
		<i>Value having a mix of types and price points -- encourages diversity ... need cohesive with existing</i>	
		<i>Move away from Euclidean land use</i>	
		<i>If MF allowed, need to mitigate impacts ... blocking of sunlight, scale to adjoining, manage storm water</i>	
		<i>What other ideas do you have relating to the future of housing & neighborhoods in WDM?</i>	
			<i>VJ needs movie theatre and other destinations</i>
			<i>Encourage mix use so services and amenities are in proximity</i>
			<i>JCTC area is generally good mix of use, but not overly walkable ... needs trees for pedestrian comfort</i>
			<i>Encourage neighborhood identities (Sherman Hills, Beaverville, etc.) ... unique identifies = entry features, development signage, visuals delineators between neighborhoods/areas, varying street signs or 'neighborhood sign identifiers', leverage historical aspects if such, unifying landscaping, destination establishments (retail, restaurants, bars, parks, etc.), light posts, neighborhood schools (Rex Mathis Home School Coop??)</i>
			<i>Associations ... conduit for communication ... other cities have more formalized associations - should WDM</i>
			<i>Transportation network is generally over built - carves up neighborhoods and impacts 'community feel for neighborhoods' ... right streets in right locations and for right purposes</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Housing & Neighborhoods		<i>Density creates economics ... and offset cost of services which in turn keeps taxes down which in turn improves affordability</i>
		<i>Urban growth boundary?</i>
		<i>More parks in neighborhoods (Ice Cream Social park = perfect side) ... 3/4 mile or less between homes and park locations ... safety crossing streets and comfort of pedestrians ... density increases will mean more parks</i>
		<i>Phenix needs trees!! Legion park is great!</i>
		<i>Can neighborhoods take care of general park maintenance instead of city?</i>
		<i>Plan for VWM - perfect test case for trying something unique ... could be a transportation hub ... increase density</i>
		<i>Increase DART bus routes ... limited connections within WDM, better if trying to go out of WDM ... lack of frequency creates issues ... expand hours that it operates!</i>
		<i>IF can get transportation, can eliminate car ownership which can aid in being able to afford to live in WDM</i>
		<i>"People are too busy to engage! Provide childcare assistance to free up parents to participate."</i>
		<i>What is the cost of maintaining infrastructure for a development?</i>
		<i>Develop small walkable neighborhoods with a variety of housing</i>
		<i>Mixed use structures</i>
		<i>More neighborhood parks/ public greenspace. Community focus</i>
		<i>What is your plan for low income/ lower middle-class housing</i>
		<i>Know the demographics of the future residents of central Iowa. ¾ of our population growth in the next 20 years will have household incomes of \$75000 or less.</i>
	<i>Is there a development/ redevelopment plan?</i>	
	<i>Look at codes and regulations with a lens of racial equity</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Housing & Neighborhoods		<i>Needs to be more assistance for existing homeowners to maintain and improve</i>
		<i>Fill in the \$150k-250k market with a variety of housing types, not just levels of townhouses</i>
		<i>Make sure to take care of the older housing stock</i>
		<i>Make sure there aren't food deserts</i>
		<i>Make energy efficiency a priority in housing</i>
		<i>More housing in the \$125k to \$250k area</i>
		<i>What is your public transportation plan to help residents?</i>
		<i>Have a plan!</i>
Focus Group - Land Use	What considerations should drive future land use decisions in WDM?	<i>Village concept, infill opportunities, existing commercial and retail vacancies, density, walkability</i>
		<i>Live, work, play</i>
		<i>Want entertainment</i>
		<i>Set growth boundaries</i>
		<i>Why are we permitting new growth when there are vacant properties?</i>
		<i>Need to think about City services if we grow too much</i>
		<i>Avoiding empty buildings</i>
		<i>Parks and green spaces</i>
		<i>Neighborhood-hub space – parks = good</i>
		<i>Entertainment spaces</i>
		<i>Functional uses in desired locations</i>
		<i>Think about proximity and adjacent uses</i>
		<i>Walkability live, work, play in WDM</i>
		<i>Ask: What will you displace with this proposed use?</i>
		<i>Wildlife displacement by development</i>
		<i>Retail being displaced by other retail – cannibalistic idea</i>
		<i>Infill denser residential areas</i>
<i>All across the City</i>		
<i>Stop separating house types – apartments here, estate lots here - segmentation</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Land Use	How far would you be willing to walk to get to the following...	Grocery Store (average = 15.3 minutes)
		Faith-based institutions (average = 10.3 minutes)
		Work (average = 19.3 minutes)
		Retail store / service (average = 13.8 minutes)
		School (average = 10 minutes)
		Daycare (average = 6 minutes)
		Entertainment / Restaurant (average = 17.5 minutes)
		Library / Park / Plaza (average = 19.3 minutes)
		How far would you be willing to bike to get to the following...
	Faith-based institutions (average = 14.2 minutes)	
	Work (average = 18.2 minutes)	
	I don't want to work out and get sweaty on my way to work	
	I'll do it for recreation though	
	Retail store / service (average = 18.2 minutes)	
	School (average = 14.4 minutes)	
	Daycare (average = 3.4 minutes)	
	Entertainment / Restaurant (average = 22.4 minutes)	
	Library / Park / Plaza (average = 27.8 minutes)	
	What challenges come from having commercial, office, retail, light industrial, and residential in proximity to one another?	Truck traffic
		Want to keep traffic away from residential
		Keep other uses on arterials
		Noise, peak times, trash
		Trash pickup is usually too loud too early
		Trash littering in residential areas
		Noise when residents want quiet

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Land Use		<i>Pollution, mixed use that affect the residential neighborhood character, industrial noise, parking, commercial traffic</i>
		<i>Mixed uses – keep them separate – we are currently doing this with zoning – even now some things are too close</i>
		<i>Noise, lighting, traffic</i>
		<i>Noise = trucks, people</i>
		<i>Valley Junction – currently a problem</i>
		<i>Trucks (commercial) – dust, light, noise, deteriorates streets</i>
		<i>Affects residential character of the neighborhood</i>
		<i>Potential brownfields that will be set empty</i>
		<i>Hazardous chemicals – what happens if this land is tainted and the business leaves? Will that space be forced to remain vacant? How will that affect the appearance of the neighborhood?</i>
	What are the trends in land use and development that WDM should be incorporating?	
		<i>Agrihood – “I like that.”</i>
		<i>How practical is it for our market? Costs with maintaining?</i>
		<i>Are people willing to pay extra to live there for upkeep?</i>
		<i>Affordability areas. Creative planning to help bring costs down</i>
		<i>Accessory dwelling</i>
		<i>Look to West coast to see how it is done well</i>
		<i>Allows for more flexibility</i>
		<i>High density, urban feeling neighborhoods</i>
		<i>Appetite for smaller footprints, and lot sizes here</i>
	<i>Like the look and feel of high density – edgier</i>	
	<i>Closer to street, rooftop patio, doesn’t mean it has to be more than 2 stories</i>	
	<i>Could be detached SF narrow lot with alley</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Land Use		<i>Doesn't have to be super dense and super tall but close to the street, narrow lots can get us that</i>
		<i>Affordable housing, diverse culture business use</i>
		<i>Diversity of housing types and people</i>
		<i>Happening in VJ now</i>
		<i>Need to build smarter to keep affordable</i>
		<i>Don't need to grade, services already there, etc. – keep construction costs down to have a cheaper product</i>
		<i>Go vertical</i>
		<i>People want to live in single-family homes</i>
		<i>Desire / demand for both</i>
		<i>Edible landscaping</i>
		<i>Orchard garden lots – could someone build just a shed without having a house in a residential district? Want to see this kind of thing allowed</i>
		<i>City plants fruit trees – let residents know it's okay to pick and when it's okay to pick – Cedar Rapids and Dubuque</i>
		<i>Mixed use, age in place, villages, emerging transportation options</i>
		<i>Keep up floodplain work</i>
		<i>Shouldn't develop in the floodplain</i>
		<i>Need to at least protect these buildings in flood plains</i>
		<i>Don't want more flooding</i>
		<i>Airbnb without owner living there</i>
		<i>Airbnbs still so new so maybe take small steps regulation wise – it is still a business</i>
		<i>Bring people to see what WDM has to offer</i>
<i>Topography of the land, aging infrastructure, setbacks requirements</i>		
<i>Community education, accessibility to science, engineering, technology for youth development</i>		
<i>Community education sites and accessibility to programs to enhance youth development</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Land Use	What challenges exist with redeveloping land in older portions of the City?	City Regulations / Codes
		Setbacks, parking minimums – use maximums
		Redevelopment sites will always be tricky – take it case by case
		Aging / Inadequate Infrastructure
		Infrastructure is always an issue no matter where you are
		City should participate in some costs
		Assembling Land
		Hard to get people to sell their land
		Transportation Networks
		WDM feels overbuilt
		DART options decreasing – even in VJ
		Retaining Community Character
		NIMBYs (Not In My Back Yard)
		Have had projects shut down in other communities
		Cost
		Having to clean out / demolish old buildings
		Other
		Gentrification
		How do we redevelop right to not cause this? Infill
	What other ideas do you have relating to the future of Land Use in the City of WDM?	
	Cost share for residential storm water practices	
	Rain barrels, rain gardens = everybody should	
	Parks, green spaces, natural environment will continue to be valued increasingly	
	As population grows, people will increasingly want parks – continue the good work	
	Encourage redevelopment. Mixed use projects to create neighborhoods	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Land Use		Public-Private partnerships to help redevelopment – it’s never easy but it needs done
		Fight for State / Federal subsidies
		Would like a “bucket of money” set aside for redevelopment
		Flexibility in zoning could be some of the incentives but won’t do everything
		City has to take the 1st step – cleaning land, etc. – would definitely help
		More community education and / or accessibility to programs – not everyone needs to go to college – WDMCS working with DMACC on this
Focus Group - Quality of Life	What is your favorite place in WDM?	Raccoon River Park
		Valley Junction
		Bike Trails
		City Campus – Learning Resource Center, Library
		Jordan Creek Trail
		Dog Park at Raccoon River Park
		Jordan House
		Jordan Creek Town Center
		Library
		Restaurants
		All of the parks
		School district
		In a word or short phrase, what comes to mind when you think “Quality of Life”?
	Recreational opportunities	
	Walkability	
Safety		
Entertainment		
	Well-planned	
	Inclusive	
	Cleanliness, maintenance	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Quality of Life		<i>Proximity to medical services</i>	
		<i>Affordability</i>	
		<i>Diversity</i>	
		<i>Cultural vibrancy</i>	
		<i>Convenience</i>	
		<i>Current Reality: Which QOL factors are major assets? What's working?</i>	
			<i>Snow removal – City services in general</i>
			<i>Planning – layout</i>
			<i>Access to stores / amenities</i>
			<i>Schools</i>
			<i>Valley Junction</i>
			<i>Safety – feels like a safe place</i>
			<i>Variety of retail – lack of workforce for retail, though</i>
			<i>Well-run city</i>
		<i>Preferred Future: Which QOL factors need help? What should the City focus on?</i>	
			<i>Perceived as non-diverse, too expensive</i>
			<i>Not welcoming</i>
			<i>Traffic – near Jordan Creek Town Center and on Ashworth</i>
			<i>Cost of housing</i>
			<i>Lack of alternative modes of transportation – have to drive everywhere</i>
			<i>Landlocked</i>
			<i>Schools overburdened</i>
			<i>Growing so much that City funds go towards growth and not QoL elements – budgetary challenges</i>
		<i>Limited bike commute options</i>	
		<i>Confusion where WDM is and where Waukee is – delineation of jurisdictions (City, County, Schools)</i>	
		<i>Areas farther from city-center pay more for insurance because farther from services even when technically within WDM – maybe we shouldn't annex so far out if services can't provide for those areas</i>	
		<i>Street numbering system different than the rest of the metro</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Quality of Life		Lack of affordable housing
	What issues should the community focus on?	
		Housing – affordability – workforce housing
		Local shopping – more “ma & pop” shops
		Public transportation for workforce – transit equity
		Do we know how much our demographics have changed? How do these people fit in and how can we leverage their skills?
		Incentivize redevelopment in blighted areas – there are a lot of incentive programs for new development but not redevelopment
		Aging population
		Is WDM a good place to raise children? Why or why not? Consider schools, day care, programs, recreation.
		YES
		Diverse kids – maybe not?
		WDMCS is very diversified now – still not actually that great,
		“Much safer than Memphis”
		Are all districts in WDM good?
		Yes
		We need more diversity in education options – Montessori, etc.
		Want more partnerships between schools and businesses
		Waukee has a school-to-work program but WDM does not
		WDM is more disjointed school-police-City than other metro cities
		Future Ready Iowa is a new job training program that will be available to school districts
	Is WDM a good place to live for young adults? Why or why not? Consider housing, jobs, activities.	
	Good apartment supply	
	Starting pay for young professionals is high in WDM	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Quality of Life		<i>Not able to find starter homes in WDM – so many young families are establishing roots in other suburbs which could eventually become a problem for WDM down the road</i>
		<i>Other cities have smaller lot requirements or lesser requirements for street widths making them more affordable</i>
		<i>WDM has higher standards which makes it more expensive – facade requirements</i>
		<i>Families can get more house for their money in Ankeny</i>
		<i>We have better amenities – such as bike trails – than other metro cities so there are positives to staying in WDM for families</i>
		<i>Competition with downtown DSM</i>
		<i>Safe</i>
		<i>Convenient</i>
		<i>Is WDM a good place to grow old? Why or why not? Consider housing, transportation, support, shopping, access.</i>
		<i>New opportunities for senior living popping up constantly</i>
		<i>Medical availability</i>
		<i>Transportation is a challenge – Human Services offers transportation to seniors – there may be a lack of communication</i>
		<i>Not a ton of specialized care</i>
		<i>Entertainment options – Jordan Creek Town Center</i>
		<i>Financial resources</i>
		<i>Active senior center</i>
		<i>WDM Human Services population</i>
		<i>Lack of inventory of housing</i>
		<i>Are there economic opportunities in the community? Consider jobs, career growth / diversity, commute times, housing types based on life stages – millennial, starter families, retirees.</i>
		<i>Need to raise minimum wage – people serviced through Human Services working 2-3 jobs and still struggling to make ends meet</i>
		<i>Low commute times compared nationally</i>
<i>Business seeing a lack of people to fill all positions – this is a metro problem, not just WDM</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Quality of Life		<i>More university students around here are staying in metro because there are so many job opportunities</i>	
		<i>Societal pressure to go to a 4-year university but we need people who can work trades</i>	
		<i>Student debt is driving life decisions</i>	
		<i>Schools need assistance from local government and businesses</i>	
		<i>What are WDM's greatest environment assets? Challenges?</i>	
			<i>Great greenspace and parks</i>
			<i>City campus</i>
			<i>"Green" thinking slowly evolving here</i>
			<i>Cumming's "Agridhood" – these types of development tend to draw more affluent people</i>
			<i>Maybe not something WDM should focus on if we have a goal to be more affordable</i>
			<i>Try conservation neighborhoods instead</i>
			<i>There is a cost to going green that currently outweighs doing nothing – it is getting better over time, though – cost of going green is prohibitive</i>
			<i>Community gardens – are there code regulations making these impossible?</i>
			<i>Front yard gardens to fight food deserts</i>
			<i>A lot of native plantings in parks but people prefer a more manicured look in neighborhoods</i>
			<i>Wind turbines / solar panels in residential</i>
			<i>Other major cities nationwide are doing much better at recycling</i>
			<i>Need to keep greenspace – maintain and add more</i>
		<i>Is there an active sense of engagement in the community? Why or why not?</i>	
			<i>Human Services has about 90 people who volunteer weekly</i>
			<i>Strong profit to non-profit engagement</i>
			<i>School volunteer programs</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Sustainability & Resiliency	Use three words to describe what a sustainable West Des Moines means to you.	<i>Planet</i>
		<i>Intentional</i>
		<i>Prepared</i>
		<i>Thriving</i>
		<i>Equitable – to all parts of the City; make sure the same effort is given to VJ and the east side as is given to the growing western edge</i>
		<i>Protection of natural resources</i>
		<i>High quality of life</i>
		<i>Encompassing</i>
		<i>People</i>
		<i>Profits</i>
		<i>Adaptive – to new technologies and climate change</i>
		<i>Enhancing</i>
		<i>Balance</i>
		<i>Holistic – underlying health component with sustainability and natural resources</i>
		<i>Global</i>
		<i>Innovation</i>
		<i>Appreciation</i>
	On a scale of 1-10 (1 being Full Restriction, 10 being No Restriction), to what degree should the City control development...	
	That would remove mature tree stands (average = 2.5)	
	Comments:	<i>Timber is usually there for a purpose</i>
		<i>Trees, when they reach a certain age, have a certain value</i>
		<i>What classifies “mature”? Diversity of the stand? What is the value of that stand? Functionality</i>
	In the floodplain or flood hazard areas (average = 2)	
Comments:	<i>Repetitive loss from flooding is usually in floodplains – economic and ecological impacts</i>	
	<i>Floodplain isn’t a static definition – climate change rising levels</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Sustainability & Resiliency		Economic factors – rebuilding or mitigating	
		Roles floodplains play:	
		Drinking water	
		Controlling flooding	
		Wildlife crossing/habitats	
		That would require grading steep slopes (average = 2)	
		Comments:	Most slopes in WDM have very deep bedrock which means the hills are mostly soil that will erode very easily if built upon
			Grading changes how water flows
			Policy would need to be specific for specific uses
			Roads = not a major issue, could even stabilize
			Buildings = cause a lot more problems
			Development on slopes can cause erosion - water quality problems
			Need to figure out the benefit or risk to grading
			Risks of not mass grading: erosion, building failure, road failure
			Benefits of not mass grading: amenity (views)
			Benefits of grading: stabilization
		That would impact endangered species habitats (average = 2)	
		Comments:	Federal policies are wavering so local governments should step up
			Protecting endangered species is a federal rule but it is a local resource
			Seattle makes protecting native species a priority
			Include critical species (not only endangered)
			Need an inventory of critical species that we have
		In wetlands, water features, and drainage ways (average = 2.5)	
		Comments:	Iowa has been draining wetlands for farming for years
			Implement wetlands into urban areas to help with habitats and flood mitigation

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Sustainability & Resiliency		<i>We should be managing water, not draining it</i>	
		<i>Wetlands help recharge aquifers</i>	
		<i>Wetlands connect to human health, drinking water</i>	
		<i>What sustainable features and elements should we integrate into new development and redevelopment?</i>	
			<i>Wetland preservation</i>
			<i>Green roofs</i>
			<i>Locally sourced building materials</i>
			<i>Agriculture and local foods production – greenhouses, fields – agriculturally themed development – how do you permanently protect that ag land? Intentional</i>
			<i>Responsible land use planning. TOD, green infrastructure... - mobility for everyone within City even without having a car – walking, bus, mixed use areas provide walkability which lowers driving leading to fewer carbon emissions</i>
			<i>Renewable energy</i>
			<i>Cooperative solar – on top of data centers?</i>
			<i>District heating or co-location of synergistic users or consumers of energy – loop that a series of buildings can use – think about the things that could use the energy/heat that gets put out by the data centers</i>
			<i>Trying to get builders to be conscious of sustainable development rather than just building what's cheapest</i>
			<i>Electric vehicles – going to be a major shift</i>
		<i>What other ideas do you have relating to the future of sustainability and resiliency for the City of West Des Moines?</i>	
			<i>All policies should be economically viable</i>
			<i>Utilize equity as a key variable in planning</i>
			<i>Uber like transportation vs fixed bus routes</i>
			<i>Climate Action Plan (enforced) attracting international businesses</i>
			<i>Learn from past mistakes, locally, regionally, nationally, and globally</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Sustainability & Resiliency		Thinking about what we are uniquely positioned to do here in the Midwest. Such as advantage due to our Midwest location or our proximity to one of the world's most productive agricultural areas
		How we add more value to agricultural products, food products, bio production
Focus Group - Transportation & Infrastructure	Mapping Activity – Issues and Opportunities mapping	
	Vehicular Traffic:	Awkward lane shift crossing 1st Street at Grand Ave
		Pave the remaining sections of 88th Street
		Congestion at the Mall along Mills Civic Parkway
	Bike and Pedestrian Traffic:	Better crosswalks going into Raccoon River Park
		Ashworth Road should go on a road diet to add on street bike lanes
		8th Street crossing needed
		Sidewalks out at Jordan Creek should be more interconnected
	How well is WDM doing at accommodating...? (1 = Very poorly, 10 = Very well)	
	Vehicles (average = 8)	Good, big roadways to get cars in and out and through the city quickly
		Good planning to have roads wider than they may need to be now, but for the future with increased population will be needed
		Good future planning for upcoming / key areas
	Pedestrians (average = 4.9)	New areas: some good sidewalks, some areas have none
Newer developments have less connectivity to other neighborhoods and key areas of the city. Internal neighborhood connectivity seems to be good.		
Lack of maintenance of sidewalks in some areas, especially in the wintertime with snow removal at the intersections for crosswalks.		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Transportation & Infrastructure		<i>There is good bike and pedestrian availability from the recreation side, but lack of accessibility on large street (too wide for slower walkers or special needs)</i>	
		<i>Good code compliance inspectors out looking for issues.</i>	
		<i>Concern for crossing at Fuller & 35th Street.</i>	
	<i>Bicycles (average = 5)</i>	<i>Good as a recreation amenity but not good for those that are looking for use as alternative transportation option.</i>	
		<i>Good in some areas (internal neighborhood), but connections to key areas of the city and key trail connections is limited from the neighborhoods.</i>	
		<i>Good to go north to Clive greenbelt but no connection cross the Interstate.</i>	
	<i>Motorized scooters or bikes (average 3.2)</i>	<i>Good because not restrictive rules yet to limit use and opportunities vs. some cities that have already regulated them out.</i>	
		<i>To prepare for them we need to have routes with slower traffic, and smaller roadway options with more interconnection of routes.</i>	
		<i>Concern for speeds of these on traditional bike trails.</i>	
	<i>Transit buses (average = 4.5)</i>	<i>Low because of what happens when you get off the bus. Need the pedestrian connections to make them user friendly.</i>	
		<i>Lack of location to get on in WDM, and most location you have to drive to, unless you live in the very immediate neighborhood.</i>	
		<i>There is an interest in increasing bikes on the bus routes, limited number right now per bus.</i>	
		<i>Lack of service times for off shift workers (3rd shift).</i>	
	<i>To what degree do you believe the City should focus on the following transportation types as we move into the future? (1 = Strongly disagree, 5 = Strongly agree)</i>		
	<i>Planning infrastructure for fully autonomous vehicles (average = 3.7)</i>		
	<i>Good option to reduce congestion, reduce accidents and increase safety on the roadways.</i>		
	<i>Costs could be an issue for infrastructure</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Transportation & Infrastructure		<i>The city would need more fiber connections and connectivity to become fully autonomous.</i>
		<i>Concern for weather related issues and autonomous vehicles being fully autonomous.</i>
		<i>As a user or an autonomous vehicle, there is actually less connectivity need now due to the vehicles that may change in the future. They are an issue with snow as the cameras don't read as well, and land markings can be a problem as they need to be very clear. Other issues are they don't adjust to potholes and have issues in light glare during certain times of the day. I like it though as it could reduce pavement needs, increase safety on the roads and it causes me less stress when driving.</i>
	Cooperating on a regional rail system (average = 2.8)	
		<i>Lack of density to make it happen, may not need to be the vision for WDM right now. Maybe at some point if we get a large increase in population, but density would need to increase significantly.</i>
		<i>May work in the future as just a commuter rail line from WDM to DSM</i>
		<i>Cost to density will never hit the mark to make it happen.</i>
	Promoting ride share (Uber / Lyft) (average = 3.1)	
		<i>Low because there is a lack of concentration centers to make it work</i>
		<i>Need park and ride locations for this to work. People would still need to drive to the park and ride. Will the ease of getting to Des Moines may never really increase the time needed to get where you are going.</i>
	Developing bus rapid transit routes (average = 4)	
		<i>Wave of the future items, and it may have its niche, but may not be a promote item for the city.</i>
		<i>May be more harmful to transit services.</i>
		<i>This is seen as a more evening use service vs. transit which is a typical daytime service function.</i>
		<i>Don't think it's the city's role to be involved in this.</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Transportation & Infrastructure	How can the City plan for and adapt to changing technologies that impact utilities, such as the evolution of Wi-Fi and fiber optic?	Be open to new ideas / technologies by not legislating them out of existence.
		Process permits for placement of such utilities in a timely manner.
		Mediacom has issues with getting permits and WDM is a key community with the most issues relating to time of reviews and revision requirements for getting permits, so those projects get pushed down the road for other projects that are ready to go.
		I don't know "how" to make this happen but know that people expect connectivity for personal and business needs so it needs to be prioritized and thought about in an equitable way.
		May be an option for public utility
		Look at larger more progressive cities for trends. Work with youth to learn how they need to be served. Ongoing city task force to identify needs.
		Need an ongoing city taskforce to identify issues and needs to work continuously on them, not just every 5 years or so with these types of updates.
		Focus on flexible infrastructure, communications, and data collection.
		Concern for jumping the gun on technology due to the highly changing environment.
	What other ideas do you have related to Transportation & Infrastructure that the City should consider in its long-range visioning?	Complete all the projects that are part of Five Waters
		Pave 88th street! Change City policy so similar issues don't arise in the future?
		Car share near the transit hubs (to help alleviate the fact DART can't provide deep coverage). Could be electric cars or other new technologies, but more flexible than public transit and Uber / Lyft.
		City clears the sidewalks

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Transportation & Infrastructure		Connecting the neighborhoods of WDM as soon as possible
		City facilitate carpool connection site/ locations etc.
		Storm water problems are worsening, and more pavement will amplify the dangers
		The financial liabilities of new / wider roads will overwhelm WDM as soon as growth slows
		Congestion has never been solved by more lanes
		Non-motorized transportation taken as seriously as we plan for and build infrastructure into the future.
		Facilitate ride sharing on city website
Focus Group - Village Cooperative	What do you love about WDM?	Friendly, easy to get around
		Family close
		Close to amenities
		Activities and shopping
		Up and coming community
		Availability of services, entertainment
		Services, people, and schools
		Close to everything, easy transportation to everything
		Open spaces and stores
		Convenience of everything
		Don't have to drive, still have green space
		Proximity and ease of access
		Close to DSM, close to Costco, walkability
		Good places for kids, education
		Good growth, ease of access to everything
		Streets well marked and maintained, accessible
		Future planning is good
WANT: Fareway		
Meets all of our needs		
Feels like a family		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Village Cooperative		ISSUE: Bad water (taste and rust)
		Medical options are amazing
	What are your favorite recreational activities, facilities, events, places, and venues in WDM?	
		Grocery stores – walkability to them
		Trails, pedestrian paths
		High school activities
		Trail off street along 60th Street
		Valley Junction
		Library
		Meeting rooms, media options, and book club collections are great
		NEED: more active programming
		NEED: more senior options at senior center (Urbandale has better programming)
		NEED: an opportunity for dancing, such as what was the ValAir Ballroom
		NEED: Music venue, such as like Noce in DSM
	What is missing in WDM? What services are missing?	
		More businesses like Vino 209, (highlights local music and artist talent)
		Bus services
		Other options for transport (uber, lift)
		Airbnb
	Are there enough housing types based on varying life stages?	
		Economical housing (subsidized needed)
		More senior housing
		More student options for DMU
	ISSUE is property taxes for affordability	
Does WDM need to provide incentives to businesses?		
	Maybe have to for new businesses	
	Distribute taxes more evenly	
	Can we just offset with amenities? Why not make WDM the city that attracts businesses.	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Village Cooperative	Why did you choose to live at Village Coop and not another housing option?	<i>Less maintenance</i>
		<i>Price vs owning</i>
		<i>Equity as well as living option</i>
		<i>Social amenities</i>
		<i>Group noted they have a wait list for the facility</i>
		<i>Social amenities of living together</i>
		How can the City encourage citizens to stay active and remain in the City as they age?
	<i>Desire to be not completely developed ground, desire for good open space</i>	
	<i>Keep green areas</i>	
	<i>More public transit needed across the community but especially for seniors to get around for those that can't drive and leave facility living options.</i>	
	<i>More trees in paved area and along street.</i>	
	<i>A noted concern about storm water runoff and the future planning of it.</i>	
	<i>Need city sponsored incentive options to offset costs of maintenance</i>	
	<i>Need education opportunities about runoff issues and benefit options for detention and retention areas and types.</i>	
	<i>Regional options by the city to enhance developed areas.</i>	
	<i>Retaining open space and rural areas within the City</i>	
	<i>Issue with water (taste and rust)</i>	
	<i>Need to preserve water quality in the city (drinking and river rec options.)</i>	
	Focus Group - Valley Junction Board	What is your connection to Valley Junction? What do you love about it?
<i>Most genuine and real place as it gets</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - Valley Junction Board		Raising families. Socializing. Drinking. Shopping.
		Rich history, unique, businesses support each other
		A sustainable neighborhood
		Eat. Work. Play
		Bike to work
		"It's like Switzerland."
		"My life is so intertwined with this area (my experiences) that to extricate me from it, would leave nothing left."
		"We are the custodians of the places we inhabit."
		Art scene
		VJ tells our story.
	What quality of life aspects are working for the benefit of Valley Junction?	Play
		Shop
		Mix of out-of-towners and locals
		Events
		Restaurants
		Shows
		Architectural features
		Quaint. Diverse. Nostalgia for hometown. Vestment in community.
		Hometown pride. Oral narratives and stories
		Walkability
Different spaces for different times		
There's something for everyone to connect with		
Alternative show spaces (Paint Clinic)		
Come to eat, play and shop ... where we bring visitors ... a lot to participate in		
See a lot of out of town ... quaint, remind of hometown ... like a place to sit and gather and people watch NEED TO INCREASE OPPORTUNITY TO LET PEOPLE SIT DOWN, RELAX AND SLOW DOWN		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Valley Junction Board		<i>Variety of spaces and architectural aspects that people connect with</i>	
		<i>Maker space = artist show space (Guild)</i>	
		<i>Market draws people into community</i>	
		<i>People say 'wish you were more like 'Old Market' and they hear wish you were more like 'Valley Junction'</i>	
		<i>Moved beyond antique stores</i>	
		<i>VJ will really be the next big thing!</i>	
		<i>What amenities will be needed in the future?</i>	
			<i>Places to sit and gather</i>
			<i>Art market revival</i>
			<i>Interact. Engage. Take away</i>
			<i>People wish we were more like old market in Omaha</i>
			<i>Perception there's nothing we need in VJ (services)</i>
			<i>"If you want a full-day of antiques, this is not where you come." - Jim Miller</i>
			<i>Infrastructure is lacking</i>
			<i>Buildings aren't adaptable for times</i>
			<i>Not able to accommodate secondary and tertiary uses</i>
			<i>Buildings not future ready</i>
			<i>More nightlife (and venues to support)</i>
			<i>Live music is lacking</i>
			<i>Increased visibility in storefront windows</i>
		<i>2 story residential to support businesses</i>	
		<i>Money can change the composition of the neighborhood so how do we balance</i>	
		<i>Plan for vacancies and reduce</i>	
		<i>Need more stop and rest places... 8 to 80-year olds.</i>	
		<i>Buildings are difficult to transition into new uses/vision ... owners need assistance to recapture some of original architecture elements/aspects</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Valley Junction Board		<i>Nightlife or venues to provide event opportunities ... music scene ... tall grass theatre (Galena has same issue)</i>	
		<i>Rejuvenate upper story apartments ... BETTER TO HAVE MERCHANTS ON 2ND FLOOR WHICH EXPANDS OPPORTUNITIES FOR ACTIVITY ... ADDITIONAL HOUSING ON PERIMETER</i>	
		<i>Not necessarily catering to the demographic that want to live in the area</i>	
		<i>Need a mix of housing</i>	
	What is the Board's long-range vision for VJ?		
		<i>Underutilized upper story housing and spaces are leveraged (housing is the key to success)</i>	
		<i>No gentrification!</i>	
		<i>Local ownership and local developers</i>	
		<i>Diversity is the fabric of the area</i>	
		<i>Incubation for businesses</i>	
		<i>Office uses along 5th street should be restricted or limited</i>	
		<i>5th street as a cultural corridor</i>	
		<i>People who will bring other people in and build momentum</i>	
		<i>More performance-type activities</i>	
		<i>Islands in streets</i>	
		<i>Bring retirees down to hang out</i>	
		<i>Place to get a cup of coffee on Sunday morning</i>	
	<i>Need decent upper story housing ... owners are not really in place to spend \$\$\$ to make it happen, city would need to provide \$\$\$ HOW PROTECT INTEGRITY ... HOW FUND SO ONLY PROFIT DRIVEN DEVELOPERS DON'T TAKE OVER AND CHANGE VJ ... want local ownership to remain, not 'Hubbell's' taking over</i>		
	<i>Fill empty spaces, especially 2nd floors before building new</i>		
	<i>Control businesses that will be 'open' and active ... not trucking businesses that essentially work from home</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Valley Junction Board		<i>Art scene needs to be spread out throughout the district (beyond 5th St) ... along trails ... performances in park ... regular activity throughout the year ... small performance areas that people can fill wait times ... people in area should encourage businesses to extend hours.</i>	
		<i>Need to become and 18-hour city.</i>	
		<i>Difficult to see stores along 5th due to parking and lighting ... use islands to open up visibility</i>	
	What other ideas do you have relating to the future of Valley Junction?		
			<i>Need to connect parts of VJ around Railroad Ave and Phenix to the rest of VJ</i>
			<i>As long as uses aren't disruptive or detract from 5th street corridor or affect character</i>
			<i>As long as there is still a reason to walk down the street</i>
			<i>Mix of old and new w/engaging and inviting architecture</i>
			<i>Tell our story</i>
			<i>Change perception of VJ and integrate with City – not just for positive PR</i>
			<i>A stronger City appreciation for where it all began</i>
			<i>Conversations and events exactly like this</i>
			<i>Lack of flexibility for innovation and artists</i>
			<i>Design guidelines that aren't heavy-handed</i>
			<i>Not too prescriptive</i>
			<i>VJ board is a recommending body only – no teeth</i>
		<i>Need shared vision and patience</i>	
		<i>Messy industrial does not fit ... need to be willing to 'evict' businesses that don't meet desire/vision for district</i>	
		<i>Need to start looking at perimeter connections ... how make connections not feel like they are 'too far' away</i>	
		<i>Must have reason to walk down a street ... need to maintain the flow of exploring - don't locate 'wrong' businesses in midst of activity</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - Valley Junction Board		<i>Part of history is being an incubator for new businesses to establish</i>	
		<i>Owners need to take responsibility for who they rent to in order to build activity ... not just to make a buck</i>	
		<i>Density is good but not if tearing down housing that already exists ... okay if adds to</i>	
		<i>Repurpose existing to accommodate new residential</i>	
		<i>Communication between the city and VJ representatives</i>	
		<i>Buildings need to reflect history of VJ ... need to tell the story of VJ as a whole</i>	
		<i>Some feel forgotten by the City</i>	
		<i>Necessary evil to WDM proper ... love when get positive attention, but feel that they are second thought ... city needs to appreciate VJ ... need city to promote and tell the story</i>	
		<i>Don't let buildings with historic value to be lost</i>	
		<i>Regulations: guidelines? Big difference between providing info and being prescriptive ... need to provide support</i>	
Focus Group - WDM Community School District	What word, topic, or phrase comes to mind when you think "Quality of Life"?	<i>Amenities – parks, trails</i>	
		<i>Neighborhoods</i>	
		<i>Convenience of services and needs</i>	
		<i>Safe</i>	
		<i>Affordability</i>	
		<i>Excellent schools</i>	
		<i>Job market</i>	
		<i>Ease of getting around</i>	
		<i>Accessibility</i>	
		<i>Entertainment</i>	
		<i>Nice people</i>	
		What is your favorite place in WDM?	<i>West Glen</i>
			<i>Valley Junction – like the historic aspect</i>
			<i>Costco</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Community School District		Jordan Creek Town Center – Bar Louie	
		Raccoon River Park – concerned about commercialization of Raccoon River Park – want to keep it natural	
		Holiday Park	
		The Hall	
		Small Park	
		Parks & Trails	
		Current Reality: Which QoL factors are a major asset to WDM? What's working?	
			Convenience
			Family friendly
			Employment opportunities
			Natural environment
			WDM has a wide variety of ages and you don't see that in all the suburbs or downtown
			Accessible to other metro communities
			Close to the interstate
		Preferred Future: Which QoL factors need help? What should the City focus on?	
			Not development friendly
			Don't commercialize parks
			Elementary school teachers leaving
			Not as good as they used to be
			Footings starting to corrode
			Landlocked – where will growth occur?
			Constant development – concern of over development
			Parts of town are suffering
			Too much commercialized / chains – want small businesses
			Lack of diversity
			Housing affordability
			Where does the special needs community fit in?
		Lack of arts and culture	
		Public transportation problems	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Community School District		<i>There are things in DSM that we don't need here in WDM because DSM has them</i>
	What are your favorite recreational activities, facilities, events, and venues?	
		<i>Golfing – need more options or indoor options</i>
		<i>Go to dog park</i>
		<i>Pools</i>
		<i>Kayaking</i>
		<i>Trails are great – need to look at how useful they are</i>
		<i>Shopping</i>
		<i>Sports leagues</i>
		<i>Library and City campus</i>
		<i>Valley Community Center – not great hours</i>
		<i>Raccoon River Park Archery Range</i>
		<i>Smash Park</i>
		<i>The Hall</i>
		<i>Year-round aquatics – need more opportunities</i>
	What experiences could be created / reinforced to further cultural cohesion and community celebration? What key amenities could be added or improved?	
		<i>DSM has immigrant Entrepreneurship summit</i>
		<i>Intentionality</i>
		<i>Valley Church has opportunities</i>
		<i>Parks are diverse</i>
	<i>Schools teach about different cultures</i>	
	<i>Affordability – more affordability – more groups could afford to live here</i>	
	<i>Farmer's market could be more diverse</i>	
	<i>Ethnic food festivals</i>	
	<i>Library could leverage diversity</i>	
What is your go-to source to learn about local events and activities in WDM?		
	<i>Catch Des Moines</i>	
	<i>Word of mouth</i>	
	<i>Chamber weekly email</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Community School District		<i>Des Moines Register</i>
		<i>Business Record</i>
	How can WDM be more welcoming?	
		<i>Jobs, QoL</i>
		<i>Affordable housing – smaller lots or townhomes could help</i>
		<i>\$175k-225k hard to find</i>
		<i>PUDs help with diversity of housing – and retail, restaurants</i>
		<i>NIMBYs factor</i>
		<i>WDM (along with downtown) has the most apartment development</i>
	What attracted you to WDM?	
		<i>Raise a family</i>
		<i>WDM has everything we needed</i>
		<i>Professional opportunities</i>
		<i>The “cool” place to be – maybe that’s shifted downtown because walkability</i>
		<i>Can WDM become more walkable?</i>
	Where do you go to relax in WDM?	
		<i>Lake at Raccoon River Park</i>
		<i>We’re void of opportunities here</i>
		<i>Coffee shops</i>
		<i>Trails</i>
		<i>Scissors and Scotch</i>
	Are there enough festivals / events / activities?	
		<i>NO</i>
		<i>Jingle in the Junction</i>
		<i>Could be more</i>
		<i>Special events are too crowded – if we had more they would be less busy maybe</i>
		<i>We do great but that could be subjective</i>
		<i>Always room for improvements</i>
		<i>Want community-wide volunteer projects</i>
	What else do you want us to consider?	
		<i>Variety of retail – Valley Junction to Jordan Creek Town Center</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Community School District		<i>Residential – established neighborhoods to new ones</i>	
		<i>Battle of the 'Burbs – we are all different communities but coming together is good</i>	
		<i>Other communities are becoming more competitive to attract businesses so we need to remain competitive</i>	
		<i>Businesses used to come to WDM because it was WDM – they didn't even look at Waukee</i>	
		<i>How to get back to this?</i>	
		<i>But realistically we don't need everything – because we are part of a region</i>	
		<i>We need to keep cooperating as a region</i>	
		<i>Where can I go to take a class to learn a skill?</i>	
		<i>Would love to see co-working</i>	
		<i>Lack of venture capitalists in WDM</i>	
		<i>What would set WDM apart?</i>	
		<i>Need a story – need to know who we want to be</i>	
		<i>What is that?</i>	
		<i>Rivers, trails, natural environment – other communities don't have those</i>	
		<i>WDM is "go-to" place for big chains – corporate drive – Wahlburgers, Smash Park, Steak 'n Shake</i>	
		What makes WDMCS great?	
			<i>Supportive community</i>
			<i>Excellent opportunities</i>
			<i>Learning</i>
		<i>Leaders</i>	
		<i>The students</i>	
		<i>People</i>	
		<i>Opportunities</i>	
	<i>Innovative</i>		
	<i>Diversity</i>		
	<i>Teachers</i>		
	<i>Fun</i>		
	<i>Students</i>		
	<i>Teachers who really care</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Community School District		<i>A supportive community</i>	
		<i>Safety</i>	
		<i>Commitment</i>	
		<i>Resources</i>	
		<i>Innovation</i>	
		<i>Community</i>	
		<i>Leadership</i>	
		<i>Trust</i>	
		<i>Green spaces</i>	
		<i>Collaboration</i>	
		<i>Professionalism</i>	
		<i>Passionate teachers</i>	
		<i>Engaged students</i>	
		<i>Great students</i>	
		<i>Support staff</i>	
	<i>Family</i>		
		<i>When recruiting teachers and staff to the district, what attracts them to WDM?</i>	
			<i>Salary</i>
			<i>Connections to the community</i>
			<i>Living conditions</i>
		<i>Lots of options for careers and jobs</i>	
		<i>Good vacation options</i>	
		<i>Shopping</i>	
		<i>Parks</i>	
		<i>Community events</i>	
		<i>Pools</i>	
		<i>Always options for growth and variety</i>	
		<i>Adaptability and flexible</i>	
		<i>ISSUE: Lack of affordable housing at all levels for teachers</i>	
		<i>ISSUE: Need necessities in more walkable areas</i>	
		<i>ISSUE: Lack of transportation for some teachers and families in the district</i>	
		<i>ISSUE: Teachers not necessarily diverse enough for an increasing diversity within the student population</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Community School District		Commitment to equity work
		Flexibility
		Lots of opportunities for professionals and families
		Supportive colleagues
		Benefits
		High expectations for students
		Diverse programming
		Support and learning
		Benefits
		Community
		Great reputation
		Collaboration
		Reputation of educational excellence
		School pride
		Good culture within the school and teachers for community and district pride. "It all starts with the teachers"
		Diversity
		Family and community
		Opportunities for growth
		Access to resources
		Partnerships with community partners
		Options for city and state partnerships and grants
		Partnerships with parents
		District promotes the support needed to help teachers
		District offers teachers opportunities for continuing education and betterment options
		Many opportunities at Valley
		Student opportunities
Benefits		
Pride in the school system		
Salary		
Safety, salary, middle class, nice homes, good schools		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Community School District		A public library branch near the Valley Junction area
		Easy / free access to the internet
	What partnership and collaboration opportunities will help the educational environment of WDM thrive?	
		Internships for students
		Business collaboration
		Business partnerships
		We have availability of city groups and organization that are willing to work with us in classrooms.
		An apprenticeship program is underway currently in the school.
		Connection with local colleges and programs is good.
		Would be great to be able to incorporate the community school options as part of the district.
		Would be beneficial to incorporate business, non-profit, city, or for-profit groups as a resource list to incorporate more art-based partnerships into the district. Need for a resource list of partners to fund artist to work with the students.
		Mentors for students
		Programs or classes through the library
		Opportunities for special needs students
		Increased access to the library
		Community schools
		Crossing guards
		Increased sports opportunities for younger students – starting in elementary
		College and career readiness partnerships and programs
		Food and supply pantries in the buildings
		Opportunities for students to contribute to the community
		Youth justice initiative, mentorships, DART: would like to see free passes for kids / better access to routes
		Involving parents

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Community School District		Guest speakers or authors
		Arts-based partnerships
		No cost sports opportunities
		Offer Wi-Fi for low SES areas / neighborhoods
		Access to mental health services
		Increased transportation options
		Wi-Fi access for all
		Partnerships with elected officials, opportunities to collaborate internationally, access / increase in mental health supports, youth justice initiative
		Partnerships and interpreters for families
		Library book delivery system
		Partnerships
		Linguistic resources
		How can the City collaborate with the WDMCS equity initiatives to help promote it community-wide?
		Support and resources for newcomers to the community
		Can the community do more for those who are “newcomers” to the community
		More cultural activities, diverse food markets?
		Set up learning opportunities
		Community support groups
		Collaboration with our community education department
		Offer diversity training to community members
		Issue: transportation to get to city services locations and resources
		Need: Promotion of city resources
		Work together to ensure all students in WDM have access to the tools they need to be successful in school and the community
	Assist in recruiting diverse families to locate in WDM and possibly teachers	
	Issue: WDM does not have a welcoming perception.	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Community School District		<i>Perceptions are “WDM is a white-collar community”, Valley was the snooty kids”, WDM was not welcoming”, “Valley was the rich white kids”</i>	
		<i>Work together to help all people feel welcome</i>	
		<i>Provide settings and opportunities for mixing of cultures / ages / etc. during day for students to participate with teachers</i>	
		<i>Partnering with community education</i>	
		<i>Community celebrations of diversity</i>	
		<i>Celebrating the diversity that exists</i>	
		<i>Promote and value diversity in the community more</i>	
		<i>Promote diversity and diverse opportunities</i>	
		<i>Systems approach to human services</i>	
	What other ideas do you have to strengthen the future partnership of WDMCS and the City of West Des Moines?		<i>Have city members get into buildings to hear opportunities from teachers and parents</i>
			<i>Equity training for community members and police force</i>
			<i>Celebrate the diversity that exists. Create the culture we want to exist</i>
			<i>Expand collaboration between the city, chamber, and school district</i>
			<i>I’ll just say community schools again!</i>
			<i>Working together in endeavors, be involved in the schools</i>
			<i>Wellness activities (especially for low-income families)...swimming lessons</i>
			<i>Expanding WDM human services activities to district students</i>
			<i>Systemic approach to human services</i>
			<i>Offer as much summer programming as possible that is easily accessible for students. Like fun and educational programs in the many great parks we have</i>
	<i>Continue the conversation beyond today and this room... open lines of communication and collaboration</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Community School District		Partnerships to bridge between community and school	
		Keep communicating and collaborating, work together, make things more affordable...sports, etc.	
		Open communications and continued focus groups to follow up on plans, ideas, etc.	
Focus Group - WDM Chamber	What words come to minds when thinking about Economic Prosperity for WDM?	Making Money	
		Successful Businesses	
		Growth – Employee Growth	
		Opportunities (Jobs, New businesses)	
		Workforce education	
		Increasing incomes, positive cash flow (Individual and Business)	
		Synergy – education and business	
		Sustainability	
		Intentional about growth	
		Staying power/success	
		Thriving Community, well rounded individuals and culture	
		Rock solid economy	
		Enjoyment of living here	
		Diversity of business and people	
		Stability of business as market changes	
		Diversity of services – what keeps you in the community	
		“Leading the way”	
		How to drive growth/support growth in WDM?	Stay cutting edge and ahead of the trends
			Walkability
			Right compliment of housing for workforce
Continued maintenance of the existing			
Continue to engage the people			
Continuous improvement, continue to re-evaluate the future plans			

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Chamber		<i>Engage the students/families as upcoming workforce</i>	
		<i>Support the education community which with then ultimately support the community and workforce</i>	
		<i>Promote trades as option for workforce to help balance workforce skills</i>	
		<i>Small business support</i>	
		<i>Reinvestment into small business to keep them viable and opportunities for growth</i>	
		<i>Maintenance of small business locations</i>	
		<i>Communication from city to support them and let them know changes that may impact their businesses</i>	
		<i>ISSUE: ability to attract and retain employees, not just large business but small as well</i>	
		<i>NEED: to get to students earlier to get kids to understand what WDM can offer them for the long term.</i>	
		<i>Key is to have the total balance: jobs, salary, QoL, homes, etc.</i>	
		<i>Affordable housing for entry level</i>	
		<i>Cross marketing from chamber, city, education, to market WDM and its assets.</i>	
		<i>Education opportunities:</i>	
		<i>DMU to WDM is a great advantage to use</i>	
		<i>Opportunity for WDM to have a major 4-year degree education in the City</i>	
		<i>Internship housing program for local business could be a huge benefit</i>	
		<i>What are some struggles on hiring/retaining staff?</i>	
			<i>Can't find people – not enough people</i>
			<i>Keep affordable QoL to attract people</i>
			<i>Need to import people; businesses are just stealing from each other</i>
		<i>Opportunities for retirees that are still working</i>	
		<i>Certain categories of teachers are in shortage</i>	
		<i>Finding ways to incentivize key positions</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Focus Group - WDM Chamber		Issues from transportation standpoint	
		Advanced placement teachers and industrial tech are issues	
		Need to get over the stigma of a 4-year degree requirement – Iowa has the highest rate of student loan default	
		ISSUE: education on opportunities in the community for jobs, housing, etc.	
		NEED: to education employers of skills review not degree experience	
		Educating on the need for flexibility of skills	
		Whose role is it to open options?	
			Schools
			Parents
			Employers to understand opportunities for students to mentor/partner
			Need more programs like Apex/school partnerships opportunities
			Skills based business
			Retention: figure out ways to keep employees engaged in WDM through business and community
		What ways to diversity housing? Issues?	
			Most employees don't live in WDM
			Price (ownership and rental)
			Supply
			Employees are starting to provide housing to attract employees
			City programs for apartment options, VJ availability
			For Retention of employees we need to have housing in WDM
			Home ownership for employees is a valuable asset to assure staying value for businesses
			Housing types mix
			Apartment rentals recently have all been high end
			Amenities to housing

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Focus Group - WDM Chamber		<i>Benefit to have city provided amenities to lower costs for apartment owners</i>
		<i>ISSUE is land costs and construction costs for affordable housing</i>
		<i>Options for like-minded housing to create relationships</i>
		<i>Are we diverse in our economy? What can we do?</i>
		<i>Manufacturing is missing, but don't think we will bring that in</i>
		<i>Already made it through one recession fairly okay, the profile of the city hasn't changed that much to be concerned about another.</i>
Draft Land Use Map Review - Developer Meetings	Do multi-use areas need percentages of use types defined? Does the code need to help balance what uses occur with multi-use areas or will market dictate?	<i>Do not need restrictions</i>
		<i>May want suggested numbers</i>
		<i>Desire for mixed use areas such as VJ or Breckenridge</i>
		<i>Commercial can look like residential to fit into place type.</i>
		<i>Requiring percentages defeats flexibility</i>
		<i>Market should dictate - it will balance uses naturally</i>
		<i>Initial take: Let market decide</i>
		<i>May give guidance to developer</i>
		<i>Don't limit uses</i>
		<i>How does QoL drive uses?</i>
		<i>How are uses balanced to provide QoL?</i>
		<i>Flexibility is the key</i>
		<i>Like the minimum on housing densities</i>
		<i>In general the more open you can be the better it is for the developer</i>
		<i>Allow market to drive uses</i>
		<i>More flexibility is better</i>
		<i>May want to consider a cap rate</i>
<i>Will flexibility take away walkability?</i>		
<i>How do you protect existing uses?</i>		
<i>Allow market to drive uses</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Draft Land Use Map Review - Developer Meetings		Mixed uses need guidance
		Allow market to drive uses but give targets
		Allow market to drive uses
		Let market dictate
		Build the building to adapt to market change
		A fixed percent of uses is an economic killer
		Let market dictate
	Place Type adjacency – are there uses that should not be next door to others (i.e., industrial of any kind next to office)? Should there be separation requirements between the place types within a land use classification (one commercial area to another)?	No buffering
		May want some mitigation for undesirable uses - developers always push the limits
		Office could be good neighbor for residential
		Lights & parking should be looked at carefully
		Don't see a need, can handle differing uses with site design
		Place Types will help
		Cautious of placing more regulations on development
		High traffic generators should be separated
		Scale or use, what is the issue?
		Architecture and design standards will help with office and industrial next to each other
		Outdoor storage – can it be mitigated?
		Yes - there is some benefit in controlling adjacencies and buffering
		Concern with limits on industrial uses with outdoor storage.
If you know what you are getting into when choosing a property, the need for buffers or mitigation could be reduced		
It's different in developed areas (infill/ redevelopment), screening the impact can eliminate the concern		
Is retail turning into industrial? (how we shop is changing)		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Draft Land Use Map Review - Developer Meetings		<i>Different uses against each other work in some areas (Fuller Road, VJ) - but buffers do work in other areas</i>	
		<i>Unsure</i>	
		<i>Site design and architecture requirements will help</i>	
		<i>Probably not, people should know what they are getting into</i>	
		<i>Heavy Industrial, manufacturing may not be compatible with all uses</i>	
		<i>Heavy industrial should not be next to office & residential</i>	
		<i>Understand the need for separation requirements, but let market dictate and natural separation will occur</i>	
		<i>Depends on what the use is (bar is different than a restaurant)</i>	
		<i>Apartments next to single family need buffers</i>	
		<i>No one is going to sell commercial land for residential prices, so may not be that many conflicts</i>	
		<i>Will a move to mixed use start to balance land costs?</i>	
		<i>Not concerned with industrial and residential or office next to each other, you guys will do your job to make sure it looks good</i>	
		<i>Industrial (flex) will work next to commercial or residential if done correctly</i>	
		<i>Use specific impacts may be OK next to other uses if mitigated</i>	
		Do building footprint sizes seem appropriate for the place type?	
			<i>Don't have a feel for commercial - think you have done it right</i>
			<i>The less parking the better, site layout and pedestrian priority are important</i>
			<i>Footprints will vary over time and market changes</i>
			<i>Will know right numbers when approach is implemented</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Draft Land Use Map Review - Developer Meetings		Need to accommodate changes due to market trends.
		Prefer less restrictions
		Need to define how footprint is calculated, you can articulate the mass to make it appear as two buildings
		Developers will tailor their development size if in range
		Shifts or changes in market may require different size ranges
		Unsure
		15,000 sf may be too small for low
		Not sure, Need better range of SF lots sizes - especially small lots
		15,000 sf footprint may be too big if you have multiple buildings of the same size next to each other without differentiating them
		Unsure
		Site design and architecture requirements will help
		Unsure
		How do you handle back of the house operations?
		30,000 in Industrial Low seems too low
		Neighborhood Center seems OK
		Could move up numbers a little, Understand the need, but prefer to not have them.
		Many things drive footprint
		15,000 sf is too large for Neighborhood Center unless you are talking about a small strip center
		Seems OK
		Need a swing on maximums rather than fixed number
Hard question – need to consider the risk of driving away development with hard caps		
Traffic may dictate limits more than building size		

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Draft Land Use Map Review - Developer Meetings	Do minimums need to be enforced – density of dwellings? Place type acreages?	<i>Not sure minimums are needed</i>
		<i>Market will dictate</i>
		<i>May need to set a minimum site acreage</i>
		<i>It may be hard to pick an appropriate size range</i>
		<i>This is tricky – do not mind a minimum on higher intensity areas</i>
		<i>Consider a variance policy – don't like hard lines</i>
		<i>Are PUD's still acceptable?</i>
		<i>How easy are variances</i>
		<i>Intensities pf place types should help</i>
		<i>Market will drive it</i>
		<i>Not sure, understand the reasons for minimums, but need to be careful with restrictions</i>
		<i>Developers tend to build to the max</i>
		<i>Minimums would be more acceptable in high intensity areas</i>
		<i>Land is our most limited resource - minimums make sense in certain areas</i>
		<i>Potentially yes - especially with multiple categories in a place type</i>
		<i>Need to consider longevity of market value in surrounding properties</i>
		<i>Market may push density</i>
		<i>May limit product type developed with minimums</i>
		<i>Don't need controls – let market decide</i>
		<i>Undecided on need for minimums in urban areas</i>
<i>Why would you set minimums?</i>		
<i>Most developers will develop to the max, Other site design aspects will affect density</i>		
<i>Not sure – surprised it is an issue</i>		
<i>Think you can require minimums, but developers typically max out a development</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Draft Land Use Map Review - Developer Meetings		<i>Don't need density minimums – developers always want to get the maximum density</i>	
		<i>Other constraints may impact density</i>	
		<i>Entertainment districts are a different animal – you should have minimums</i>	
		<i>Developers will always maximize the site. Ask yourself what other regulations are limiting density/intensity. i.e. greenspace, setbacks</i>	
		<i>Minimum density will push buildings vertical – is that what you want?</i>	
		<i>Minimums will slow leap-frog development</i>	
		<i>Minimums may need to be enforced to protect land values</i>	
		<i>If market drives the cost of land, underbuilding may not be an issue</i>	
	How do you see Master Planning tying into multi-use areas and place types? Who is responsible for the master planning?		<i>Develop a good framework and let developers fill in the details.</i>
			<i>OK with City doing the master planning - don't make the developer master plan, too much of a burden</i>
			<i>Master plan at the first user for place type to avoid a surprise at the end</i>
			<i>Master plan does not need to be as detailed as a PUD</i>
			<i>Developer can do master planning - City can help</i>
			<i>Supportive of master planning</i>
			<i>Not sure on adjacency requirements</i>
	<i>What's your idea of master planning? (not to the level of Prairie Trail)</i>		
	<i>Should be the developer's obligations – depending on size and scale</i>		
	<i>Developers know master planning is a benefit to their tenants</i>		
	<i>Developers may not want to plan outside of what they own</i>		
	<i>May need to be both developer and City master planning</i>		

<i>Event</i>	<i>Question</i>	<i>Idea</i>	
Draft Land Use Map Review - Developer Meetings		<i>Like master planning, but how do you maintain flexibility?</i>	
		<i>It should be the developer doing the master plan unless you have multiple developers involved</i>	
		<i>Master planning needs to be City driven, or City led</i>	
		<i>Master planning does not need to be across the board</i>	
		<i>May depend on development partner</i>	
		<i>Don't move the goal post for the last one in</i>	
		<i>Developer does the master planning unless area larger than developer owns</i>	
		<i>Is there a place where the City comes into the process?</i>	
		<i>Expect a back and forth process with the City</i>	
		<i>Master Planning should be done by developer in conjunction with the City</i>	
		<i>Master planning should be done jointly between developer and City</i>	
		<i>Developer should have their head on straight</i>	
		<i>In favor of PUD's</i>	
	<i>Joint master planning effort</i>		
	<i>Definitely need master planning in infill or redevelopment situations</i>		
	Thoughts on how to accurately plan infrastructure – primarily, sewer and water? Any modeling that you are aware of?		<i>No suggestions</i>
			<i>Utility locations critical</i>
			<i>Pavement width should be reduced to help walkability - don't need to reduced ROW</i>
			<i>Don't be short with infrastructure capacity - will kill development of the site</i>
			<i>Don't want to over built infrastructure either.</i>
			<i>Over-design to what point is OK?</i>
			<i>Who takes the burden of over building or adding capacity?</i>

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Draft Land Use Map Review - Developer Meetings		Office assumptions: 4-5 people per 1,000 sf, 10,000 sf per acre
		Traffic (especially trucking) is changing
		Like WDM approach on infrastructure
		Caution on being conservative on infrastructure – undersized services is a “no-go” for development
		Utilities need to be the right depth
		Need to set minimum or percentages on uses to make good infrastructure decisions
		Need to increase storm water capacity to account for future increase in rainfall during a storm event
		How or who pays the cost if additional improvements are needed
		Benchmark with other communities that have successful mixed use
		Need to balance the risk of oversizing with the potential of loss of interest for development because of undersized services
		If capacity is not sufficient, developers will not build
		Fee districts are not an issue when known up front
		Do you have any issues now?
		Not aware of any program to estimate needs in mixed use areas
		Difficult to predict uses and infrastructure needs now with market changes due to pandemic
		What do you see as zoning code issues that will be problematic for development moving forward? Thoughts on how zoning in multi-use areas will work – who/when determines the place type context? How keep flexibility while ensuring context is achieved?
	Any ability to change intensity within the purple zones?	
	Can you go less intense?	
	Can you have smaller areas of light purple in residential (5-10 ac)	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
Draft Land Use Map Review - Developer Meetings		<i>Bulk regulations most problematic - most creative solutions come when there is no set bulk regs.</i>
		<i>Are you leaving out necessary zoning classifications?</i>
		<i>Typical pushback on density and transition – WDM is doing it well</i>
		<i>Will NIMBY be an issue?</i>
		<i>Does the flexibility shown for apartments scenario apply to other uses?</i>
		<i>How does the flexibility affect land value and tax base</i>
		<i>Have you looked at zoning changes yet</i>
		<i>Des Moines form-based code is more difficult</i>
		<i>Like regulation focused on operational aspects</i>
		<i>Not in favor of a full form-based code</i>
		<i>Design standards important – don’t want lower quality next to your development</i>
		<i>Need to accommodate more industrial and storage uses (including outdoor storage) in zoning</i>
		<i>Hotel uses in VJ</i>
		<i>How will zoning work in the interim</i>
		<i>How will changes of zoning after purchase of property be handled</i>
		<i>Be mindful of how you will change zoning for areas where there will be a big difference</i>
		<i>Hold off on zoning until you have a project to maintain flexibility.</i>
		<i>Design Criteria, why is P&Z deciding it? Most boards don’t understand development.</i>
	<i>Question the need for parking minimums, but need to be aware what is adjacent and what happens if parking overflows.</i>	
	<i>Should parking maximums be required?</i>	
	<i>Why require garages?</i>	
	<i>Developers are not going to solve a problem when their development impacts surrounding areas, they have no problem pushing it off to someone/someplace else.</i>	

<i>Event</i>	<i>Question</i>	<i>Idea</i>
<i>Draft Land Use Map Review - Developer Meetings</i>		<i>Fulfillment centers demand larger parking fields – fleet vehicles. But is that a long-term need?</i>
		<i>Developers guess when their tenants are unknown</i>
		<i>Flex space is difficult to plan parking</i>
		<i>Having zoning secured helps on the timing side. Some buyers do not want to go thru the process</i>
		<i>How can you assure zoning but keep flexibility?</i>
		<i>Will the unknown be a disadvantage?</i>
		<i>Outdoor storage only in high intensity industrial – small businesses also need outdoor storage.</i>
		<i>Can it be allowed if view of outdoor storage is screened</i>