WHO ARE WE?
Urbandale, Iowa is a city of approximately 44,000 residents located in the northwest section of the Des Moines Metro Area. The city covers approximately 22.5 sq. miles. From safe neighborhoods to 50 parks and 50 miles of hiking trails that span over 1,000 acres, Urbandale is an attractive place to raise a family, grow your business, and enjoy a high quality of life that is increased by responsive and personal City services with customer-focused service delivery. The City of Urbandale maintains one of the lowest municipal tax rates in the state, providing excellent services at an exceptional value. Urbandale’s key industries are advanced manufacturing; finance and insurance; information technology and corporate services; retail; and warehouse, distribution, and logistics. The City’s government structure, which consists of the Mayor, five City Council members, and a City Manager, implements policies that are in line with the City’s mission.

MISSION STATEMENT
The Mission of Urbandale city government is to provide exceptional quality municipal services; to act as a financially responsible government; which is responsive to our community needs; and involves our residents.

STRATEGIC GOALS

Financially Responsible City Providing Exceptional Municipal Services
Implemented improvements to improve customer service and increase operating efficiency
Expanded regional service delivery with other governments

Investment in Urbandale’s Future — Updated/Replaced City Infrastructure
Improved quality/condition of streets and trails
Completed capital projects on time within budget

Premier Community — Great Place for Families
“Best Suburb” for families
Expanded parks and leisure amenities

Thriving Interchanges/Corridors Development
Increased jobs & residents working in Urbandale
Developed interchanges for max economic and community benefit

Great Neighborhoods: Old and New
Developed range of housing options
Expanded availability of homes priced for first time homebuyers

DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>90.2%</td>
</tr>
<tr>
<td>Asian</td>
<td>3.4%</td>
</tr>
<tr>
<td>Other</td>
<td>0.9%</td>
</tr>
<tr>
<td>Black</td>
<td>3.5%</td>
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<tr>
<td>Two or More Races</td>
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</table>

Median Income | Median Home Value | Unemployment Rate
$85,432       | $216,100         | 3.6%

Find more information at [https://www.urbandale.org/](https://www.urbandale.org/).
ACCOMPLISHMENTS

FY2019

♦ Increased paved trails to 50+ miles with completion of Waterford Trail Project
♦ Opened 12 commercial development projects in the Urban Loop
♦ Approved rezoning for affordable housing project

FY2020

STRATEGIC GOALS

Investment in Urbandale’s Future - Updated/Replaced City Infrastructure
♦ Opened Fire Station #43
♦ Completed reconstruction of Meredith Drive Sidewalks and Trails

Premier Community - Great Place for Families
♦ Began process to open Outdoor Ice Staking Rink at Lions Park
♦ Began construction on Walker Johnston Park Pickleball Courts

NON-FINANCIAL OUTCOMES
♦ Announced partnership in Small Business Recovery Grant Program to help small businesses affected by COVID-19
♦ Began construction of high-speed fiber optic internet, television, and phone service

NATIONAL CITIZEN SURVEY RESULTS

STRATEGIC GOALS - POSITIVE TRENDS OVER TIME

FINANCIALLY RESPONSIBLE CITY PROVIDING EXCEPTIONAL MUNICIPAL SERVICES

Governance - Customer service
Mobility - Street cleaning
Built Environment - Sewer services

INVESTMENT IN URBANDALE’S FUTURE - UPDATED/REPLACED CITY INFRASTRUCTURE

Mobility - Traffic flow; Travel by car; Street repair; Sidewalk maintenance; Traffic signal timing

PREMIER COMMUNITY - GREAT PLACE FOR FAMILIES

Education & Enrichment - Cultural/arts/music activities; K-12 education; Religious or spiritual events and activities; Adult education; Child care/preschool; Public libraries

Economy - Cost of living

Recreation & Wellness - Recreational opportunities; Fitness opportunities

Community Engagement - Social events and activities; Openness and acceptance; Opportunities to participate in community matters; Opportunities to volunteer

THRIVING INTERCHANGES/CORRIDORS DEVELOPMENT

Mobility - Traffic flow; Travel by car

Built Environment - New development in Urbandale

Economy - Overall economic health; Vibrant downtown/commercial area; Business and services; Employment opportunities; Place to work

GREAT NEIGHBORHOODS: OLD AND NEW

Built Environment - New development in Urbandale; Housing options

<table>
<thead>
<tr>
<th></th>
<th>URBANDALE</th>
<th>NATIONAL</th>
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<tbody>
<tr>
<td>High School Grad or Higher</td>
<td>94%</td>
<td>86%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>$81,862</td>
<td>$55,322</td>
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<tr>
<td>Average Home Value</td>
<td>$209,400</td>
<td>$226,800</td>
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<tr>
<td>Average Commute Time</td>
<td>18 minutes</td>
<td>26.9 minutes</td>
</tr>
<tr>
<td>Average 911 Response Time</td>
<td>5:51 minutes</td>
<td>10 minutes</td>
</tr>
</tbody>
</table>

Find more information at [https://www.urbandale.org/](https://www.urbandale.org/).
An independent audit was conducted by Eide Bailly LLP, who rendered the opinion that the City’s financial statements for FY19 are fairly presented in conformity with GAAP. Our Comprehensive Annual Financial Report for the fiscal year ended June 30, 2019 and more detailed financial information can be found on our website at [https://www.urbandale.org/230/Finance-Records](https://www.urbandale.org/230/Finance-Records).
IMPROVING INFRASTRUCTURE
As defined in their Strategic Plan, Urbandale plans to update and implement new services by improving the City’s infrastructure. This includes creating new policies that target the regional water supply and treatment and stormwater management; implementing a city-wide security system; and improving sidewalks and pavements. The COVID-19 pandemic may affect the priorities of these strategic goals as the lockdown will decrease revenues and delay the implementation of their strategic goals.

IMPROVING THE ECONOMY
In 2017, the City of Urbandale implemented the Urban Loop Project, which aims to strategically place businesses in an area of connected and highly accessible traffic routes. There are currently nine projects in the Urban Loop that are under development or are planned to start development. The COVID-19 pandemic could affect businesses in, and development of, the Urban Loop. To combat the effects of the pandemic, the Greater Des Moines Area implemented a Small Business Recovery Grant program to support small businesses.

IMPROVING PARKS AND RECREATION
Urbandale is home to over 50 parks and 50 miles of hiking trails that span over 1,000 acres of parkland. Urbandale continues to increase efforts to promote outdoor recreation for the community by focusing on the restoration of Creek Bank, completing construction of outdoor skating rinks and pickleball courts, and continuing their commitment to the arts in the form of public artwork. The restoration of Creek Bank and construction of outdoor recreational facilities could be delayed by COVID-19 due to potential decreases in revenues.

URBANDALE OUTLOOK
Urbandale has consistently experienced positive economic growth in recent years and continues to further their growth through their assistance and tax incentives programs. Because COVID-19 may negatively impact this growth, the City will most likely need to reevaluate their priorities by, for example, delaying the development of the Urban Loop and other construction projects. To provide assistance and support to businesses and individuals affected by COVID-19, the City of Urbandale implemented the Greater Des Moines Partnership DSM Employment Ready initiative. This will hopefully restart the economy at a more rapid pace and minimize the negative effects of the lockdown. Additionally, should all go according to plan, the Greater Des Moines Metro Area intends to increase their population by 270,000 people and 115,000 housing units by 2050, which may bring greater economic growth to the area.

Stay connected with us!
Click on the icons or text below to contact us and visit our social media pages.

Website  Staff Directory  Facebook  Twitter  LinkedIn  Newsletter Sign-Up

Mailing Address: City of Urbandale, 3600 86th Street, Urbandale, IA 50322