



Urbandale, Iowa

The mission of Urbandale city government is to provide EXCEPTIONAL QUALITY MUNICIPAL SERVICES acting as a FINANCIALLY RESPONSIBLE GOVERNMENT which is RESPONSIVE TO OUR COMMUNITY NEEDS and INVOLVES OUR RESIDENTS.

Who Are We?

When our city was founded in 1917, we began as a small suburb and as a home to four coal mines with a population of about 300 people. By 1950, all the coal mines were closed, and Urbandale became a city with over 1,500 citizens. As a part of the Des Moines metropolitan area, Urbandale has seen amazing growth, economically and socially, and this growth has resulted in an immense sense of community and pride. With the tax dollars collected, our city strives to provide its citizens with the best services. As a result of our efforts to make our city more affordable to the average American and safer for our families, our city has been recognized in CNN Money Magazine's Top 100 Places to Live four times. As a matter of fact, our city was awarded the seventh safest communities in the state of Iowa, and we plan to continue to make our city as safe as it can be.

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This report focuses on Fiscal Year 2019, which includes the data from July 2018 to June 2019.

The unemployment rate has been fluctuating over the last 10 years but has shown a consistent decrease over the last 3 years averaging 1.9% in 2019. The per capita income in 2019 was \$44,267.

Year	Population	Per Capita Income	Median Household Income	Unemployment Rate	Average Housing Cost
2019	44,379	\$44,267	\$89,569	1.9%	\$247,939
2018	43,949	\$43,692	\$81,862	2.5%	\$242,428
2017	43,586	\$37,417	\$85,432	3.6%	\$194,691

“What I like about Urbandale is it has the neighborhood feel to it. The residents care about each other and we want to make it the best community we possibly can. Urbandale is very proud to be home to hundreds of tech jobs. The information technology business, we feel we have a niche here for and it really is flourishing in Urbandale.”

- Mayor Bob Andeweg



Mayor Bob Andeweg

URBANDALE LIVABILITY:

- #2 RANKED CITY IN IOWA
- #25 RANKED CITY IN THE USA
- SCORED 95% ON LIVABILITY IN AREAVIBES

SOURCE:

[HTTPS://WWW.AREAVIBES.COM/URBANDALE-IA/LIVABILITY/](https://www.areavibes.com/urbandale-ia/livability/)

QUALITY OF LIFE & SAFETY:

In a 2018 National Citizen Survey, Urbandale **has rated higher than the national average in quality of life and safety**. The Survey found about 9 out of 10 residents had indicated that they have not reported a crime nor were a victim of crime.

EDUCATION:

One component to measure our city's success is to look at the success of our children in school because our education system is especially important for the well-being of our citizens. The Urbandale Community School District has reported that due to the 15:1 student to teacher ratio, our city has a **94.4% graduation rate**.

GOVERNANCE:

When asked about the overall quality of the City services, about **90% of the citizens of Urbandale gave good or excellent ratings**.

HOUSING:

The average rent in Urbandale is \$867, which is the lowest rent in the Des Moines metro communities, and we strive to create even more affordable homes for our citizens. On December 18, 2019, the rezone request of the area near Merle Hay Mall was approved by the Urbandale City Council for the Affordable Housing Project.

TRANSPORTATION:

Each year, the City of Urbandale patches several city streets that need repair. In the 2018 National Citizen Survey **88% of citizens rated the ease of travel by car in Urbandale positively**. Our city's public transportation is provided by the Des Moines Area Regional Transit (DART) system. The new DART electric buses can travel an estimated 150 miles on one charge.

How Are We Doing?

City Life Indicators	2016	2018
% of citizens satisfied with the overall quality of life	94%	95%
% satisfied with overall economic health	89%	91%
% of residents that think it is a place to raise children	96%	98%



18 new firefighters were brought on.

Topic	Indicator	2017	2018
Education	% satisfied with K-12 education	84%	90%
	% satisfied with adult education	72%	70%
Safety	% of residents who feel safe in neighborhood	98%	97%
	% who were not a victim of a crime	94%	96%
Transportation	% satisfied travelling by public transportation	44%	38%
	% satisfied travelling by car	86%	88%



Councilmembers Bridget Carberry Montgomery and David Russell unveiled the new DART electric buses.

COMPLETE PROJECTS FROM THE 2018 CAPITAL IMPROVEMENT PROGRAM:



All-Inclusive Playground - Northview Park



Hickman Road Adaptive Traffic Signal Control System



Fire Station #43: Pumper Truck

Financial Information

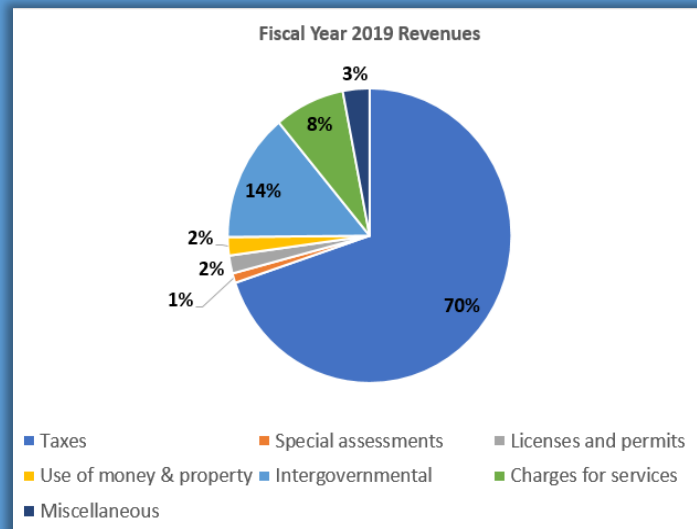
Urbandale Water Utility is reported as a component unit within the financial statements because it provides a water service to the citizens of Urbandale. However, the Water Utility is legally separate: therefore, the unit is discretely present in the financial data.



Our city has earned the Certificate of Achievement of Excellence in Financial Reporting for over 30 consecutive years for its Comprehensive Annual Financial Report.

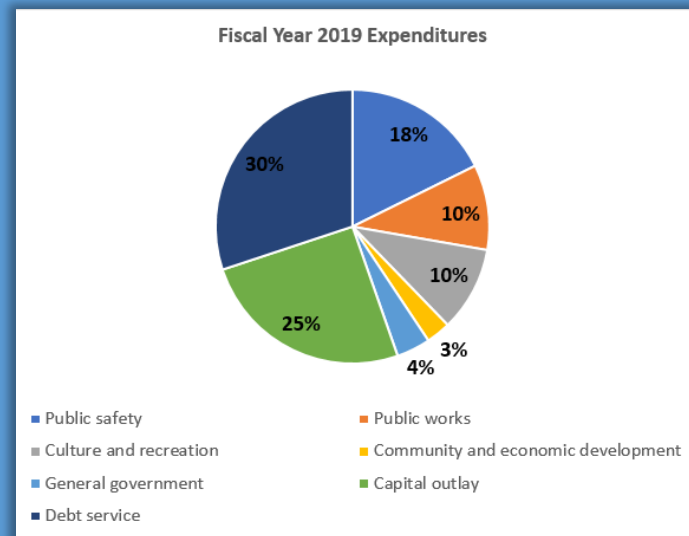
Revenues

Where Our Money Comes From?	2018	2019	% Change
Taxes	\$37,433,602	\$41,314,958	10.37%
Intergovernmental	\$6,934,921	\$8,336,932	20.22%
Charges for services	\$4,403,990	\$4,742,018	7.68%
Miscellaneous	\$873,052	\$1,799,661	106.13%
Use of money & property	\$561,365	\$1,194,349	112.76%
Licenses & permits	\$1,260,628	\$1,161,861	-7.83%
Special assessments	\$1,960,823	\$627,167	-68.02%



Expenditures

How Is the Money Spent?	2018	2019	% Change
Debt service	\$14,389,906	\$24,258,421	68.58%
Capital outlay	\$13,487,816	\$20,380,137	51.10%
Public safety	\$12,982,185	\$14,256,818	9.82%
Public works	\$7,753,279	\$8,114,703	4.66%
Culture and recreation	\$7,884,163	\$8,070,717	2.37%
General government	\$3,837,163	\$3,221,711	-16.04%
Community & economic development	\$2,334,931	\$2,334,342	-0.025%



The expenses of general government under "Expenditures" include: Finance and Records, Purchase orders processed, Technology, Intelligent workstations, General Support, and Safety incidents. Full-Time Equivalent Employees that fall under the general government expenditures include but are not limited to: City Clerk, City Manager, Legal/Human Resources, Technology, and General Support for the city. The culture and recreation expenditure funds the libraries, parks, swimming pools, and other parts of our city's infrastructure.

An independent audit was conducted by Eide Bailly LLP, resulting in a clean audit opinion. For further information on our city's financials go to our website at: www.urbandale.org



**We are currently hiring
Police Officers and Reserve
Officers for the City of
Urbandale. To apply visit:
[www.governmentjobs.com/
careers/urbandale](http://www.governmentjobs.com/careers/urbandale)**



Urbandale is part of a plan for the Greater Des Moines area that looks forward all the way to 2050. This plan is essentially preparing for the success and advancement that our community will face soon. Some of our objectives that are outlined in this plan include but are not limited to:

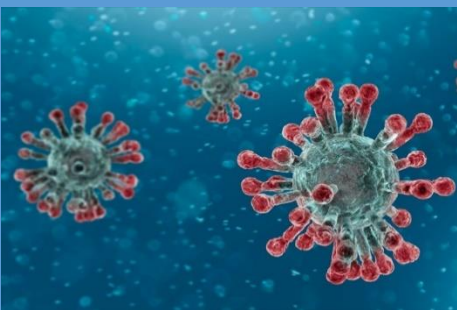
- Ensure social equity.
- Discuss viable options for sustainable living.
- Align plans for transportation, housing, economic and workforce development, environment, and other systems.
- Find leaders and partnerships that will help to make our future more of a success.
- Draw resources and talent to the region.

What's Next?

PCC Patch 2020

Every year, our city devotes time and money towards patching up several city streets that need repair. The work is nearing completion. Below is a list of the work that is being done to our beautiful city streets:

- **Meredith Drive - 156th Street to 170th Street** - The construction of a four-lane roadway for Meredith Drive beginning at 156th Street and extending west to 170th Street.
- **104th Reconstruction – Hickman Road to Douglas Ave** - This project is the total reconstruction of 104th Street from Hickman Road to Douglas Parkway as a three-lane urban section roadway, one lane in each direction plus a left turn lane. A new storm sewer system would be installed, including water main updates and sidewalks on either side.
- **72nd Street Reconstruction Project** - This project will involve the reconstruction of 72nd Street from Douglas Avenue to just north of Prairie Avenue. This area does not have an adequate storm sewer system, so a new storm sewer will be added. Property owners are encouraged to connect to the service and a grant program has been opened to help in the process.



On June 30th, 2020, our city closed the city buildings, departments, and facilities to the public until further notice because of an increase in **COVID-19 cases** reported in central Iowa. The City of Urbandale has been emphasizing precaution to decrease the spread of the virus.

WE HAVE CITY COUNCIL
MEETINGS **SEVERAL**
EVENINGS A MONTH! YOU
CAN USE THIS LINK TO SEE
OUR MEETING SCHEDULE:
[HTTPS://URBANDALE.CIVIC
WEB.NET/PORTAL/](https://urbandale.civicweb.net/portal/)

Contact Information for Urbandale Staff		
Title	Staff Name	Email
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