

PERFORMANCE REPORT 2016 – 2017

Mayor and City Council



Urbandale, Iowa
October 2017



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Urbandale Vision 2031

URBANDALE 2031 is a:

***COMMUNITY FOR ALL FAMILY GENERATIONS
and a COMMUNITY WITH
GREAT NEIGHBORHOODS***

URBANDALE 2031 is a:

***VIBRANT SUBURB THAT IS SAFE
AND BEAUTIFUL***

***VIBRANT SUBURB THAT HAS A RANGE OF
QUALITY HOUSING CHOICES***

***VIBRANT SUBURB THAT HAS THRIVING
COMMERCIAL AREAS***

Urbandale City Government: Mission

*The mission of Urbandale City government
is to be a*

FINANCIALLY RESPONSIBLE GOVERNMENT

providing

EXCEPTIONAL QUALITY MUNICIPAL SERVICES

which are

RESPONSIVE TO COMMUNITY NEEDS

making Urbandale

A GREAT PLACE TO LIVE.

City of Urbandale Goals 2021

**FINANCIALLY STRONG CITY PROVIDING
EXCEPTIONAL MUNICIPAL SERVICES**



**INVESTMENT IN URBANDALE’S FUTURE –
*UPDATED/REPLACED CITY INFRASTRUCTURE***



**THRIVING INTERCHANGES/CORRIDORS
DEVELOPMENT**



**1st CLASS SUBURB –
*GREAT PLACE FOR FAMILIES***



GREAT NEIGHBORHOODS: OLD AND NEW

City of Urbandale Policy Agenda 2016 Targets for Action

TOP PRIORITY

- √→ **Fire Service Delivery and Staffing: Direction**
- √→ **Fire Station 3: Location and Funding**
- **Police Deployment and Staffing: Direction and Funding**
- ☐→ **Meredith Project: 128th to 142nd**
- ☐ **Comprehensive Plan: Update**
- √→ **Senior Housing: Report and Direction**

HIGH PRIORITY

- √→ **Regional Collaboration on Municipal Services**
- √→ **Street Maintenance: Service Level and Funding**
- ☐ **Old Commercial Centers: Report and Direction**
- DUNA Urban Renewal District: Expansion**
- ☐ **Urban Town Center: Revitalization**
- **Comprehensive Parks Plan: Development**
- **Annexation Policy: Study and Direction**

☐ Completed/Achieved Milestone

√ = Significant Progress

→ = Carryover to 2018

City of Urbandale Management Agenda 2016 Targets for Action

TOP PRIORITY

- √→ **Capital Crossroads: Next Steps**
- Community Survey 2016: Completion**
- **Business Retention and Expansion: Report**
- Financial Policies: Refinement**
- **Police/City Facilities Security: Cameras/Audio/Video Upgrade**

Completed/Achieved Milestone

√ = Significant Progress

→ = Carryover to 2018

City of Urbandale

Management in Progress 2016

- 1. Records Management and Scanning: Catch Up, New – Funding
- 2. Employee Development Initiatives
- 3. Strategic Plan: Institutionalization
- ☑→ 4. Citizen Police Academy 2016
- ☐ 5. Travel Policy Update: Council Decision
- ☐ 6. Purchasing Policy Update: Council Decision
- ☐ 7. WestPet Animal Control Services: RFQ, Council Decision: Award
- 8. Citywide Property Inventory Software System: Acquisition
- 9. Wellness Program Expansion: Direction
- 10. Critical Incident Stress Management – Peer Support Group
- ☐ 11. Fringe Benefit Taxability Compliance: Implementation
- ☐ 12. Citywide Time Clock System: Upgrade
- ☑→ 13. Server Virtualization
- ☑→ 14. Mobile Technology: Field Operations
- ☐ 15. CALEA: Police Re-Accreditation
- ☑→ 16. W-9 Compliance Initiative
- ☐ 17. PCI Compliance with Credit Card Processing: Parks
- ☐ 18. E – Suite Employee HR Self Service Portal Access
- ☑→ 19. All Hazards Training
- ☐ 20. Safety Manual Updates
- ☐ 21. Westcom CAD/RMS System
- ☑→ 22. Police Reserve Training
- ☐ 23. Performance Evaluation Tool: Development
- ☐ 24. Complete Streets Policy
- ☑→ 25. Walnut Creek Watershed: Study and Direction
- ☐ 26. Facility Maintenance Software: Implementation

☑ Completed/Achieved Milestone √ = Significant Progress → = Carryover to 2018

- 27. GIS Software Upgrade
- 28. ROW Ordinance (Was Bond Package and Referendum)
- 29. Public Works Work Order System/Management System
- 30. FEMA Maps: Update
- 31. Revolving Loan Fund
- 32. Plum Drive Development and Zoning
- 33. TIF Rebates: Administration, Process
- 34. Home Base Iowa: Application and Certification
- 35. Zip Code Name Resolution
- 36. Interstate Development Project: Marketing
- 37. Connect Iowa Infrastructure Study
- 38. Urbandale Business Connection: Continued Production
- 39. Library Strategic Plan 2016 – 2021
- 40. Library Digital Services Expansion: Music, eBooks
- 41. Sports Agreements
- 42. Soccer Agreement
- 43. Miracle League Field
- 44. Library Café Tenant
- 45. DART 2035 Plan Development
- 46. City Centennial Celebration
- 47. Aquatic Center: Feasibility Study and Direction
- 48. Firework Direction of Allowance – Opt in or Out
- 49. Dunlap Arboretum and Park: Management/Staff Report
- 50. Community Entrance Signs
- 51. MAC (Making a Connection) Program Expansion: Funding
- 52. Emerald Ash Borer Program
- 53. EPA Housing Report and Policy Direction
- 54. Older Homes Modernization Report
- 55. Multifamily Housing Development

Completed/Achieved Milestone √ = Significant Progress → = Carryover to 2018

City of Urbandale Major Projects 2016

- 1. Police Exterior Lighting and Flag Pole Project
- 2. Fire Station 41 Concrete Repair
- 3. Intersection Preemption Devices
- 4. City Hall HVAC
- 5. Police HVAC Upgrade
- 6. 100th Street Interchange Design (IDOT)
- 7. Bent Creek Trail (North of Meredith)
- 8. Dunlap Park and Arboretum Trail Connection Phase II
- 9. LED Upgrades: Annual Reports
- 10. Engineering/Community Development HVAC Study: Design, Construction
- 11. 100th Street Bridge and Street (Plum and NW 54th)
- 12. Concrete Repair: Cross Creek and 70th Street/Urbandale
- 13. Asphalt Overlay: 156th (Waterford to Meadow)
- 14. Parks Maintenance Facility Masonry Repair
- 15. Waterford Road (West of 170th Street) Alignment Study
- 16. Highway 141/Meredith Interchange Modifications: Design
- 17. Pool Boiler Replacement
- 18. Pool Façade Redesign
- 19. Library Re-Configuration Project

Completed/Achieved Milestone √ = Significant Progress → = Carryover to 2018

Departmental Successes
City of Urbandale
2016 – 2017

Department: **Office of City Manager**

Your Name: **A. J. Johnson, City Manager**

Your E-Mail: ajohnson@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Animal Control 28E agreement with Furry Friends Refuge between the Cities of Clive, Urbandale, West Des Moines, annual renewal to Jun 30, 2019 (CL 5321 – Feb 14, 2017).
- CIP (Capital Improvements Program) 2017-2022 adopted—to guide CIP projects for calendar year 2017 (projects impact budget, bonding and planning)..
- Civil Rights FY18 Cooperative Agreement with the State of Iowa to receive information on cases against Urbandale to guide future education public awareness efforts.
- Completed second year of Home Efficiency Program, targeted retrofit and loan program.
- Referendums planned (1) Local Option Sales Tax referendum in Dallas County portion of Urbandale planned for Nov 7, 2017, and (2) Referendum to construct Fire Station No. 43.

Department: **Community Development**

Your Name: Steve Franklin

Your E-Mail: sfranklin@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Hiring of 3rd person for front reception area to aid with customer service
- Data conversion of all microfiche files
- Mobile Food Vendor pilot program
- Instituting an Inspector of the Day program
- Replacement of the HVAC system

Department: **Economic Development**

Your Name: Curtis Brown

Your E-Mail: cbrown@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Retention of Compressor Controls Corporation
- Development and launch of brand for interstate corridor area
- Energy Control Technologies retention and expansion
- Define and implement process for standard TIF rebate development agreements
- Hiring of Marketing and Communications Specialist

Department: **Engineering and Public Works**

Your Name: David J. McKay

Your E-Mail: dmckay@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Implementation of a web based Infrastructure Management System that included a Work Order System and Work Tracking System.
- Work on the first phase of the 100th Street Interchange Construction Project – Grading and Culvert Construction. Worked on design for 100th Street Interchange second phase for construction in 2018.
- Constructed Meredith Drive from 128th Street to 142nd Street.
- 12 subdivisions were constructed and approved by the City Council in the last year.
- Worked with the Iowa DOT on the design for the Meredith Drive and Iowa 141 Interchange with Interstate 35/80.

Department: **Finance**

Your Name: Nicci Lamb

Your E-Mail: nlamb@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Maintained Aa1 bond rating
- Achieved 34th year of GFOA Certificate of Achievement for Excellence in Financial reporting
- Initiated new deposit scanning procedures to streamline revenue collection document retention
- Pilot client with NWS to roll out CAFR Builder program
- Took advantage of staffing turnover to strategically position the department for succession planning for Clerk's retirement.

Department: **Fire**

Your Name: Jerry Holt

Your E-Mail: Jholt@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Completion and adoption of Standards of Cover document.
- Station 43 planning to include station location and functional design as well as a staffing solution to share cost with the City of Clive for station staffing.
- Began the Fire Department Accreditation Process and became a “Registered Agency”.
- Began a process to initiate closest unit response by securing a 28E Agreement with the Clive Fire Department as well as the initiation of regular multi-city training including other neighboring departments.
- Continued to deliver a high quality of services to our community while responding to a record number of calls while completing a one year period with no lost time injuries.

Department: **Human Resources**

Your Name: Karla Lower

Your E-Mail: klower@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Capital Crossroads Training Consortium initial joint training venture for Managers – five sessions Aug/Sept/Oct/Nov/Dec – we have five seats for newest managers across breadth of largest departments with most line staff. Other municipalities in metro have the other 35 seats. Topics range from difficult conversations to moving from peer to supervisor, etc. If this goes well, plan is to cascade it through rest of first level managers in organization; distinct advantage to train with peers in metro.
- Transition to Mercy Occupational Medicine for Police and Fire Departments as of 1/1/17. We are experiencing a better service level, more thorough entrance examinations and most importantly, employees are developing a better relationship with medical provider as Mercy physician takes time with each of them that have an annual physical (Fire) to go over labs, historical trends in their health history, etc. This is also important as it allows us to make inroads with employees to manage their own health as we are self-insured for health insurance. Workmen's compensation administration has also successfully transitioned to the HR Department.
- All employees have been built in the IMWCA on-line university system with usernames and passwords so CBT based training can be pushed out more easily to departmental groups. CBT based training is easier for 24 hour shift personnel, and easier for delivery of training in general.
- Key staffing has taken place to position us for future organizational success. Senior Recreation Center Supervisor was successfully re-staffed due to long time incumbent's resignation, we now have a Deputy City Clerk who is learning the City Clerk role in anticipation of a retirement in coming years, and we've added a sorely needed Marketing and Communications Specialist to push out key messages and promote all city endeavors. We've also hired a new Library Community Manager who is responsible for engagement and outreach. Each of the current incumbents in these positions are well thought of, easy to work with, and are eager to learn....and each of these roles is very important to the city's future success.
- Succession planning was completed in late 2016; however, after the review of the planning with the City Manager for each department in early 2017, training identification, and continued employee development initiatives has taken place mostly in 2017.

Department: **Library**

Your Name: Julie Wells

Your E-Mail: jwells@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Increased Library's presence in the community—outside the physical building
- Eliminated continual issue of securing a vendor, equipment upkeep, etc. of operating a café by creating a community room with vending machines
- Redesigned website and promotional materials
- Increased community involvement through programming, advisory boards, outreach, etc.

Department: **Parks & Recreation- Parks Division**

Your Name: Kevin James- Chad Millang

Your E-Mail: kjames@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Trail Improvement Project in Walker Johnston/ Charles Gabus Memorial Tree Park
- Bent Creek Trail Project- Meredith Drive to 156th Street
- Centennial Shelter at Lions Park
- Deer Ridge West Park Playground Expansion
- Walker Johnston Softball Field Operation transition

Department: **Parks & Recreation- Facility Division**

Your Name: Kevin James – Dick Lilly

Your E-Mail: kjames@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Engineering/CD HVAC renovation
- Pool Building Façade replacement
- Implementation of HVAC preventative maintenance plan
- Consolidation of fire alarm testing
- Implementation of monthly safety inspections (emergency exits, GFCI outlets)

Parks Department: **Parks and Recreation - pool**

Your Name: LeAnn Auxier

Your E-Mail: lauxier@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Revenue continues to grow.
- Public usage, awareness and access continue to grow.

Department: **Recreation**

Your Name: Mollie Wilhite

Your E-Mail: mwilhite@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- MAC Camp – added an additional site to reach over 150 youth
- Over 7,000 people have participated in programs and events in the past year
- Revenue continues to increase
- Summer youth camps were filled 95% of the weeks offered
- MAC camp continues to be fully funded by grants

Department: **Parks & Recreation—Senior Recreation Center**

Your Name: Carissa Williams

Your E-Mail: cwilliams@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Burk Foundation Grant—partnership with Eagle Scout and a Polk County Master Gardener brought the Enabling Gardens to life. Garden was constructed and many educational/active sessions were held allowing seniors the opportunity to work as a team to plant, tend to, and harvest a garden.
- Received the Burk Foundation Grant again for the 2017-2018 fiscal year. The funding in 2017-2018 will provide several laptops, iPads, and instructional hours for technology classes.
- Continued increase in visits to the Senior Recreation Center. Additional fitness programming added, including kickboxing and Pilates. Other new programs include Writing your Life Story and Bridge: Play of the Hand.

Department: **Police**

Your Name: Captain Dave Disney (Acting Chief of Police)

Your E-Mail: ddisney@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Implementation of new CAD/RMS system
- Successful Nation Night Out event
- Conviction of Officer Justin Martin homicide suspect
- Continued low crime rate throughout the city
- Parking ticket recovery program for Dallas and Polk County

Department: **Technology**

Your Name: John Andrasko

Your E-Mail: Jandrasko@urbandale.org

DEPARTMENTAL SUCCESSES 2017 (to date)

Please list your department's most important achievements – limit to the top 5, that were completed during 2017 (to date).

- Implemented virtual server infrastructure
- Phase 1 of Disaster Recovery for critical systems implemented.
- Completed installation of redundant fiber network infrastructure.
- Added Windows imaging server to increase efficiency.
- Implemented redundant Exchange System.