



City of URBANDALE

Department of Economic Development

August 7, 2014

Analysis Shows Urbandale has Lowest Tax Rate among Metro Cities

The City's fiscal policy and strong tax base growth have allowed Urbandale to maintain one of the lowest tax rates in the Des Moines Metro for years. This fiscal year 2015, the City has achieved the lowest tax rate in the Metro with a rate of \$9.72 per \$1,000 in valuation. Urbandale's rate also ranks lowest of any city in Iowa with a population over 15,000.

Iowa DOT Receives Feedback on Proposed Alternatives for Interchanges

Earlier this summer, the Iowa Department of Transportation hosted a meeting in Urbandale to receive comments from the public on [four alternatives proposed for a portion of Interstate 35/80](#) commonly referred to as Rider Corner. This area is in the fourteen-mile interstate segment in which coast-to-coast Interstate 80 and border-to-border Interstate 35 are combined. All of the alternatives presented incorporate a conversion of the current Iowa Highway 141 access with loop ramps to a flyover ramp and a half diamond interchange on the south side of Meredith Drive. Three of the alternatives would create access at 100th Street. The alternatives are being evaluated and it is expected that the preferred alternative will be identified later this year. When complete, the interstate access improvements would serve approximately 700 acres of land for development.

New Bus Route Expands Options for Urbandale Commuters

Beginning on Monday, August 18, a new commuter bus service will be launched that serves a number of Urbandale's major business districts. DART – the Metro area's transit provider – is adding a route that will provide morning and afternoon commute service between Valley West Mall and Paragon Business Park in northwest Urbandale. The bus will travel along 100th Street, NW Urbandale Drive, Aurora Avenue, Meredith Drive, 121st Street and Douglas Avenue. For schedules and a map of the route, please see the [Flex Route 74 – NW Urbandale](#) brochure. The MyDART Trip planner is [available online](#). For more information, please call 515-283-8100 or [email DART](#).

Urbandale Enhances Value Proposition for Talented Workforce through Unique Collaboration

The City of Urbandale and the Des Moines Social Club (DMSC) are working together to advance the missions of both organizations. Last month, the City Council approved a resolution endorsing a new collaboration to enhance the City's economic development, arts and recreation efforts. Through the

collaboration, the DMSC and City will offer Urbandale workers and residents opportunities to enjoy the Social Club arts and entertainment programming in Urbandale and at the downtown DMSC headquarters.

This collaboration brings value to existing and prospective Urbandale businesses by offering even more reasons for young professionals and knowledge workers to build a great career and rewarding life in Urbandale. James Morrill, Vice President and General Manager of Pitney Bowes Presort Services and Urbandale resident, expressed support for this initiative: "I applaud Urbandale for the collaboration with the DMSC... the importance of arts and culture is critical to a successful business environment." To learn more about the collaboration, please contact the [Economic Development Department](#) or [DMSC](#) Executive Director Zachary Mannheimer.

Urbandale Population Continues Steady Growth

Between 2000 and 2010, the City of Urbandale gained roughly 10,000 residents. This was the second largest growth of any city in Iowa according to the U.S. Census Bureau. Since 2010, the City has continued to grow with a population increase of 2,313 residents from 2010-2013. Urbandale's estimated 2013 population of approximately 42,000 includes a workforce of 24,000. Among the City's workforce, 9.3% have an associate's degree, 34% have an undergraduate degree, and another 17% have post-graduate/professional degrees. In summary, Urbandale is a highly educated community with a strong record of growth.

Uniquely Urbandale

In each newsletter, we'll share an aspect of our community that is unique to Urbandale.

The Urbandale community takes collaboration between community institutions seriously. This spirit of teamwork on behalf of the businesses and residents is visually reflected in the fact that organizations including the City, Chamber of Commerce and School District share the same logo. The shared identity is exceptional among Iowa communities. This is more than simple efficiency – it's a statement about the way the community works.

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