

## **City of Urbandale**

Economic Development Department

### *Operating Principles*

We have clearly defined operating principles that guide the actions we take, which impact the community we serve:

- Our success lags their success.
  - We recognize that our role is to support the success of others. As a result, our approach is in a spirit of service, recognizing that the Economic Development Department's success is dependent on and follows the success of the stakeholders we serve: Urbandale businesses, their employees and advisors and the residents of Urbandale.
- We are respectful and responsible stewards of the public's trust and investments in Urbandale.
- We seek to collaborate with public and private partners to provide better and more innovative services than we can on our own.
- We provide timely and quality services to clients or the public.
- We strive to find efficiencies in our operations to provide services at a higher level without compromising quality.
- We seek input and diverse perspectives which help to inform our actions.
- We value the trust and time of businesses and their advisors; we consider the opportunity to interact and be of service a privilege.