



The City of Urbandale, Iowa

Invites Qualified Candidates to Apply For

City Manager



ABOUT URBANDALE – Urbandale, Iowa, is a rapidly-growing northwest Des Moines suburb strategically located at the crossroads of Interstates 80 and 35. First incorporated in 1917, Urbandale now has a population of nearly 40,000 within 22.5 square miles located in both Polk and Dallas counties.

Urbandale is an exceptional community known for its high-achieving schools, thriving economy and low crime rate. Offering a variety of housing options, Urbandale provides many quality-of-life amenities including a vast greenbelt and trail system, beautifully planned streetscapes, outstanding park facilities and recreation programs, and friendly and inviting neighborhoods.

Urbandale has grown by more than 30 percent this decade. There is still a substantial amount of undeveloped land within Urbandale's current boundaries that would allow for an ultimate build-out population of 70,000 residents. In addition, Urbandale currently has boundary agreements with adjacent municipalities that provide for the possibility of adding 10 square miles to Urbandale's boundaries, resulting in a build-out population of approximately 110,000.

Urbandale has a strong employment base including several insurance and financial institutions: such as Citi-Group, Rain and Hail Insurance, Allied Insurance, and Wells Fargo. The community has a highly educated workforce as the number of residents with bachelor's degrees is 70 percent greater than the national average. In addition, Urbandale's median family income is 44 percent greater than the national average.

The Des Moines metropolitan area with a population in excess of 400,000 is centrally located within the Midwest with good transportation access to major markets. One-day truck and rail service from the Des Moines area is available to markets such as Chicago, Kansas City, Omaha, Milwaukee and Minneapolis. Also, the Des Moines International Airport offers air travel to both the East and West coasts in less than five hours.

Most describe Urbandale as "a growing city that has held onto its small-town charm." New residents and businesses are attracted to Urbandale for a wide variety of reasons. But when they arrive, they stay for one reason: Urbandale is a great place to live, work and raise a family. As a testimony to the aforementioned, Urbandale was named by *Money Magazine* in 2007 as one of "America's Best Small Cities", ranking in the top 40 of 100 identified cities.

There is a great deal of synergy and chemistry among the leaders in the various community organizations. One example of this cooperation is that the City, Urbandale Community School District and the Chamber of Commerce have all adopted and use the same logo.



HISTORY

Urbandale was incorporated on April 16, 1917. The community originated primarily as a “street car suburb” and fueled Urbandale’s early growth. Originally intended to be a railroad line, the rail line was converted into a street car line that served commuters who worked in Des Moines and provided access to medical services, delivered freight and supplies to Urbandale residents, and afforded general transportation



before automobiles became commonplace. At the height of service, street cars ran every 7.5 minutes during rush hour and at 15 minute intervals at other times from 5:00 a.m. until midnight.

EDUCATION

The Urbandale Community School District has an outstanding track-record of success. Recent statistics indicate a drop-out rate of only 2.5 percent with 84.2 percent of graduates pursuing a college education. Urbandale is also served by five other public school districts (most notably Waukee and Johnston) and two private schools. In addition, there are many post-secondary education opportunities available in close proximity to Urbandale including Iowa State University, Drake University, Grand View College and Des Moines Area Community College (DMACC).



RECREATION AND TOURISM

Urbandale has 47 parks and 36 miles of bike trails with 23 miles of additional trails planned. Park facilities include a Senior Center/Community Room, skate park, numerous shelters and gazebos and an indoor swimming pool for general public and school use located at the

Urbandale High School.

Living History Farms is one of Iowa’s top tourism attractions. In addition, Urbandale features many historical destination spots such as the Flynn Mansion at Living History Farms and the Olmsted-Urban House which is now home to the Urbandale Historical Society. Finally, Urbandale is home to the Des Moines Buccaneers amateur hockey team that plays at the Metro Ice Sports facility.



**Additional information about
Urbandale is available at
www.urbandale.org.**



THE CITY GOVERNMENT – The City of Urbandale has operated under the council-manager form of government since 1965. The Mayor and five Council Members are the city’s policy makers, and each are elected at-large to four-year overlapping terms. The Mayor presides over City Council meetings but does not vote. The Mayor also appoints members to various boards, commissions and committees. The Mayor and Council appoint the City Manager, City Clerk and City Attorney.

The City Manager ensures that the policy direction set by the City Council is carried out and that City services are delivered equitably to all residents. The City Manager is responsible for recommending the budget to the City Council and for hiring and providing managerial leadership to City staff. The City Manager is also charged with providing the City Council with complete, objective information including the pros and cons of alternatives considered and long-term consequences of each. Urbandale’s most recent City Manager, Bob Layton, served in that position for 25 years and recently was appointed City Manger of Wichita, Kansas, whose population is in excess of 360,000.

The City of Urbandale has a long history of being served by civic-minded elected officials and highly professional staff with many years of service to the City. The City Council develops a new strategic plan every two years that is implemented by staff. In addition, the City makes extensive use of performance measures to assist in monitoring the effectiveness and efficiency of its tenure resource use. The City benchmarks its performance measures with other cities by actively participating in the ICMA Center for Performance Measurement. The City also measures citizen satisfaction with City services through a statistically valid survey. The average satisfaction rating for all City services was 94 percent in the most recent survey where that was measured. Finally, the City has a cohesive team of cooperative and professional City employees at all levels of the organization.



The City Council and other community leaders are known for their high level of civility in public dialogues. The City has adopted the Character Counts standards which include values



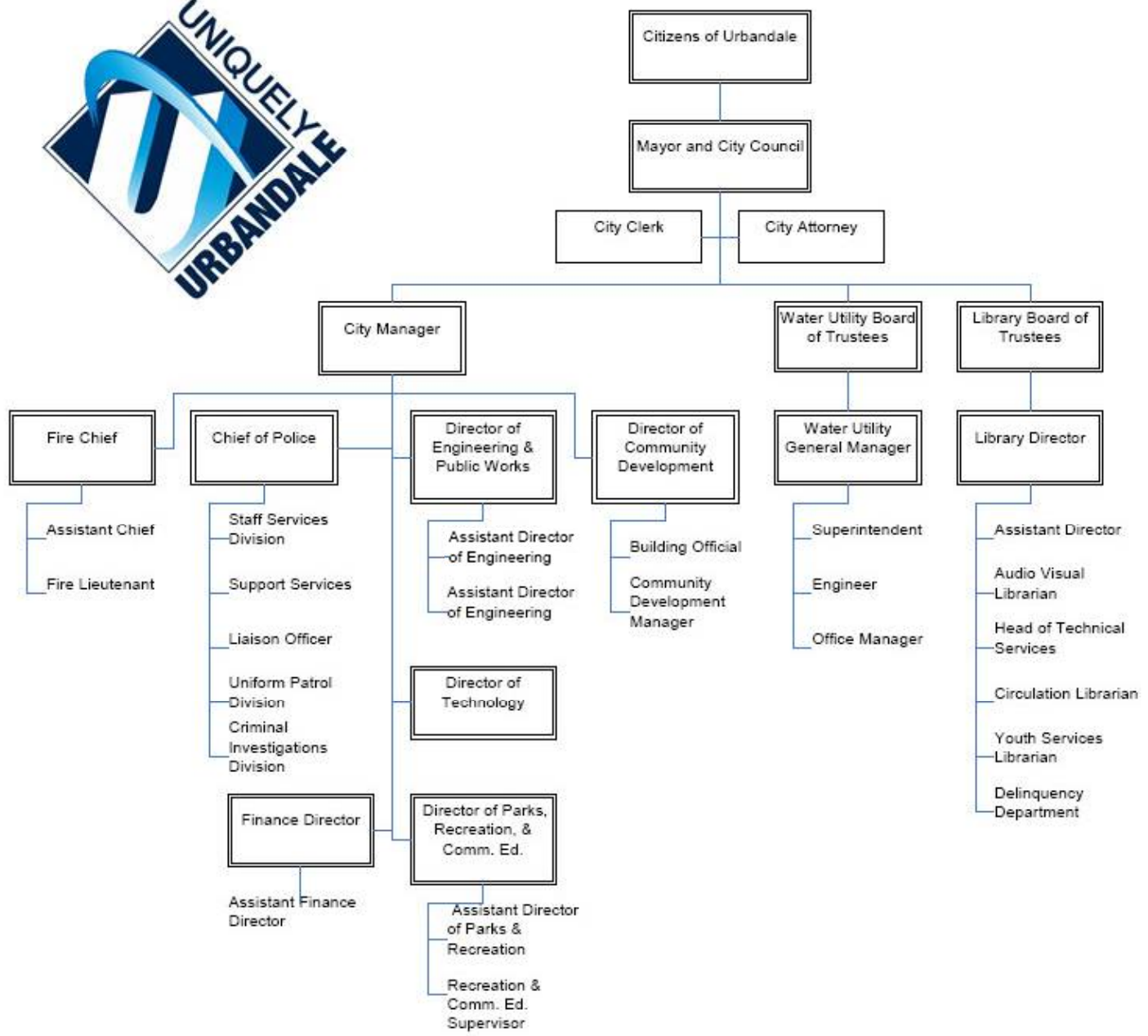
such as trustworthiness, respect, responsibility, fairness, caring and citizenship.

The City has an attractive municipal campus that houses its administrative offices including a 56,000 square foot Library, City Administration Building, and Police Administrative offices.

The City has been well-managed financially and does comprehensive, long-term financial forecasting to guide its resource allocation decisions. This has resulted in:

- above-average fund balances;
- low property tax rates;
- an Aa2 bond rating from Moody's which is the second highest bond rating conferred by Moody's; and
- receipt of the Certificate of Achievement for Excellence in Financial Reporting from the Government Finance Officers Association (GFOA) for 25 consecutive years.

The City has an annual operating budget of \$35 million and a five-year Capital Improvement Program of \$162 million. The City has a total of 175 full-time employees in nine departments. The City Manager is responsible for hiring and supervising seven department directors and coordinating with the Water Utility General Manager and Library Director who are appointed by their respective Boards (see organizational chart below). The City has three collective bargaining unions—one each for Police, Fire and Laborers. Union-management relations are generally characterized as positive, and the City already has a settlement with the Laborer's union that includes a 3 percent salary increase for 2009-10 and 3.25 percent increases for 2010-11 and 2011-12 (City's fiscal year begins on July 1). The Fire Department contract is a multi-year agreement, and the Police Department contract is currently being



ISSUES AND OPPORTUNITIES – The following is a summary of the issues and opportunities to be managed by Urbandale’s next City Manager.

- There is strong interest among some community leaders in having the City become more proactive and risk-taking in its economic development efforts especially in the commercial corridor adjacent to Interstates 80 and 35. The City has established a tax increment financing district for this area, and there is a desire on the part of some leaders for the City to fund street extensions to encourage development in this area. The desire for more proactive economic development activity must be balanced by the desire to maintain a high sense of fiscal discipline.
- The City has a boundary agreement with the City of Grimes that expires in 2010 and one with the City of Waukee that expires in 2012. Favorable renegotiation of these agreements will assist Urbandale in its ability to annex additional land.
- Urbandale has a combined Fire Department consisting of 15 full-time employees, 15 part-time employees and 15 paid-on-call employees that staff two fire stations. The Fire Department will be applying for a FEMA grant to partially fund 6 more full-time employees in 2009-10. The Fire Department desires to fully staff an ambulance and fire truck at each station. The City Manager will need to be heavily involved in these staffing decisions due to their financial and service implications.
- A recent bond issue to construct a new Community Center that would have replaced the current indoor swimming pool at the high school failed. As such, the current pool is undergoing a \$500,000 renovation designed to keep the pool in operation for 5 years. The City Manager will need to take an active role in determining the long-term viability of offering this service.
- The City has acquired most of the land for the 227-acre Walnut Creek Regional Park. The Park is largely undeveloped at this time, and the City Manager will be involved in helping the City determine how this tremendous community asset can best be developed.
- Many regional service-sharing partnerships are already in place for water, sewer, solid waste, transportation planning and transit services. Opportunities may be available to create new partnerships in areas such as fire and ambulance services.
- Urbandale has grown rapidly in the western part of the community, so there is a need to be sensitive to service and facility equity between the older, eastern part of the community and the newer, western portion.





JOB REQUIREMENTS – The minimum job requirements are: 1) a Bachelor’s degree in public administration, finance or a related field with a Masters degree in public administration or a related field preferred; and 2) six years of local government management experience.

Desired Professional and Personal Attributes

The following are the desired professional and personal attributes for Urbandale’s next City Manager:

- Good financial management skills and a sense of fiscal discipline;
 - Strong intergovernmental relations skills with ability to work effectively with federal, state, county, regional and area municipal officials;
 - Visible leader in the community and in intergovernmental and economic development activities;
 - Strategic, innovative leader who can “think outside the box”;
 - Strong interpersonal skills with ability to collaborate effectively with all stakeholders;
 - Experience in a rapidly growing community and dealing with growth management issues is highly desired;
 - Articulate with ability to explain complex issues in layperson language both verbally and in writing;
 - Someone who is approachable and uses active listening skills;
 - Ethical person with highest standards of personal and professional integrity;
- A strong customer service ethic who enjoys working with the public;
 - Ability to work with a tenured, professional management staff in an effective manner without micro-managing them;
 - Experience working with labor unions is a plus; and
 - Politically astute while maintaining a professional perspective.

COMPENSATION

The compensation for the City Manager job is highly competitive including an excellent fringe benefit package. The starting salary is dependent on the selected individual's qualifications and match with the desired attributes being sought by the City. The City will pay reasonable and customary moving expenses for the next City Manager who is expected to live in the city limits.



To Apply:

The position will remain open until filled. Please send your resume and cover letter with current salary as soon as possible to pwconsulting@cox.net. For additional information about this job, please contact:

Paul Wenbert, Western Regional Manager
SLAVIN MANAGEMENT CONSULTANTS

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