What is GuideDSM?

A roadmap for making Des Moines a better place for all that will improve neighborhoods, public safety and quality of life.
Vision 2030

- Vibrant capital city
- Great neighborhoods, alive downtown
- Thriving regional economy
- Recognized leader in community sustainability
- Abundant opportunities for leisure
- Effective transportation system connecting the region
Residents and businesses take tremendous PRIDE IN THE DES MOINES COMMUNITY!
Mission of Des Moines City Government

• Financially strong
• Provide exceptional municipal services
• Customer friendly
• Involved community – residents and businesses
5 Goals

- Financially Sound City
- Sustainable Community: Our Neighborhoods, Our Downtown
- High Performing City Organization
- Upgraded City Infrastructure and Buildings
- Livable Community: Expanded Leisure, Arts and Cultural Opportunities
Financially Sound City

Provide adequate funding and resources for City services and delivering them in the most cost effective manner.
Sustainable Community:
Our Neighborhoods,
Our Downtown

Collaboration with community stakeholders to create lasting neighborhoods and commercial centers to live, work and play
High Performing City Organization

Providing excellent customer service through efficient city processes, exceptional communication, and continuous improvement
Upgraded City Infrastructure and Buildings

Modernizing the city through enhancement of transportation networks, utilities and technology
Livable Community: Expanded Leisure, Arts & Cultural Opportunities

Maintaining and expanding opportunities that enhance quality of life for all generations
What Does This Mean to City Employees?

Every city employee contributes to bringing to life the vision, mission, and goals
What Does This Mean to City Employees?

Goal based projects and policies relevant to your department – either through lead roles or as a team member
Finance Department

Financially Sound City

– Financial Policies: Review
– Public-Private Partnership Policy
Finance Department

Sustainable Community
– Convention Hotel Development
Finance Department

High Performing City Organization
- Information Technology Upgrade Plan and Funding
- Online Services Development
- Organization Evaluation and Report
- ERP: Work Order System, Disaster Recovery
- Deferred Compensation Policy
Upgraded City Infrastructure and Buildings

– City Hall Building Upgrade
Livable Community: Expanded Leisure, Arts and Cultural Opportunities
Goal based advisory and recommendation to city leadership

Promote, reinforce, and align policies and decision making with City Council’s Strategic Plan Goals
What Does This Mean to Neighborhoods?

Projects and policies that will directly impact your neighborhood

How does your neighborhood plan align with the Strategic Plan?
What Does This Mean to Businesses?

Strategic plan supports business growth and development
Amelia Hamilton Morris, Chief Communications Officer, City Manager
Shekinah Young, Communications Specialist, City Manager
Jillian Sommer, Assistant Planner, Community Development
Brian Willham, Senior Traffic Engineer, Engineering
Jessica Butler, Budget Analyst, Finance
Marcy Fisher, Housing Voucher Administrator, Housing Services
Sue Woody, Community Engagement Librarian, Library
Aaron Gernes, Community Engagement Assistant, Library
Jennifer Fletcher, Marketing Supervisor, Park and Recreation
Lieutenant Chris Scott, Police
Jonathon Gano, Public Works Director
Chuck Burrell, Public Works Section Chief