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Date..... October 23, 2006

**RESOLUTION TO ADOPT CITY OF DES MOINES GOAL STATEMENTS.**

WHEREAS, on August 31, 2006, the senior management staff of the City of Des Moines participated in a day-long retreat to discuss ebbing, established, and emerging trends impacting the future of the City; and,

WHEREAS, on September 5, 6 and 26, 2006, the City Council of the City of Des Moines participated in three sessions for the purpose of defining short- and long-term goals for the City; and,

WHEREAS, during the goal-setting sessions City Council received input from a variety of sources including the senior management staff and the Citizen Satisfaction Survey; and,

WHEREAS, City Council identified the following twelve goal statements that reflect what they want to see in Des Moines (in alphabetical order):

**Entertainment destinations:** Des Moines will be an entertainment hub for all ages and will attract visitors from the metro region and beyond.

**Fair distribution of government costs:** City services will be provided through stable, diverse revenue streams that reduce reliance on property taxes.

**Great customer service and communication:** The City will proactively communicate information about services and policies to all in Des Moines. Citizens will receive accurate, timely, and courteous responses to their requests for information and services.

**Inclusive community:** Des Moines will celebrate the rich diversity of our community by welcoming residents of all ages and cultures and encouraging their civic involvement.

**Neighborhood commercial/retail districts:** Neighborhoods throughout Des Moines will experience expanded and enhanced commercial/retail businesses.

**Pride in community assets:** The City will set the standard for constructing and maintaining attractive buildings, parks, and infrastructure that represent our world-class city and generate civic pride.

**Public safety:** Residents and visitors will experience a sense of safety in all neighborhoods and in all activities.

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**Quality jobs of the future:** Des Moines will encourage a balanced, diversified economy and increase the number of jobs that offer good wages and benefits.

**Sustainable green community:** Des Moines will be a leader in setting policies and practicing service delivery innovations that promote environmental sustainability. Des Moines will offer safe, reliable, and convenient transportation alternatives that reduce reliance on automobiles and parking facilities.

**Vibrant downtown area:** Downtown Des Moines will be a "24-7" city within a city, with a strong employment base, entertainment and recreation opportunities, housing, and retail.

**World-class, lifelong learning opportunities:** The City will work with public and private schools, higher education institutions, and others to offer exceptional learning opportunities for all ages.


**Youth as community stakeholders:** Des Moines will be a supportive community for young people and families.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, that the City Council hereby approves the twelve goal statements and refers them to the City Manager for review and recommendation of an implementation plan.

(Council Communication No. 06-682)

Moved by \_\_\_\_\_ to adopt.

APPROVED AS TO FORM:

  
 Bruce Bergman  
 City Attorney

COUNCIL ACTION	YEAS	NAYS	PASS	ABSENT
COWNIE				
COLEMAN				
HENSLEY				
KIERNAN				
MAHAFFEY				
VLASSIS				
TOTAL				

MOTION CARRIED

APPROVED

**CERTIFICATE**

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

\_\_\_\_\_  
 Mayor

\_\_\_\_\_  
 City Clerk