



### OUR VISION

Ankeny is a multi-generational hometown with an independent community spirit. Residents enjoy a safe community, an active lifestyle, thriving businesses, and easy connectivity to the region.

### OUR MISSION

The Mission of the City of Ankeny is to provide customer-focused, high-quality services and sound fiscal management. By advocating for and engaging our community, we enhance quality of life and protect the community's interests.

### OUR VALUES

Teamwork  
Respect  
Quality  
Integrity  
Professionalism  
Communication

## OUR GOALS

1 Upgrade Essential Infrastructure

2 Exercise Financial Discipline

3 Deliver Exceptional Service

4 Enhance Quality of Life

5 Strengthen Community Engagement

6 Ensure Economic Vitality

7 Provide Regional Leadership

8 Become the Employer of Choice

## OUR STRATEGY

- 1.1 – Reduce traffic congestion and improve traffic safety.
- 1.2 – Maintain aging infrastructure.
- 1.3 – Continue to examine and fund existing facility maintenance and future expansion needs.
- 1.4 – Maintain parks and facilities at a high level.
- 1.5 – Complete transportation plan and address long-term public transit needs.
- 1.6 – Improve major transportation corridors for all modes of travel (vehicle, bikes, pedestrians).
- 1.7 – Identify, present, and implement enhanced engineering standards for public infrastructure.

- 2.1 – Prioritize core services and align new services/program budgets to the City's mission.
- 2.2 – Maximize City services at the current tax rate.
- 2.3 – Improve long-range financial planning for replacement costs and major investments.
- 2.4 – Reduce the City's debt burden.
- 2.5 – Diversify revenue sources.
- 2.6 – Actively manage City fees for cost recovery, competitiveness, and mandates.

- 3.1 – Provide sufficient staffing to achieve exceptional service levels.
- 3.2 – Leverage technology to improve return on investment, operational efficiencies, and public access to City services.
- 3.3 – Maintain high citizen satisfaction rating.
- 3.4 – Strengthen collaboration and innovation between City departments.

- 4.1 – Achieve a hometown feel through events, safety, place-making, and community trends
- 4.2 – Develop unique attractions, neighborhoods, and recreational spaces.
- 4.3 – Assess the quality of current sports complex amenities, consider options and alternatives that address indoor facility needs.
- 4.4 – Update zoning and subdivision ordinances.

- 5.1 – Optimize existing partnerships and support new ones.
- 5.2 – Optimize the use of internal and external communication tools and techniques.
- 5.3 – Engage the public in "spreading-the-word" of City successes.

- 6.1 – Practice purposeful and bold economic development.
- 6.2 – Expand the commercial tax base and job opportunities.
- 6.3 – Responsibly guide community growth, redevelopment, and revitalization.
- 6.4 – Implement a proactive annexation process.
- 6.5 – Increase tax base and densities.

- 7.1 – Support regional initiatives benefitting Ankeny.
- 7.2 – Assume leadership roles in key regional government organizations.
- 7.3 – Collaborate with other suburban communities.
- 7.4 – Increase City presence at industry conferences.

- 8.1 – Attract and retain a high-performing, diverse, and competent City staff team.
- 8.2 – Address employee health and well-being.
- 8.3 – Increase training and development opportunities.
- 8.4 – Encourage collaborative and collegial coworker relationships.
- 8.5 – Implement robust and competitive recruiting.
- 8.6 – Increase flexibility for the City workforce.