



City of Des Moines

Council Study Session

May 7, 2026





CITY OF DES MOINES

Charting Our Course

2026 - 2030 STRATEGIC PLAN

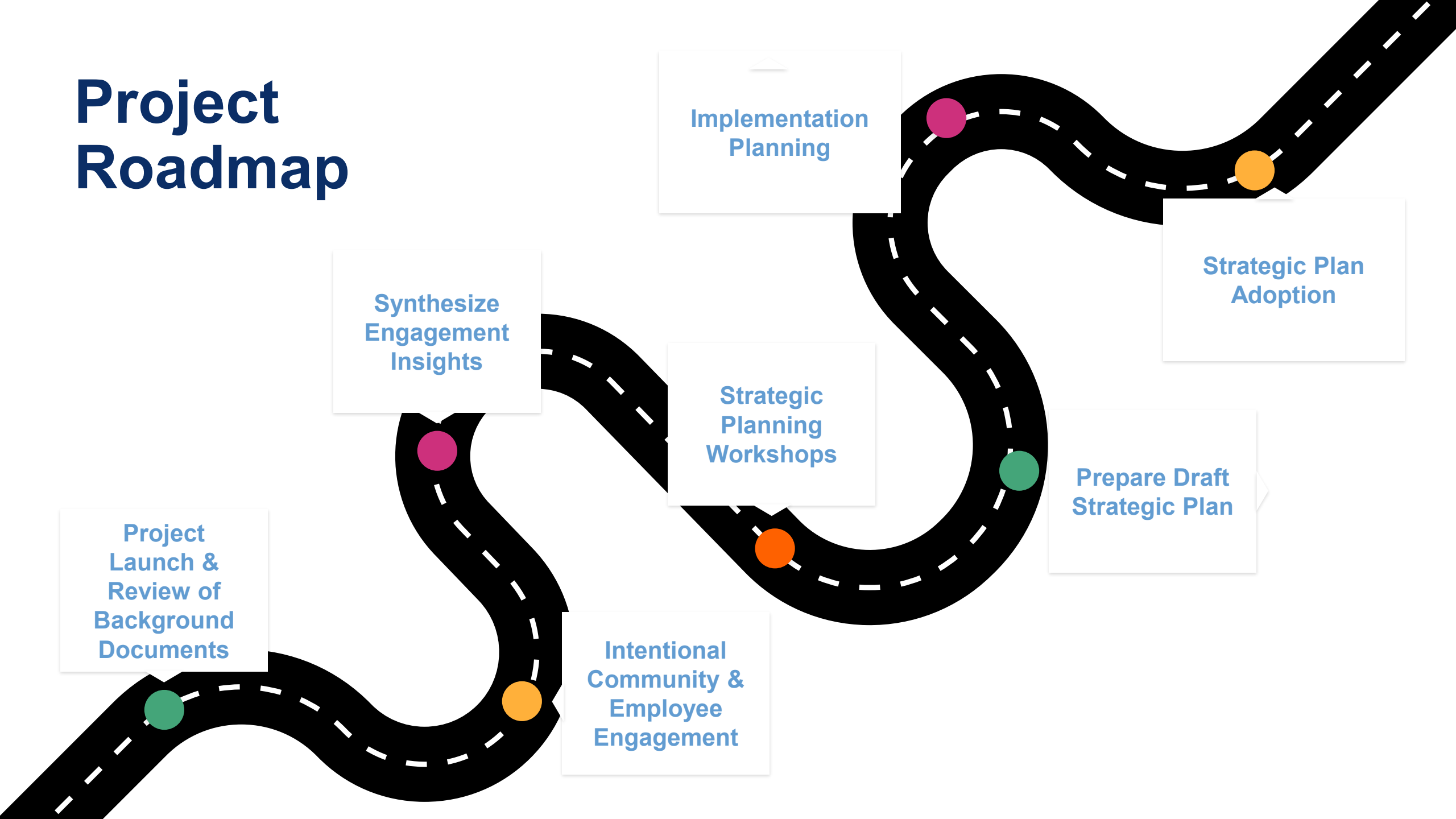
Agenda

1. Process Overview
2. Key Issues/Challenges
3. Vision, Mission, and Values
4. Strategic Focus Areas
5. Wrap up and Next Steps

Process Overview



Project Roadmap



Project Launch & Review of Background Documents

Synthesize Engagement Insights

Strategic Planning Workshops

Intentional Community & Employee Engagement

Implementation Planning

Prepare Draft Strategic Plan

Strategic Plan Adoption

Community & Employee Engagement Process



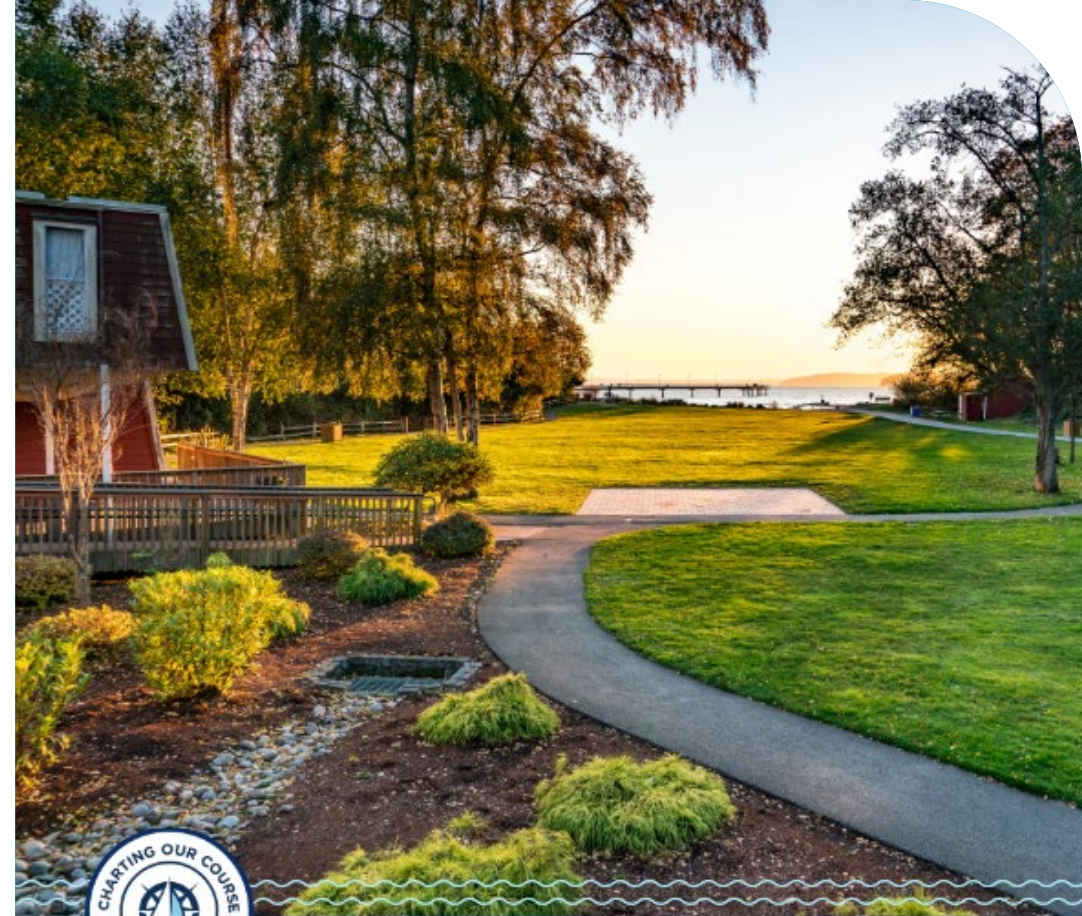
Key Issues/Challenges



Key Issues and Challenges Facing Des Moines

- Financial position
- Airport impacts
- Public trust
- Existing land use mix
- Pacific Highway corridor

Strategic Plan Elements

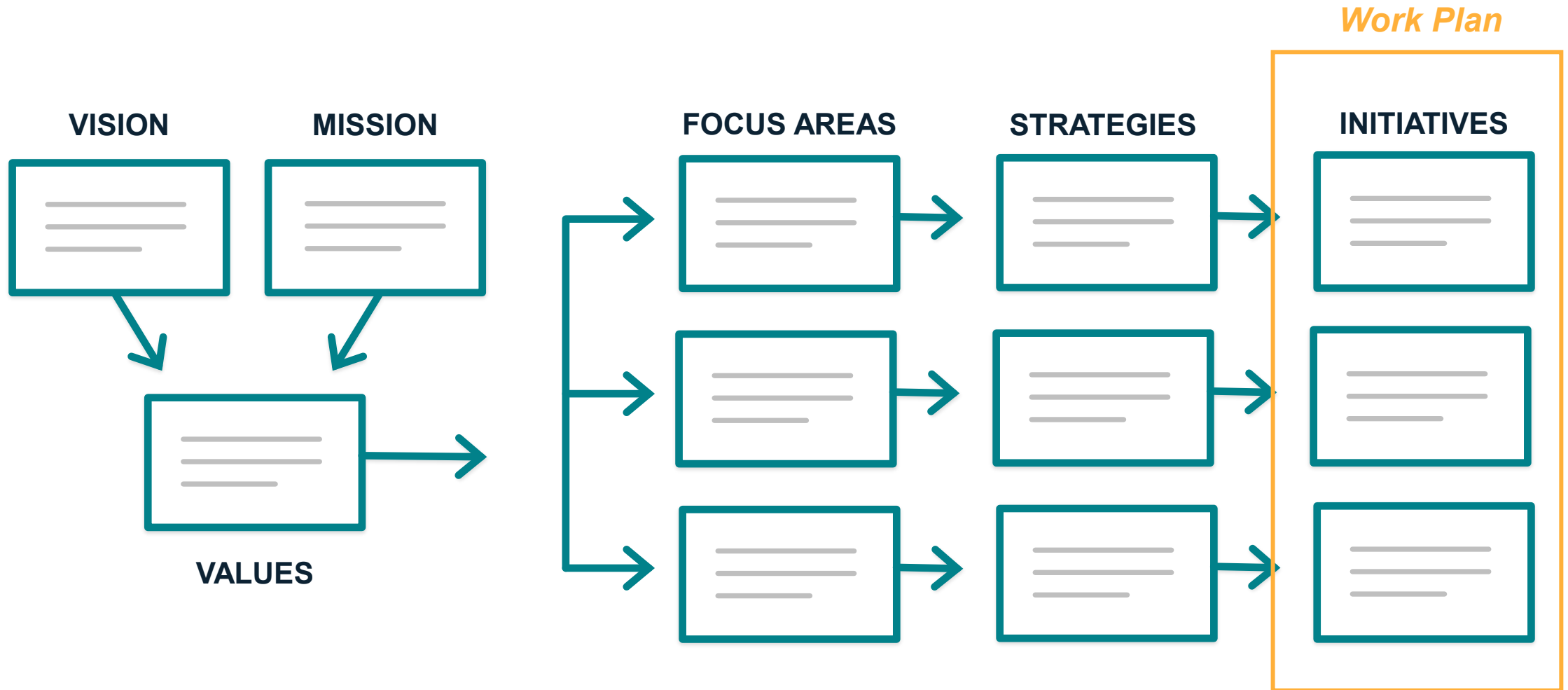


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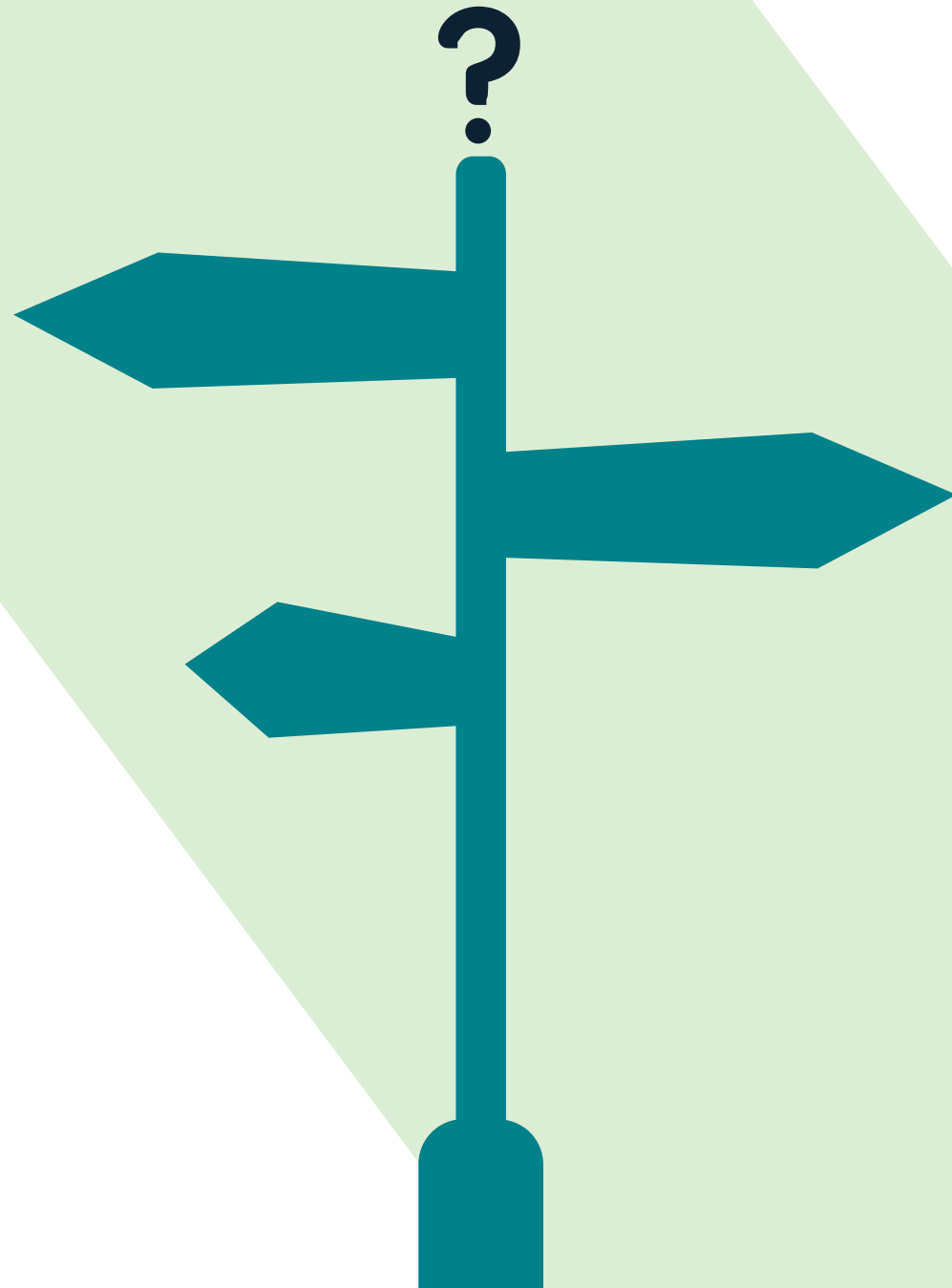
2026 - 2030 STRATEGIC PLAN

Strategic Framework





A Strategic Plan Answers **3 Questions**



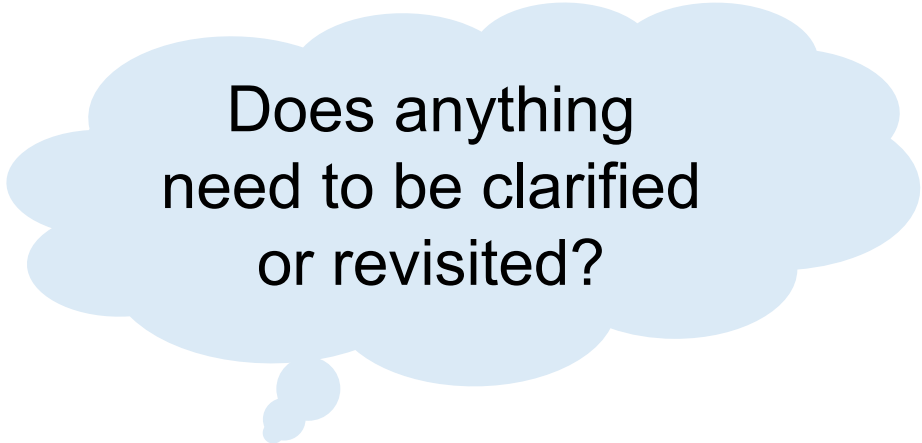
Vision, Mission, and Values



Vision Statement

What Des Moines aspires to be...

The premier waterfront community on the
Puget Sound.



Does anything
need to be clarified
or revisited?

Mission Statement

The purpose of the City of Des Moines...

Des Moines is committed to maintaining a safe, sustainable environment while ensuring a high quality of life for all to live, work, and play.

Does anything need to be clarified or revisited?

Organizational Values

How the organization shows up when at its best...

Teamwork
Customer Service
Safety
Responsibility
Integrity

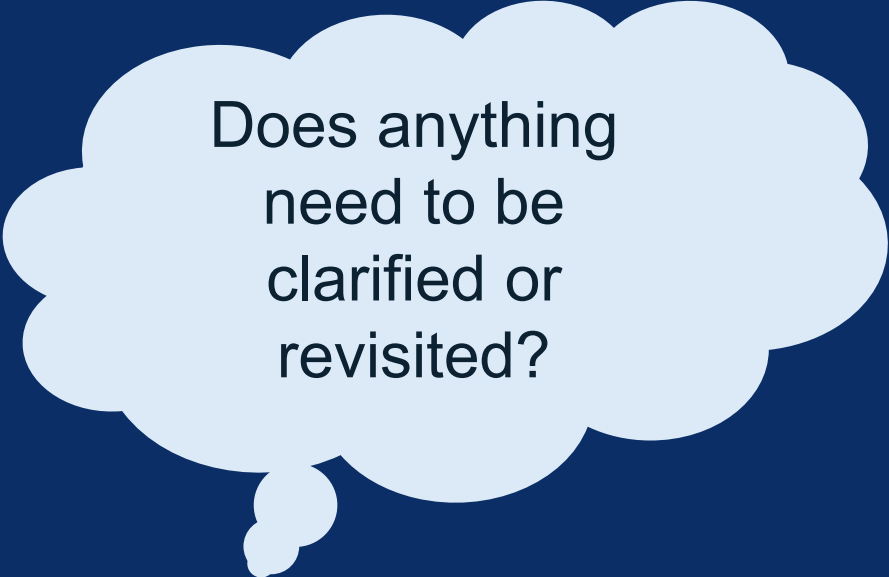
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Strategic Focus Areas and Key Strategies



Economic Vitality

Des Moines cultivates a dynamic economy that attracts investment and is sustainable for residents and businesses.



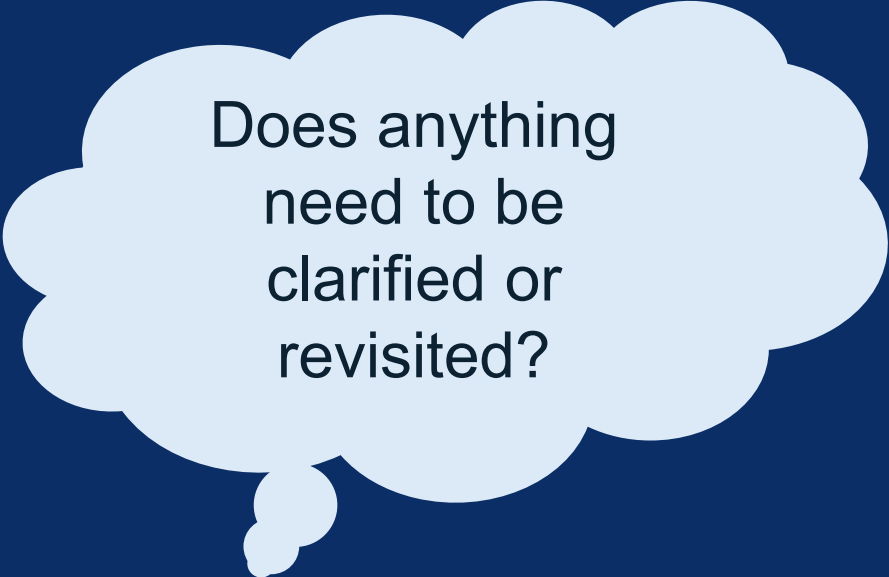
Does anything need to be clarified or revisited?

Strategies

1. Implement a data-informed Economic Development strategy with clear priorities, opportunities, and focus areas.
2. Revitalize downtown to be vibrant and provide a range of amenities that meet the needs and wants of a growing community.
3. Stimulate a marina that is the treasure of Des Moines, where the beauty, activities, and events attract locals and visitors.
4. Create an atmosphere where Des Moines is recognized as a great place for business investment.
5. Embrace the Pacific Highway corridor as an integrated community and economy to support complementary redevelopment.

Financial Stability

We keep Des Moines on solid financial footing by spending wisely, securing steady revenue, and maintaining healthy reserves.



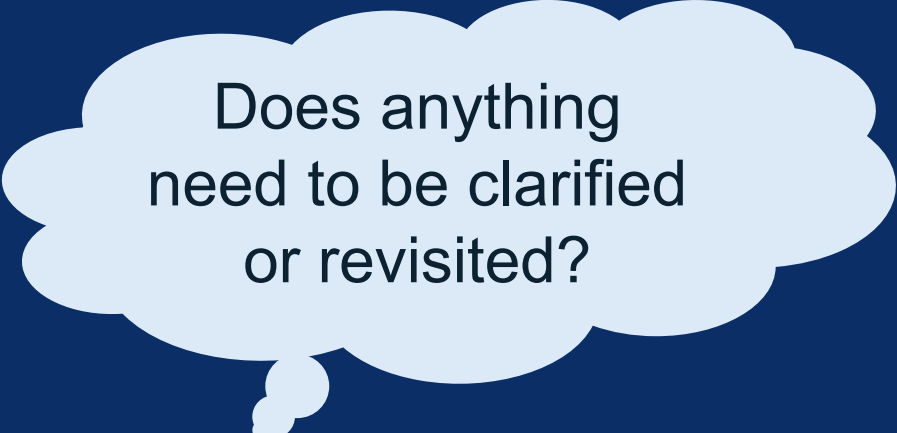
Does anything need to be clarified or revisited?

Strategies

1. Secure steady revenue through diverse sources.
2. Use resources wisely and manage costs.
3. Align spending with City priorities.
4. Plan ahead with strong financial forecasting.
5. Use partnerships and outside funding to support City services.
6. Maintain healthy reserves for long-term stability.

Public Safety

Des Moines is a safe and equitable place to live and visit, supported by responsive public safety services, emergency preparedness, and strong community partnerships.



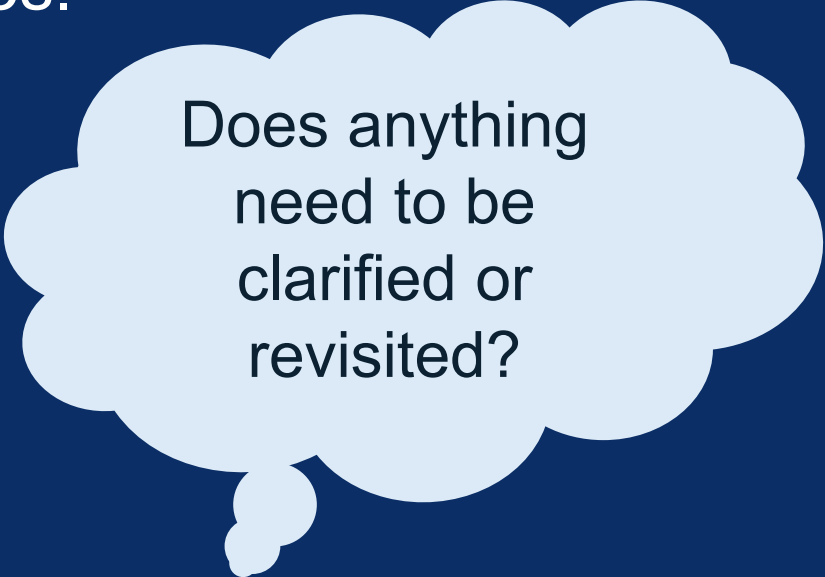
Does anything need to be clarified or revisited?

Strategies

1. Recruit and retain public safety personnel to align police staffing with service needs.
2. Enhance public safety services through data-driven decision-making, partnerships, and modern tools.
3. Improve traffic safety through coordinated enforcement, engineering, education, and technology.
4. Strengthen emergency preparedness and community resilience.
5. Provide sustainable and effective animal control services that meet community expectations.

Engaged and Thriving Community

Des Moines fosters an engaged and connected community where residents are informed, involved, and supported by inclusive programs, events, and public spaces.



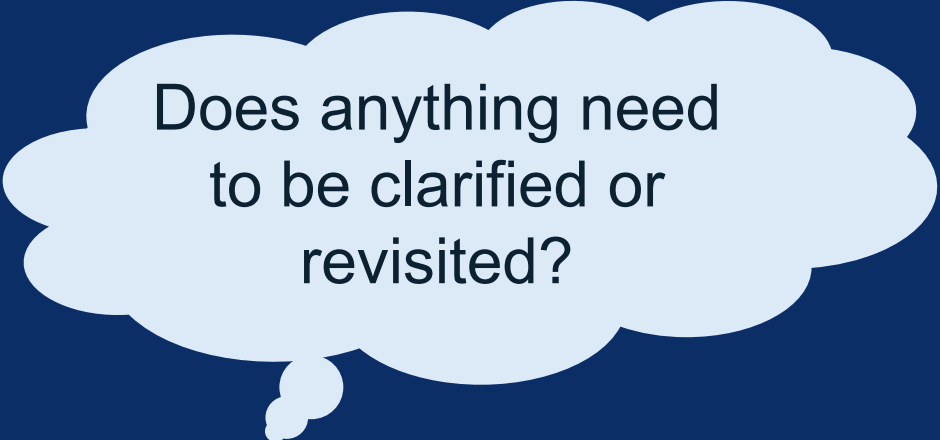
Does anything need to be clarified or revisited?

Strategies

1. Provide programs, events, and spaces that evolve with community needs and interests.
2. Increase participation in civic life through expanded volunteerism and inclusive engagement opportunities.
3. Maintain and activate parks, trails, and green spaces as safe, welcoming community assets.
4. Make it easy for people to find information and stay connected through modern, user-friendly tools.

Natural and Built Environment

Des Moines preserves its natural resources, including waterfronts, parks, and trails, while promoting safe, convenient mobility across the City and prioritizing investment in maintaining critical infrastructure.



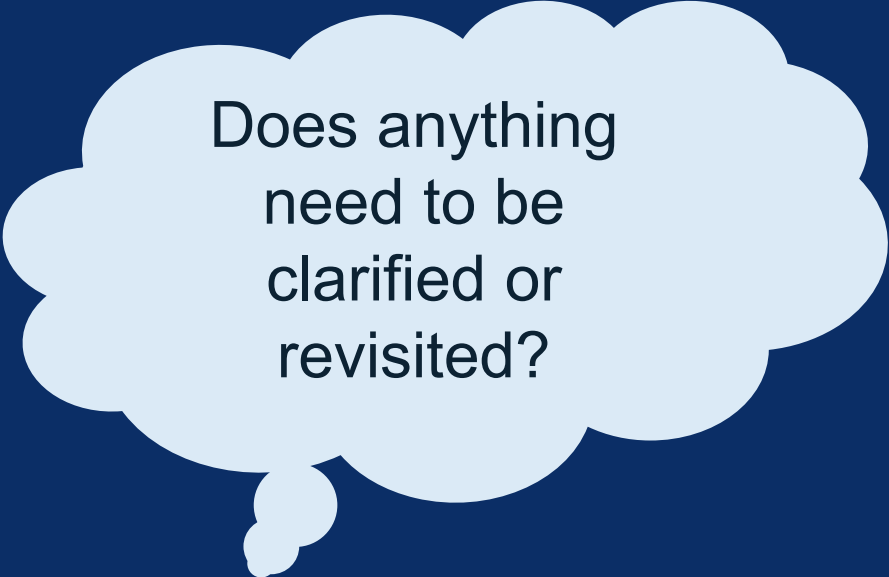
Does anything need to be clarified or revisited?

Strategies

1. Maintain and invest in critical infrastructure and public assets to support reliability, sustainability, and future growth.
2. Preserve, restore, and enhance natural resources and open spaces.
3. Advocate for solutions that reduce airport impacts and protect community health and quality of life.
4. Maintain parks, trails, and recreational facilities to ensure safe, high-quality community amenities.
5. Improve mobility, safety, and connectivity through a balanced, multimodal transportation system.

Organizational Excellence

Des Moines builds a skilled, supported, and engaged workforce that delivers high-quality service to the community.



Does anything need to be clarified or revisited?

Strategies

1. Strengthen a service-centered culture across the organization.
2. Recruit and retain a talented workforce to deliver high-quality public services.
3. Develop leadership capacity through clear professional development and advancement pathways.
4. Promote employee engagement through communication, recognition, and feedback.
5. Equip employees with the tools, technology, and resources needed to deliver effective services.

Connection to Staff Work Planning

The work plan is still in development. These examples are preliminary drafts.

Staff developed specific initiatives to achieve Council's strategies within each Focus Area


Economic Vitality

Des Moines cultivates a dynamic economy that attracts investment and is sustainable for residents and businesses.

<u>Strategies</u>	<u>Initiatives</u>	<u>Responsible Lead</u>	<u>Current Status</u>	<u>Anticipated Completion</u>
Implement a data informed Economic Development strategy with clear priorities, opportunities and focus areas.	Leverage the three 2026 grant funded efforts to establish a foundation for an economic development strategy.	Dan E.	In Progress	End of 26/Early 27
	Identify, unlock and promote strategic properties that enhance the tax base.	Katherine/ Dan E.	Not Yet Started	
	Develop tools and incentives to target investment and development in key commercial areas.	Dan E.	Not Yet Started	
Revitalize downtown to be vibrant and provide a range of amenities that meet the needs and wants of a growing community.	Update development standards to increase building heights and density that allow downtown to support thriving businesses.	Rebecca	In Progress	
	Modernize zoning to comply with state requirements and preserve ground-floor commercial uses in key locations.	Rebecca	Not Yet Started	


Implementing the Plan – *What's our role?*

CITY COUNCIL



**WHAT:
VISION &
DESIRED OUTCOME**

CITY STAFF



**HOW:
IMPLEMENTATION
& SPECIFIC STEPS**



Next Steps

- Refine the plan based on tonight's feedback
- Present the plan for adoption (*June*)
- Facilitate a City Council retreat to discuss implementation (*early fall*)



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Thank you!

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