

# The Front Line

For and About the City of Des Moines Employees



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Amelia Hamilton-Morris, Editor

## City of Des Moines Mission Statement

*To provide and maintain essential services that meet the collective basic needs of the citizens of Des Moines and to identify and seize opportunities for a higher quality of life.*

### THIS ISSUE

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## Principal Financial Group & the City Announced Plans for Riverwalk Development

Principal Financial, the largest private employer in downtown Des Moines and the City of Des Moines announced plans for the "Principal Riverwalk," a new recreational attraction along the banks of the Des Moines River.

The proposed project would anchor four major downtown Des Moines attractions: the Botanical Center, the Court Avenue District, the new Science Center of Iowa and the proposed Iowa Events Center. The Principal Riverwalk would connect the east and west sides of Des Moines through a seamless series of walking paths and bridges, and would include a proposed recreation/adventure park on



Mayor Preston Daniels and J. Barry Griswell, CEO and Chairman of The Principal Financial Group

## City Receives National Recognition for Customer Service Relationship Management



FrontRange Solutions Inc., an international market leader in customer relationship management (CRM) and customer service and support software, announced the implementation of its flagship product HEAT® at the City of Des Moines. The Aberdeen Group has identified the City's use of the HEAT® System as one of the most significant CRM implementations of

2001 in the Aberdeen Group's "Top Ten CRM Implementations of 2001 Awards"

Striving to be recognized as one of the best-run cities in North America, Des Moines uses HEAT software to facilitate the smooth operation of a "Citizen Response System" (CRS) to manage and automate inquiries from 200,000 city residents. As many as 9,000 incoming calls are

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the East Side of the Raccoon River. The project would also serve as a hub for the city's numerous bike trails, completing a loop from the Saylorville area to Gray's Lake. Upon completion, The Principal Riverwalk is estimated to cost between \$15 and \$20 million.

The Principal Financial Group Chairman, President and CEO, J. Barry Griswell referred to The Principal Riverwalk concept as a natural extension of the ongoing community outreach and support provided by the Principal Financial Group.

"The Principal Financial Group has been proud to call Des Moines our home for nearly 123 years, during which time The Principal and its employees have demonstrated ongoing support of our communities," said Griswell. "Through The Principal Riverwalk project, we hope to engage citizens to join the efforts

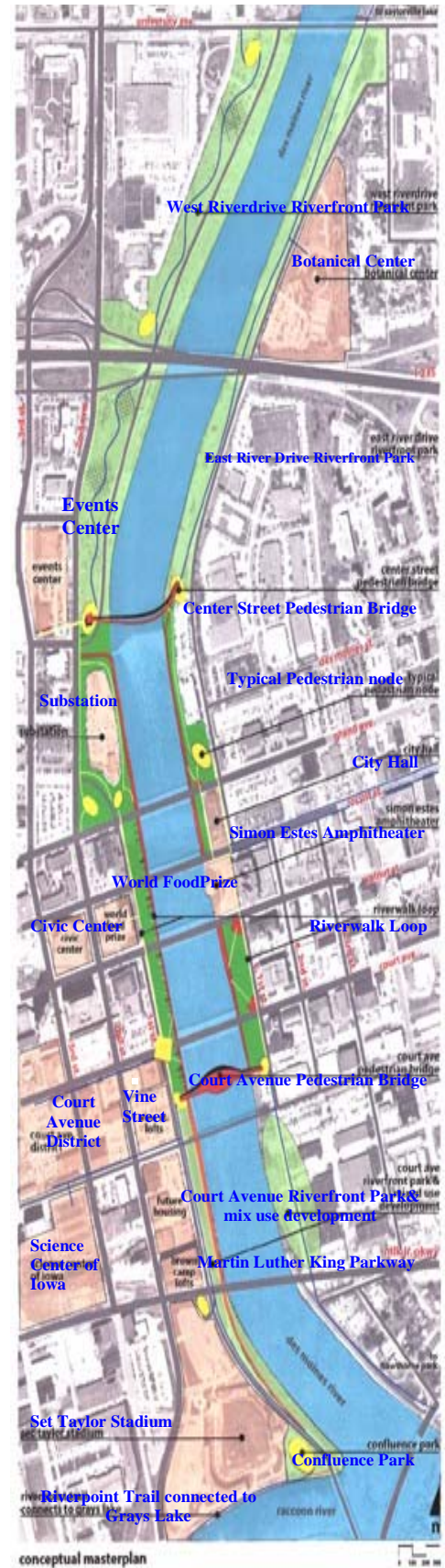
Task Force. The Principal Riverwalk will make the riverfront a premier recreational amenity and will tie the east and west sides of downtown together," said Daniels. "I thank all the visionaries of this great city who never gave up on their dreams for making the riverfront something special that everyone can enjoy. For 123 years, The Principal has been an integral part of the development of Des Moines and epitomizes what corporate citizenship is all about. Great companies make great communities."

The Principal Financial Group and the City of Des Moines will work together during the feasibility study to research and identify issues and opportunities for The Principal Riverwalk project. Results from the study are expected to be available sometime in 2002. The Principal® and the city are also planning several community sessions to collect suggestions, concerns and feedback for the many opportunities The Principal Riverwalk project would provide.

City Manager, Eric Andersen said the goal is to "create and develop a generous public space that's desirable and versatile for Des Moines and our surrounding communities. We are looking for everyone to be involved. It's this diversity and ongoing collaboration of the community that will result in a recreational attraction that will be not only successful, but also a cherished Iowa destination."

Griswell, Mayor Daniels and Anderson were joined at the podium by Michael Blouin, president and CEO of the Greater Des Moines Partnership. The announcement was well attended by civic and business leaders including members of the Des Moines City Council and the Polk County Board of Supervisors. For more information regarding The Principal Riverwalk, visit [www.principal.com/riverwalk](http://www.principal.com/riverwalk)

## Conceptual Masterplan



principal riverwalk  
des moines, iowa  
february 8, 2002  
rdg cruse garner shubert  
landscape architects  
planners



Michael Blouin, President and CEO, Greater Des Moines Partnership and Des Moines City Manager, Eric Andersen

and take full use of the downtown riverfront, develop parks and green space for recreation and encourage the building and rehabilitation of downtown housing and commercial development," he added.

During the news conference, Mayor Preston Daniels said The Principal Riverwalk is a natural extension of the City of Des Moines' efforts to enhance the riverfront.

"We share with The Principal the vision for the riverfront development. This project is a major advancement for the plan we have been developing in the Two Rivers

## Public Works Safety Conference

Public Works held their 2nd Annual Safety Conference Tuesday, April 2, at the Airport Holiday Inn. Over 400 Public Works employees attended.

The first conference was held April 2001, at the Botanical Center. Mayor Preston Daniels, Public Works Director William Stowe and Public Works Safety Committee Chair Jerry Palmer implemented the rewards-based safety incentive program. The program was designed to help reduce the frequency of injuries and, in turn, overall costs. By rewarding safe behavior, fewer in-

juries are expected. The Public Works Safety Committee developed and implemented the incentive plan after Jerry Palmer came up with the idea.

The program rewards individuals as well as team performance. Each employee has an opportunity for rewards based on both their individual and team injury experience over a calendar quarter. The benchmark for individual rewards is zero injuries. Team rewards are earned with zero injuries resulting in restricted work activity or time away from work.

A special congratulations to the Sanitation Division who set their goal of reducing injury frequency by 10 percent in 2001. The employees reduced injuries by 53 percent!

The Public Works Department is committed to reducing injuries and the high costs associated with them. As an enterprise fund, rate payers, rather than the property tax-supported General Fund, pay for refuse collector injuries. By promoting a safer work environment, these incentives will pay for themselves many times over!

### Human Rights Symposium “Emerging Issues”

Des Moines Human Rights Commission (DMHRC) will hold their 16th Annual Human Rights Symposium, May 2, at the Airport Holiday Inn.

Mayor Preston Daniels and Reginald Jackson, DMHRC Chair, will do the opening presentation. The topics for discussion will include:

- Immigration Issues
- Implication of Racial and Ethnic Profiling.
- Understanding the “Middle Eastern” Conflicts(s)
- Understanding and Defending Your Rights in Iowa.

For more information contact the Des Moines Human Rights Commission at 283-4284.

#### *FrontRange (Continued from page 1)*

handled by the CRS on a monthly basis, then quickly and efficiently dispatched to twenty different City departments for action. As Iowa’s capital city, Des Moines is a hub of government action, business activity, arts and cultural affairs.

“When someone thinks of CRM and high-quality customer care, the government is not usually the first type of organization that springs to mind,” said Chris Fletcher, vice president/research director at Aberdeen Group. “We are seeing an increasing level of interest in CRM from the government sector. The City of Des Moines’ successful implementation and case study may help to accelerate this trend.”

The Aberdeen Group canvassed industry vendors to identify the vendors’ most significant CRM implementations from the prior year, and then accepted case studies for review. Winners were selected based on an in-depth analysis of their CRM system. The City of Des Moines, Iowa selected HEAT software for its ease of use and its abil-

ity to handle thousands of calls, record and track issues, and maintain consistent customer service levels.

“This is a huge endorsement for HEAT software and a tribute to the City of Des Moines for their innovative CRM implementation,” said Patrick Bultema, President and CEO of FrontRange Solutions Inc. “This customer contact center scenario exemplifies the versatility of HEAT software. Using it this way, as a complete customer service and support tool, validates its unparalleled functionality. We are proud to be recognized along with our customer and other top CRM companies,” he added.

HEAT software delivers an easy-to-use, full-featured customer service and support solution with a single view of the customer, enabling an organization to reduce labor and systems costs, streamline customer support interactions and improve customer service. For more information, contact HEAT sales at 800.776.7889 or visit FrontRange’s Website at [www.frontrange.com](http://www.frontrange.com).

# Public Library of Des Moines Presents Second Annual

## AViD Event

The Public Library of Des Moines (PLDM) Foundation with support from Barnes & Noble Booksellers and many other organizations, present the "Second Annual AViD Event" series, April 14 through April 19.

The AViD Series will feature six authors. The event was a big success in 2001 and as a result was expanded to feature six authors, instead of three.

The performances are free to the public. Tickets are available at any of the six library branch locations March 15.

A reception will be held after each presentation. The author's presentation will include time for questions and answers. Barnes & Noble Booksellers will sell the authors books after the presentations. The author will be available for a book signing. Twenty percent of the book sales will be donated back to the library. The six authors include:



### Eleanora Tate

Eleanora Tate is known for her many stories celebrating children and families. Eleanora will speak on her newest

novel, the Minstrel's Melody, from the American Girl History Mystery collection, April 12 at 2 p.m. at St. Catherine of Siena Student Center, Drake University, 1150 28th Street.

### Ed Gorman



Ed Gorman, a prolific writer of Iowa mysteries, westerns, and horror stories will speak on his latest works and upcoming adventures April 15 at 7:00 p.m. at the Franklin Avenue Library.

### Donald Kaul

Donald Kaul former Des Moines Register columnist shares his sharp wit and observations on life, politics, and women's basketball. Donald will speak April 16 at 7 o'clock p.m. at Hoyt Sherman Place, 1501 Woodlawn Avenue.



### Lisa Scottoline

Attorney, Lisa Scottoline, writer of fictional thrillers, shares her latest adventures by her favorite characters April 17 at 7 p.m. at Sheslow Auditorium, Drake University.



### Stephen Bloom



Stephen Bloom a non-fiction Pulitzer nominee shares experiences from his book Postville: A clash of Cultures in Heartland America. Stephen will speak April 18 at 7 o'clock p.m. at the State Historical Building, 600 East Locust Street.



### Tom Bodett

Tom Bodett is known for his many stories about a small community in Homer. Tom promises a warm hearted evening, April 19 at 7 o'clock p.m. at the Hoyt Sherman Place.



## Public Works Crews Prepare for Spring Rains

In anticipation of the upcoming wet weather season Public Works Sewer Division Crews have been diligently working along the City's natural drainage way and creeks. Workers are removing sediment from the bot-



tom of the creek beds and clearing debris from the cross pipes. Crews have completed the Lee Town Creek from Hull Avenue to

Easton Boulevard and from Dean Avenue to Raccoon Street. Crews have also been working along Martin Luther King Jr. Parkway from Euclid south to Urbandale Avenue. The crews will continue to work on these drainage ways until they are all open and free flowing. Follow up inspections and spot cleaning will be completed after each rain event to maximize flows.

## Mike Klapp receives the "John S. Dodds Award"



Mike Klapp receives award from the Society of Land Surveyors of Iowa



Congratulations! The Society of Land Surveyors of Iowa (SLSI) awarded Mike Klapp, a Professional Engineer and land surveyor, the John S.

Dodds Award on March 7, 2002.

John S. Dodds is considered the "grandfather" of land surveying. Dodds was a Professor at Iowa State University. The award was first given twenty nine years ago at the SLSI Annual Conference in 1973.

SLSI presents the award to a member for presenting and preparing a paper pertaining to land surveying. Mike taught an outstanding educational course on land surveying to a group of attorneys in Des Moines and Cedar Rapids to win the award.



### Service Plus

Recognition of the extra efforts given by City Employees.

February 2002

Dear Public Works Crews,

Thank you for the prompt snow removal and sanding on the street after the storms this winter. Public Works hard work is appreciated and the citizens should let you know.

Bev Mills  
2606 36<sup>th</sup> Street

February 2002

Dear Pat Kozitza,

Thanks to you and your crews for plowing the streets right away during the snow storm! We appreciated the promptness. Please pass my thanks on to the crews. I'm not sure who they are.

Ann Nemmers  
NCS Division

February 2002

Dear Councilman Brooks

Please pass along our thanks to the City for their prompt attention to our alley. The gravel was appreciated. Also, thank you for the prompt service in clearing the alley from this latest snowfall. I did not want them to think their efforts went unnoticed.

Sheree Wheeler &  
Daniel Sterk

## WRF Tin Cup 2002 Golf Outing

Friday May 10 - 10:00 AM

Shotgun start

Toad Valley Golf Club

Entry Fee \$50.00/person includes 1/2 cart, barbecued pork dinner and beer/pop with your meal.

Deadline for entry/payment is May 1, no exceptions. (A \$5.00 late fee will be added for all monies turned in after this date).

Please return entry forms to Sharon Lumley and make checks payable to:

EAC GOLF  
Sharon Lumley  
C/O WRF  
3000 Vandalia Road  
Des Moines, Iowa 50317

Tel: 515-323-8044

Fax: 515-323-8052

E-mail: [smcoffey@ci.des-moines.ia.us](mailto:smcoffey@ci.des-moines.ia.us)

For more information please call Sharon Lumley or Jim Zahn  
323-8000

# Airport Noise Abatement Work Continues

by Jeff Hansen



Photo by Western Air Maps 2001

The Des Moines Airport's multi-million dollar runway lengthening and relocation project is in the final phase of construction. Bruce Rydberg, Airport Engineer, says the intent of the runway work is to lessen the noise from takeoffs and landings in the populated areas near the airport. Studies from the early 1990's showed unacceptable decibel lev-

els according to FAA guidelines.

In 2001, the northeast-southwest runway was extended 3,200 feet to the southwest. In 2002, the northeast runway will be shortened by 700 feet and raised 1.5 feet to improve sight distance. The goal of the two projects is to move the runway farther away from the residential areas. This will provide a longer crosswind runway. The runway will run north and east of Fleur Drive and McKinley Street.

The relocations of Army Post Road and Highway 28 are now complete. The relocation was necessary for the extension of the runway. Millions of cubic yards of dirt were moved, and hundreds of thousands of square yards of paving (15" thick runways) were placed for the projects. Roger Joanning, Engineer Designer, who worked on much of the design, said the Federal government paid roughly 90 per-

cent of the cost.

In less than a century, we have gone from Orville and Wilbur Wright, to an international airport with two runways, each nearly two miles long.

Des Moines is a major hub for United Parcel Service (UPS) and host to the 132<sup>nd</sup> Fighter Wing of the Iowa Air National Guard. Air travel and air cargo are essential to central Iowa's economy, and thanks to these projects, our airport will continue to provide quality air service for years to come.

## Mayor's 15<sup>th</sup> Annual Ride for Trails (MAR)



**When:** Saturday, April 20  
**Where:** City Hall  
**Time:** Registration 8:30 a.m.  
Ride 10:00 a.m.  
**Cost:** \$16 early bird  
\$20 after March 29

Cost includes a T-shirt, lunch, and entertainment. Come and experience Des Moines and a few of its recreation trails by bicycle. All proceeds from this event support Des Moines' recreational trails. The ride is sponsored by the City of Des Moines Parks and Recreation, WHO-TV-13, Mix 100.3, and Des Moines Register, INSTY-Prints, and Embassy Suites. For more information, call the MAR line at (515) 283-4294.

## Exercise can significantly improve your health



The United States spends more on healthcare than any other nation, however chronic health conditions continue to haunt America.

According to the National Center for Health Statistics and the National Health Survey, the average adult in the US has seven chronic health conditions.

The Centers for Disease Control and Prevention, states almost one in five adults is now considered obese. Research shows 33 percent of Americans are over-

weight; 60 percent of adults do not achieve the recommended amount of regular physical activity: and 25 percent of adults do not exercise at all. Approximately one-half of our youth do not get regular exercise.

Research done through Duke University Medical Center shows that a long-term exercise program can significantly improve blood sugar levels, as well as blood cholesterol levels and exercise capacity. For more information, on how to stay healthy, log on to: [ada.yellowbrix.com/pages/ada/Story.nsp?](http://ada.yellowbrix.com/pages/ada/Story.nsp?)

## SELF SERVE FUEL ISLAND

The City's main fueling facility is now providing self-service fuel dispensing through the use of specialized keys and electronic sensing systems.

The facility at S.E. 5th Street and Market is operational 24 hours a day 7 days a week. The attendant works only during peak hours 7 a.m. to 3:30 p.m. The attendant provides assistance and instruction to users not familiar with the

Public Works Self Serve Fuel Island located at S.E. 5th Street and Market.



process of activating the pumps. The attendant will also check the vehicles fluid levels. Fuel is dispensed when the terminal is provided with a unit number and mileage information. The charges for fuel are then allocated to using departments. The upgraded fueling system with new capabilities was installed in 2001. The staffing change was implemented to help reduce the overall cost

## Energy Assistance Deadline

The application deadline for the Low-Income Home Energy Assistance Program 2001-2002 is quickly approaching. April 15, 2001 is the last day that applications will be taken for household grants, which average about \$ 500.

The federally funded program was established to help qualifying low-income homeowners and renters pay for a portion of their primary winter heating costs. Several Community Action Sites around Polk County are taking applications for energy assistance. City of Des Moines residents may apply at the following seven sites.

**Four Mile Community Ctr.**  
East 37<sup>th</sup> and Easton;  
9:00 a.m. to 12:30 p.m.  
daily

**Southeast Community Ctr.**  
2501 SE Maury  
9:00 a.m. to 12:30 p.m.  
daily.

**Logan Community Ctr.**  
East 17<sup>th</sup> Court and Garfield;  
8:30 a.m. to 4:00 p.m. daily

**Model City Ctr.**  
1251 University, Suite E;  
8:30 a.m. to 4:00 p.m. daily

**Pioneer-Columbus**  
2100 SE 5<sup>th</sup>  
8:30 a.m. to 4:00 p.m. daily

**Woodland-Wilkie**  
3311 Ingersoll Avenue  
8:30 a.m. to 4:00 p.m. daily

**Community Svc. Central**  
Armory Building, 602 E. 1<sup>st</sup>  
8:30 a.m. to 4:00 p.m. daily

### Details on the web

<http://www.ci.des-moines.ia.us/departments/CD/Comm%20Serv/Energy%20Assistance.htm>

Applicants will need to furnish a Social Security number or proof of their birth date, a copy of their most recent heating bill, and proof of all household members' gross income for the past three months or income tax return for the past calendar year 2000 or 2001. The assistance is based on household income, household size, type of fuel used, and other factors. Eligibility for participation is established according to the following federal income guidelines:

<u>Household Size</u>	<u>Three Month Gross Income</u>	<u>Annual Gross Income</u>
-----------------------	---------------------------------	----------------------------

1	\$3,221.25	\$12,885.00
2	\$4,353.75	\$17,415.00
3	\$5,486.25	\$21,945.00
4	\$6,618.75	\$26,475.00
5	\$7,751.25	\$31,005.00
6	\$8,883.75	\$35,535.00

For households with more than six members, add \$1,132.50/\$4,530 for each additional member. For more information contact Barbara J. Ashton, Division Administrator, Community Development Department, Community Services Division, 515-283-4180 or Sue Patterson-Nielsen, Director, West Des Moines Human Services 515-222-3660.

## Three Firefighters Receive Medal of Honor

On the morning of October 21, 2001, fire and rescue personnel responded to a call at 2716 SE 18<sup>th</sup> Street for a residential structure fire. Prior to arriving, it was reported that a civilian might be trapped inside the burning residence.

First arriving crews reported a house "heavily involved in smoke and fire with flames venting 20 feet into the air". The search and rescue crew, consisting of Firefighter Chris Fabela, Firefighter Stacy Howell, and Fire Medic Wally Smith made quick entry through the front door and were

met with heavy fire conditions. The search and rescue team endured extremely hazardous conditions while executing the difficult task of locating an unresponsive victim in the burning structure. There were numerous holes in the floor with fire emitting from them which made searching for the victim extremely dangerous.

Despite the weakened floor and heat that was so intense that it partially melted part of the firefighter's protective clothing, the team quickly located the elderly victim in a bedroom. She was rapidly transferred to a medic squad where resuscitative efforts were initiated, and she was subsequently transferred to a local hospital.

Firefighter Chris Fabela, Firefighter Stacy Howell, and Fire Medic Wally Smith demonstrated bravery, determination, and exceptional courage while fulfilling their commitment to preserve life. We are proud to have members on the Des Moines Fire Department who willingly accept the risks associated with firefighting. We believe that these firefighters exemplify the phrase "professional firefighter." The Des Moines Fire Department applauds this outstanding effort, and rec-



(Left to Right ) Fire Chief Ron Wakeham, Captain Bill Harbert, Fire Medic Wally Smith, Firefighter Stacy Howell, Firefighter Chris Fabela, and Local #4 President John Tekippe

ognizes Firefighter Chris Fabela, Firefighter Stacy Howell, and Fire Medic Wally Smith as the inaugural recipients of the Des Moines Fire Department's Medal of Honor.

## Office of Economic Development Revamps Web Site

The Office of Economic Development's (OED) web site has a new image and web address: [WWW.DMOED.ORG](http://WWW.DMOED.ORG). The web site was launched simultaneously with the City of Des Moines re-designed web site February 4, 2002.

The target audience is business owners looking to locate or expand in Des Moines. The layout was designed for businesses to focus on issues critical to their particular location choice, and quality

of life, as well as available loan programs/sites, and current projects, etc.

Michael Armstrong, Chief Information Officer said, "The new OED site is a vast improvement. Its attractive design and reorganized content will make it much more effective."

Iowa Interactive assisted with the web site redesign. The remainder of the information and links will be completed by approximately June 2002.



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