

## Persona 1: Current Resident 1



## Michelle

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- 40 Years Old
- Married
- 2 Children in Junior High
- Works in Des Moines in Insurance
- Work is Primary Travel Destination
- Has Lived 3 Years Within City Limits
- Plans to Live 10+ More Years Here
- Moved to Van Meter for Small Town Characteristics and the Small School
- Enjoys Walking and Jogging, Shopping and Dining Out

## Growth and Development Thoughts

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Michelle would support grocery or retail, an expanded selection in dining, further park development, and teen/youth programs in Van Meter, and she likes a compact neighborhood where everything is a convenient walk away. She thinks it would be wise and successful to partner with neighboring communities for recreation, festivals and events, but would not like to see the communities become giant conglomerates nor see the schools merge. Michelle thinks that Van Meter street beautification, the downtown appearance and energy efficiency incentives are important in providing the right face to the city for prospective residents and businesses.

## Persona 2: Current Resident 2



### Barbra

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- 58 Years Old
- Married
- No Children Living at Home
- Works as a Nurse Part Time in West Des Moines
- Work and Shopping are Primary Travel Destinations
- Has Lived 14 Years Within School District Boundaries
- Plans to Live 10+ More Years Here
- Moved to Van Meter for Small Town Characteristics and Husband was born and raised here
- Enjoys Walking and Shopping

## Growth and Development Thoughts

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Barbra would support grocery or retail, a fitness facility, and an expanded network of trails in Van Meter and prefers to live in a rural setting. She thinks it would be wise and successful to partner with neighboring communities for recreation, festivals and events, but would not like to see the communities become giant conglomerates nor see the schools merge. Michelle thinks that Van Meter entry signage, a community identity feature, and street beautification are important in providing the right face to the city for prospective residents and businesses.

## Persona 3: Prospective Resident



### Ann

- 30 Years Old
- Married
- 2 Children, 1 in Elementary School, 1 Younger
- Is a Data Analyst
- Husband Recently Accepted Job in Des Moines
- Currently Looking for New Employment and a Place to Relocate
- Plans to Live 10+ Years in New Location
- Looking for Safe, Friendly Place with Quality School to Raise Children
- Enjoys Jogging, Biking, and Outdoor Sports and Activities

### What She is Looking For:

Ann would like to be in a safe community with a manageable size where she does not have to worry about her children. She wants to be in a quality school district with small class sizes that offer a competitive education. It would be ideal for her to be near shopping and entertainment amenities, and it must be within driving distance of her husband's new job and potential job opportunities for herself. Ann would like to be involved with her community and know her neighbors.

## Persona 4: Sight Selector



### Robert

- Works for a Data Center Looking for New Location
- Data Center Will Bring 40-60 Jobs
- Ideally Wants a Certified Site with Water and Sewer Present
- Site Must be Near Other Businesses and Amenities
- Site Must be Near a Location with a Solid Workforce to Pull From

### What He is Looking For:

Robert is looking for a certified site for a new data center. The salaries that the center will bring will be competitive and will be able to support a family with a reasonable lifestyle in this community. The positions will bring employees with young or established families, and the business would need to be located near other businesses and amenities.