

# QUARTERLY REPORT

## *JUNE 2016*

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Capital Crossroads is **a bold but achievable vision** pushing Central Iowans to dream big, not settle for good enough, think long term, and work together.

## CAPITAL CORE

*Russ Cross and Scott Sanders*

The Capital Core strategies are based on the philosophy that a strong, growing region needs a healthy central city in order to thrive. The Capital Core work focuses on three main areas: neighborhoods, downtown Des Moines, and public safety.

### **NEIGHBORHOODS**

To address the goal of improving residential property conditions and strengthening Des Moines' neighborhoods, Neighborhood Finance Corporation has launched a Front Porch Loan Program for exterior home improvements. The program offers low interest loans to borrowers of all income levels, with expanded eligibility to serve borrowers with lower credit scores than NFC is able to approve through their traditional loan programs. Funds are available in NFC lending areas only. The program is made possible by a federal grant.

To support the SW 9<sup>th</sup> Corridor Plan, Neighborhood Development Corporation unveiled three redevelopment projects on SW 9<sup>th</sup> Street, hosting a groundbreaking for the Lincoln block (2619 SW 9<sup>th</sup>) and a ribbon cutting for the Mary Todd House (2440 SW 9<sup>th</sup>) and MacRae Terrace (2249 SW 9<sup>th</sup>) projects.

A land bank to support continued revitalization in five Des Moines neighborhoods has been propose to the Des Moines City Council and the Polk County Board of Supervisors. A small task force of representatives from Capital Crossroads, the Greater Des Moines Partnership, City of Des Moines, Polk County, and the Polk County Housing Trust Fund are working to identify funding and establish policies and priorities for the land bank.

The City's comprehensive plan, PlanDSM, was adopted by the Des Moines City Council in April. Now that PlanDSM is complete and adopted, the City of Des Moines is beginning an 18 month process to update its zoning code. Look for opportunities to comment on the draft code in early 2017.

The City of Des Moines will be bringing in a consultant this summer to investigate ways to strengthen local policies, regulations, and procedures for more effectively addressing vacant and blighted properties. This supports the Capital Core initiative to advance efforts to address such properties and is a high priority identified by Des Moines' City Council in their strategic plan, GuideDSM.

### **DOWNTOWN**

The convention hotel continues to make progress. Construction commencement of the convention hotel was celebrated at a groundbreaking on May 19<sup>th</sup>. The 330-room Hilton convention hotel opening is planned for March 2018.

The downtown residential population continues to grow. With an almost non-existent vacancy rate, housing development continues to expand. Approximately 2,100 units are under construction this summer.

Over \$1.3 billion of construction activity is currently underway in downtown Des Moines; approximately \$1.2 billion is private investment.

The US Southern District of Iowa secured \$136 million for a new federal courthouse earlier this year. The General Services Administration (GSA), the federal agency charged with building this facility, will be identifying their preferred sites later this year. Planning for the Market District, one of the areas identified as a 'future development area,' identified a riverfront site for this project that would serve as a catalyst for redevelopment in this area.

The Dam Debates (April 26 and June 28) brought attention to the potential for river recreation and related development in downtown and highlighted the Des Moines Area MPO's work on a regional water trails plan.

## BUSINESS CAPITAL

*Kathryn Kunert and Mike Crum*

With a continued focus on targeted industries, partners, entrepreneurship, and international, the Business Capital took on many activities over the past quarter.

The Greater Des Moines Partnership released the **Global DSM** plan in April. Global DSM is a comprehensive global trade and investment plan that outlines specific steps that local business, civic, and government leaders can take to grow our region's global presence. The strategy is an integral stage of The Partnership's participation in the Global Cities Initiative, a joint project of the Brookings Institution and JPMorgan Chase. The plan focuses on growing exports, foreign direct investment, and attracting talent from around the globe. It focuses on key industry clusters including agriculture bioscience and insurance and financial services.

**Square One DSM** collaborated with 1 Million Cups DSM, the Technology Association of Iowa, and dmStartupDrinks to host Accelerate DSM, a day of learning, sharing, and networking for entrepreneurs and innovators. Elizabeth Caven, founder of the UpCraft Club, won the \$40,000 first place award in the U.S. Small Business Association's national InnovateHER competition. Caven also was recently featured in a Forbes article. ScoutPro was featured in a national article in the publication AgWired. BirdDog HR CEO Todd Skokan was a semifinalist in the Ernst and Young Entrepreneur of the Year 2016 Upper Midwest awards program. The Iowa Economic Development Board awarded assistance for the following Square One DSM Clients:

- My Diabetes Home – \$25,000 Proof of Commercial Relevance Grant
- ClinicNote – \$100,000 Demonstration Loan
- AgriSync – \$100,000 Innovation Acceleration Loan
- Certintell – \$100,000 Innovation Acceleration Loan

The third annual **Global Insurance Symposium**, presented by the Iowa Insurance Institute, Federation of Iowa Insurers, Iowa Insurance Division, the Iowa Economic Development Authority, ACORD Insurance Innovation Challenge, Insurance Thought Leadership, and The Partnership, attracted a record 430 attendees. The event was a success in bringing industry leaders as well as the insurance technology startup community together to discuss the latest industry trends. Startup companies from the Global

Insurance Accelerator were able to pitch their companies to participants. Website visitors to the Global Insurance Symposium were up 182 percent in the four months leading up to the event, and #GlobalInsurance had 2.4 million impressions, showing strong momentum for the event. The Global Insurance Symposium earned 357 national and international media placements, a \$1.6 million advertising value equivalent.

The **ISU Startup Factory** launched June 27<sup>th</sup> with 14 entrepreneurs in the inaugural cohort. The ISU Startup Factory is a 52-week intensive program housed at the Iowa State University Research Park (ISURP). Entrepreneurs in the Startup Factory will receive formal training, resources, and access to a network of business mentors, advisors, counselors, and investors in two 26-week blocks: the first, a formal curriculum centered on business validation, and the second, customized to their individual business needs. The framework for the Startup Factory is based on best practices of programs such as MIT, Stanford, and other successful accelerators. An affiliated ten week summer program for students, CyStarters, is also located at ISURP. It launched in May and has eight teams in the inaugural cohort. For more information, please go to <http://www.isustartupfactory.org/> and <http://www.isupjcenter.org/2016/04/meet-the-first-cohort-for-cystarters/>.

Several **economic development projects** were announced or advanced during the second quarter. The Partnership assisted our city, county, utility, state, and local economic development partners on the following projects:

- Cognizant Technology Solutions plans to add 1,014 jobs in Des Moines and lease more than 100,000 square feet of office space. The project is expected to result in a \$25 million capital investment.
- Scientific Games Corporation plans to add 20 jobs in Des Moines, including 13 software and analytic engineering positions.
- Crossroads Cold Storage is planning to construct a new cold storage facility in Des Moines, which will be a \$16.8 million capital investment.
- Edge Business Continuity Center Data Managed Services Cloud Technology company is planning to expand its data center facility in Altoona, which would be a \$30 million capital investment.
- Excell Marketing is planning a warehouse expansion in Des Moines that would represent a \$5.4 million capital investment and create 58 jobs.
- Power Distributors is planning to construct a new velocity distribution center in Ankeny that would represent a capital investment of \$2.2 million and create 25 jobs.
- Innovative Injection Technologies is planning to renovate, expand and connect two buildings in West Des Moines that would represent a capital investment of \$10.7 million and create 36 jobs.

## CULTIVATION CORRIDOR

*John May*

The Corridor continued to see success across its three work platforms over the last quarter, including the launch of an intensive 90-day strategy review process and an established biochem web presence. One of the largest successes for the Corridor happened when Governor Branstad signed the Iowa Biorenewable Chemical Tax Credit Program on April 6<sup>th</sup>.

In a ceremony at the Biorenewables Complex at Iowa State University on April 6<sup>th</sup>, Governor Branstad signed the Biorenewable Chemical Tax Credit Program [BTCPP] into law. BTCPP has become one of the first economic development programs aimed specifically at the emerging biochemical industry to be codified into law anywhere in the world. It authorizes up to \$10 million annually in tax credits for ten years to support the growth of the biorenewable chemical industry in Iowa.

On April 1<sup>st</sup>, six board leaders were appointed to serve on the Corridor Executive Committee, the first standing committee formed since the organization's inception.

The board formally ratified a committee charter creating the positions of Chairman, Vice Chairman, Treasurer, Officer, and Secretary. John May [CIO, Deere & Co.], Gage Kent [CEO, Kent Corporation], Dr. Steven Leath [President, ISU], Kathryn Kunert [VP, MidAmerican Energy], Jason Andringa [CEO, Vermeer Corporation], and Charles Sukup [President, Sukup Manufacturing] have been appointed to the committee.

Their first order of business for the committee was to initiate a strategy review process. The Corridor is approximately 50 percent of the way through the intensive 90-day process, which is being facilitated by the Boston Consulting Group, to inform the strategic and operational direction of the organization in the foregoing three years.

The Corridor also launched a biorenewable chemical web presence [[CultivationCorridor.org/Biochem](http://CultivationCorridor.org/Biochem)] to serve as a resource to biochemical companies considering Iowa and to Iowa economic developers recruiting biochem companies. The Corridor also helped host an international biochemical company considering siting a research facility in the Corridor in the last quarter. Iowa's biochem tax credit is an important factor in the company's consideration of our region and state. The Corridor continues to work and follow up on leads in the industry, which continue to accelerate.

Work has been completed on the Corridor's new home: Iowa State University's \$12 million Economic Development Hub. The Corridor will be moved in by the end of June.

In partnership with the Greater Des Moines Partnership, the Corridor continues to work to seed an Ag Technology Accelerator to serve the Corridor region. The goal is to conclude fundraising by the fall.

The Corridor is partnering with Iowa State University, Iowa Economic Development Authority, the Greater Des Moines Partnership, and the Ames Chamber of Commerce on an official side event to this year's World Food Prize Borlaug Dialogue in October. Details to this invitation-only event will be released later in the summer.

## WELLNESS CAPITAL

*Jami Haberl and Rick Kozin*

The Wellness Capital is focused on developing a Healthy Community Toolkit, ensuring effective coordination, and conducting a Wellness and Community Study. The Wellness Capital took on several activities to support these goals during the last quarter.

The Wellness Capital held a half-day planning session to review the Community Health Needs Assessment and priority around enhancing social and emotional well-being in Central Iowa.

The Wellness Capital drafted a new purpose statement based on priorities identified through the Community Health Needs Assessment:

**“To lead in elevating the conversation and to give voice to the vast number of opportunities to improve the overall social and emotional well-being of the community through advocacy and awareness.”**

The Healthiest State Initiative hosted their annual conference in May at Iowa State University. The conference kicked off a series, “Step It Up Iowa,” to increase walking and walkability throughout the State of Iowa.

In April, a team comprised of representatives of the City of Des Moines, Healthiest State, the Iowa Department of Public Health, Des Moines Public Schools, and the Mayor of Des Moines attended the National Association of Chronic Disease Director’s Walkability Institute in Atlanta, Georgia. As an outcome of the Institute, the team submitted an action plan outlining activities to support enhancing walkability in the Des Moines metro.

For all Iowa State Fair goers, the Healthiest State Initiative, in partnership with the YMCA, will provide Fitness on the hill every day at 9:30 am as an opportunity to jump start the day with healthy movement. The Iowa State Fair Opening Day Walk will be held on Thursday, August 11<sup>th</sup> at 8:30 am on the Grand Concourse, led by the Governor and Lieutenant Governor.

The Healthiest State Initiative will be hosting its annual walk on October 5<sup>th</sup>, with the goal to have a minimum of 1 public walk in all 99 counties. The walk will be shifting from a 1K to 30 minutes in alignment with the US Surgeon General’s recommendation of 30 minutes of physical activity. The Healthiest State Initiative is partnering with the Greater Des Moines Partnership and the Des Moines Area MPO to host a downtown walk. More information will be released in August on how to register for a walk along with how to engage in the downtown Des Moines walk.

## HUMAN CAPITAL

*Dave Wilkerson and Chris Littlefield*

The Human Capital is divided into two focus areas: 1) a comprehensive Cradle thru Career approach to education and talent preparation called EDGE – Education Drives our Great Economy; and 2) talent retention & attraction. The EDGE initiative is a collaboration of the Business Education Alliance and the Greater Des Moines Partnership and is under the direction of the EDGE Board of Director. The talent attraction & retention work is being directed and implemented through the Partnership’s Workforce Development/Education Board and staff. Over the last quarter, the two groups have taken on a number of efforts:

## **EDGE (EDUCATION DRIVES OUR GREAT ECONOMY)**

Over the last quarter, EDGE has been conducting ongoing outreach to the region's top 50 employers asking for them to play a role in helping our community reach the EDGE 75x25 campaign goal of increased post-secondary educational attainment so that successful students become successful employees. In an effort to get a sense of our community's post-secondary educational attainment, EDGE is asking employers to share a survey that will provide a snapshot of our workforce's educational skill level. Additionally, EDGE is asking that they continue to train/educate their workforce, seek involvement in K-12 mentorship programs, and partner with school districts. The survey is available at [www.edge75x25.com](http://www.edge75x25.com).

EDGE worked with Reaching Higher Iowa, SAI, IASB, AEA, and UEN to develop messaging for a meeting with the Governor and staff regarding the Iowa Assessments and Smarter Balance legislation. EDGE advocated for a veto of SF232, Section 19, since the House amendment negates the work of the Assessment Task Force. However, EDGE did support SF232, Section 6, from the Senate amendment that delays the implementation of assessments for schools with full implementation of the new assessment in the year beginning July 1, 2017. After review of the legislation and discussion, Governor Branstad supported the recommendation and voted accordingly.

EDGE continues to participate in the Iowa College and Career Readiness Roadmap Collaborative, a coalition of education stakeholder groups, colleges, universities, and state agencies with an interest in strengthening college and career readiness efforts in Iowa. The strategic outcome is focused on increasing post-secondary enrollment, persistence, and completion with particular attention to improving outcomes for underrepresented populations.

The Workforce Innovation and Opportunity Conference was held June 27<sup>th</sup>, and the Iowa STEM School + Business Innovation Conference will be held June 29<sup>th</sup>.

## **TALENT ATTRACTION**

The Greater Des Moines Partnership's new **CarpeDM** talent attraction marketing piece received a 2016 "Award of Excellence" from the Association of Chamber of Commerce Executives.

The Greater Des Moines Partnership again worked with Live Nation to host **The Des Moines Embassy** during the South by Southwest Music, Film, and Interactive Festival in March in Austin, Texas. The Embassy hosted an audience of more than 60,000 people and put Greater Des Moines on the map as a great place to build a life and career. The Embassy featured events that showcased Iowa entrepreneurs, Greater Des Moines musicians, and the community itself to a unique national audience. The hashtag associated with The Embassy, #HellYesDM, garnered 3.6 million impressions on Twitter and Instagram in March. #SeizeDesMoines also was heavily promoted at The Embassy, and that hashtag had 6.3 million impressions in March. The Des Moines Embassy earned 142 media placements, hitting 269.4 million potential viewers. The Greater Des Moines Partnership team was able to cultivate relationships with 26 media members onsite. The Greater Des Moines Partnership is currently cultivating an ongoing relationship with over 10,000 attendees through a multi-message email campaign.

The Greater Des Moines Partnership and the Des Moines Music Coalition released the "**CarpeDM Music Mix Volume III.**" The Music Mix, available at [SeizeDesMoines.com/MusicMix](http://SeizeDesMoines.com/MusicMix), features songs

from 15 long artists selected by a panel of judges. It was used to promote the Greater Des Moines music scene at South by Southwest, and is used at career fairs and out-of-state recruitment events.

Utilization of the Greater Des Moines Partnership’s key attraction/retention tool, the **CarpeDM website** SeizeDesMoines.com, is up year over year in terms of unique visitors and overall visits to the page; see the analytics below.

<b>Analytics</b>	<b>2015 (as of 5/31)</b>	<b>2016 (as of 5/31)</b>
Unique Visitors	21,197	23,968
Overall Visits/Sessions	29,841	39,060
Overall States Reached	50 + DC	50 + DC

The Greater Des Moines Partnership and the Partnership for a New American Economy have continued to lead the efforts on the **Des Moines Immigration Initiative**, which aims to make Central Iowa a premier destination for foreign-born talent. Recommendations from the task force will be released this summer, focusing on education and workforce, economic development, and a welcoming environment for immigrants.

The Greater Des Moines Partnership’s team visited more than 45 colleges and universities throughout the Midwest this spring to talk with students about career opportunities in Greater Des Moines as part of its **post-secondary student recruitment** efforts.

The Greater Des Moines Partnership’s summer intern series returned this summer with a new name. Seize the City, formerly known as Do More in the City, kicked off on June 1<sup>st</sup> with an event at Brenton Skating Plaza. All interns and college students working in the Greater Des Moines area are invited to attend to network, engaged with the community, and take advantage of professional development opportunities.

On August 3<sup>rd</sup>, the Des Moines Immigration Integration recommendations will be rolled out in conjunction with the Partnership for a New American Economy’s “Reason for Reform” campaign.

This fall, the Greater Des Moines Partnership will begin a large-scale CarpeDM marketing campaign. The 2016 focus is on content curation through integrated social media strategies and engagement of a larger pool of content contributors.

## **SOCIAL CAPITAL**

*Angie Dethlefs-Trettin and Phil Hodgkin*

The Social Capital team is focused on leadership, diversity, and civility. The committee has subgroups for the Regional Leadership Council, Community Connect, the Diversity & Inclusion Council, the Civility Initiative, and the Emerging Leaders Collaborative; their respective reports are as follows.

The **Regional Leadership Council (RLC)** focused on hosting the Association of Leadership Programs regional conference in Des Moines called “Ignite Leadership.” The conference drew participation from leadership programs from the Midwest and other regions of the country, including participants from Iowa as well. Several representatives from the RLC presented and were on panels highlighting strategies



and challenges within the area of leadership development. The RLC also worked with the Ray Center at Drake University to conduct a pre-conference session on civility and community.

The **Diversity & Inclusion Council** hosted sessions on personal bias and USERRA. The multicultural reception hosted by Nationwide drew over 340 people, and INclusion Magazine is set to launch in November with a new format. The African-American workforce subcommittee was established, and the plan has been set in motion. Executive Forum planning is underway for a November event.

The **Civility Initiative** conducted resident outreach at the Downtown Des Moines Farmers' Market. A working group has been finalizing the team's strategic plan for the next 12 months. Efforts will focus on public discourse, and the group will be doing significant work to build awareness of civility during the election cycle.

The **Emerging Leaders Collaborative (ELC)** is working through its 2016 agenda items. More structure has been placed around sharing events, cross-publicity, and information sharing. Membership has grown, as the ELC has added a few new groups. The group has been very engaged and good at sharing information, best practices, and creating an environment for positive discussion. The ELC now keeps a monthly inventory of events that is distributed to the group. The group also has monthly and bi-monthly spots on Mediacom talking about events in and around Des Moines as they related to young professionals.

## CULTURAL CAPITAL

*Mary Cownie, Brian Lorenzo, and Sally Dix*

The Cultural Capital is focused on three key components: communication, collaboration, and sustainable funding and capacity.

In a shortened six month grant cycle, Bravo Greater Des Moines awarded \$1.58 million in operations grant awards to 56 organizations. Bravo Greater Des Moines' next operations grants will resume a full year cycle in January 2017.

The Iowa Department of Cultural Affairs has awarded 119 grants totaling more than \$1.2 million to organizations, people, and projects in 40 communities that strengthen quality of life and cultural vitality in Iowa. Grant-supported projects include more than 20 awarded to Greater Des Moines arts and cultural groups, including money for a new Des Moines Jazz Festival.

The Iowa Department of Cultural Affairs and the Iowa Arts Council are currently registering attendees for the 2016 Iowa Arts Summit to be held August 5<sup>th</sup>. Register at <https://iowaculture.gov/arts/get-involved/iowa-arts-summit>.

Des Moines culture was a featured priority for the CEOs for Cities Spring Cluster Workshop held in Des Moines June 26<sup>th</sup> to 28<sup>th</sup>.

Greater Des Moines leaders launched the Art Route Des Moines path downtown with a live installation of one piece of the route. The Art Route is a first-of-its-kind project that will connect nearly 90 existing pieces of public art downtown with a 6.6-mile path of dots, chevrons, and painted intersection artwork.

Des Moines is believed to be the first city in the nation to create an artful pathway connecting both painted sidewalks and painted intersections to public art, according to a news release from organizations partnering on the project. The City of West Des Moines also announced plans to expand on the Art Route by installing an "art pocket" near City Hall, making this a regional effort.

The affordable artist studio project on Keo Way continues to progress toward launch. Recently, the organization's founder, Josh Mandelbaum, and Executive Director Siobhan Spain announced the renaming of the facility to Mainframe Studios in honor of the original purpose of the building.

## PHYSICAL CAPITAL

*Michael Sadler and Dave Caris*

The Physical Capital committee is focused on three key components: transportation, stormwater and flood control, and communications.

The Des Moines Area Metropolitan Planning Organization (MPO) released a draft of their Greater Des Moines Water Trails and Greenways Plan at <https://dmampo.org/water-trails/>. The plan includes recommendations for 150 miles of the region's creeks and rivers. Specifically, the plan highlights the importance of regionally coordinating the water trails network, as well as planning for how to keep people safe while they enjoy the water trails. In addition to these highlights, the plan includes the formation of multiple soft trails, fishing nodes, wading areas, and more. These recommendations were formed by compiling research on the existing conditions of the water trails and considering input from people and organizations that have a wide range of interests in the waterways. After receiving public comments throughout the summer, the plan will be revised as needed and voted on this fall. The MPO will host two events where the public can give feedback on the water trails plan:

- The Dam Debate: Part II – 7 to 8:30 pm, June 28, The Des Moines Register Community Room – 400 Locust Street, Des Moines
- Open House – 6 to 8 pm, Ding Darling Shelter at Birdland Park – 2100 Saylor Road, Des Moines

The Walnut Creek Watershed Management Authority (WMA) plan has been endorsed by its board and will now be discussed by the city and county governments whose districts are involved with the watershed. The plan was created after receiving a \$123,000 grant from the Iowa Department of Natural Resources for this project. The Walnut Creek watershed is one of the most quickly urbanizing watersheds in Iowa, encompassing 52,643 acres in Dallas and Polk Counties and including portions of Clive, Dallas Center, Des Moines, Grimes, Johnston, Urbandale, Waukee, West Des Moines, and Windsor Heights. The quarterly Council of WMAs meeting will be held from 1:30 to 2:30 pm on July 14<sup>th</sup> at the Des Moines Area MPO – 420 Watson Powell, Jr., Way, Suite 200, Des Moines.

The State of Iowa received a \$97 million grant from the US Department of Housing and Urban Development to confront water quality and flood challenges in key watersheds across the state. Iowa is one of 13 states and cities to receive \$1 billion in these flood preparation grants from HUD. This grant is especially significant when considering Iowa's recent history with floods that affected more than 70 percent of the state and led to numerous presidential disaster declarations between 2011 and 2013. With this funding, nine WMAs will be formed to make hydrological assessments, develop plans for their watersheds, and implement pilot projects.

The US Department of Agriculture (USDA) Regional Conservation Partnership Program (RCPP) has awarded \$9.5 million to the Midwest Agriculture Water Quality Partnership, a project that will help expand the water quality efforts in targeted watersheds. These funds will be leveraged with \$4.75 million in state funding and \$33 million from the private sector. This public-private partnership has brought together diverse stakeholders from multiple sectors that are dedicated to improving water quality, soil health, and habitat for at-risk species. With the use of the grant funding, the Midwest Agriculture Water Quality Partnership aims to provide farmers with the technologies needed to improve water quality while maintaining Iowa's agricultural productivity. Efforts will be specifically focused within the North Raccoon, South Skunk, Lake Red Rock, Middle Cedar, and Upper Cedar watersheds.

The Iowa Soil & Water Future Advisory Committee met on June 21<sup>st</sup>, while the Transit Future Work Group met on June 13<sup>th</sup>. Future meeting dates are to be determined.

## GOVERNANCE CAPITAL

*Gretchen Tegeler and Bob Andeweg*

The Governance Capital continues its Local Government Collaboration Project efforts. Work is wrapping up on the library and human resources collaboration projects. Recommendations will be presented to the city councils later this summer. The next area to be reviewed will be finance, with the second functional area to be identified once Capital Crossroads 2.0 has been completed.

The Central Iowa Code Consortium's (CICC) recommendations are nearly complete. The CICC includes government and business/industry representatives working together to improve consistency among metro communities in the development, adoption, and enforcement of construction and maintenance codes. Through the CICC code review process, a metro model code that promotes uniformity and consistency for all participating communities will be created. The project does not intend to make recommendations on the permit process, code administration, appeals process, or local amendments deemed necessary by local code officials.

Public hearings on the CICC recommendations will be held July 19<sup>th</sup> in West Des Moines and August 1<sup>st</sup> in Des Moines.

## NATURAL CAPITAL

*Larry James, Jr., and Adam Hammes*

The Natural Capital continues to make great strides in its four focus areas: land use, zoning, and climate; outdoor recreation and trails; air/water/soil; and, marketing and education.

In the land use and zoning realm, the City of Des Moines adopted the National Association of Transportation Officials (NACTO) Urban Street Design Guide, Transit Street Design Guide, and Urban Bikeway Design Guide in April as additional design guides for the city. Adoption of the Guides furthers implementation of Capital Crossroads, The Tomorrow Plan, DART Forward 2035, and Plan DSM, among others. Groups including Urban Land Institute Iowa, the Greater Des Moines Partnership, the Des Moines Area MPO, the Downtown Neighborhood Association, Historic East Village, Inc., the Des Moines Bicycle Collective, the Greater Des Moines Public Art Foundation, AARP Iowa, Employers Mutual Casualty Company, Hubbell Realty Company, Kum & Go, and Wellmark Blue Cross and Blue Shield.

The regional greenways project continues to move forward. Mapping of parcel ownership near rivers and streams has been completed, and the group has now identified a few priority areas throughout the region.

The Natural Capital team continues to build a network of resource partners at local universities and other aligned organizations to bring in people to the various committees to work on the priorities.

An IWILL Train the Trainer event will be held on June 29 from 5:30 to 7 pm at Riley Resource Group.