

A GREENER GREATER DES MOINES

WHAT IS THE "GREEN" ECONOMY?

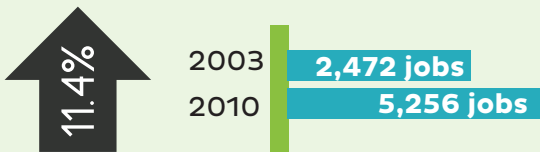
The Bureau of Labor Statistics defines "green" goods and services as those "that benefit the environment or conserve natural resources." It includes all the jobs/businesses that produce/provide those goods and services from concept to delivery, including R&D, installation, and maintenance.

Sustainability in Greater Des Moines means meeting the needs of the present without compromising the ability of future generations to meet their own needs, while making landscapes and social systems more resilient and seeking the coordinated and complementary management of financial, technical, and environmental resources for the collective good.¹

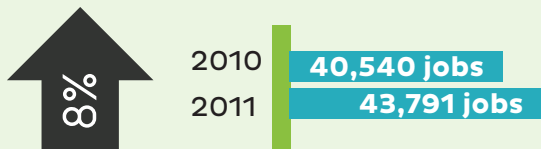
WHY DOES IT MATTER TO DES MOINES?

Being "green" is an important element of America's next economy. It will define our nation's low carbon future, while providing opportunity for workers at all income and skills levels

GREATER DES MOINES GREEN JOBS²



IOWA GREEN JOBS³



IT'S GOOD TO BE GREEN! Green = Jobs

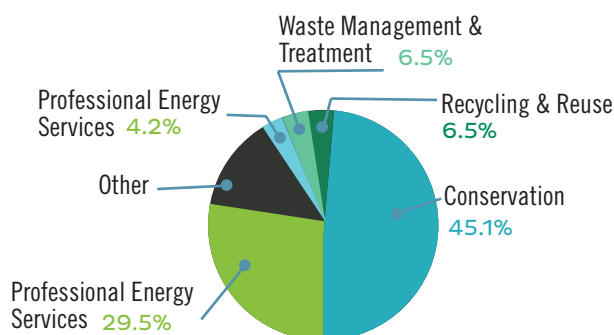
Average wage: \$38,671

INDUSTRIES THAT COMPRISE THE GREEN ECONOMY:

- Natural Resources
- Utilities
- Construction
- Advanced Manufacturing*
- Trade
- Logistics*
- Information Solutions*
- Finance and Insurance*
- Professional
- Scientific and technical services
- Management of companies and enterprises
- Administrative and waste services
- Education and health services*
- Leisure and hospitality
- Agribusiness*
- Other services

**High growth potential industries for Central Iowa*

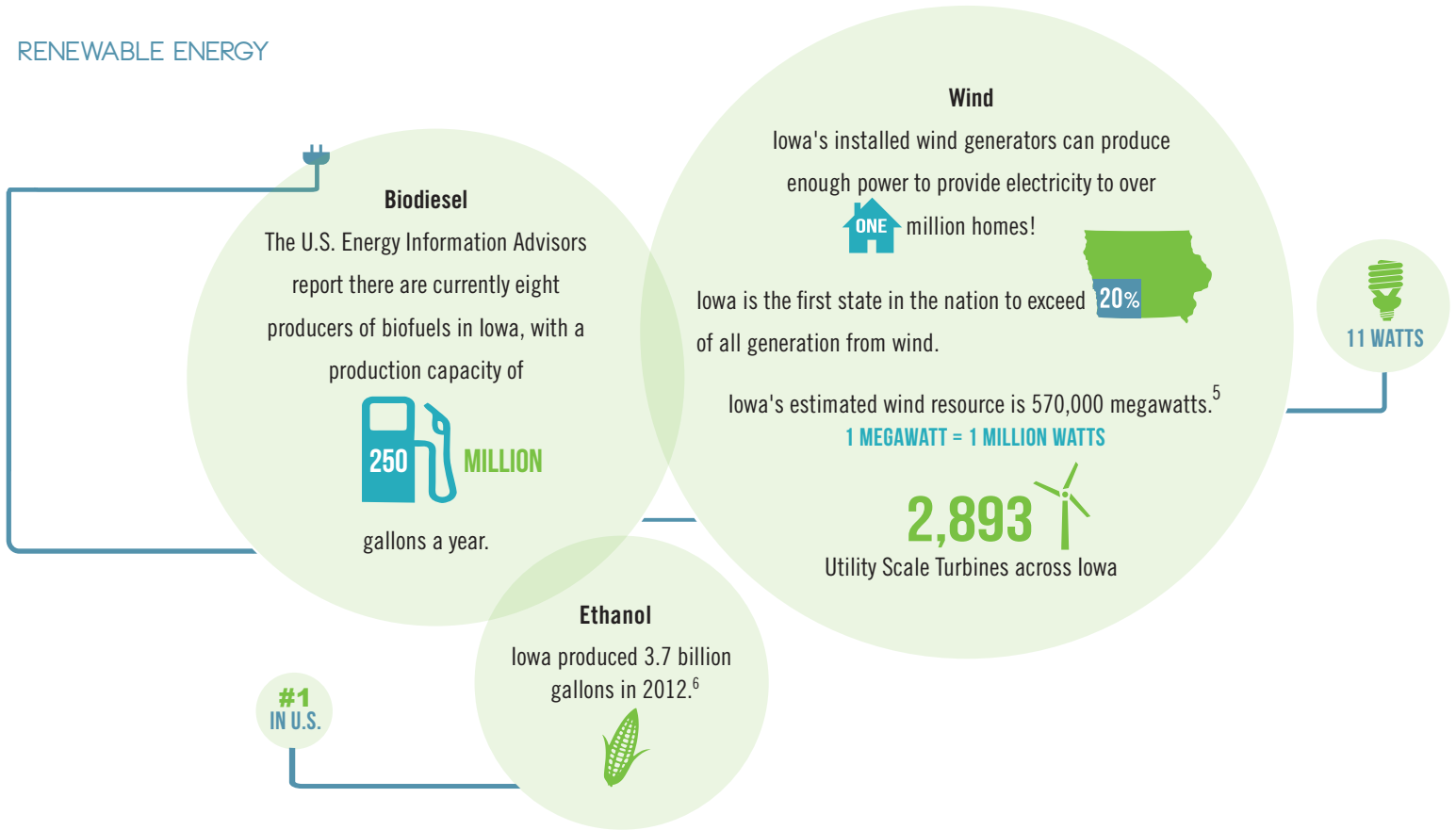
FASTEST GROWING SEGMENTS⁴



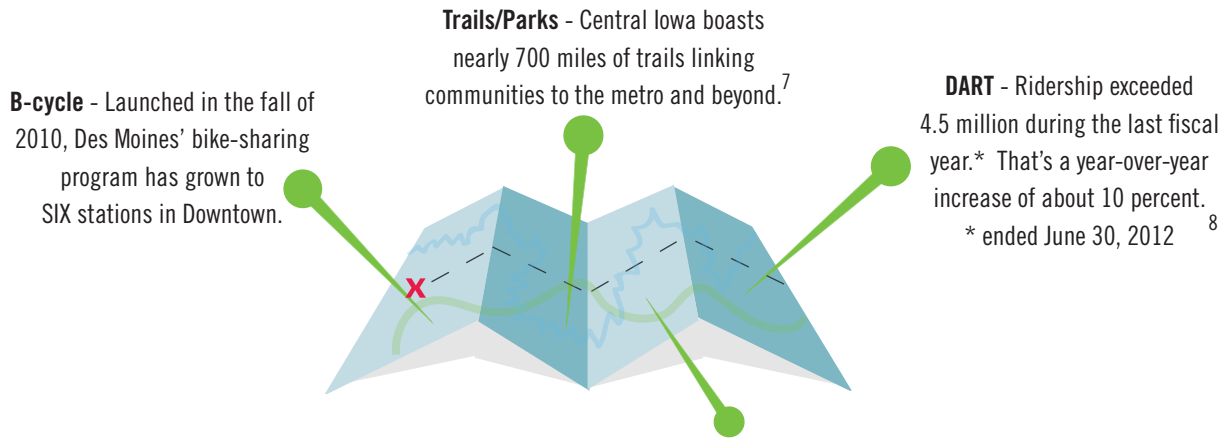
LARGEST SEGMENT OF THE METRO'S GREEN ECONOMY

- Conservation
- Waste management
- Mass Transit
- Energy saving building materials
- Sustainable forestry products

RENEWABLE ENERGY



MOBILITY



POLICY

BROWNFIELDS/GRAYFIELDS TAX CREDIT

Tax credits for redevelopment projects that meet green building criteria

IOWA ENERGY BANK

Financing for energy efficiency and renewable energy projects for facilities in Iowa.

SMART PLANNING

A series of ten principles that must be considered and applied when deliberating all appropriate planning, zoning, development and resource management decisions.

HISTORIC TAX CREDITS

State income tax credit for the sensitive rehabilitation of historic buildings

IOWA ENERGY CENTER

The Alternate Energy Revolving Loan Program (AERLP) was created by the Iowa Legislature in 1996 (1997 Iowa Code: Section 476.46) to promote the development of renewable energy production facilities in the state.

The Iowa Energy Center has grants to provide funds in:



Research and Demonstration projects



Technology Demonstration



Energy Education Programming

LEEDING BY EXAMPLE

The State of Iowa ranks 29th nationally for the number of LEED registered and certified buildings owned or operated by state government.¹⁰ The State also ranks 29th in the total number of commercial buildings that are LEED certified or are pursuing LEED certification. There are 959 LEED credentialed professionals in Iowa.

223 REGISTERED + 117 CERTIFIED = 340 TOTAL



THE VALUE OF RECREATION



Iowa has **43,500 ACRES OF FOREST** that are open to the public for hiking, picnicking, hunting, fishing, and camping.



Iowa has **71 STATE PARKS** supporting outdoor recreation, investing more than \$376 million in added value to our economy and supporting about 7,400 jobs.¹¹



IOWA TRAILS had an estimated **1.8 MILLION VISITS** in 2011, adding \$8.5 million in value to our economy.



Iowa has 132 natural or man-made **LAKES COVERING 324,000 ACRES**, adding value of more than \$394 million

CAPITAL CROSSROADS

A VISION FORWARD 

Capital Crossroads builds on the region's strengths and provides a road map to capitalize on opportunities. The focus is on ideas and energy to ensure our region grows and prospers for current and future generations. Eight organizations joined together to sponsor the planning process. Fifty members of the Capital Crossroads Steering Committee invited public input on ways to improve the Central Iowa region, covering a 50-mile radius from the State Capitol. More than 5,000 local voices contributed to the process via one-on-one interviews, focus groups and online surveys.

SPONSOR ORGANIZATIONS



ENVIRONMENTAL CAPITAL CHAIRS

Fred Hubbell, Bob Riley

For media inquiries or for more information, please contact Susan Ramsey at (515) 286-4954 or sramsey@desmoinesmetro.com

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- ¹ The Tomorrow Plan Sustainability Scan
 - ² Brookings Institute Metropolitan Policy Program Sizing the Clean Economy Report, 2010.
 - ³ Bureau of Labor Statistics Green Goods and Services report 2011
 - ⁴ Brookings Institute Metropolitan Policy Program Sizing the Clean Economy Report, 2010.
 - ⁵ Iowa Wind Energy Association, 2013
 - ⁶ Ethanol Producer Magazine, December 2012
 - ⁷ Iowa Natural Heritage Foundation, www.inhf.org April 2013
 - ⁸ Des Moines Area Regional Transit Authority, www.ridedart.com
 - ⁹ Des Moines Bike Collective, 2013 Bike Month Update
 - ¹⁰ U.S. Green Building Council Market Brief – Iowa, 2012
 - ¹¹ Economic Value of Outdoor Recreation Activities in Iowa – Fall 2012

