

CAPITAL CROSSROADS

A VISION FORWARD



VISION PLAN

For Greater Des Moines & Central Iowa

What's the survey?

- Addresses what Central Iowa's priorities should be in the coming years
- Builds on 2010 YP survey completed as part of development of Capital Crossroads
- Responses from membership of 58 YP organizations
- 446 total respondents

Who's talking?

**70% between
ages 25-39**

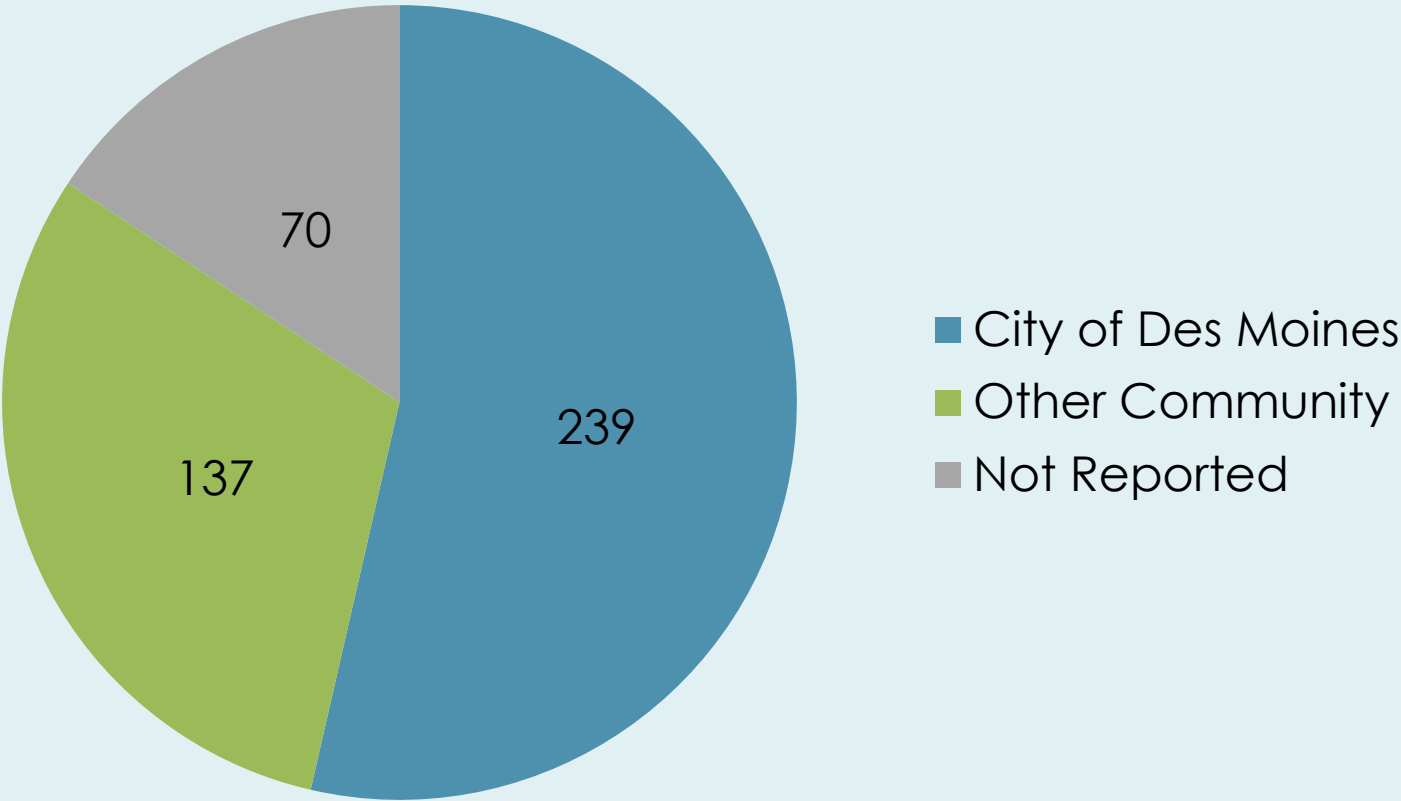


**61%
homeowners**



**Half in region
over 10 years**

Where do our respondents live?



How did we calculate the following numbers?

- Weighted average, where:
 W = Weight of answer choice
 X = Response count for answer choice

$$\frac{x_1w_1 + x_2w_2 + x_3w_3 \dots x_nw_n}{\text{Total}}$$

In ratings, the respondent's most preferred choice has the largest weight.

All respondents: Thinking about priorities for Greater Des Moines, in the next five years, to what extent would you support or oppose each of the following potential efforts?

Project	Weighted Average
Improve the public transportation system	1.58
Add more parks and recreation areas, and increase access to rivers	1.61
Launch a program to address vacant and/or blighted properties	1.71
Offer city-wide Wi-Fi	1.73
Offer a year-round farmers market	1.87
Develop Water Works Park	1.90
Install more public art	1.94
Develop a mid-sized music venue	1.95
Put in more bike lanes and bicycle-related amenities (bike racks, bike parking, etc.)	2.00
Increase inventory of affordable housing	2.08

Non-Des Moines respondents: Thinking about priorities for Greater Des Moines, in the next five years, to what extent would you support or oppose each of the following potential efforts?

Project	Weighted Average
Add more parks and recreation areas, and increase access to rivers	1.61
Improve the public transportation system	1.67
Offer city-wide Wi-Fi	1.67
Launch a program to address vacant and/or blighted properties	1.81
Develop Water Works Park	1.89
Develop a mid-sized music venue	1.90
Offer a year-round farmers market	1.96
Install more public art	2.10
Put in more bike lanes and bicycle-related amenities (bike racks, bike parking, etc.)	2.23
Increase inventory of affordable housing	2.41

All respondents: How would you prioritize these projects?

Project	Score
Improve the public transportation system	6.86
Add more parks and recreation areas, and increase access to rivers	6.17
Launch a program to address vacant and/or blighted properties	6.05
Offer city-wide Wi-Fi	6.04
Increase inventory of affordable housing	5.26
Put in more bike lanes and bicycle-related amenities (bike racks, bike parking, etc.)	5.24
Develop Water Works Park	5.23
Offer a year-round farmers market	5.04
Develop a mid-sized music venue	4.71
Install more public art	4.40

Non-Des Moines respondents: How would you prioritize these projects?

Project	Score
Add more parks and recreation areas, and increase access to rivers	6.48
Improve the public transportation system	6.46
Offer city-wide Wi-Fi	6.45
Launch a program to address vacant and/or blighted properties	5.82
Develop a mid-sized music venue	5.36
Develop Water Works Park	5.26
Offer a year-round farmers market	4.96
Put in more bike lanes and bicycle-related amenities (bike racks, bike parking, etc.)	4.88
Increase inventory of affordable housing	4.83
Install more public art	4.51

What other projects/initiatives would you like to see in Greater Des Moines?

- Downtown improvements (Activities, more green space, continued development, affordable market rate units)
- Transportation (Public transportation, walkability, complete streets)
- More activities (Skate park, major sports team, children's activities, etc.)
- Neighborhood investment
- Increased inclusion efforts
- Public broadband/WiFi

“I hope we choose projects that allow us to **lead** rather than follow... Hopefully we can start blazing our own trail, and create an identity that no other city in America has.”

What is your favorite activity in the region?

- Using the trails system
- Downtown Farmer's Market
- Live music
- Festivals
- Enjoying the art scene



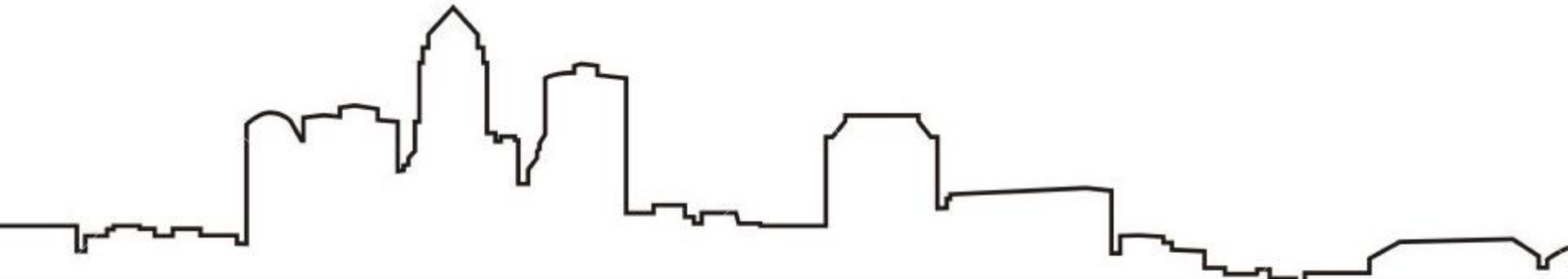
What is your favorite downtown activity?

- Downtown Farmer's Market
- Dining options
- Festivals
- Live music
- Trails



What amenities do you think are missing from the region?

- Affordable housing
- Better public transportation
- Downtown retail



On a scale of 1 to 5, with 1 being you do not feel safe and 5 being you feel very safe, how safe do you feel downtown?



What makes you want to stay in Greater Des Moines?

- Quality of life
- Cost of living
- The people
- “Big city vibe with small town attitude”

“I get the feeling that an original idea actually has a chance to start and grow here. Des Moines doesn't feel stale; it feels like many things are just beginning, and I'd like to throw my hat in the ring.”