

PRIORITY ACTIVITIES PROGRESS REPORT

JUNE 2017

Jay Byers, Greater Des Moines Partnership
Angela Connolly, Polk County
Kristi Knous, Community Foundation of Greater Des Moines

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.

BUSINESS CAPITAL

Mike Crum and Kathryn Kunert

Central Iowa will remain a regional leader in economic growth.

TARGETED INDUSTRY GROWTH

Effectively retain and expand existing businesses

Use Target Industry Councils to inform sector-based action planning

- The advanced manufacturing council met on June 13 at Andersen Corporation's Storm Door Division. Council members learned about the company's lean and employee engagement journey as well as its intentional design program. A plant tour followed the meeting.

Leverage BRE visits to inform business expansion and attraction efforts

- During the second quarter of 2017, 69 BRE visits occurred.

Continue to advance economic activities with local small businesses

- Year-to-date, Square One DSM has provided 422 hours of direct consulting services.
- Demo Day presentations for the 2017 Global Insurance Accelerator was held on April 26 at the Global Insurance Symposium. GIA Demo Day pitches were made by InsuranceMenu, RE-Sure, ViewSpecion, Sentries, MotionsCloud, and FindBob.
- The executive director and first class for the Iowa AgriTech Accelerator were announced on June 13.

Continue to partner with local EDOs to retain and expand businesses

- Working with local EDOs, the following projects were announced in the second quarter:
 - Atlantic Bottling
 - Compressor Controls
 - Facebook
 - Global Atlantic
 - Siegwark USA
 - Windsor Windows

Promote Greater Des Moines and Central Iowa in targeted external markets

Promote Central Iowa through multimedia platforms and technologies
Leverage public relations investments to secure earned media placements

- Through May 31, The Partnership had reached 200,151 unique visitors across all Partnership-owned websites, generated 43.4 million impressions on its hashtags, and garnered a total of 1,639 media placements. The Partnership also had 1,972 wire release placements in the U.S. and 12 in other countries.

Conduct targeted outbound promotional trips to priority markets and events
Collaborative effectively with state and local economic development partners

- The Partnership assisted the Iowa Economic Development Authority in staffing its trade show booth at the American Wind Energy Association's annual conference held in Anaheim in May.
- The Partnership had a trade show booth at Data Center World's spring conference in April. Representatives from the City of West Des Moines and the Greater Dallas County Development Alliance helped staff the booth.
- Representatives from Marshalltown and Urbandale participated in a marketing trip to Dallas in May.

Host influential site location consultants and corporate executives at prominent Central Iowa events

- The Partnership hosted three members of the Site Selectors Guild on June 7-9. Participating in the visit were Guild members Seth Martindale, managing director at CBRE; Larry Moretti, principal at LFM Corporate Location Solutions; and, Rajeev Thakur, senior managing director at Newmark Grubb Knight Frank.

ENTREPRENEURIAL DYNAMISM

Support and enhance key facets of Central Iowa's diverse entrepreneurial ecosystem

Maximize the benefit of startup acceleration services and facilities
Fully leverage entrepreneurial spaces, programs, and events
Facilitate the provision of seed and growth capital

- The Partnership's Director of Small Business Development continued outreach efforts to the diverse entrepreneurial community.

Promote a diverse, networked culture of entrepreneurship

Effectively nurture the full diversity of potential entrepreneurs

- Accelerate DSM, a day-long celebration of entrepreneurship, was held on May 17 and featured high level speakers. The event attracted more than 200 attendees.

INTERNATIONAL EXPANSION

Accelerate growth of key industry clusters through global engagement

Use the Cultivation Corridor to elevate Central Iowa as a global leader in agricultural bioscience
Increase the region's global identity through growth in the insurance and financial services cluster
More effectively incorporate assistance into BRE activities
Focus on the attraction of foreign talent to Central Iowa

- The Global Insurance Symposium was held April 25-27. There were 530 attendees from ten countries. The program featured discussion on innovation, risk, artificial intelligence, blockchain, corporate strategy, and driverless cars as well as a commissioners' panel.

CAPITAL CORE

Russ Cross, Colleen MacRae, and Scott Sanders

The urban core of Central Iowa will continue to enhance its role as the region's principal activity, hospitality, and employment hub and benefit from safe, dynamic, desirable, and affordable neighborhoods.

DOWNTOWN VITALITY

Increase the capacity and diversity of downtown amenities

Conduct a downtown Des Moines retail analysis and attraction study

- Work continues to update a retail study that was published in late 2013. While the retail landscape is rapidly changing, brick and mortar stores still account for 90% of customer expenditures. This work is in collaboration with the Greater Des Moines Partnership, the Urban Land Institute, the City of Des Moines, and the local retail development community. A statistics and inventory analysis is underway, and the group is working with a retail development expert from the Urban Land Institute. Findings will be presented in the late 3rd or early 4th quarter of 2017.

Enhance downtown Des Moines activity and event programming

- The Wonder of Words festival took place in April and drew hundreds of attendees to share in their love of the written word. This year's event was held at the Des Moines Public Library and featured a variety of local authors and storytellers in addition to national authors like Caron Levis, Debra Prinzing, and Maureen Corrigan from NPR's Fresh Air.
- Out to Lunch returned this spring and summer with a line-up of four events scheduled from May to July. Downtown residents and workers have the chance to get out and enjoy their lunch hour with a variety of food vendors and trucks as well as live music from local bands on May 18, May 31, June 15, and July 13. Over 4,000 people have attended the first three events. The final event will take place on July 13 on 13th Street between Locust Street and Grand Avenue from 11 a.m. to 1:30 p.m.

Continue advancing projects to bring additional workers, residents, and visitors to downtown Des Moines

- Hotels, housing, and projects that include ground floor restaurants and retail have continued with approvals and construction.
- A number of downtown employers have recently announced relocations and/or expansions within downtown.
- The Water Trails Engineering Study is underway, which will examine recommended projects more closely.

Build and sustain downtown housing at multiple price points

Continue aggressive efforts to support mixed-use, mixed-income housing downtown

- Housing that includes a mix of uses continues to become available at a variety of price points. Informal efforts are underway to discuss the importance of providing housing at various levels of affordability with developers that bring these projects to the downtown market.

Develop a Downtown Des Moines Workforce Housing Plan

- A committee is framing the scope and funding options for initiating this Plan.

Support transportation options that promote urban living and increased affordability

- The B-Cycle system has expanded.
- The free expanded D-Line Saturday service provides better access to the Farmer's Market and other downtown activities.

Foster development of connected, pedestrian-friendly downtown environments

Implement strategies to encourage downtown mobility alternatives

- The Transit Future Work Group hosted officials from Indianapolis to share their work.
- The Transit Future Work Group has hired a consultant to explore various funding models.
- Connect Downtown is scheduled to wrap up its plan in the fall. Early recommendations show plans for converting 1-way streets to 2-way and narrowing roadways in favor of more on-street parking and bike amenities.

Ensure that parking structures and skywalk policies are consistent with downtown urbanism goals

- The City of Des Moines is studying rate structures that encourage greater turnover at parking meters and also the long-term value of public-owned parking structures.

NEIGHBORHOOD IMPROVEMENT

Leverage effective strategic models for neighborhood improvement

Continue to seek resources to advance the Neighborhood Improvement Implementation Plan

- Viva East Bank! received a \$500,000 Project Reinvest grant from NeighborWorks America via Community Housing Initiatives. The funding will assist the initiative in completing another set of very visible improvements to the three neighborhoods, including removing three blighted structures, building five new homes, repairing nine owner-occupied homes with asbestos siding, completing a business façade improvement program, installing three murals on businesses, and installing two public art projects in the parks.
- The Neighborhood Finance Corporation received another Project Reinvest grant of \$3.6 million to provide down payment assistance and homebuyer education to nearly 300 families.
- The City of Des Moines is negotiating a contract with a consultant to evaluate and provide an updated framework for the city's Neighborhood Revitalization Program. This 10-month process is expected to begin in July.

Implement effective corridor-improvement strategies

- The City of Des Moines recently posted an RFP for a Corridor Plan for Douglas Avenue.

Create and leverage a diverse array of neighborhood-improvement tools

Continue use of key nonprofit neighborhood revitalization resources, tools, and personnel

- The Project Reinvest grant received by Community Housing Initiatives for Viva East Bank! will fund the work of several partner and leverage an additional \$2.2 million. Partners

include Habitat for Humanity, HOME Inc., Neighborhood Finance Corporation, the City of Des Moines, and several private commercial property owners.

- Neighborhood Finance Corporation also received a different Project Reinvest grant of \$3.6 million to provide down payment assistance and homebuyer education for nearly 300 families.

Support and create district-based financing and investment tools

- A sub-committee continues to work on creating a land bank for Des Moines.

CULTIVATION CORRIDOR

Gage Kent

Central Iowa will become the global center for agricultural technology and associated employment.

Implement the Cultivation Corridor economic development strategy

Continue to leverage partnerships with public and private entities to bring agbio and agtech capital, jobs, and research to the Corridor

- The Corridor generated qualified investment leads through external travels to trade shows, conference, and priority target markets. The Corridor's trade show/expo/travel schedule for this quarter (does not reflect an exhaustive list) included:
 - Marketing trip - Research Triangle Park
 - Advanced Biofuels Leadership Conference – Washington DC
 - Ag Biotech Entrepreneurial Summit – Research Triangle Park
 - Greater Des Moines Partnership DC Trip – Washington, DC
 - Institute of Food Technologies Expo – Las Vegas
 - World Agritech Innovation Showcase – San Francisco
 - Advanced Biofuels Leadership Conference – Washington, D.C.
 - Marketing trip – Los Angeles area
 - Quad Cities Chamber legislative delegation – Des Moines
 - Johnston Economic Development Corporation Development Forum
 - Iowa Corn Promotion Board R&D Committee
 - People's Company Land Expo
 - Iowa Biotechnology Association Innovation Showcase
 - The Corridor represented Iowa as a major sponsor at the Consultant's Forum, a gathering of site location consultants, in December
- The Corridor managed leads in collaboration with partner economic development organizations and the Iowa State University Research Park.

Actively promote the Cultivation Corridor brand

Increase brand awareness among targeted audiences

- The Corridor has released several new pieces of message collateral designed to take the next step in storytelling and marketing Central Iowa as a premier destination for agriculture investment, talent, and research:
 - New [50-page short story](#) about the origins of Iowa's ag competitive edge and the high-tech ag industry sectors we dominate today
 - New [Ag Startup Ecosystem](#) page, a digital resource for information about Central Iowa's synthesized support system for ag startup success, including:
 - [ISU Ag Startup Engine](#)
 - [ISU Startup Factory](#)
 - [Iowa Agritech Accelerator](#)
 - New pages featuring stories and data across our five industry verticals: [agbioscience](#), [agtechnology](#), [biorenewables](#), [plant sciences](#), and [advanced manufacturing](#).
 - New pages that feature all of the Corridor's historic [image](#) and [message](#) collateral.
 - Released an online version of the [2016 Annual Report](#)
- The Corridor produced a 16-page insert for inclusion in the Business Record's [innovationIowa Magazine](#), produced by Business Publications Corp., and participated in the magazine launch party event held April 5 at the Iowa State University Economic Development Core Facility.

Support agbio and agtech innovation

Develop and execute programming that fosters the development of high-value ag technologies

- The Corridor partnered with two statewide organizations to recognize excellence in agriculture innovation in Iowa:
 - The Cultivation Corridor, in a collaboration with the Iowa Biotechnology Association, presented the Cultivation Corridor [Iowa Biotech Leadership Award](#) during the Iowa Bio Innovation Showcase held in March. The award recognizes an individual for leadership, innovation, and advocacy in Iowa biotechnology. Additionally, special recognition was awarded posthumously to former Monsanto executive and industry leader Ted Crosbie, who passed away suddenly last summer.
 - In April, Ames-based GlobalVetLINK, the nation's leader in providing easy-to-use, web-based animal health solutions for food and companion animal health practitioners, was named the Cultivation Corridor [Ag Tech Company of the Year](#) at the 2017 Technology Association of Iowa Prometheus Awards.

- The Cultivation Corridor is a co-sponsor of the [*second annual Animal Health in the Heartland: Ensuring a Safe Food Supply*](#) symposium as presented by The Iowa Biotechnology Association (IowaBio) and the Bio Nebraska Life Sciences Association (Bio Nebraska). The symposium is scheduled for July 19.
- The Corridor partnered with the Greater Des Moines Partnership to lead the [*Iowa AgTech Accelerator*](#) initiative. In June, The Accelerator announced Megan Vollstedt as the new Executive Director and the five initial startups that will begin class July 10. More than 40 ag industry veterans have signed up to serve as mentors.
- The Corridor produced/introduced the Cultivation Corridor Insight Series, a first-of-its-kind [*National Student Study*](#) to identify trends among college-bound high school students with expressed interest in agbioscience careers.
- The Corridor unveiled an updated and totally reimagined [*Iowa Ag/Bioscience Asset Portal 2.0*](#), the state's first comprehensive database of information on the state's agbioscience, agribusiness, and healthcare industries. This was produced in partnership with the Iowa Biotechnology Association, Iowa Economic Development Authority, University of Iowa, University of Northern Iowa, and Iowa State University.

CULTURAL CAPITAL

Sally Dix, Greg Edwards, and Myrna Johnson

Recommendations emerging from the forthcoming Regional Cultural Assessment will be effectively implemented to maximize the role of arts and culture as vital contributors to Greater Des Moines' quality of life and economy.

REGIONAL ARTS SECTOR

Provide ongoing support for arts and culture organizations and producers

Ensure arts entities contribute effectively to the cultural ecosystem

- Bravo Greater Des Moines awarded more than \$500,000 in capital campaign and project grants throughout Central Iowa.
- On June 22, local results of a national economic impact study of the arts will be released, further validating the critical role arts and culture play in driving our regional economy.

Develop and implement a cultural assessment for the region

Effectively support and implement the region's Cultural Assessment

- Officials convened a dozen conversations open to the general public, individual artists, nonprofit arts organizations, and for-profit creative businesses and professionals to ask what strengths and opportunities they envision for Central Iowa.

- An in-depth online survey invited input on ways arts and culture can more directly contribute to quality of life and economic development, focusing on existing regional priorities in Capital Crossroads 2.0.

GOVERNANCE CAPITAL

Bob Andeweg, Sara Kurovski, and Gretchen Tegeler

Central Iowa governments will sustain partnerships to optimize process coordination and regional governance.

COORDINATED OPERATIONS AND GOVERNANCE

Pursue operational coordination

Continue the evolution of the Local Government Collaboration Project

- Area planners completed the Local Government Collaboration Project. The team created a database of tools to pay for infrastructure enhancement and a director of development practices in metro-area communities. The team also crafted a model solar ordinance and ordinance templates for tree preservation and steep slopes.
- Area finance directors focused on transparency and joint services in their Local Government Collaboration Project. The team developed a tool to analyze expenditures, constitutional debt limits, fund balances, and taxable valuations across cities and years. The team also created a common calendar and discussion tool to expedite the resource-sharing process.
- Planning continues for the fall Local Government Collaboration Project, which will focus on developing model stormwater ordinances for metro-area communities. This effort will involve a multitude of stakeholders.
- In collaboration with the Business Capital, efforts continue to develop the Fair Play Agreement 2.0.

Adopt and sustain the work of the Central Iowa Code Consortium

- The Code Consortium was a finalist for the International Code Council's inaugural Innovation in Code Administration Award, which recognizes building and fire departments for innovation in the delivery of code administration services in their communities.
- Multiple metro-area communities have adopted or are in the process of adopting the uniform construction and maintenance codes. Fourteen communities are expected to adopt the code, streamlining the development process.
- Code Consortium officials recognized nearly 60 volunteers, representing both the public and private sectors, for their commitment to the effort.
- Work is underway to secure a Simpson College intern to assist with the next Code Consortium process, which is expected to kick off in the next six to nine months.

Assess opportunities for regional governance

Pursue the development of a COG or similar entity

- The MPO continues efforts to develop its strategic plan.

Determine the long-term viability of existing regional coordination committees

- Research continues around the use of a common portal to hold board meeting agendas, minutes, etc., to provide better access for board members and the public.

HUMAN CAPITAL

Elisabeth Buck, Dr. Angela Franklin, and Greg Nichols

Central Iowa will feature a workforce with the skills and training necessary to support optimal economic development.

WORKFORCE-SUPPORTIVE POLICIES

Identify and lobby for education policies benefitting Central Iowa

Leverage partners to inform policy priorities

- United Way of Central Iowa (UWCI) and the Greater Des Moines Partnership partnered with the Iowa Department of Education, Iowa Association of Community College Trustees, Iowa Association of School Boards and School Administrators of Iowa, Child and Family Policy Center, and Delta Dental on a number of education related policies this past session. Iowa's Skills2Compete Coalition is one example of bringing together multiple stakeholders to advance policy priorities that support workforce and adult education in Iowa.
- Representatives from UWCI and The Partnership served on a state-wide task force to research and develop proposed legislation that would expand the pathways for residents to achieve their High School Equivalency Diploma (HSED). Because of this advocacy, the 2017 Iowa legislature successfully passed House File 473. The bill passed the Iowa House on March 28, 96-0 and the Iowa Senate on April 10, 48-0. It was signed into law on April 20, 2017.
- The Partnership also worked with the Iowa Department of Education to ensure implementation of the Career Technical Education (CTE) bill that was approved in 2016. In 2017, the bill was put on a Session Delay by the Administrative Rules Review Committee. A Special Review of IAC Chapter 46 Career and Technical Education (CTE) by ARRC was held on June 13, where The Partnership attended to speak on behalf of lifting the Session Delay. Unfortunately, the committee voted to retain the delay. The Partnership will continue to work DE to move this bill forward to full implementation.

Consider the promotion of education-specific policy issues

- One-third of United Way of Central Iowa's legislative agenda includes work in the PK-12 space. Also, UWCI's income work focuses on upskilling individuals who are under skilled or do not have a high school diploma.
- In preparation of the 2018 Iowa Legislative Session, The Partnership will be hosting our annual Excellence in Education summit where the organization will highlight recent successes in the education system, discuss issues and barriers to delivering high quality education in Iowa, and identify policy priorities for 2018. The summit will be held in September and will feature local and national experts.

CRADLE THROUGH CAREER PIPELINE

Partner with the private sector to maximize their impact on talent development

Optimize coordination and communication with private sector partners

- UWCI maintains a number of work groups including private sector representatives. The OpportUNITY Plan group maintains regular email communications, and, during legislative session, UWCI launches a weekly update newsletter on statehouse news. The Skills2Compete Coalition is also a means by which public and private sector representatives are brought together to address critical policies that affect adult education and workforce development.
- To support EDGE campaign messaging, The Partnership has implemented a regular series of blogs highlighting programs of excellence and innovation in the areas of education and workplace training.

Provide support for early grade success

Offer services and support to improve student health, attendance, and performance outcomes in early grades

- In May 2016, United Way of Central Iowa officially launched the Read to Succeed Campaign, a community action and awareness campaign designed to mobilize the community to increase the number of students who read proficiently by the end of the third grade to 90% by 2020. Since launching, 250 volunteers have been engaged to be reading mentors with children through Power Read, resulting in 98.2% of students with a mentor demonstrating improvement in reading. Because of the community's collective work on early grade reading, UWCI has:
 - Increased kindergarten readiness scores by 15%
 - Decreased chronic absent rates by 3%
 - Increased by 50% the number of children in summer programming showing improvement in reading skills

- Most significantly, UWCI has increased the numbers of low-income 3rd graders reading proficiently by 3% points over the past 3 years.

Graduate Central Iowa high school students college and career ready

Successfully advance students to graduation

- The graduation results are beginning to show longer-term. Since announcing the goal for 2020 to increase graduation rates in Central Iowa, we have seen a nearly 10% increase in the number of Central Iowa students who graduate. Currently, 92.8% of students graduated in Central Iowa last year. In particular, low-income and minority students in Central Iowa had four-year graduation rates of 82.2% in 2015 increasing to 83.8% in 2016, almost a 10% increase over the past six years from where we started at 74.5%

Support college and career readiness in Central Iowa high schools

- Through The Partnership's collaboration with Iowa College Access Network (ICAN), The Partnership has supported College and Career Planning and Financial Aid Planning sessions in 21 Central Iowa high schools to date in 2017 where Partnership talent development team members presented career planning recommendations and job outlook data.
- The Partnership is working with Kuder Inc. to finalize a platform redesign of their existing Connect2Business tool, which allows students and educators to connect directly with area businesses for career exploration and work-based learning opportunities. The Partnership is on track to implement the new platform for the 2017-18 school year.

LIFELONG LEARNING

Help Central Iowa adults advance their education and career opportunities

Support local adults seeking to complete high school and college degrees

- A keystone of the 2017 session success was expanding alternative pathways for high school equivalency (HF 473). This legislation was signed into law and is the most major expansion of alternative high school diplomas in 75 years. This legislation was a result of advocacy efforts that spurred the convening of the High School Equivalency Diploma (HSED) Task Force in July 2016. The HSED Task Force was co-chaired by UWCI's Income Officer and represented both public and private stakeholders, including The Partnership, with an interest in building a pipeline of skilled workers in Iowa. The Task Force recommendations support the Governor's Future Ready Iowa initiative.
- The Bridges to Success program, a partnership of United Way of Central Iowa and DMACC, was launched in 2016 with an aggressive goal of helping 10,000 Central Iowans achieve their HSED by 2020. The advent of this initiative has dramatically shifted the service

delivery system to ensure students have the right supports to attain this important credential and advance onto post-secondary education.

- Central Iowa Works, a workforce intermediary with an industry sector approach, is also positioned to help more individuals attain the right skills and credentials for the jobs available in the central Iowa labor market. CIW and UWCI were awarded a \$2.2 million dollar grant from the U.S. Department of Labor to help train nearly 400 individuals for critical occupations in healthcare over the next 4 years, helping to meet the workforce demands in the region. Beyond healthcare occupations, CIW leads four other industry-sector partnerships (Advanced Manufacturing, Financial Services, Transportation-Distribution-Logistics, and Construction) to build a pipeline of workers while helping adults and older youth engage in education and training that will lead to financial stability.

Enhance adults' ability to access jobs and training

Improve transportation access to jobs and training

- One of the priority areas of the Central Iowa OpportUNITY initiative is to address transportation barriers to education and employment. The priority work group has been focused primarily on building capacity of the public transportation system to mitigate gaps in the system; however, a subcommittee of this group is slated to be formed in late summer to conduct a more detailed gap analysis that may drive a need for solutions beyond the public transportation system.

TALENT RETENTION AND ATTRACTION

Retain skilled recent graduates and interns

Leverage tools and relationships to support talent retention

- The Partnership continues to host quarterly Welcome to Des Moines receptions as a means to more effectively welcome and engage new professionals to the community. The Q1 event in March attracted 75 attendees; the Q2 event will be held June 29.
- The Partnership's complementary executive recruitment tours for high-level candidates and new hires also support the talent attraction and retention of area employers. To date in 2017, The Partnership has assisted with 21 professional recruitments.

Provide comprehensive internship and intern-support programs

- The Partnership collaborated with the University of Iowa to establish year-round housing options for interns at the Iowa Center for Higher Education (formerly AIB campus). Rentals opened this summer and leased to the capacity of 130.

- On May 31, The Partnership kicked off the 2017 Seize the City summer intern program. Through two sessions, 272 interns have participated compared to 285 total in 2016 (87% to goal of 10% increase in participation).
- The Partnership and human resources leaders from several major employers are developing a new Fellowship initiative to attract top-tier business graduates from across the country, with a specific focus on diverse candidates. The curriculum is being developed, employers are being solicited, strategies to identify and market to prospective graduates are being outlined, and goals and metrics for the program are being defined. Officials anticipate launching a pilot in May or June 2018, which will require candidate recruitment to begin in the fall.

Attract top talent to Central Iowa

Promote Central Iowa through external events and visitation

- In Q1 and Q2, The Partnership conducted 67 in-person recruiting events with 37 colleges/universities, SXSW in Austin, and Central Iowa SHRM, resulting in 2,925 personal interactions. This compares to 80 total in-person events in 2016 with 27 colleges/universities and 4 professional level career fairs.
- The Partnership implemented an online virtual career fair strategy. In the past six months, The Partnership participated in 4 virtual career fairs with the ACC/SEC, Big 10, NY SUNY, and Veterans, resulting in 9,187 registering in the chat room.

Enhance targeted outreach and engagement with talent prospects

- In 2016, The Partnership launched a Facebook group to help amplify outreach engagement to prospective talent. The group currently has 1,767 members, a 111% increase since December. Through the first five months of the year, there have been 179 posts in the group with 64 authors, 3,800 reactions, 142 shares, and 101 comments.
- #DSMUSA has garnered 13,153,263 impressions.

Work to attract international talent to the region

- In 2016, The Partnership released the Global DSM: International Talent Strategy. Implementation has begun on a number of strategies recommended to make greater Des Moines a more welcoming community to foreign-born talent. In March, The Partnership hired a new Program Director to lead global talent strategy work.
- A new Youth Leadership Initiative for immigrant/refugee youth began June 16 in collaboration with DMACC and EMBARC. Forty-seven students registered to participate in the summer-long program. An adult Immigrant/Refugee Community Leadership program will launch by year end.
- The Partnership participated in CelebrAsian and the World Refugee Day celebration, promoting #GlobalDSM and #DSMUSA messaging.

- The Partnership is collaborating with Des Moines Human Rights Commission on a program series addressing issues facing our minority populations. The first program, “Combating Hate Crimes, will be held June 22 at DMU.

NATURAL CAPITAL

Adam Hammes, Hannah Inman, and Larry James

Central Iowa will be recognized nationally as a best practice community for its environmental sustainability.

LAND USE, ZONING, AND SUSTAINABILITY

Implement policy and resource frameworks supporting Central Iowa’s sustainable growth vision

Zone for preferred land uses

- Connect Downtown is scheduled to wrap up its plan in the fall. Early recommendations show plans for converting 1-way streets to 2-way and narrowing roadways in favor of more on-street parking and bike amenities.
- Work continues to update the City of Des Moines’ zoning code. The public review draft of the new code is scheduled to be received from the consultant at the end of July. Staff is tentatively scheduling meetings with the City Council, Steering Committee, Planning & Zoning, and Urban Design Review Board at the end of July and expect to begin the public comment period. Public meetings on the draft likely will be held in August.

OUTDOOR RECREATION

Enhance Central Iowa’s network of parks and greenways

Develop and implement a regional parks plan

- The beginning stages of the regional parks plan has started in collaboration with Iowa State University.
- A study to establish sustainable funding streams is being conducted.

RESOURCE CONSERVATION

Optimize water quality and distribution

Continue expanding watershed management capacity and impacts

- In the rural areas, the Polk County Soil & Water Conservation District (SWCD) has secured over 1,500 acres of cover crop planting for this fall.

- Polk SWCD also is working to design three saturated buffers and one bioreactor that will be installed late summer/early fall.
- The jurisdictions within the Watershed Management Authorities (WMAs) have talked about creating regional detention basins up in the watershed to reduce flooding. The Polk SWCD team is actively working with rural landowners and jurisdictions to locate these areas and implement the structures.
- In the urban areas, Polk SWCD has begun work on a demonstration park at Colby Park in Windsor Heights, which will include a variety of stormwater practices.
- Design work on several oxbow restorations in the Walnut Creek watershed is underway.
- A greenway master plan will be released this summer for Lower Fourmile Creek, which includes a stormwater wetland that will be installed later this year in the City of Des Moines.

Partner on conservation and advocacy efforts to sustain Central Iowa's natural resources

Continue building coalitions to develop and implement natural resource protection and enhancement initiatives

- Two events have been held as part of the *Current Conversations on Water Quality: An Upstream-Downstream Exchange* series. This series is a partnership between Capital Crossroads and Agriculture's Clean Water Alliance, a group of ag retailers that aims to help agriculture identify and implement solutions that reduce nutrient loss to Iowa's waters. Plans are underway for future events.
- The Young Professionals Connection (YPC) and Young Professionals in Ag (YPiA) are working on some collaborative projects to further urban-rural dialogue and connections.
- New Capital team members have been attending standing meetings of the soil and water conservation districts and have been meeting individually with commissioners as well as rural commodities groups to establish relationships ahead of specific project meetings.

Foster discussions on energy efficiency and renewable energy issues and opportunities

- The City of Des Moines hired Kent Newman as the City Energy Project Energy Manager.
- Conversations continue on how to maximize the impact of the City Energy Project and how to engage both current and prospective stakeholders.

PHYSICAL CAPITAL

Todd Ashby, Eric Burmeister, and Michael Sadler

Smart planning, timely infrastructure development, and implementation of state-of-the-art technologies will sustain Central Iowa population growth for the present and future.

TRANSPORTATION AND MOBILITY

Optimize transportation infrastructure and services

Create a non-partisan mobility alliance as a business-led partnership to advance multimodal mobility in Central Iowa

- Efforts to build the advocacy aspect of the Transit Future Work Group continue. The group will be part of the funding model study that is underway.

Ensure efficient use of existing transportation investments

- The Ames Area MPO released its draft Fiscal Year 2018-2021 Transportation Improvement Program (TIP). The draft provides for projects consisting of street improvements, CyRide improvements, and trail projects. The organization will accept input on the TIP through July 11.
- The Des Moines Area MPO awarded more than \$13 million to 16 transportation projects in Greater Des Moines. The projects receiving funding include trails, streetscapes, buses, bridges (reconstruction), and roadways (new construction and reconstruction). The application process was competitive, with applications for 18 projects totaling more than \$33.5 million in requests.

Foster development of connected, bicycle- and pedestrian-friendly environments

Implement strategies to encourage mobility alternatives

- Connect Downtown is scheduled to wrap up its plan in the fall. Early recommendations show plans for converting 1-way streets to 2-way and narrowing roadways in favor of more on-street parking and bike amenities.

Manage parking to ensure efficient use of existing parking, market demand, and impacts on travel behavior

- The City of Des Moines is studying rate structures that encourage greater turnover at parking meters and also the long-term value of public-owned parking structures.

Enhance regional transit capacity

Provide ongoing support for implementation of DART Forward 2035

- The DART Board of Commissioners approved the formation of an independent task force on governance in January. The Governance Task Force, with assistance from the Community Foundation of Greater Des Moines, evaluated DART's governance structure and provided governance recommendations to DART's Board of Commissioners. The recommendations were released in April.
- The Greater Des Moines Partnership has entered into a contract with HNTB to deliver a report on potential funding models for implementation of various aspects of DART Forward 2035.

Support development patterns and land uses necessary for public transit to thrive

- Work continues to update the City of Des Moines' zoning code. The public review draft of the new code is scheduled to be received from the consultant at the end of July. Staff is tentatively scheduling meetings with the City Council, Steering Committee, Planning & Zoning, and Urban Design Review Board at the end of July and expect to begin the public comment period. Public meetings on the draft likely will be held in August.

Facilitate transit connectivity of key local, regional, and external nodes and markets

- The Partnership continues its participation in the Midwest Regional Rail Planning Study. There has been significant discussion around ridership modeling and potential new paths of rail in and around the Midwest to serve the largest population zones.

Develop key freight infrastructure

Design and promote a regional multimodal transload facility

- The Des Moines Area MPO and City of Des Moines are discussing a lease agreement for the site location. Once that arrangement is in place, an agreement with an operator will be initiated.

DESTINATION AMENITIES

Develop a world-class system of land and water trails

Develop and connect Central Iowa's network of land trails

- The Des Moines Area MPO released its Trails Count 2016 report. More than 1.3 million uses were counted at 38 locations throughout the region as part of the Central Iowa Trail Count Program. Brown's Trail Head was the most frequented location of a trail counter, with an average of more than 400 uses per day. The program targeted trail locations

outside the City of Des Moines, which counts trail uses separately. The City estimated more than 5.5 million additional uses on trails within its city limits in 2016.

- The Iowa Data Bike is a proof-of-concept initiative from the Des Moines Area MPO in partnership with the Iowa Department of Public Health and the Iowa Natural Heritage Foundation. Using an app that senses that roughness of pavement, the Data Bike will generate data scoring the condition of trails. The Data Bike will also collect 360-degree imagery along trails for Google Street View.

Build an extensive system of regional water trails

- The Water Trails Engineering Study is the first phase of implementation of the Greater Des Moines Water Trails and Greenways Master Plan. The Engineering Study will examine the list of recommended projects more closely and will determine the feasibility of these projects. It also will provide estimated costs for these projects, helping local governments and funding partners to begin prioritizing projects and budgeting for their installation. The Engineering Study is being funded by the Leadership Circle of the Community Foundation of Greater Des Moines, the Greater Des Moines Convention & Visitors Bureau, the Greater Des Moines Partnership, Polk County Conservation, the Des Moines Area Association of REALTORS, and area jurisdictions.

21st CENTURY TECHNOLOGIES

Secure competitive broadband speeds for all regional communities

Identify viable means to secure gigabit internet for Central Iowa communities

- Construction season is underway for telecom providers.
- Neighborhoods in Des Moines, Urbandale, Ankeny, and West Des Moines are being upgraded to provide for up to gigabit speed availability.

NEIGHBORHOODS AND HOUSING

Ensure regional diversity in neighborhood and housing costs, styles, and locations

Implement Housing Tomorrow to address regional affordable housing needs

- The Polk County Housing Trust Fund, Urban Land Institute, the Des Moines Area MPO, and the City of Des Moines partnered on the Housing Matters for Iowa's Economy symposium on affordable housing and economic development, drawing record attendance.
- The Polk County Housing Trust Fund and Capital Crossroads co-hosted a walking and D-Line tour of affordable housing in downtown Des Moines in April.
- OpportUNITY's quarterly summit focused on creating housing for extremely low-income households, bringing developers and government together to talk about potential policy solutions.

- A cross-sector work group has formed to explore the creation of a downtown workforce housing study that would act as a template for other neighborhoods and communities.

Promote infill development and the rehabilitation of vacant structures

- Work to establish the Des Moines Land Bank continues to move forward.

Develop vibrant neighborhoods and communities

- Invest Health is working with AMOS to listen to community concerns and give neighborhood residents a stronger voice in development in the 50314 zip code.

SOCIAL CAPITAL

Dr. Glenda Bivens, Angie Dethlefs-Trettin, and Izaah Knox

Central Iowa will become the gold standard of the successful 21st century region.

SUPPORT A MORE DIVERSE IOWA

Establish community goals for leadership, diversity, equity, inclusion, and civility

Continue to inform and advance the three critical drivers of success – leadership, civility, and diversity, equity, and inclusion – throughout the overall implementation of Capital Crossroads by building grassroots discussions and participation to drive deep understanding of key issues related to diversity, equity, and inclusion

- The process of identifying community goals particularly focused on diversity, equity, and inclusion is in the beginning stages. An initial feedback group is being convened in June to get reactions to various community frameworks and also to hear about what practices are currently happening in Central Iowa. It is anticipated there will be several other input opportunities over the next few months to determine what the best position for Central Iowa may be. The breadth of this work is complex, and, as a region, officials want to be thoughtful in the approach, which means taking the time to ensure the process that moves forward is the appropriate direction for the region.

Leverage and enhance existing efforts

Recognize, celebrate, and continue to lift up successes since Capital Crossroads' inception

- The Regional Leadership Council met in the spring and discussed interest and actions of programs to incorporate diversity and inclusion practices into their application, recruitment, and selection processes as well as interest in incorporating best practices in

this area moving forward. Those in attendance openly discussed their recent approaches to intentionally implement diversity and inclusion efforts, allowing for peer learning and support among those present.

- The Civility team is updating its action plan for providing resources that will enhance civility in community conversations. The National Institute for Civil Discourse invited the Iowa Civility Project to participate in their Reviving Civility project; the team is reviewing potential options in aligning the work.
- Community Connect set organizational goals around diversity, equity, and inclusion.
- About a year ago, the Greater Des Moines Leadership Institute started an Equity and Inclusion committee to focus on all aspects of diversity in The Institute, including recruitment, programming, and alumni engagement. Starting in July, this committee will have representation on The Institute board. Thus far, the committee has made progress in supporting program recruitment and increased representation in The Institute's community story (marketing and representation in photos, alumni articles, etc.).
- Four African American leaders/alumni were nominated and recognized as part of the Greater Des Moines Leadership Institute's Distinguished Leadership Awards, which happened organically due to more awareness by minority communities via The Institute's new equity and inclusion efforts.
- Four individuals with ethnically diverse backgrounds, who are passionate about inclusion, will join the Greater Des Moines Leadership Institute board in July.
- The Inclusion Council made changes to the Inclusion Award that organizations must have efforts in place for 'untapped talent' (black/African American, persons with disabilities, re-entry, transgender, homeless, veterans, immigrant/refugee populations) in order to qualify. This is on the tails of the 2016 focus on black/African American employability. The Council is still focusing on multicultural receptions (4/year), webinars (4/year), an executive forum, diversity and inclusion roundtables (4/year), and the Inclusion Award. The Inclusion Council also offers development and educational opportunities to its members (6/year).
- In May, the Community Foundation held a BoardLaunch training for over 20 nonprofit board and staff members on Leading with Civility: How to Disagree without Being Disagreeable in partnership with The Robert D. and Billie Ray Center and Capital Crossroads.

WELLNESS CAPITAL

Jami Haberl and Rick Kozin

Wellness Capital will lead in elevating the conversation and giving voice to the vast number of opportunities to improve the overall social and emotional well-being of the community through advocacy and awareness.

PRESCRIPTIVE ASSESSMENT

Optimize the use of data to inform wellness planning

Partner with businesses to assess and improve their workers' social and emotional well-being

- A survey tool has been created and is being piloted. The survey aims to understand businesses' perspectives on employee productivity, the mental health of workers, and companies' responsibilities with respect to these issues. The survey results will inform opportunities to improve overall social and emotional well-being of the community through advocacy and awareness

PROGRAMS AND SERVICES

Raise awareness of the need for integrated mental health services

Convene partners to inform coordinated mental health programming

- The Wellness Capital has been re-organized into sub-Capitals. One group's focus will be on broadening the understanding and support for the concept of social and emotional well-being (versus mental health). The second group will focus on the challenges facing the mental health delivery system. The group held one meeting and decided to focus its time and energy on workforce challenges.

Support improved regional social and emotional well-being

Advocate for holistic Central Iowa wellness programs

- The Healthiest State Initiative held its annual conference.
- The Healthiest State Initiative convened the Iowa Walking College, an interactive and no cost, six-month program to explore ways to improve walkability around the state through online and face-to-face interaction.
- Hunger Free Polk County and United Way completed a food insecurity survey for Polk, Dallas, and Warren Counties.