

# PRIORITY ACTIVITIES PROGRESS REPORT

## *FEBRUARY 2018*

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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.

## 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

- Active Shooter Preparedness will be discussed at the next Advanced Manufacturing Council meeting on March 6<sup>th</sup> at John Deere Des Moines works. The session will be presented by Polk County Sheriff's Department.

Leverage BRE visits to inform business expansion and attraction efforts

- From November to January, 29 BRE visits occurred.

Continue to advance economic activities with local small businesses

- Partnership staff provided 151 hours of consulting during the period.
- Startup Stories luncheons were held in November and January. Steven Brockshus of Terva was the speaker in November while Jason Cope with Power Pollen was the speaker in January.
- Accelerate DSM will be held on April 5th at the Science Center of Iowa. This energizing, annual day-long event gives startups and entrepreneurs the chance to make worthwhile connections and gain key takeaways to help them accelerate their business.
- Global Insurance Accelerator announced the 2018 Cohort, featuring the following firms:
  - Byeo | Chihuahua, Mexico | [byeo.co](http://byeo.co)  
An online tool for collecting relevant life insurance information in a secure, social environment.
  - HomeClub | Tempe, Arizona | [homeclub.us](http://homeclub.us)  
A mobile verification app which validates the installation of smart-home products.
  - InsuredMine | Dallas, Texas | [insuredmine.com](http://insuredmine.com)  
A cloud-based insurance management application for coverages, payment reminders, document storage, and analytics to help insureds make informed choices.
  - Insurmi | Phoenix, Arizona | [insurmi.com](http://insurmi.com)  
An AI-driven, life insurance app which helps consumers easily calculate coverage needs and compare quotes from the nation's top insurers.
  - JAUNTIN' | Toronto, Ontario | [jauntin.com](http://jauntin.com)

A SaaS insurance platform enabling insurers to offer usage-based insurance products via mobile devices.

- Lvlf | London, UK | lvlf.com  
A company which gamifies exercise to help incentivize healthy lifestyles and lower risks of diabetes/cardiovascular disease/cancer.
- ProtectRisk | Washington, DC | protectrisk.com  
A marketplace and social network designed to connect and sell insurance products, and improve collaboration between insurance retailers and wholesalers.
- RiskPossible | Miami, Florida | riskpossible.com  
A continuous underwriting engine allowing insurers to continuously underwrite in-force policy portfolios and react to any relevant changes in individual risks.

Continue to partner with local EDOs to retain and expand businesses

- Casey's General Stores, Inc. will renovate its existing corporate headquarters in Ankeny and construct a two-story addition to the corporate campus, as well as additional parking. A major renovation of the existing corporate headquarters will begin in the spring of 2018 and be completed in Q4 2018. The construction of a 60,000 square foot addition will start in the spring of 2018 and be completed by Q4 2019. Staff at the City of Ankeny, IEDA and Partnership assisted Casey's on their headquarters expansion.
- Michael Foods plans to build a new regional manufacturing and distribution facility Norwalk. The \$80 million project is expected to add 150 full-time jobs.

### **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 Jan. 31, The Partnership's website has been viewed by 28,748 unique visitors. The Partnership generates 11.1 million estimated impressions of its #DSMUSA hashtag. The Partnership garnered 1,122 media placements in the U.S. and 15 other countries. The Partnership has launched a digital marketing campaign targeted at companies and economic development site selectors. Through the campaign, The Partnership will share the benefits of relocating and growing business in Central Iowa. The campaign will feature display advertisements, search engine marketing, geo-fencing, email marketing and more. This aligns with one of The Partnership's 2018 Strategic Priorities.

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

- Marketing trips with Iowa Economic Development Authority (IEDA) staff and Partnership staff were made to Phoenix and Los Angeles.

- Partnership staff attended the MidAmerican Economic Development Council's annual meeting and participated in the site selectors roundtable. The Partnership won two awards during the conference: entrepreneurial category award for the Global Insurance Accelerator (GIA) and in the annual report category for the annual report video Maximizing the Momentum.
- The IEDA, the Greater Des Moines Partnership and the Lt. Governor hosted a dinner in Chicago in December with 55 individuals in attendance representing prospects considering Iowa for a new location, site selectors and companies headquartered in Chicago with an Iowa operation.

## **ENTREPRENEURIAL DYNAMISM**

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

Facilitate the provision of seed and growth capital

- Plains Angels meetings were held in November and January.
- The next Raising Capital Seminar will be held on March 8.
- The IEDA Board approved Technology Commercialization loans for two Square One DSM clients. KCR2 dba Time ReDesigned received a \$25,000 proof of commercial relevance award. Workhound received a \$100,000 demonstration loan.

## **INTERNATIONAL EXPANSION**

### **Accelerate growth of key industry clusters through global engagement**

Focus on the attraction of foreign talent to Central Iowa

- A delegation from Kosovo visited Des Moines in November and expressed an interest in opening an operation in the region.
- The Partnership hosted a breakfast reception for the Deputy Prime Minister and Minister of Foreign Affairs of Kosovo on January 12th and co-hosted, along with Iowa Sister States and the Kosovo Consulate, a breakfast for the Kosovo Prime Minister on February 12th.

## **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

- A retail study was shared on September 27 by Maureen McAvey. A team is now working to create a downtown retail development strategy based on the study as well as feedback from local stakeholders. The plan will be presented in late 2018.

Enhance downtown Des Moines activity and event programming

- Vibrant, active events continue downtown. The Downtown Winter Farmer's Market was another success attracting over 10,000 people, and GuideOne ImagineEve drew approximately 5,000 individuals to the capital core.
- The first annual Winter Games were held in conjunction with the opening weekend of the Winter Olympics. The event featured an Opening Ceremonies watch party, fireworks, food trucks, contests, demonstrations and a winter sports playground.

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

- The Water Trails Engineering Study has been completed and a fundraising feasibility study is in the initial phases.
- The Hilton Hotel at the Iowa Events Center is slated to open March 21. Additional hotels are in various stages of development, including a limited service hotel north of the Iowa Events Center and a boutique hotel that will restore the Midland Building on 6th Avenue.
- There has been strong interest in business expansions in downtown. A speculative office building is proposed in the East Village and various housing developments continue to open and are proposed throughout downtown.

### **Build and sustain downtown housing at multiple price points**

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

- Three mixed income projects are proposed for the Market District area, with market rate apartments and a portion of the apartments offered to residents who have incomes below AMI; construction of these projects are planned for 2018.
- Proposals for the Gray's station area are advancing, with a variety of price points at the upper end of the market and the first phases of implementation planned for 2018 construction.

### Develop a Downtown Des Moines Workforce Housing Plan

- A committee is working with the Virginia Center for Housing Research at Virginia Tech on a study to identify the quantity, price, and type of workforce housing needed downtown and how to plan for the future. The study will provide a strategy for addressing housing needs as they align with workforce, and train staff to analyze data and monitor moving forward. The committee is working on securing funding and hopes for data collection to begin in Q2 with the full plan released in late 2018.

### **Foster development of connected, pedestrian-friendly downtown environments**

#### Implement strategies to encourage downtown mobility alternatives

- The Transit Future Work Group released the comprehensive Greater Des Moines Transit Funding Study to provide a long-term investment strategy for the region's public transportation system. The 12-page report provides an overview of the Greater Des Moines Transit Funding Study process used by the 51 stakeholder organizations during three meetings held from July through October 2017. The report documents significant agreement among participants that the region grow transit service and seek a dedicated funding source to pay for it, while in the short term continuing to raise property taxes and expanding public-private partnerships. Other implementation recommendations include engagement and educational campaigns and investment in emerging mobility options.
- The Connect Downtown plan is complete. Des Moines City Council is considering next steps and organizers are exploring funding options. Recommendations show plans for converting one-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

- Changes in parking policy were announced in late 2018 that extend charges on parking meters to 9pm and Saturdays to encourage greater turn-over and support restaurants and retail. Court Avenue was first district implemented. East Village is planned for implementation of changes in early spring 2018 with the remainder of downtown following in 2018.

## **NEIGHBORHOOD IMPROVEMENT**

### **Leverage effective strategic models for neighborhood improvement**

#### Continue to seek resources to advance the Neighborhood Improvement Implementation Plan

- The City of Des Moines is working with a consultant, czb, LLC, to shift how neighborhood planning and revitalization work happens in order to increase demand

for living in city neighborhoods. If the Local Option Sales Tax passes, 20% of the revenue collected in Des Moines will support neighborhood improvement activities.

Implement effective corridor-improvement strategies

- The Douglas Avenue Corridor plan is in progress. The plan looks at improving walkability and traffic circulation, identifying redevelopment priorities, addressing vacant buildings, and building identity around the many diverse ethnic businesses located along the corridor.

Support and create district-based financing and investment tools

- A SSMID has been established for the Roosevelt Cultural District at 42nd Street and I-235 in Des Moines to support ongoing streetscape maintenance and district marketing and promotion.
- Work on the Des Moines land bank will continue upon conclusion of the City's work with czb LLC. This will allow for the land bank plans to be incorporated into the full revitalization plan.

## 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

- Billi Hunt was hired as executive director and began work on Monday, February 19. Hunt brings 20 years of experience as the former government affairs manager for DuPont.

### **Actively promote the Cultivation Corridor brand**

Increase brand awareness among targeted audiences

- The Cultivation Corridor kicked off a new campaign, *It's In Our DNA*. Over 3 million impressions and 5,000 website sessions have been generated. The campaign ran between December 20, 2017 and January 23, 2018.

## Support agbio and agtech innovation

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

- The Iowa Economic Development Authority (IEDA) released the Iowa Bioscience Development in November 2017: Core Competency Analysis, Platform Identification and Crosscutting Strategies. The study performed by TEconomy Partners, LLC, recommended that the following platforms hold the most promise for Iowa economic development and most likely to benefit from state programs, industry-university partnerships and other sector stimulating activity:
  - Biobased Chemicals
  - Medical Devices
  - Precision and Digital Agriculture
  - Vaccines and ImmunotherapyCultivation Corridor representatives provided input on this study

## 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 and implement the Regional Cultural Assessment.**

Generate more spontaneous artistic and cultural connections in new and different spaces.

- Bravo is working to finalize a proposal for pilot projects that will bring temporary public art projects to fruition across the metro in March and April. The cost will be covered by the implementation fund for the Regional Cultural Assessment. Details to be shared as soon as they are available.

Support creative artists and entrepreneurs as part of our creative economy.

- Drake University is working on creative ecosystem startup workshop/bootcamp as an initiative of the Regional Cultural Assessment. With Bravo's input and guidance, students participating in the business capstone class this spring will be challenged to develop both a definition of a Creative Economy and a strategic model for achieving desired results, including metrics. Findings will be available in May and will guide next steps in this area.



- According to Catch Des Moines' recent visitor analysis (Longwoods International), 13.7 million visitors spent \$48 million on recreation/entertainment and 19% of visitors went to arts/cultural attractions.
- Expedia named Des Moines one of the most artistic towns in America.
- Catch Des Moines recently hosted the Kennedy Center American College Theater Festival Region 5. This event brought around 1,500 college theater students from across the region to our metro.
- Des Moines was one of nine international city recipients to receive the prestigious International Festivals & Events Association (IFEA) World Festival & Event City Award. Catch Des Moines worked with local organizations to provide statements and other detailed information to support the nomination for the IFEA World Festival & Event City Award, presented by VISA at the Annual IFEA Convention & Expo.

Support arts, culture and heritage throughout Central Iowa in a diverse, accessible, inclusive and equitable manner.

- Bravo has begun a strategic planning process to identify how our organization will respond to the findings of the Regional Cultural Assessment. Results of that effort will guide next steps for Bravo and the region on this priority.

Ensure youth in the region have access to a rich array of cultural experiences.

- Bravo's strategic planning will also guide tactics within this priority outlined within the Regional Cultural Assessment.

## 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

- The Local Government Collaborative has refocused its efforts to ensure a clear path moving forward with strong, impactful projects for the region to tackle. DMACC Business Resources will lead a session with the region's mayors and city managers on February 21 to determine the next collaborative project. Following the meeting, appropriate departments will be assigned to manage the effort.

- In collaboration with the Business Capital, efforts continue to develop a revised Fair Play Agreement.

Adopt and sustain the work of the Central Iowa Code Consortium

- The Central Iowa Code Consortium web pages and forms have been updated to reflect the 2018 codes. A new review committee is being recruited and code change proposals are being accepted via the Capital Crossroads website.

## 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

- Members of the Workforce/Education subcommittee of the Partnership's Government Policy Council worked together to develop the Partnership's State legislative agenda focused on workforce development and education. The subcommittee consisted of representatives from non-profits, K-12 and higher education, business and the community at large.
- United Way of Central Iowa and Central Iowa Works convened the 2018 Skills2Compete Coalition to develop policy and advocacy agenda for the 2018 legislative session. The Skills2Compete Agenda is complimentary to the Partnership's Agenda and targets policy changes that remove barriers to education, training and employment. The Coalition membership consists of statewide representatives from United Ways of Iowa, K-12, community college, government, business and labor. While the 2018 session is still underway, we have had early success in passing a key bill out of committees in both chambers related to eliminating the automatic driver's license suspension for returning citizens. This law, if passed, would eliminate a transportation barrier for returning citizens who are pursuing education, training and employment supporting their successful re-entry.

Consider the promotion of education-specific policy issues

- As a top State priority for 2018, The Partnership supports the state's Future Ready Iowa initiative to ensure that the state has a talent pipeline that is aligned to and prepared for the jobs of today and tomorrow. The Future Ready Iowa initiative will

better align our education, workforce and economic development programs in efforts to close skills gaps.

## **CRADLE THROUGH CAREER PIPELINE**

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

Optimize coordination and communication with private sector partners

- In March the inaugural meeting of The Partnership's Business Education Council consisting of business, education and non-profit leaders in our region will convene. Proposed State education and workforce legislation will be discussed.

### **Provide support for early grade success**

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

- United Way's Read To Succeed initiative continues to elevate public awareness around early grade reading as a key indicator of student success and graduation. In January 2018 United Way of Central Iowa launched a new pilot "Real Men Read" to further engage students by connecting early grade readers with male reading mentors.

### **Graduate Central Iowa high school students college and career ready**

Support college and career readiness in Central Iowa high schools

- The Partnership is in its third year of sponsoring the Iowa College Access Network which works statewide to assist students and parents in preparing for life after high school. A key component of our sponsorship is our participation in all college and career planning events at high schools across the metro area. The Partnership provides career trends and outlook data, core skills required for jobs of the future and tips on effective career exploration.

## **LIFELONG LEARNING**

### **Help Central Iowa adults advance their education and career opportunities**

Support local adults seeking to complete high school and college degrees

- Central Iowa HealthWorks is a collaborative effort to train and support 380 Central Iowans seeking careers in healthcare. Led by United Way of Central Iowa, Central Iowa HealthWorks is funded by a \$2.25 million four-year grant from the U.S. Department of Labor, Employment and Training Administration. United Way of Central

Iowa was one of 23 out of over 200 applicants in the U.S. to be awarded this America's Promise grant, which started in January 2017. The goal for Central Iowa HealthWorks was to enroll 95 people in the first year. Due to high interest and qualified applicants the program ended 2017 with 183 participants. The targeted populations for this project included minorities, refugees, immigrants, low income individuals, single parents and individuals with disabilities.

- Of the 183 enrolled participants, 66% are minorities, 39% are refugees or immigrants, 8% have a disability, 26% are single parents, and 93% live in households at 250% or less of the federal poverty level. The two career trainings that have been most popular this first year have been the Certified Nurse Aide (CNA) with 78 participants studying at Signature Healthcare and DMACC, and Registered Nurse (RN) with 65 participants enrolled at DMACC. Employers involved with Central Iowa HealthWorks include Broadlawn Medical Center, HCI Care Services & Visiting Nurse Services of Iowa, Iowa Digestive Disease Center, Mercy Medical Center, Senior Housing, Unity Point Health, Wesley Life and Candeo.

### **Enhance adults' ability to access jobs and training**

#### Support the OpportUNITY Plan initiatives

- On February 12, OpportUNITY brought together people from around Iowa to highlight the many barriers individuals face coming out of our prison systems and returning to our communities. Barriers that were highlighted included employment, housing and mental health. During the summit a new report looking at the childhood trauma and a video documented what is like for returning citizen here in central Iowa and how we can rethink re-entry. As part of this summit, the next day attendees participated in a lobby day focusing on the automatic driver's license suspension for non-driving drug offenses and the need to remove this barrier for our returning citizens. Given 97% of people who are currently in prison or jail will return to our communities – it is imperative we help them make a successful transition, including training, education and employment.
- OpportUNITY will host an open house on March 8, 2018 from 2:00 - 7:00 p.m. at Gravitate in Valley Junction, 318 5th St, West Des Moines, IA 50265. The public is encouraged to attend to review current work group plans, past successes, and provide insight into the future direction of the OpportUNITY Plan and how we can work together to reduce poverty and eliminate barriers that prevent Central Iowans from thriving.

#### Improve transportation access to jobs and training

- Elevated as part of the Iowa Skills2Compete Coalition, the United Way of Central Iowa has introduced a policy change that would eliminate a transportation barrier for returning citizens who are pursuing training, education and employment. This policy changes has been well received by both chambers. Currently 5,000 Iowans have their

license suspended each year because of a non-violent drug offense that was unrelated to driving. These suspensions have been required by Iowa law since the federal government's War on Drugs policy agenda in 1991. Most states in the nation have since repealed this law, however, Iowa is one of only 11 states who has yet to do so. Many states have repealed this law because license suspension does little to deter crime and it is often costly to implement. While license suspensions for non-driving, non-violent drug offenses create administrative burdens for the state, they also create barriers to reentry for Iowa's ex-offenders. Ex-offenders who are affected by this outdated law often find themselves stuck in a cycle of law violations, even though they may be simply trying to reestablish themselves in their communities. For instance, more than 30% of Iowans work outside their home county, which makes it difficult for them to travel to work without a license to drive themselves. Therefore, many ex-offenders will continue to drive to work even with a suspended license, finding themselves once again in contact with the court system. This driver's license suspension law creates barriers to employment for ex-offenders who are trying to reenter society and contribute as productive members of Iowa's workforce.

## **TALENT RETENTION AND ATTRACTION**

### **Retain skilled recent graduates and interns**

Leverage tools and relationships to support talent retention

- Quarterly Welcome to DSM receptions are hosted for professionals who have relocated to our metro for career opportunities. These receptions help new residents connect with each other, learn about upcoming events and activities, and receive information about tools and resources to assist them in acclimating to their new home community. The Q1 reception is planned for March.

### **Attract top talent to Central Iowa**

Promote Central Iowa through external events and visitation

- In Q1 of 2018 29 recruiting events have been completed on college campuses across the Midwest in addition to Oklahoma, Arizona and Texas. We will also participate in six virtual career fairs targeting college students in other geographic locations and focused demographics of adult job seekers.

Enhance targeted outreach and engagement with talent prospects

- In February, The Partnership launched a digital marketing campaign to broaden awareness of and interest in Greater Des Moines (DSM) from prospective talent. Through the campaign The Partnership will share the benefits of moving to DSM with people from across the country. To launch the campaign, The Partnership and its

video partner Applied Art and Technology produced a series of videos showcasing the stories of local resident, and how DSM allows them to “Live Life Without Compromise.” Those stories will be shared through social media ads, display ads, search engine marketing, geo-fencing, pre-roll video advertising and more. DSM residents are encouraged to contribute to the campaign by sharing their story on the #DSMUSA Facebook Group, submitting a blog post to The Partnership and signing up to become a DSM USA Ambassador. This aligns with one of The Partnership’s 2018 Strategic Priorities.

- One of The Partnership’s 2018 Strategic Priorities is to implement a DSM Fellowship Program with a focus on attracting diverse candidates to the region. The Fellowship Program will engage at least 15-to-20 businesses in the region to welcome 25 Fellows. The Program will further put DSM on the map as a welcoming region for people from all different backgrounds.

Work to attract international talent to the region

- The Partnership is working with 23 foreign-born high-skilled job seekers to provide guidance, counseling, mentoring and training on career goals, resume writing, interviewing skills, applications, U.S. workplace culture and more to prepare them for jobs that match their education and qualifications.
- The Partnership hosted the first meeting of the Global Talent Advisory Committee to discuss talent needs and how to fill the skills gap with foreign-born talent.
- The team is working with 20 foreign-born students at Hoover High School to educate them about American culture and social development.
- The City of Des Moines, Polk County and The Partnership are commissioning a joint to assess the need for a central hub for foreign-born individuals to receive services, referrals and programs to get a jump-start on their life in Central Iowa.

## NATURAL CAPITAL

*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

- The Connect Downtown plan has been completed and City Council is considering next steps. The recommendations show plans for converting one-way streets to two-way and narrowing roadways in favor of more on-street parking and bike amenities.

## **OUTDOOR RECREATION**

### **Enhance Central Iowa's network of parks and greenways**

Develop and implement a regional parks plan

- The planning studio at Iowa State has completed its research on the current state of our parks. A graduate student is working with the Great Outdoors Foundation and the MPO to finalize the report to share with partners and formulate planning. The report will include a national parks score, highlight our region's strengths and weaknesses and outline next steps. The report also opens doors to collaboration with other Capitals in developing the regional parks plan.

## **RESOURCE CONSERVATION**

### **Optimize water quality and distribution**

Continue expanding watershed management capacity and impacts

- Fourmile Creek Greenbelt entered a multi-jurisdictional MOU with the cities of Des Moines, Pleasant Hill, Ankeny and Alleman. Other partners include the Polk County Conservation Board and the Polk County Soil and Water Conservation District. The MOU establishes a cooperative arrangement to effectively and environmentally develop, maintain and manage the Fourmile Creek Greenbelt within Polk County. The agreement outlines development and promotion priorities of Fourmile Creek and creates an advisory committee to review all development plans that impact the Fourmile Creek Greenbelt.

### **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

- Both the Regional Parks Plan and the Water Trails Plan stress the importance of forming and increasing coalitions to help address resource protection and enhancement.

## **MARKETING AND EDUCATION**

## **Actively promote environmental sustainability issues and opportunities**

Develop compelling effective public outreach campaigns

- The community calendar for outdoor recreation and conservation events is in the final stages of completion. The next step will be to train partner organizations and promote to the community.

## **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

- With the assistance of the Greater Des Moines Partnership the Transit Future Work Group was created to look at multimodal needs, in particular transit, and how to achieve the vision of Dart Forward 2035. This work group was led by private sector interests and brought together both public and private entities to discuss transportation issues for the region and possible funding solutions; including funding a study that looked at potential funding options for DART.

Ensure efficient use of existing transportation investments

- The MPO works with its partners to develop performance driven investments in the transportation system. In particular, FHWA funding of projects is put through a scoring process for each project that receives funding. The scoring process helps guide investment to projects that best meet the needs of the region's transportation goals.

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

Implement strategies to encourage mobility alternatives

- The MPO provides funding through its TAP program, to encourage the development of alternative modes. Additionally, it has provided funding through a grant from the Wellmark Foundation to implement small projects that encourage mobility alternatives. Projects include: bike corrals, trails, trail heads, safe routes to school, crossing



improvements and sidewalk studies. Work has also been done with the region's Mobility Coordinators to improve access to the various services for people who need assistance with transportation.

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

- The City of Des Moines reviewed its parking strategies, both on street and garages, as part of its comprehensive plan update and with the Connect Downtown study. It has revised the need for some parking garages as well as changes to on-street parking. This includes conversion of some one-way streets to two-way streets and including on-street parking throughout the day, in particular in the downtown core.

Advance and swiftly transition key policies into implementation mode

- As noted above, the City of Des Moines has implemented pilot projects to test one-way to two-way street conversions that include parking changes. Additional on-street parking changes have been implemented in the East Village with more planned for the coming year.

### **Enhance regional transit capacity**

Provide ongoing support for implementation of DART Forward 2035

- The Transit Future Work Group addressed how to achieve the vision of Dart Forward 2035. This work group was led by private sector interests and brought together both public and private entities to discuss transportation issues for the region and possible funding solutions; including funding a study that looked a potential funding options for DART.

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

- The MPO's long range transportation plan, Mobilizing Tomorrow, developed a nodes and corridor approach to transportation and worked with communities to look at their land use patterns to help support transit. The City of Des Moines in its recent comprehensive plan update pushed these ideas forward in their strategies.

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

- Transit connectivity is one of the scoring factors for funding from the MPO and reviewed as part of project applications. Communities are looking at how to support transit when new development happens, not only to bring people in to those businesses, but to also make sure workers can get to their place of employment.

## **Develop key freight infrastructure**

Design and promote a regional multimodal transload facility

- A transload operator has been selected in the process of purchasing land from the city of Des Moines. The facility is designed and going through design reviews, environmental reviews and permitting as well. An INFRA grant from the US DOT has been applied for to help fund the city as well.
- The MPO is developing a tool that will help companies find shipping containers entering the region and determine if they can use it to ship out product.

## **DESTINATION AMENITIES**

### **Develop a world-class system of land and water trails**

Develop and connect Central Iowa's network of land trails

- The MPO works with communities to determine gaps in the trail system and identify funding to fill in those gaps. Additionally, the MPO has recently implemented its Data Bike a tool that provides pavement conditions on the trail network. This data will be used to help program areas of the trail system that need improvement and provide a benchmark for monitoring trail pavement conditions.

Build an extensive system of regional water trails

- The Regional Water Trails effort continues thanks to the leadership of the MPO. The engineering feasibility plan is underway and will be completed early March/April. Over 150 miles of water trails have been identified and work is being coordinated with many partners to determine where facilities and trail amenities should be placed as well as cost estimates, permitting needs and fundraising capacity.

## **21<sup>st</sup> CENTURY TECHNOLOGIES**

### **Secure competitive broadband speeds for all regional communities**

Identify viable means to secure gigabit internet for Central Iowa communities

- Work continues with the region's internet providers. All new developments are being provided with Fiber to the Premise (FTTP) , which allows for gigabit speeds.
- CenturyLink finalized its acquisition of Level 3 Communications during 4Q of 2017. This merger makes CenturyLink the second largest communications carrier in the nation with a substantial addition to its worldwide fiber optic network.

## **Pursue Smart City strategies in Central Iowa**

Launch a coordinated Smart City initiative

- The MPO is working with the City of Des Moines to establish a Smart City Roundtable that will look at these issues with other communities in the region. The MPO has received and will receive more technical assistance from T4 America on this issue and has had discussions with various service providers on what opportunities may be available to the region.

## **NEIGHBORHOODS AND HOUSING**

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

Implement Housing Tomorrow to address regional affordable housing needs

- Work continues in developing a model to predict future community and neighborhood workforce housing needs. Coalitions of employers, local government and developers continue to look for ways to provide housing affordable to workforce in close proximity to job centers.

Promote infill development and the rehabilitation of vacant structures

- The City of Des Moines will receive the initial report from its neighborhood development consultant this quarter as the first step in revising its strategy for neighborhood redevelopment.

Develop vibrant neighborhoods and communities

- The committee is engaged with the City of Des Moines and its consultants on the revisions to the Neighborhood Revitalization Plan. The report and strategy from czb, LLC will be shared Spring 2018.
- The Polk County Housing Trust Fund allocated over \$725,000.00 to developers submitting applications for the 2018 Low Income Housing Tax Credit competition.

## **SOCIAL CAPITAL**

*Angie Dethlefs-Trettin, Daniel Hoffman-Zinnel and Izaah Knox*

Central Iowa will become the gold standard of the successful 21<sup>st</sup> century region.

## **SUPPORT A MORE DIVERSE IOWA**

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

- The Ray Center’s mission to improve civility includes initiatives in schools, families, workplaces and community organizations. The largest community-based community goal is to host eight Community Conversations in 2018 throughout Iowa. These events will promote civil dialogue in communities by teaching attendees how to have difficult conversations with respect.
- Inclusion Council will deliver an untapped talent toolkit for employers in 2018.
- Social Capital Tri-Chairs have coordinated an unconscious bias learning opportunity for all Capital Crossroads leadership at the February 21st quarterly meeting. Additionally, an equity tool will be shared to encourage reflection and conversations on how unconscious biases may impact people and communities of color when implementing new projects or policies within their Capitals and other community initiatives they may lead.
- The Regional Leadership Council will discontinue formal in-person meeting coordination. Convening and coordinating efforts of the RLC had become increasingly more difficult and attendance had dwindled. Most of this is due to transition of volunteer leaders who have since stepped out of their chair roles and also other changing positions. In short, the face-to-face meetings are not an effective or efficient use of time and resources. We will continue to manage the collective submission to the Book of Lists, send notifications and email updates on various topics to the email distribution list, etc.
- The Emerging Leaders Council (ELC) has grown and identified a new set of YPO chairs. Two strategic planning sessions were held to determine discussion curriculum, opinion articles topics and the desire to meet at different non-profit and cultural institutions. The ELC continues to promote inclusivity through both membership and discussion topics.
- The Greater Des Moines Area Experience Professionals group is in the preliminary phase of planning a transformative, daylong event targeted toward its age demographic. The event will include sessions on fostering deep conversations, vulnerability, (beyond) mentoring, purposeful empathy, empowerment, decision-making, adding value, and breaking patterns. The group continues to shape how it can be responsive to community needs for the “on deck” demographic.

### **Leverage and enhance existing efforts**

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

- The Ray Center’s Community Conversations series is enhanced through a partnership with the National Institute for Civil Discourse. The NICD and The Ray Center are partnering on these Community Conversations to bring maximum impact in the Iowa communities.
- Significant changes have been made to the Greater Des Moines Leadership Institute’s Community Connect program over the last couple years. This year, small refinements were made that focused on providing opportunities to connect the participant

experience to community engagement and to also provide opportunities for class members to engage with mentors.

## WELLNESS CAPITAL

*Jami Haberl, Suzanne Mineck and Ruth Randleman*

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**

Participate in regular community health assessments and tracking

- The community assessments are completed every three years by the hospitals and every five years by local public health departments.

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

- Led by the Greater Des Moines Partnership, the Mental Health Policy Forum was held to discuss mental health issues within our community.
- Business Publication's special issue "Lifting the Veil" was released at the forum. Capital Crossroads was a presenting sponsor of the publication.

### PROGRAMS AND SERVICES

#### **Raise awareness of the need for integrated mental health services**

Convene partners to inform coordinated mental health programming

- Later this summer Des Moines University will launch the Provider Education Program with the National Alliance on Mental Illness. This innovative response to Iowa's shortage of mental health professionals is designed to transform the ways psychiatric care is delivered by increasing students' comfort level and compassion in working with individuals with mental illness, fostering clinical empathy for patients and their families, and countering stigmas.
- Suzanne Mineck and Ruth Randleman joined as tri-chairs for the Wellness Capital following Rick Kozin's retirement.

#### **Support improved regional social and emotional well-being**

Advocate for holistic Central Iowa wellness programs

- United Way of Central Iowa in partnership with the Iowa Department of Public Health and Iowa Healthiest State Initiative launched a proven, scientific method “5-2-1-0 Healthy Choices Count” to keep kids healthy by focusing on the importance of good habits. 5 or more fruits and vegetables 2 hours or less of screen time 1 hour or more of physical activity 0 sugary drinks and more water.
- The Healthiest State Initiative is calling on Iowans to apply for the 2018 Iowa Walking College, a six-month educational program, where fellows explore ways to improve walkability around the state through online and face-to-face interaction.
- The Healthiest State Initiative hosted their Annual Award Ceremony on February 15, 2018 at Ron Pearson Center in West Des Moines. Workplaces, K-12 schools, communities, and individuals were recognized for leading the way to make the healthy choice the easy choice. The finalists in the five categories included:
  - Individual: Angela Drent, Ashley Christensen and Erin Drinnin
  - Small workplace: Cerro Gordo County Department of Public Health, Matthew 25 and The Foreign Candy Company, Inc.,
  - Community: Ames, Cedar Rapids, Clive, Harlan, Mason City and Sioux City
  - Large workplace: Des Moines University, Kemin Industries, Meredith Corporation and University of Iowa
  - Schools: Fairview Elementary and Pierce Elementary