

# PRIORITY ACTIVITIES PROGRESS REPORT

## MAY 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

- The Advanced Manufacturing Council held a meeting on March 6th at John Deere Des Moines Works. The program featured a presentation by the Polk County Sheriff's Department on "Active Shooter Preparedness."
- The Financial Services Council has its next meeting on May 23rd at Holmes Murphy in Waukee. The program will be a panel discussion on how corporations are using data analytics.

Leverage BRE visits to inform business expansion and attraction efforts

- There were 34 BRE meetings held in February, March and April.

Continue to advance economic activities with local small businesses

- Startup Stories podcasts were filmed in February, March and April.
- Accelerate DSM, a day-long event for entrepreneurs, was held on April 5th at the Science Center of Iowa with 150 attendees.
- As part of the Global Insurance Symposium, the Global Insurance Accelerator (GIA) held a mini expo on April 24th at the World Food Prize with about 20 insurtech startups. Also, the eight firms in the 2018 GIA cohort held their demo day presentations on April 25th.

Continue to partner with local EDOs to retain and expand businesses

- Meredith announced plans to remodel Des Moines headquarters to accommodate growth. The company recently acquired Time, Inc. and plans to relocate positions from Time Inc.'s New York City headquarters to Des Moines and hire new staff to fill these positions. The project will include remodeling the current headquarters facility to accommodate this growth. This \$8.6 million capital investment is expected to create 41 high-paying jobs.
- The Printer Inc., a 45-year-old Des Moines company that in recent years has focused on direct-mail products for the gambling industry, plans a \$12.8 million expansion that includes a new 75,000-square-foot facility in the Airport Commerce Park South in Des Moines. The project will create 15 jobs.

- Deere & Company plans to construct a new 33,000-square-foot facility at the Iowa State University (ISU) Research Park as a design and test lab for agricultural spraying and applications technology. In 2017, Deere opened a strategic technology innovation center in the ISU Research Park to collaborate with the company's business units and complement John Deere's global network of technology and innovation centers. Some employees from that center will be located in the new building when it is completed. The facility is expected to be completed by summer 2019 and is contingent on final due diligence as well as required approvals and incentives that are typically available for projects of this nature.

### **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 Q1 2018, The Partnership's website has been viewed by more than 130,000 unique visitors. Additionally, The Partnership has generated 47.1 million estimated impressions of its #DSMUSA hashtag as well as garnered more than 1,400 media placements in the U.S. and 15 other countries. In late February, The Partnership launched a digital marketing campaign targeted at companies and economic development site selectors. To-date, the campaign has generated 860,000 impressions with click-through rates trending higher than industry average. A total of 94 percent of users that have visited the growDSMUSA.com website through the campaign were new, proving the campaign's effectiveness in expanding DSM USA's presence.

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

- Marketing trips to Dallas and New York were conducted during the second quarter. The New York trip was done in conjunction with the Iowa Economic Development Authority and the Greater Cedar Rapids Metro Alliance. As part of the New York trip, an insurance luncheon was held featuring Lt. Governor Adam Gregg, Insurance Commissioner Doug Ommen and IEDA Director Debi Durham.
- Partnership staff exhibited at the CORFAC Spring Conference this March in Austin, TX. CORFAC is an international network of corporate real estate professionals. Approximately, 200 members attended the conference.
- DSMUSA was promoted at the Data Center World conference in March in San Antonio. Central Iowa is a national hub for data centers with six million square feet of data center space constructed or planned by Apple, Facebook, LightEdge and Microsoft. Representatives were from the City of West Des Moines, Greater Dallas County Development Alliance and Greater Des Moines Partnership.

- The Site Selectors Guild held its annual 2018 conference in Cincinnati this March. This is an organization of the top site selection consultants in the country. The Partnership has hosted many Site Selectors Guild members in Des Moines over the last five years. Economic development representatives from East Polk Innovation Collaborative (EPIC), the Greater Dallas County Development Alliance and the Greater Des Moines Partnership attended the conference.

## **ENTREPRENEURIAL DYNAMISM**

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

Facilitate the provision of seed and growth capital

- Plains Angels met in April with presentations by two startups.
- The Partnership held a "Raising Capital Seminar" on March 8th that attracted 30 attendees.
- Accelerated Ag Technologies LLC (AAT) is a biotechnology startup based in Ankeny that was formed in March 2015. The company's mission of increasing agricultural productivity is addressed by increasing the reliability of the world's seed and grain supply by enabling hybrid production systems. AAT has developed and has patents pending for several biotechnology processes and applications to enhance plant pollination, with a focus on cross-pollination. AAT was awarded a \$300,000 loan from the Iowa Innovation Acceleration Fund for product refinement and IP development for a technology called PowerPollenSM .

## **INTERNATIONAL EXPANSION**

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

Focus on the attraction of foreign talent to Central Iowa

- The 2018 Global Insurance Symposium (GIS) was held on April 24th to 26th at the Community Choice Credit Union Convention Center. The new Hilton Hotel served as the conference hotel. The 2018 GIS broke attendance records, with 650 attendees from 20 countries.
- Cultivation Corridor and Partnership staff attended the Africa Investment Rising tour and roadshow hosted by the Initiative for Global Development. The event was held at the ISU Research Park on April 26th and featured a panel discussion about growing business sectors in Africa and opportunities for Iowa businesses. A structured speed networking event was also held to help introduce African business leaders to local executives and policy makers.

## 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

- Following the results of the fall 2017 assessment, a task force is working on a downtown retail development plan. Discussion groups are being held over the month of May to glean insights from developers, brokers, landlords and small businesses. The group is also working with the City to identify skywalk updates and data necessary to help attract and retain businesses. The plan will also include strategies to address placemaking and wayfinding in key downtown neighborhoods.

Enhance downtown Des Moines activity and event programming

- Numerous events are being expanded and produced including extending *Out to Lunch* into a series of six events.
- A new festival is being developed for March 2019.

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

- The Skatepark Cabinet is nearing completion of the \$3.5 million campaign which will create the world-class Lauridsen Skatepark in downtown Des Moines located on two acres on the northwest end of Principal Riverwalk.
- A fundraising feasibility study is underway for the Water Trails.
- Downtown is in the process of opening approximately 1,200 housing units. Developers are reporting good absorption of these units, with some of the early projects at 100% occupancy and developers with projects approaching completion reporting up to 50% occupancy during the pre-leasing period. Developers note that the majority of renters are moving in from outside of the downtown area.
- The Hilton Hotel at the Iowa Events Center opened on March 21.
- Mandelbaum properties and 21c Hotels, a contemporary art focused hotel, announced a 103-room boutique hotel for the proposed tower at 5th and Walnut Streets.
- The Market District master plan and infrastructure needs assessment is underway with public visioning workshop completed May 8 and additional workshops planned for June 4-7. Information available at: <http://marketdistrictdsm.com/>

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

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

- Gray's Station received construction and Council approvals to begin construction this year on the new neighborhood on the southwest side of downtown.
- A mixed-use project utilizing City-owned property in the East Village received preliminary approval in April and will include units affordable to those with incomes below AMI.
- 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 that will 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. Funding is secured for Phase One. The researchers are currently gathering data and training will begin in Q3.

Support transportation options that promote urban living and increased affordability.

- Des Moines BCycle doubled the number of stations and tripled its service area in 2017. It now has 20 stations and 125 BCycles available year-round, 24 hours a day. Of these new stations, four were deliberately located next to a bus shelter to provide the region with its first "minimobility hubs." Hy-Vee, Christensen Development, and Hubbell Apartments have sponsored B-Cycle stations for their residential developments.

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

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 implementation is underway with the remainder of downtown following in 2018. Updates can be found on a website created specifically to communicate downtown parking news and information: <http://www.parkdowntowndesmoines.org/>

## NEIGHBORHOOD IMPROVEMENT

### Leverage effective strategic models for neighborhood improvement

Continue to seek resources to advance the Neighborhood Improvement Implementation Plan

- Over the past nine months, the City of Des Moines has been working with a consultant, czb LLC, to evaluate and recommend an updated framework for the City's Neighborhood Revitalization Program. The new Neighborhood Strategy is scheduled to be presented to City Council in June.

Use the Viva East Bank! program as a model for additional neighborhood improvement initiatives.

- Viva East Bank! has been a successful launching point for a number of other neighborhood improvement initiatives. Fuel Up First, a Monday morning breakfast program at East High School, is concluding its second year. The program, created after a Des Moines Police Officer noticed an uptick in juvenile crime Monday mornings, feeds an average of 700 students each week and aims to keep kids fed and in the classroom. It is a collaboration among the Des Moines Police Department, Des Moines Public Schools, Salvation Army and many community volunteers.

Implement effective corridor-improvement strategies

- A corridor plan for Douglas Avenue in Des Moines (from Merle Hay Rd to the river) is in progress, with some exciting redevelopment concepts proposed at major intersections. The plan will be aligned with MoveDSM and the City of Des Moines' Master Transportation Plan which is also underway.

Leverage key nonprofit neighborhood revitalization resources, tools and personnel.

- The City of Des Moines' project with czb LLC referenced above has involved a 20-member working group, including members from several non-profit housing and neighborhood revitalization organizations. The forthcoming strategy will have recommended roles for the non-profit sector, in addition to recommendations for the City.

## 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

- We continue to serve as the connector in economic development working with partners to connect with businesses in the industry.
- Our work this quarter has been focused on making introductions by our new Executive Director and with our investors and key partners.

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

Increase brand awareness among targeted audiences

- The BIO World Congress has selected Des Moines as the host for their annual convention in July 2019
- Cultivation Corridor sponsored and hosted a booth at the Iowa Biotech Annual Partnering for Growth meeting in March.
- Three great articles stating the Iowa is leading the way and mention the Cultivation Corridor were released.

### **Support agbio and agtech innovation**

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

- The Cultivation Corridor had the privilege to sit in on the Iowa Agri-Tech Accelerator Cohort selection interviews. A new Cohort will begin at the end of May.
- Cultivation Corridor connected two start-ups with Iowa State University for business assistance.

## 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.

- The week of April 23, as part of implementation of the Regional Cultural Assessment, Bravo funded three unique public art experiences:
  - Transit Troubadours (April 23-27): A variety of local performers including Drake University theater students, quick draw portrait artists, spoken word artists from Movement515 youth program and popular musicians and vocalists permeated DART buses on a variety of regional transit routes, spontaneously entertaining passengers. Video can be found here:  
<https://www.facebook.com/bravogreaterdesmoines/videos/10155639969313022/>
  - Selfie Compulsions, Sputnik Returned II by artist Brandon Vickard (April 20-27): A late-model car, otherwise innocuously parked, has been cleaved, by, of all things, a satellite. And not just any old satellite. Resting atop the remains of the vehicle's badly dented roof, it's Sputnik. Sputnik traveled to several different communities and was quietly placed in areas with lots of foot traffic - high school parking lots, business parking lots, or a mall. Video can be found here:  
<https://www.facebook.com/bravogreaterdesmoines/videos/10155637908658022/>
  - No-Tech Water Quality Audio Experience (early May): Passersby on the Jordan Creek Trail (50th and EP True Pkwy, West Des Moines) experienced local water quality data animated by artist Alex Braidwood with sound recordings that reflect the dynamic nature of the changing quality of the stream adjacent to them on the trail.

A report on the experiences is being prepared and will be posted to [CentrallowaRCA.org](http://CentrallowaRCA.org) once complete.

- Bravo hosted a Public Art Conversation for regional municipal leaders to learn about expanding definitions of public art and opportunities for collaboration throughout the metro. The event was attended by 13 of 17 communities that support Bravo and interest in moving forward together was high.
- In collaboration with Bravo, the MPO and DART, Jason Roberts from the Build a Better Block Foundation presented to a small group of interested leaders about ways to drive tactical urbanism. Plans for additional engagement with the Foundation and other creative placemaking partners are underway.

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

- Through the Every Day, Everywhere Art deployments, local, regional and national artists were paid for their time and talent. Further, a plan is in development for a pilot training and education program to elevate entrepreneurial skills in local artists, to be deployed between May – August 2018. As other items included above are activated, artists will also be included and affected.
- A group of stakeholders is convening in late May to discuss ideas for creating a “Music City” environment in Des Moines, supporting the local music scene and individual musicians.

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

- The Every Day, Everywhere Art projects were deployed in areas that may not traditionally have a lot of access to arts, culture and heritage experiences. A more targeted effort to serve this priority is being considered.
- Bravo continues to make progress on a revised strategic plan for its organization. This will inform how Bravo activates on and owns aspects of the Regional Cultural Assessment and will also identify areas in which broader community support will be beneficial. A final plan should be complete by June 2018.

## 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 Collaboration project is evolving from projects that have been limited in scope (to a specific function such as police, fire, library, public works, etc.), to projects that are more comprehensive, cross-functional and therefore of potentially greater impact to the region. Area mayors and city managers convened in February to discuss their ideas for regional projects that could benefit from a structured, collaborative approach to problem solving. A robust discussion yielded agreement on two projects that were subsequently refined to be: (1) A joint learning process between development community and city staff about best practices in stormwater drainage

planning and management; and (2) A collaborative project with the MAC (metro advisory group) to define and collect information about affordable housing. The stormwater project is being addressed first and the education series kicks off on May 23 culminating with the Green Infrastructure Conference on October 2.

Adopt and sustain the work of the Central Iowa Code Consortium

- The Central Iowa Code Consortium is currently accepting proposals to the 2018 codes. The review committee will convene over the summer. Proposals and other information are available on 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 and Consider the promotion of education-specific policy issues

- The 2018 Iowa Skills2Compete Coalition advocated for several policy and funding priorities that successfully advanced through the 2018 legislative session which concluded on May 5, 2018. The Coalition membership consists of statewide representatives from United Ways of Iowa, K-12, community college, government, business and labor. Key priority outcomes from the session included:
  - Future Ready Iowa Act (HF 2458)  
Members of the Human Capital served on the Future Ready Iowa Alliance and helped develop recommendations that informed this bill. Highlights include the establishment of a last-dollar scholarship for Iowans seeking post-secondary education and a public-private Innovation Fund to support wraparound services and expanded work-based learning.
  - Adult Education Funding (SF 2415) – Level Funding  
Skills2Compete Coalition focus areas in adult education were funded at status quo levels: Pathways for Academic Career and Employment Fund: \$5,000,000, GAP Tuition Assistance: \$2,000,000, Adult Education and Literacy Programs: \$5,500,000

- Automatic Driver's License Revocations for Non-Driving Drug Offenders (SJR 2007, HF 2502)  
Skills2Compete Coalition, the OpportUNITY Re-Entry Taskforce and coalition partners successfully advocated for the opt-out of the federal requirement to automatically revoke the driver's licenses of non-driving drug offenders through SJR 2007. This first step of the process required the House and Senate to both pass this joint resolution opting-out of federal law. The second step was enacting the enabling language to strike automatic revocation as a criminal offense from Iowa code. The enabling language was adopted through the Standings Appropriations process.
- Child Care Assistance "Cliff Effect" (SF 2418)  
Skills2Compete Coalition, UWCI, the Child and Family Policy Center and a coalition of organizations advocated for the expansion of the state's Child Care Assistance program. As a part of the Health and Human Services appropriations process, a two-pronged proposal was presented: an increase to the child care provider reimbursement rate for infants and toddlers and an expansion of the program's income eligibility limits. The legislature agreed to increase the provider rate for infants and toddlers to the 75th percentile of 2014 market rate for Quality Rating System (QRS) participating providers. Quality initiative funding will be used to increase this provider rate. An additional \$3 million was appropriated to address low reimbursement rates for participating QRS providers at or below 50 percent of market rate. With increases in provider rates, the hope is Child Care Assistance participating providers will be able to make additional child care slots available statewide, helping to alleviate child care deserts. The entire provider rate increase will cost \$8.6 million. We will continue to advocate for income eligibility increases to help alleviate the child care "cliff effect."

## **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 convened. Proposed State education and workforce legislation was discussed.

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

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

- United Way of Central Iowa continues to mobilize volunteers in our community and focus efforts, in partnership with several other community organizations, to support student health, attendance and performance outcomes in early grades. It's our belief that volunteers are a critical resource in achieving our community goals and we are purposeful in creating meaningful and highly effective opportunities. Some highlights related to health access and early grade reading strategies include:
  - 690 Power Read volunteers and 200 Book Buddy volunteers read weekly with elementary and preschool students – a key to raising reading scores. Next school year, Book Buddy will expand to two more early childhood centers. Through Vision to Learn so far this year, 876 exams have been completed at 19 central Iowa schools. 687 students have each received two pairs of glasses. Plans are already underway to serve another group of 15 elementary and five middle schools next school year.
  - United Way and Healthiest State Initiative's 5-2-1-0 initiative promotes healthy habits where children live, learn and play. This strategy teaches children to eat five servings of fruits and vegetables, have two hours or less of screen time, one hour of physical activity and zero sugary drinks each day. The 5-2-1-0 program is currently in 27 schools, childcare centers and health care clinics.
  - Stuff the Bus collected 40,000 books which were delivered to partner programs, child-care centers, and in-home child-care providers. Real Men Read is wrapping up the final month of this initiative, bringing male reading mentors from the community into elementary classrooms to read a book once a month for five months. Each month MENTors brought with them a set of brand-new books. The students keep these books to read again at home and build their own home libraries. Books selected for each RMR classroom lesson focus on exposing students to career options. UWCi partners with Everybody Wins Iowa in three schools. Eleven full-time MENTors, along with a list of substitute MENTors, were on the inaugural team. This new initiative reached 221 students and put 1100 books in homes of children in need, with anticipation of growth in coming years.

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

Support college and career readiness in Central Iowa high schools

- The Partnership was represented at more than 20 Iowa College Access Network (ICAN) College & Career Planning sessions at high schools across the metro area this Spring. The Partnership provides career trends and outlook data, core skills required for jobs of the future and tips on effective career exploration.

- We are partnering with Kuder Inc. on their Connect2Business technology platform which will link area K-12 students, administrators and teachers to area businesses offering opportunities to provide internships, job shadows and externships. In addition, businesses can post their interest in providing project-based learning experiences, group tours, and other resources.

## 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 will assist 380 individuals underrepresented in the healthcare field to enter healthcare careers by the end of year 2020. As of March 31, 2018, 242 participants are enrolled, of which 105 have completed training and 121 are currently in training. We have maintained a 93% retention rate in trainings by providing case management and supportive services to participants. Most participants (70%) are employed while completing training. So far 47 more individuals are now employed in healthcare in central Iowa after participating in Central Iowa HealthWorks, with more to follow.
- Targeted populations have barriers to employment that have made them underrepresented in the healthcare field. Of the 242 enrolled participants, 163 participants (67%) are minorities, 98 participants (40%) are refugees or immigrants, 16 participants (7%) have a disability, 65 participants (27%) are single parents, 14 participants (6%) have little work history, 29 participants (12%) have a criminal record, 135 participants (56%) are considered low income under WIOA standards and 222 participants (92%) live in households at 250% or less of the federal poverty level.
- A couple of the most significant accomplishments from the last quarter are establishing a new pathway to help English language learners enter healthcare careers and working with large healthcare employers to establish apprenticeships and work-based learning programs. 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.

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

Support the OpportUNITY Plan initiatives

- The new OpportUNITY Plan will be unveiled on Tuesday, June 12 at United Auto Workers of America Local 450 from 4:45 – 7:00 pm. This meeting is open to the general public and is bringing people together from the community to learn about our community's vision on addressing poverty in central Iowa. The work groups include: education (middle school), food insecurity, new Iowans (refugees and immigrants),

childcare cliff effect, housing, transportation, re-entry (returning citizens) and adult education.

Improve transportation access to jobs and training

- Elevated as part of the Iowa Skills2Compete Coalition, we introduced a policy change that would eliminate a transportation barrier for returning citizens who are pursuing training, education and employment. We are pleased to report that the 2018 General Assembly successfully passed this important legislation.

## **TALENT RETENTION AND ATTRACTION**

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

Leverage tools and relationships to support talent retention

- In June, the Partnership will launch the DSM Fellowship program, a two-year comprehensive professional development and community engagement initiative focused on retaining high potential young leaders in DSM. Eleven host companies are sponsoring 20 Fellows to participate in the initial pilot. The majority of the Fellows are diverse.
- In June, we co-host a career fair with Iowa Workforce Development for workers displaced by the recent closures of Younkers and Toys R Us.

Offer comprehensive internship and intern-support programs

- May 30 is the kick-off to the eighth season of Seize the City, a series of six sessions designed to connect summer interns with each other, community and business leaders, and the many amenities of DSM. Each session provides participants a professional development experience in addition to networking with peers and experienced leaders.

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

Promote Central Iowa through external events and visitation

- In the Spring of 2018 the Partnership conducted 29 recruiting events on college campuses across the Midwest in addition to Oklahoma, Arizona and Texas. We also participated in six virtual career fairs targeting college students in other geographic locations and focused demographics of adult job seekers with over 6,000 registered participants.

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.”  
All components of the campaign are performing at or above industry standards. Other key metrics include:
  - 23 total talent conversions from the campaign
  - 17 were relocation guide requests and 6 career center profiles completed
  - 6 have been driven by retargeting ads, 14 from Search Engine ads and 3 from Facebook ads (static version)
 We also initiated a geo-fencing strategy targeting attendees at national industry/career specific conferences such as IT, Black MBA's, etc.

Work to attract international talent to the region

- The Partnership is working with 32 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 has initiated a Global Talent Advisory Committee to discuss talent needs and how to fill the skills gap with foreign-born talent.
- The team is working with a group of 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 commissioned a joint study 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 greater DSM. Delivery of the final report is expected in July.

## NATURAL CAPITAL

*Hannah Inman, Larry James and Julie Stewart*

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 first report of where we sit as a region for parks, trails, access, funding and equity will be released this summer. There will also be recommendations of how to improve the region's ranking against similar cities.

## **RESOURCE CONSERVATION**

### **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

- The Agricultural Clean Water Alliance, various jurisdictions and leaders have come together to create a plan. This plan was presented to Under Secretary Northey on the DMDC trip. He is putting staff resources to helping us come up with tactics of how to use existing programs to achieve the goals outlined.

## **MARKETING AND EDUCATION**

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

Develop compelling effective public outreach campaigns

- In the coming months, the state of Natural Capital report will come out, along with the Water Trails Engineering Study, Water Trails Economic Impact study, and Water Trails Funding Feasibility study. All of these reports have public outreach integrated in their release.
- The community calendar for outdoor recreation and conservation events is in the final stages of completion. The next step is training partner organizations and promoting 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

- The Transit Future Work Group continues to work to voice business support for improved transit in the Greater Des Moines community.
- The MPO regularly convenes its Bicycle-Pedestrian Roundtable and work continues on other initiatives such as Connect Downtown.

Ensure efficient use of existing transportation investments

- The MPO's Surface Transportation Block Grant funds are awarded via an application process that looks at project performance and what improvements to the system the project will bring. These are reviewed by a committee before being presented to the MPO Policy Committee.

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

Implement strategies to encourage mobility alternatives

- DART completed a comprehensive analysis of the existing transit service schedule, and on May 1 the DART Commission approved a service change that will use efficiencies found to improve frequency and start service earlier on several local routes. Increased frequency and earlier service are frequently requested by customers. This change will be effective August 19, 2018.
- DART is in the process of updating the farebox system on its fleet of buses to maximize the efficiency and convenience of fare collection. The new system will improve the customer experience, speed the boarding process and improve data collection.
- The MPO provides funding through its TAP program to encourage the development of alternative modes. Projects are awarded more points in the scoring process that include multi-modal elements and tie into existing transportation methods.

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

- Municipalities use the MPO's model to determine traffic patterns as well as land use of various areas. The MPO also works with member governments to look at options for parking, multi-modal and roadway elements.

Advance and swiftly transition key policies into implementation mode

- DART is improving transportation access for people with disabilities by upgrading the wheelchair securement equipment on its fixed route bus fleet as well as making ADA improvements at bus stops.
- Policies are adapted in the Surface Transportation Block Grant process and are also included in the new Long-Range Transportation Planning update.

### **Enhance regional transit capacity**

Provide ongoing support for implementation of DART Forward 2035

- While the Commission has not yet adopted the update to the DART Forward 2035 plan, several improvements in service identified through that process are moving forward thanks to grants and efficiency efforts. These efforts, including improvements in frequency on local routes, earlier service, and the launch of the first-ever crosstown route along the Euclid-Douglas corridor which will take effect August 19, 2018.
- DART has installed several new bus shelters and has funding for 14 more to improve the customer waiting experience as identified in DART Forward 2035. DART is working on a long-term shelter plan to increase the number of shelters in the community and provide more ADA improvements at bus stops.
- The MPO works with member governments, as requested, to look at the relationship between land use and transportation and how to best support transit as (re)development occurs along with other modes of transportation.

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

- DART meets regularly with member communities to review and comment on public and private development projects.
- 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

- The MPO has worked with the City of Des Moines and the proposed operator to develop the transload facility. The MPO entered into an agreement with the State DOT for a \$1.7 million loan to help develop the facility; the operator will use the loan money to build track and storage and re-pay the loan to the state. An agreement with the City and the operator on the sale of the property is in process.
- The container locator project was recently launched. It will help companies identify empty shipping containers to ship their products to the coasts via ocean carriers.

## **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.

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

Launch a coordinated Smart City initiative

- A Smart City Roundtable has been established to look at collaborative technology opportunities within the region. The MPO has received and will receive more technical assistance from Transportation for 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

- Participated in several meetings of regional elected officials and staff regarding affordable housing needs and possible alternatives. Polk County Housing Trust Fund recently allocated an additional \$250,000.00 to agencies for Owner Occupied Repair. \$750,000 total for fiscal year 2017/18. All approved LIHTC projects in Polk County are mixed income housing.

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.

## **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**

- At the February Capital Crossroads Quarterly Leadership Meeting, Thomas Newkirk presented on implicit bias. The Social Capital Tri-Chairs also released the 4 Equity Tool as a resource for leaders to use at decision making points to consider how decisions they make may both positively or negatively impact communities of color and to consider how they have engaged those voices in the process. Since then, the Social

Capital Tri-Chairs have met with the chairs of other capitals (Natural Capital, Wellness Capital, Physical Capital, Capital Core) to further explain the purpose of the tool, answer questions, as well as to request feedback on how to improve the tool. We will continue to meet with Capital Crossroads Chairs and appropriate community stakeholders regarding the 4 Equity Tool and determining best avenues to distribute and promote through our networks.

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

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

- Media coverage of the February implicit bias training and the 4 Equity Tool lifted up the importance of this work in our community and the efforts to move this conversation forward. Minor edits have been made to the prototype tool and a Focus 4 Equity Group is being formed for the work of Natural Capital.

## **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

- Capital Crossroads Wellness Capital is highly engaged with the current process underway to update the 2016 Community Health Needs Assessment.

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

- A group of businesses and nonprofit organizations have started discussions on the topic of emotional well-being and purpose within the business community.

### **PROGRAMS AND SERVICES**

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

Convene partners to inform coordinated mental health programming

- In an effort to both reduce the stigma on mental health and educate the public on services and efforts, the Wellness Capital of Capital Crossroads will host a series of

public conversations. These sharing and learning sessions will focus on our community's mental health and collective resilience. The series is aimed at helping inform the public and encouraging open dialogue.

The series builds off of Andrew Zolli's visit on resilience and kicks off on May 22 with an update on the state of mental health. Panelists include Nicole Beaman, Orchard Place; Angela Connolly, Polk County; Dr. Angela Franklin, Des Moines University; and Stephanie McFarland, Des Moines Public Schools. Panelists will share updates on their sector of the mental health industry followed by a question and answer session. Future events include:

- July 24: Workplace Wellness: Connections Matter
- Sept 25: Encouraging Healthier Habits with 5-2-1-0
- Nov 13: Measuring Social and Emotional Well-Being

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

Advocate for holistic Central Iowa wellness programs

- In addition to the above activities, the Wellness Capital recently participated in the launch for the Ending Youth Homeless work and Affordable Housing Week.
- The Healthiest State Initiative annual conference will be held on May 17 in Ames. The event incorporates a holistic view into its programming including a mental health panel on breaking the stigma in the workplace and keynote speakers Laura Putnam and Dr. Angela Franklin.