

PRIORITY ACTIVITIES PROGRESS REPORT

AUGUST 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

Kathryn Kunert and Kraig Paulsen

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 Financial Services Council met in May at the Holmes Murphy office in Waukee. Twenty financial executives attended the panel discussion on data analytics. The panelists were:
 - David Benseler, Vice President – Chief Actuarial Officer, Continental Western Group
 - Brian Neitzel, Chief Actuary and Vice President – Research and Development, The IMT Group
 - Rajesh Chalamalasetti, Chief Analytics Officer, Principal
- The Advanced Manufacturing Council met in June at Accumold. Roger Hargens, CEO, and Tim Morrison, VP of Engineering and Advanced Technology, gave an update on the Accumold Scholars program to plant managers and human resource managers. The partnership between Accumold and DMACC was formed to help train the company's future workforce and raise general awareness of DMACC programs.

Leverage Business Retention & Expansion (BRE) visits to inform business expansion and attraction efforts

- There were 72 Business Retention and Expansion (BRE) meetings held in the second quarter of 2018.

Continue to advance economic activities with local small businesses

- Over the last quarter, entrepreneurship continued to grow at Iowa State University. One of the visions President Wintersteen has for Iowa State is for the entire campus to be the hub for creative and entrepreneurial activity. Including incorporating entrepreneurship into all academic programs. The Pappajohn Center for Entrepreneurship has hired additional staff members to help support growth across campus and graduated its third CYstarters cohort, a ten-week student business accelerator program. In addition, the center hosted over ten business plan competitions on campus to help students validate business ideas and earn money to help pursue their new venture. They also collaborated with the Ames Chamber of Commerce to put on events throughout the community to help grow entrepreneurship

off campus. The ISU Startup Factory announced its fifth cohort, along with graduating its third cohort, after they completed the 52-week program.

- Startup Stories podcasts were recorded with the following individuals: Christina Moffat, Crème Cupcake + Dessert; Amy Vohs, Lil' SideKick; Todd Krone and Jason Cope, Power Pollen; Brad Dwyer, Hatchlings; Tracy Fuller, InnovativEvents; and Steve Sherlock, Pablow.
- The Partnership held two “Top Five for Small Business” series events: Top Five Policies to Have for Employees and Why They're Important (June 27) and Top Five Things to Know About Intellectual Property and How to Protect It (July 25).
- Des Moines will host Goldman Sachs “10,000 Small Businesses,” a program to help entrepreneurs create jobs and economic opportunity by providing greater access to education, capital and business support services. To date, 10,000 Small Businesses has served nearly 7,300 small businesses across the United States. The program has reached businesses from all 50 states, Puerto Rico, and Washington, D.C, and has resulted in immediate and sustained business growth for alumni of the program.

Continue to partner with local EDOs to retain and expand businesses

- MidAmerican Energy announced on May 30 a proposed wind project – Wind XII – that will position MidAmerican Energy as the first investor-owned electric utility in the country to generate renewable energy equal to 100% of its customers’ usage on an annual basis. The Wind XII is a 591-megawatt project representing an additional \$922 million investment in wind energy.
- Source Allies, Inc. is an information technology consultancy headquartered in Urbandale creating software products with customers in the energy, precision agriculture, media, healthcare and insurance markets. The company plans to expand their current workspace to allow for additional growth. This project represents a \$3.8 million capital investment and is expected to create 36 high-paying jobs.
- ProbioFerm plans to construct an approximately 9,000 square foot facility in Urbandale to increase their fermentation capacity by five-fold and to improve downstream processing with new state-of-the-art equipment. The company will invest \$6 million on this expansion which will create three new jobs. ProbioFerm is a unique company that grows and markets high quality beneficial bacteria with the expertise to utilize these cultures in custom blends, nutritional supplements, gels and pastes manufacturing.
- Chamness Biodegradables, LLC, a manufacturer of 100% biodegradable and compostable serve-ware and packaging, is relocating all company operations from Camarillo, California to Central Iowa. This relocation will involve the creation of over 35

new jobs in the next three years which will include high-paying research and development, advanced manufacturing, sales and product engineering positions. Chamness will lease a 27,500 square foot facility in Ankeny.

- The City of Norwalk held a groundbreaking event for Michael Foods. This egg processing manufacturing plant represents an \$85 million investment and will create over 150 new jobs. In addition to this groundbreaking event, the City of Norwalk celebrated the first certified site in Iowa that has been completely sold and occupied. Last year, Windsor Windows purchased ground on this certified site.
- Insta-Pro International, a global ag equipment manufacturer, held an open house and ribbon cutting for its new facility at 2100 SE Gateway Drive in Grimes.
- The first green certified site in the United States has been announced in Woodward. Gov. Kim Reynolds, Iowa Economic Development Authority Director (IEDA) Debi Durham, Mayor Brian Devick and Linda Wunsch, of Greater Dallas County Development Alliance, announced the green certified site on August 7th. The 190-acre Woodward Eco Business Park is the first to receive green certification through IEDA's Certified Site Program. IEDA's certified site program started in 2012. It utilizes the services of a national site selection firm, McCallum Sweeney Consulting

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 Q2 2018, The Partnership's website has been viewed by more than 174,000 unique visitors. Additionally, The Partnership has generated 59.1 million estimated impressions of its #DSMUSA hashtag as well as garnered more than 1,694 media placements.
- In late February, the Partnership launched a digital marketing campaign targeted at companies and economic development site selectors. Through Q2 2018, the campaign has generated 1.1 million impressions and more than 3,500 clicks to growDSMUSA.com. 92 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.
- The Golf Channel provided outstanding coverage of the Principal Charity Classic and great exposure for the region. The Partnership ran 30-second ads on the Golf Channel promoting DSM USA as a great place for business and careers.

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

- As part of the 2018 ACCE Annual Conference, six site selection consultants were in town on July 18-20. Partnership staff provided a tour of the region as well Facebook's data center in Altoona.

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

- A marketing trip was made to Minneapolis in June for meetings with corporate headquarters, companies and site selection consultants.
- Cultivation Corridor and Partnership team members attended the BIO World Congress on Industrial Biotechnology in Philadelphia and helped staff IEDA's trade show booth. The event provides a unique forum for business executives, government officials, academic researchers and industry leaders to share the latest advances in renewable chemicals, synthetic biology, enzymes, food ingredients, biofuels, algae and more. This conference will be in Des Moines next year, which is a huge opportunity to showcase to 1,000 attendees what our region has offer businesses in one of our key industry sectors – biotechnology.

ENTREPRENEURIAL DYNAMISM

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

Facilitate the provision of seed and growth capital

- Through Q2 2018, Partnership clients raised \$10,825,000 in capital.
- The 2018 Best of the Midwest Angel Capital Association Conference will be held in Des Moines September 19-20. Conference hosts are the Angel Capital Association and Plains Angels, an initiative of the Partnership.
- The Partnership will hold "The Raising Capital Seminar" on Sept. 27 at the BrownWinick Law Firm.

INTERNATIONAL EXPANSION

Accelerate growth of key industry clusters through global engagement

Increase the region's global identity through growth in key services clusters

- The Partnership participated in the "SelectUSA Investment Summit." This conference brought together business executives from around the world to learn more about doing business in the United States and to consider opening a new facility in America. The

Partnership and IEDA staffed the “Iowa” booth in the exhibition hall and attended multiple meetings with company executives considering Iowa for a new location.

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 task force continues work on a downtown retail development plan. Discussion groups were held over the month of May to glean insights from developers, brokers, landlords and small businesses. Additional follow-ups were made to minority-owned businesses located outside downtown to understand the barriers to locating in the core. An additional survey will be conducted with downtown residents. The plan is currently being drafted and vetted, and will be unveiled in the fourth quarter of 2018.

Enhance downtown Des Moines activity and event programming

- The Des Moines Arts Festival attracted approximately 200,000 people to downtown.
- The six-week Out to Lunch series attracted 5,500 people.
- As of August 4, the Farmer’s Market has attracted over 350,000 people this season. The market will continue Saturday mornings through October 27.
- Des Moines Performing Arts added programming at Cowles Commons this summer. Events include:
 - Food Truck Tuesdays
 - Wellness Wednesdays Yoga
 - Family-friendly “Fam Jam” events
 - The reprise of Luminarium September 28 – October 7

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.

- The water trails engineering study has been completed and work has transitioned to a fundraising feasibility study. A leadership team guides the work of the implementation team which is currently working on an incubator model to explore governance structure, provide initial marketing and public relations support, and assist with administrative efforts.

Build and sustain downtown housing at multiple price points

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

- All projects reported in Q2 continue to advance.
- The Griffin Building has received preliminary Council approval on its conversion from office to mixed-use housing which will include affordable units.

Develop a Downtown Des Moines Workforce Housing Plan

- A committee continues work 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. Additional funding has been secured from Prairie Meadows and United Way of Central Iowa. Analysis of existing conditions is expected in late 2018.

Foster development of connected, pedestrian-friendly downtown environments

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

- The city has launched a new parking strategy for downtown Des Moines to support area businesses and a changing 24-7 downtown with a mix of uses. The purpose is to increase available parking in downtown by adding more on-street parking spaces, working with property owners to create free parking in underutilized areas, and changing rates and expanding times at the parking meters and parking ramps to create a system that is simple and fair for residents, business owners, employees, and visitors. Implementation began in early 2018 and continues through the fall.

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 completed a year-long review of its Neighborhood Revitalization/Planning Program with consulting firm czb LLC. City Council accepted

the final report in June. The report includes program evaluation, extensive analysis of neighborhood conditions and recommendations for making effective use of limited public resources in the future. Findings show significant challenges in Des Moines' neighborhoods, with a high prevalence of poor housing conditions, lagging property value appreciation and high concentrations of poverty. However, many lessons can be applied from downtown's turnaround: substantial investment of public and private resources into a targeted geographic area, focus around major community assets and the patience to keep working on an area until success is achieved, as shown by increased demand and private investment.

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

- Viva East Bank! will be evaluated at the end of Dec 2018 to capture lessons learned.

CULTIVATION CORRIDOR

Gage Kent

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

Implement the Cultivation Corridor economic development strategy

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

- The top value proposition for engagement in the Cultivation Corridor is leveraging the structure of who invests in the organization, which includes ISU, key global ag business leaders, economic developers and trade associations. Key examples for the most recent fiscal year includes John Deere breaking ground on their ISG facility in the Urban Loop and the announcement of their intent to build a 33,000 square foot facility in the ISU Research Park, focusing on agricultural spraying and applications technology. In addition, the Corridor worked with The Greater Des Moines Partnership on the relocation of Chamness Biodegradables from California to Central Iowa.

Actively promote the Cultivation Corridor brand

Increase brand awareness among targeted audiences

- Brand awareness efforts for the 2018-19 year will focus on communications to our backyard: Iowans. A new campaign is targeted for release in July 2019.

Support agbio and agtech innovation

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

- Work continues to elevate this sector of the industry. The scope and demographics of the current cohort in the Ag-tech Accelerator which was a project led by the Corridor is very encouraging.

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.

Advance priorities of the Regional Cultural Assessment.

- Bravo Greater Des Moines approved a new strategic plan in June that aligns the organization's work with the priorities outlined in the Regional Cultural Assessment. This enables Bravo to not only respond to community needs in these areas, but also to lead discussions about opportunities to proactively advance cultural priorities.

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

- Spring pilot projects –Transit Troubadours, Water Quality Xylophone and Sputnik – were all successful initial implementations. They accelerated conversations about public art in the community and signaled the appetite for more. We also learned from these installations that the community is intrigued by expanded definitions of public art.
- Bravo is hosting a follow-up meeting to its initial regional public art discussion in March where 13 of Bravo's 17 local partner communities were represented. Over 40 people are already registered for the September 18 event.
- Des Moines Area MPO, Bravo Greater Des Moines, United Way, AARP and Urban Land Institute are collaborating on StreetLab DSM. By building a library of materials and providing small grants, Street Lab DSM projects will help turn unsafe, unwelcoming and underused areas into pop-up cafes, pocket parks or temporary art galleries. These pop-up installations will also lead to important conversations with elected officials and community leaders about creating more permanent solutions for underutilized public spaces. A report on the experiences is being prepared and will be posted to CentrallowaRCA.org once complete.

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

- A new task force has convened to focus on supporting and promoting Central Iowa's music scene and developing Des Moines as a "Music City." There is a lot of energy and excitement in the group for the work, and we expect to grow membership as the work focus becomes more clear. Conversations so far include: creating a mobile website that provides information on where to find music every night, better defining the music experience Des Moines provides and ways we can promote a vibrant nightlife in the region.
- Bravo Greater Des Moines and the Des Moines Arts Festival are working with artist Chris Dahlquist on a feasibility study and action plan for how to advance creative economy objectives in the region. This work will include education sessions for individual artists and the community and will result in an actionable strategic plan for the implementation and delivery of professional development and capacity building programming for regional artists of all disciplines.

Attract arts & culture visitors to Central Iowa.

- The three-week run of the blockbuster musical "Hamilton" in Greater Des Moines attracted extra activity to downtown June 27 – July 15. Des Moines Performing Arts shared that 65,000 spectators attended the show at the Des Moines Civic Center and tickets were sold in 48 states, Canada and Guam.
- Catch Des Moines has recently launched a new beer passport app called Brew Moines in conjunction with local breweries. It targets the growing segment of "brewcation-ers" who travel to try new breweries, just as people travel for wineries. Digital advertising has run in cities who also have beer passports, such as Omaha, Kansas City and Cedar Rapids to target those aficionados. This type of initiative also adds to the Greater Des Moines 'cool' factor and shows that there are many opportunities in the region to experience arts, culture and recreation.
- Catch Des Moines has created a brand commercial which highlights local entrepreneurs in Greater Des Moines and speaks to the music, theater and food scenes, running throughout the state of Iowa, along with Omaha, Minnesota and Illinois. The print ads, including an upcoming back cover ad in Midwest Living, also highlight the "Arts & Crafts" here in Des Moines.
- Catch Des Moines is also developing a branded video series that will highlight those "authentically Des Moines" things and places in a fun, sharable way. They are expanding digital marketing efforts into new markets, such as Kansas City and Minneapolis, and will have strong calls to action that drive to certain segments of the website (food, culture, art, etc) so that Catch Des Moines can pinpoint what categories

are resonating with certain geographies and act accordingly. The Arts & Culture portion of the website is also being retooled to reflect those calls to action. A potential collaboration with local artist John Bosley (Bozz Prints) will help highlight Des Moines, Catch Des Moines and other partners.

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 16 participating cities plus Polk and Warren Counties chose to focus on two issues this year: stormwater management and workforce housing. The Stormwater Management best practices collaborative was in full swing when the massive floods on hit June 30 – July 1, reinforcing the critical need for cities to work regionally on this issue, and to embrace state-of-the art information and modeling. New engineering models take into account modern development practices and updated information about frequency, severity, and associated impacts. Attention has also been given to the concept of thinking about stormwater management methods that double as community amenities. The collaborative has seen participation from many different professional disciplines, and best practices have been featured both locally and from other states and regions. Polk County Soil & Water and the Iowa Department of Agriculture and Land Stewardship have been instrumental in planning this series. To date, the following sessions have been held:
 - May 23: Stormwater 101 – Why Do I Care About Stormwater?
 - June 13: What Can We Do Better to Manage Stormwater?
 - June 27: Metro Stormwater Tour
 - July 11: What are the Tools to Effectively Manage Stormwater?
 - August 1: Flood Management, Mitigation and Community Resilience
 Upcoming sessions include:
 - August 22: What are the costs for Stormwater Management?
 - September 12: Is There More to be Learned About Stormwater Management?
 - October 2: Green Infrastructure Conference
 - October 10: Where Do We Go from Here?
- Data collection continues for the workforce housing study. Training participants include representatives from Ankeny, Clive, Des Moines, Norwalk, Urbandale, West Des

Moines, the Polk County Housing Trust Fund and the Des Moines Area MPO. Data analysis will continue through November with strategies shared early 2019.

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 deadline has been extended to September 28. Eight committees continue to meet regularly and will begin reviewing proposals later this fall.

Assess Opportunities for Regional Governance

Determine the long-term viability of existing regional coordination committees

- The Metro Advisory Committee (MAC) is currently chaired by John Edwards, City Councilman in Clive. A survey of priorities was administered, and based on the results MAC will focus on three areas: a massage therapy ordinance, worker housing (led by Capital Crossroads) and economic development.

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 2019 Iowa Skills2Compete Coalition will begin its adult education and workforce policy planning in September. The Skills2Compete Coalition has been instrumental in advancing key policy and funding priorities over the past six legislative sessions. With a focus on talent recruitment, retention and skilled-workforce we believe the environment is right for a robust agenda again this year.
- The Partnership's GPC will begin developing the 2019 Legislative agenda in September, included in which are education and workforce development priorities.

Consider the promotion of education-specific policy issues

- In October, Iowa Workforce Development and the Partnership will host a regional Future Ready Iowa Summit in conjunction with the annual EDGE Excellence in Education Summit. The joint event will feature best practices in K-12 and higher education, share examples of successful business/education partnerships, discuss policy that supports FRI and EDGE goals and promote participation in the two efforts.

CRADLE THROUGH CAREER PIPELINE

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

Optimize coordination and communication with private sector partners

- Businesses continue to be engaged with the EDGE campaign.

Provide support for early grade success

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

- On Saturday, August 25 community volunteers will come together to participate in United Way's annual Graduation Walk. The 2018 Graduation Walk will reach high schoolers behind on credits, as well as high school and middle school students with high rates of absenteeism or who are struggling academically. Graduation Walk volunteers are paired with a Des Moines Public Schools staff member and other volunteers to visit the homes of middle and high school students at risk of dropping out. Volunteers will connect personally with the student and their family, share powerful information about the importance of a diploma, and help them return to the path that leads to graduation.

Graduate Central Iowa high school students college and career ready

Support college and career readiness in Central Iowa high schools

- The Partnership created "Tip of the Week" videos to run on the ICAN network to help students prepare for college and college applications.
- The Partnership is working 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

- As of June 30, 278 participants have enrolled in Central Iowa HealthWorks, of which 146 have completed training and 111 are currently in training. The program has maintained a 92% retention rate in trainings by providing case management and supportive services to our participants. CI HealthWorks is above target to assist 380 individuals underrepresented in the healthcare field to enter healthcare careers by the end of year 2020.

One thing that has become more apparent since the launch of CI HealthWorks is that there are many individuals in Central Iowa who are interested in working in healthcare, but the cost of training is the primary barrier to individuals getting the certification needed. By providing financial assistance with tuition, books and supplies, many individuals that could not afford the training on their own have been able to complete healthcare certifications. On top of the cost of the training itself, another barrier to entering the healthcare career pathway is that there is almost always a certification exam outside of the coursework and there are few options to receive financial assistance to prepare for and take these exams. Many individuals must wait to take the exams until they can save up the amount for the exam fees. By providing financial assistance for these exams, individuals can finish their training, take the exams and start working sooner, providing a stronger lifetime value for the worker and society. CI HealthWorks has played a vital role in helping individuals overcome these barriers.

A great example of the community impact Central Iowa HealthWorks has is the first grant-assisted nurse who began employment in May who doubled her salary, allowing her to jump over the childcare cliff and be able to provide for her two children on her own.

- The U.S. Department of Labor has awarded United Way of Central Iowa's Central Iowa Works a \$1.5 million grant to support individuals returning from prison become employed and avoid reoffending. The grant will allow Central Iowa Works to launch the Central Iowa Returning Citizens Achieve (CIRCA) project to provide intensive case management to 188 adults at higher risk for recidivism at four sites – Iowa Correctional Facility for Women in Mitchellville, Newton Correctional Facility, Fresh Start Women's Center, and Fort Des Moines Community Corrections Center. The goals of the grant are the following:
 - 75 percent of those served will have a job, with a focus on connecting people to jobs in construction, retail/food service, transportation distribution and logistics, and health care
 - 85 percent will receive additional education, including personal development training
 - 20 percent or less will re-offend, compared with the average recidivism rate of 35 percent

- This grant is a major opportunity to help employers connect with skilled workers who can fill needed jobs, in addition to helping those returning from prison receive greater support so they can successfully re-enter our community. UWCI/CIW will work with many partners to greatly expand our efforts in this area as a key strategy to help more families achieve financial stability. The work is based off a successful model in Texas that focuses on intensive case management for each individual in the program. Partners involved in the project include Des Moines Area Community College, Evelyn K. Davis Center for Working Families, Goodwill of Central Iowa, Iowa Restaurant Association, Iowa Legal Aid, Iowa Laborers, Iowa Department of Corrections, and Iowa Workforce Development. The U.S. Department of Labor is providing all of the funding for the project. United Way of Central Iowa is in the process of hiring a program manager and two case managers to support the work. Implementation will begin October 1.

Enhance adults' ability to access jobs and training

Support the OpportUNITY Plan initiatives

- On June 12, the updated OpportUNITY plan was released at the United Auto Works Local 450. Approximately 120 people attended to hear the updated plan and a short overview about successes, focus moving forward and history. This plan will serve as both the vision and actions for the work groups for the next 18 – 24 months. All of the work groups have already made great strides towards meeting their different objectives for phase two. Some highlights include:
 - Education: Pre-K through High School Graduation: While this work group will continue to support strategies for kindergarten readiness and 3rd grade reading proficiency – they will be directing more attention this year toward middle school success. The work group will place an emphasis on addressing the gap between needs of middle schoolers and current resources and programming in our community with a look toward career planning through career readiness strategies.
 - Adult Education and Employment: This work group will continue to focus on HS equivalent diploma attainment, post-secondary credential attainment as well as focusing on the intersection and gaps between employer needs and job seeker skills and experiences.
 - Food Insecurity: A data pilot project is set to kick off this fall. This pilot will expand the DMARC data collection system to new pantries in Polk, Warren and Dallas counties. This data will help us better understand who is using the food pantries, allowing us to understand more of the barriers that lead to food insecurity.

- New lowans: A New lowans Summit will be held on October 19. This joint summit between OpportUNITY and RACI will be an introduction into issues and barriers that both our immigrant and refugee population face in Central Iowa.

TALENT RETENTION AND ATTRACTION

Retain skilled recent graduates and interns

Leverage tools and relationships to support talent retention

- In June the Partnership launched the inaugural cohort of the DSM Fellowship Program. Twenty-four young professionals representing fourteen area companies are participating in the two-year pilot program. DSM Fellowship focuses on identifying and developing high-potential talent as future leaders in their organizations and the community at large. With a focus on attracting and retaining diverse talent, the majority of the Fellows represent minority or diverse demographic populations.

Offer comprehensive internship and intern-support programs

- The Partnership hosted the 8th annual Seize the City summer intern series with more than 340 participating interns & college students working for area companies. The series consisted of six after-hours events offering networking and professional development curriculum featuring local business and community leaders. Interns also participated in a "Meet the Leaders" luncheon.

Attract top talent to Central Iowa

Promote Central Iowa through external events and visitation

- In June, the Partnership and Technology of Iowa Association attended an IT talent recruiting event in Denver.
- Sponsorship messaging at the 80/35 Music Festival promoted the benefits of living and working in greater Des Moines to attendees from out-of-area.

Enhance targeted outreach and engagement with talent prospects

- The Partnership's digital marketing campaign focused on talent attraction continues to bring awareness to potential candidates across the U.S. Since the campaign launch in February, the campaign has accounted for 48.52% of "Talent Attraction" view activity on the website and 96.6% were new users.

Work to attract international talent to the region

- The Partnership is working with 35 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 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 Des Moines. The report will be completed in early September.

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

- Regional parks analysis by Iowa State University has been completed and will be released early fall. The report assesses accessibility, equity, funding and governance. The report also assigns a parks score with recommendations on how to improve our region's ranking.

RESOURCE CONSERVATION

Optimize Water Quality and Distribution

Continue expanding watershed-management capacity and impacts

- The Council of Des Moines Area Watershed Management Authorities continues to meet. Participating watersheds include Fourmile Creek, Mud-Camp-Spring Creeks, Walnut Creek, Beaver Creek and North Raccoon. The group is taking steps to advocate to the legislature and better participate in the process.
 - Four Mile Creek is building the first stormwater wetlands in the City of Des Moines in addition to oxbow restorations and stream stabilization projects.

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

- Over 50 Iowans attended the One Water Summit in Minnesota which focused on sustainable, integrated, and inclusive approaches to managing water.
- The Midwest Agriculture Water Quality Partnership met most recently on July 25 to share updates on efforts to-date and strategize on how to better improve urban-rural conservation practices.

MARKETING AND EDUCATION

Actively promote environmental sustainability issues and opportunities

Develop compelling effective public outreach campaigns

- The Natural Capital is partnering with the Social Capital to convene a Feedback 4 Equity focus group. The group will be comprised of individuals from underrepresented communities and will provide feedback on initiatives of the Natural Capital, with a primary focus on the water trails.
- The community calendar for outdoor recreation and conservation events is completed and being populated. The Great Outdoors Foundation will update monthly and promote on social media.

PHYSICAL CAPITAL

Todd Ashby, Eric Burmeister and Elizabeth Presutti

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 Greater Des Moines. At the most recent meeting of the TFWG chairs, an update was given on the restructuring of the DART Commission and DART's plans for enhancing service and improving waiting conditions at its bus stops.

Ensure efficient use of existing transportation investments

- On August 19 a DART service change will go into effect that will improve bus frequency and start service earlier on several local routes. Increased frequency and earlier service are frequently requested by customers. DART has been able to provide these enhancements without adding additional expenses to the bottom line through service efficiency efforts.

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 the 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.

Advance and swiftly transition key policies into implementation mode

- 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 continues to be committed to supporting local businesses, most recently by partnering with Hy-Vee to provide a free shuttle to transport residents who rely on the flood-affected Harding Hills Hy-Vee to another store nearby.

Enhance regional transit capacity

Provide ongoing support for implementation of DART Forward 2035

- Several improvements in service identified in the DART Forward 2035 Plan will go into effect August 19, 2018. DART is also working on plans for future service changes and finalizing the update to the DART Forward 2035 long-range transit services plan. Both of these planning initiatives will take place simultaneously over the next 12-18 months. The process will include gathering feedback from both the DART Board of Commissioners and from the public. The Commission is forming a planning subcommittee that will provide input and recommendations to the Commission on the process.
- DART staff shared an initial plan for increasing the number of bus shelters in the community with its Commission, as this is a top request from riders and stakeholders alike. DART is exploring options to raise the necessary funds for the expanded shelter plan.

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. In particular, DART is working with the City of Des Moines to consider how transit could serve emerging neighborhoods and areas with increasing residential density.

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

- On August 19 a new DART bus route will begin providing service along the Euclid and Douglas corridors, adding increased coverage and connecting to seven other DART transit routes along with many health and human service organizations.

Develop key freight infrastructure

Design and promote a regional multimodal transload facility

- Agreements are in place to move forward with the transload facility. A contractor is being selected and ground will break later this year. The MPO has been a strong supporter of this project for many years and worked to bring partners on board to support the project as well.

DESTINATION AMENITIES

Develop a world-class system of land and water trails

Develop and connect Central Iowa's network of land trails

- The MPO provides funding for the trail network both for expansion and maintenance. Regional governments work with the MPO on addressing trail gaps and assessing where new sections may be needed.

Build an extensive system of regional water trails

- The Regional Water Trails effort continues. The engineering feasibility plan is completed and identifies over 150 miles of water trails with over 80 access points, plus three recreational dams. Engineering design work is now underway as well as a fundraising feasibility study and governance exploration. An economic impact study will be complete in October.

21st 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 of over 40 individuals has been established to look at collaborative technology opportunities within the region. A task force within the roundtable has also convened to determine which projects the roundtable will address. The roundtable meets quarterly with the next gathering set for late September.

NEIGHBORHOODS AND HOUSING

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

Build "missing middle" housing types

- Current development adjacent to the downtown is mostly missing middle housing (medium density) type, however most are higher-end market rate.

Implement Housing Tomorrow to address regional affordable housing needs

- Numerous presentations to groups and jurisdictions have resulted in cities taking a more proactive approach to housing planning. Some are considering a long-range housing plan in compliment economic development plans.

Promote infill development and the rehabilitation of vacant structures

- Work will be guided based on the City of Des Moines' approved neighborhood revitalization plan created with czb LLC.

SOCIAL CAPITAL

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

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

SUPPORT A MORE DIVERSE IOWA

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

- The Social Capital continues to focus on lifting up the 4 Equity Tool and sharing with Capital Crossroads chairs and community leaders about the importance of equity, diversity and inclusion considerations when making important community decisions. Social Capital tri-chairs continue to meet with the other capital chairs to share the tool and see how the Social Capital can support EDI efforts within their capitals. The goal is to create an EDI consultant database and a resources page on the Capital Crossroads website so the region can access resources to inform and aid them in this work.
- Efforts are ongoing to bring a larger representation of the community into both the Emerging Leaders Collaborative (ELC) and Greater Des Moines Area Experienced Professionals (GAP).
- The Ray Center continues their efforts to improve civility through character development.

Leverage and enhance existing efforts

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

- The Social Capital is working with the Natural Capital to create a Feedback 4 Equity focus group. The group will meet quarterly and will be comprised of approximately 12 – 16 individuals from underrepresented communities. The group will give feedback on

Natural Capital priorities, primarily the water trails. The Capitals seek to understand what barriers certain communities face and adjust plans based on the feedback.

- In partnership with the Great Outdoors Foundation and the Tomorrow Plan Speaker Series, the Social Capital will promote events with speaker Ru Mapp founder of Outdoor Afro on November 2nd.
- Wellness Capital has incorporated questions from the 4 Equity Tool into its Wellness Capital Conversations panel discussions.
- The ELC continues to meet monthly and covers a broad range of issues facing emerging professionals in our community. Several new member groups join and the discussions continue to be dynamic and energetic, as they continue to explore issues and leverage synergies between these very vital community groups.
- GAP is conducting two monthly social events, leading up to a day-long conference on transformative experiences for those who are in a more advanced stage in their career. The event will be comprised of a range of speakers and experiences, plus a social component.
- The Ray Center has partnered with the National Institute for Civil Discourse to host seven community conversations around the state in order to promote strategies for civil discourse. The Des Moines event will be held on September 25 at Drake and is sponsored by the Community Foundation of Greater Des Moines.

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

- A Community Health Needs Assessment led by the Mid-Iowa Health Foundation is currently underway for Central Iowa's three health systems. Thus far multiple stakeholder and community member tables have been convened, community

feedback surveys completed, research and data compiled.

Final priorities will be presented to the health systems in October. Mental health, healthcare workforce, community connectedness/engagement and safety, and equal access to health services are among the top community-voiced priorities.

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

- The Wellness Capital is currently in the process of convening a table of highly respected human resource professionals in our community to share their experiences, concerns and needs surrounding employee's mental health.
- The Wellness Capital is also working to understand the current state of the business community's efforts around social/emotional well-being. A number of employers offer EAP programs, but most do not provide any awareness around this topic. DuPont Pioneer is piloting an internal mental health program and a Connections Matter for Businesses program is also being implemented through Prevent Child Abuse Iowa.

PROGRAMS AND SERVICES

Raise awareness of the need for integrated mental health services

Convene partners to inform coordinated mental health programming

- The first Wellness Capital Conversation was held in May. This event served as an update on the status of the 2018 legislative session and other community efforts on mental health. Panelists included
 - Nicole Beaman, Orchard Place
 - Angela Connolly, Polk County
 - Angela Franklin, Des Moines University
 - Stephanie McFarland, Des Moines Public Schools
- The July session on workplace wellness has been postponed to early 2019 due to scheduling conflicts. The next session of the Community Conversations will be held on September 25 and will focus on implementation of the 5-2-1-0 program. Panelists include:
 - Erin Drinnin, United Way of Central Iowa
 - Rev. Sarai Schnucker Rice, DMARC
 - Jennifer Groos, Blank Children's Pediatric Clinic.

Support improved regional social and emotional well-being

Advocate for holistic Central Iowa wellness programs

- The Wellness Capital continues to promote the importance of addressing all aspects of health: physical, social and emotional well-being. A survey will be distributed in partnership with NAMI Des Moines to better understand what role businesses feel they play as it relates to social and emotional well-being.

- Several events are planned to promote physical and mental health:
 - State Fair Opening Day Walk on August 9 on the Grand Concourse
 - Healthiest State Fitness on the Hill daily at the State Fair
 - Healthiest State Annual Walk on October 3, 2018
 - Healthiest State Month will be October 2018 with a focus on 5-2-1-0 each week
 - 5-2-1-0 Healthy Choices Count Summit will be held on October 30, 2018
- The Healthiest State Annual Awards will begin accepting applications in early September to recognize workplaces, schools, communities and individual leaders.