

PRIORITY ACTIVITIES PROGRESS REPORT

AUGUST 2019

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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 at IMT's new corporate headquarters in West Des Moines in May. Representatives from the ITA Group presented research that Chadwick Martin Bailey, an ITA Group subsidiary, has conducted on employee engagement. Over twenty financial services executives attended the meeting.
- At the June meeting of the Partnership's Economic Development Board, Jay Larsen with Nationwide and Tej Dhawan with Principal shared how their companies are using Artificial Intelligence.

Leverage BRE visits to inform business expansion and attraction efforts

- There have been 111 meetings with existing businesses since November 1, 2018. The Partnership hosted local companies that have had recent expansions at its skybox on the 17th green at the Principal Charity Classic.

Continue to advance economic activities with local small businesses

- The Partnership hosted the following "Top Five" small business events in May, June and August:
 - Courtney De Ronde, CPA and Partner at TDT CPAs and Advisors, spoke on the Top Five Ways to Improve Financial Performance in Your Business on May 22.
 - Anne Barry, Vice President, Strategic HR at Aureon HR, presented on Plain Language Advice for Avoiding Five Common HR Mistakes on June 26.
 - Sally Cooper Smith, President and Creative Director of Cooper Smith & Company, spoke about on Five Steps for More Effective Self Promotion for Solopreneurs and Small Businesses on Wednesday, Aug. 28
- Partnership staff led a "Capital for Your Business" event for small businesses looking to raise money through bank financing, loans and other methods.

Continue to partner with local EDOs to retain and expand businesses

- On May 7 the Partnership hosted a luncheon meeting with Regional EDA representatives and local/county economic development staff. The Des Moines area is now eligible for EDA assistance due to recent layoffs. This means that large economic development projects requiring community infrastructure improvements may be eligible for federal grant assistance. The application process takes 3-4 months. Regional EDA representatives shared information on the program and answered questions.
- On May 21, Facebook hosted an event at their campus in Altoona to announce another expansion to their Altoona data center campus. The new building (which will be the 5th data center on the site) will add another 1 million square feet to their existing 2.5 million square feet and add approximately 100 new employees to their existing 300+ employment base. In addition, the site has averaged 700-1000 construction workers daily since 2013.
- Sammons Financial Group held a groundbreaking on June 20 for their 200,000 sq. ft. headquarters located at 81st Street and Mills Civic Parkway in West Des Moines.
- Vermeer Corporation began construction on two new buildings on its Pella campus, a 480,000 sq. ft. manufacturing and office building and a 35,000 sq. ft. Eco Center.
- Helena Industries is considering a major expansion project at its facility in the City of Des Moines Agrimergent Park. The \$47 million project has three major components. The first is a new herbicide manufacturing plant, which includes the construction of a 100,000 square foot facility for the production of multiple agricultural herbicides. The second is a flowable manufacturing plant, necessitating the construction of a 50,000 square foot facility. The final component is the construction of a 200,000 square foot warehouse.
- Steve Lasky, the former CEO of AATI, has formed a new company called NeXT1, Inc. The company's mission is to find innovative scientific and medical technologies and move them toward commercialization. The initial project includes DNA/RNA storage techniques. NeXT1 plans to lease a newly constructed facility in Des Moines, located on 2nd Avenue.

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.
- During the Golf Channel's coverage of The Principal Charity Classic, the Partnership ran ads highlighting the advantages of living and working in Central Iowa.
- The Partnership continues to utilize digital marketing to promote the region to national audiences including economic development site selectors. The economic development advertising has led to 1.26 million impressions and more than 2,800 clicks and 250 post-

view web visits to growDSMUSA.com. Of the prospective economic development traffic driven to the website directly attributed to the campaign, 96% of users were new showing the campaign continues to expand DSM USA's presence to new prospective economic development audiences. The campaign continues to perform in-line with industry click-through rate benchmarks and has secured three economic development conversions (i.e. conversions tracked are potential prospects who have reached out via phone or email due to the campaign) as well as 146 unique activities on the website, showing users are actively engaged and are "moving down the funnel" towards conversion. With the campaign's help, The Partnership is 82.4% to goal in reaching 33,050 unique visits to with 27,243 unique visitors to-date to economic development webpages.

- There have been 2,594 public relations placements for 2019.

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

- BIO World Congress on Industrial Biotechnology and AgTech was held in DSM July 8 - 10. More than 900 global business leaders, investors and policy makers representing 572 companies and 35 countries attended. The Partnership sponsored the Plenary Breakfast session while the Cultivation Corridor sponsored the Start Up Stadium.
- The City of West Des Moines brought Darin Buelow, a site selection consultant with Deloitte Consulting LLP, to town on July 11. Darin was the featured speaker at a West Des Moines Chamber luncheon. His remarks were on "How the Future of Work, the Human Cloud, and the rise of soft skills are impact business attraction and retention."

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

- Partnership staff attended the 2019 Industrial Asset Managers Council (IAMC) Spring Forum in Santa Barbara. Approximately 450 corporate real estate developers, service providers and economic development professional participated in the conference.
- During the quarter, the Partnership conducted marketing trips to Chicago, New York and San Francisco/Silicon Valley. Meetings were held with site selection consultants, corporate headquarters and companies. The New York trip was organized by IEDA and led by Governor Reynolds.
- Partnership staff attended Data Center Dynamics> San Francisco.

ENTREPRENEURIAL DYNAMISM

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

Maximize the benefit of startup acceleration services and facilities

- The Monterey Conference, the premier tech summit in the Midwest, was held on May 19 and 20. Monterey brought together 250 attendees, facilitated more than 100 investor/startup meetings and featured an impressive lineup of speakers.
- The Iowa AgriTech Accelerator 2019 cohort class was introduced in May. The class includes the following firms:
 - Otrafy (Vancouver, Canada) — Otrafy is building the data infrastructure that enables seamless transfer of goods between different parties and jurisdictions, thus becoming the gold standard for authenticity and transparency in the food industry.
 - droneSAR (Des Moines, Iowa) — droneSAR develops radar imaging technology for commercial drones and small aircrafts that can sense below the crop canopy.
 - Vitalgia (Heerlen, Netherlands) — Vitalgia's in-plant navigation system guides robots within a plant's 3D structure, enabling robots to approach human performance of tasks on complex plants.
 - Raks Agricultural Technology (São Leopoldo, Brazil) — Raks Agricultural Technology provides a system to improve irrigation control based on new TDR sensors to measure the soil moisture, presenting all information on a web platform or mobile app.
 - FarmatroniX (College Park, Maryland) — FarmatroniX aims to tackle the skilled labor shortage by providing growers an artificial intelligence system that can control the growing process without any human input.
- Plains Angels heard presentations from early stage companies at its monthly meetings in May, June, July and August.
- At its annual meeting in January, the Partnership launched the mentor network program. Mentor connection year-to-date statistics are as follows:
 - Total Mentors: 68
 - Total Mentees: 59
 - Total Matches made: 34
- CYstarters held its community kickoff on May 23 at the ISU Research Park. The ISU Pappajohn Center for Entrepreneurship announced the 15 student entrepreneurs that will participate in CYstarters this summer. The 11-week intensive program, coordinated by the Iowa State Pappajohn Center for Entrepreneurship, gives young entrepreneurs the time, funding, network of mentors, and skill-set development to start something while in

college. The CYstarters experience has helped 44 Iowa State students and recent graduates start 35 businesses since the program began in 2016.

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 hosted Mahendra Siregar, Ambassador of Indonesia to the United States, for a luncheon at the Des Moines Embassy Club in May. Ambassador Siregar's remarks reaffirmed Indonesia's commitment to continue strengthening relations between Indonesia and the United States, particularly as the two countries are celebrating their 70th Anniversary of diplomatic relations this year. The event was attended by over 60 business, government and economic development leaders.
- International visitors from eight different countries were in town in June as part of the U.S. State Department's International Visitor Leadership. The countries represented were from Bahrain, Benin, Denmark, Hungary, India, Laos, New Zealand and North Macedonia. The focus of their program is "U.S. Foreign Policy Decision Making". During their stay in Des Moines they received an overview of the region's demographics and key initiatives.
- The Partnership helped staff IEDA's trade show booth at SelectUSA in Washington, D.C. in June. SelectUSA is attended by foreign companies from around the world who are interested in investment in the United States.
- Partnership staff attended a June 17 roundtable with former U.S. Department of Agriculture Secretary Tom Vilsack on the challenges of not moving forward with the United States-Mexico-Canada Agreement (USMCA). Several commodity groups attended the event and provided insight on the impact USMCA has on their industries and global competitiveness.
- Naoki Ito, Consul General of Japan in Chicago, and his staff visited our region on July 18. Partnership staff arranged for Consul General Ito to tour the Bridgestone Ag Tire manufacturing facility.
- The Iowa District Export Council and the Partnership hosted Spencer Bachus who is a member of the board of directors with the Export-Import Bank for an August 6 breakfast meeting. Director Bachus provided an update on the reauthorization of EXIM Bank and

how the bank assists exporters with financing and receiving payment for products shipped around the world. The event was attended by several exporters and financial institutions in the region.

- The Partnership, Des Moines Area MPO and Iowa Economic Development Authority hosted Tiffany Melvin, President of North American Strategy for Competitiveness (NASCO) on August 13. Tiffany provided the group with an update regarding USMCA and the current trade relationships between the United States, Canada and Mexico. NASCO is a grassroots continental organization focused on the North American supply chains, workforce, environment and energy independence.
- The Partnership hosted a group of 18 business and political leaders from Germany on August 14. The German delegation was visiting Des Moines as a part of their participation in the Beyond Washington: Understanding the U.S. Heartland initiative.

CAPITAL CORE

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

Implement strategies from Downtown DSM Retail 2030

- The Retail Data Portal was launched online in August. The portal provides data, statistics and information about the growth of downtown Des Moines as a one-stop-shop to help build on downtown's status as a great place to live, grow and experience.
- Artist maps are being created to add to the Data Portal as a way to creatively promote shopping in downtown.
- A team is investigating how to activate portions of the skywalk through public art with the goal of having one activation complete by the February 2020 caucuses.
- Construction on the bridge connecting Gray's Lake Area to Gray's Lake has begun.
- Resources continue to be added to the online Small Business Resource Hub.

Enhance downtown Des Moines activity and event programming

- Annual and reoccurring events such as the Arts Festival, Downtown Farmers Market and Out to Lunch attracted thousands of residents and visitors to downtown.
- Water Works Park launched a series of concerts in its newly opened Lauridsen Amphitheater and Killinger Family Stage including the Des Moines Symphony's Water Works Pops.
- Des Moines Performing Arts programmed three FAM JAM – "Family Jamboree" Mini Festivals at Cowles Commons this summer and fall. Each festival is free and open to the public and also includes bounces houses, art projects and activity stations, food trucks, and the Lauridsen Fountain. The events are part of a larger initiative by DMPA to program Cowles Commons and engage the community.

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

- Several hotel projects are underway including the Fairfield Inn conversion of vacant office building north of Iowa Events Center which is nearing completion, Hotel Ft. Des Moines restoration planned to open late in 2019 and Aparium Hotel's conversion and restoration of the Midland Building planned for early 2020 opening.
- A new Element Hotel is slated to start construction in fall of 2019 in the East Village. A new Tru Hotel is planned to start construction late 2019 in the Gray's Lake area. Occupancy at downtown hotels has increased over the past year, while rates are fairly steady. Downtown leads the regional market on industry metrics.
- Fundraising and construction drawings are advancing for the new Lauridsen Skate Park, which will be the second largest in the United States.
- Planning continues for the Central Iowa Water Trails project including mitigating three downtown dams making them safe and recreational.

Build and sustain downtown housing at multiple price points

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

- The City continues to work with developers on incorporating a portion of units at affordable rent levels into projects receiving TIF incentives in downtown. Approximately 50 units spread among three downtown projects should become available later this year to those in the downtown workforce making approximately 80% of the area's median income.

- Construction of a mixed-use building with ground floor commercial, second floor office and upper level apartments is planned to begin construction at 418 E. Grand later this fall.
- City Council will consider a new zoning code beginning in September. It is a form-based code and will provide direction on where retail, restaurant and other active uses should be a priority.

Develop a Downtown Des Moines Workforce Housing Plan

- The data analysis portion of the Workforce Housing study is complete. The study showed a number of interesting data points related to downtown:
 - Only 2% of workers employed downtown live downtown
 - The number of people living downtown has grown by 50% from 2012-2015
 - Nearly 80% of downtown households are non-family households (40% higher than the MSA) and is comprised of 90% renters
 - 94% of downtown's housing stock is 0-, 1- and 2-bedroom unitsStrategy development for downtown is underway and will continue through the fall.

Support transportation options that promote urban living and increased affordability and encourage mobility alternatives

- Operation Downtown approved funding to commission a financial impact study of the proposed changes in the Connect Downtown plan. These findings should be available fall 2019 and, if of interest to the community, could lead to a 2020 application for federal funds to begin implementing the initiative.
- A committee with representatives from the City of Des Moines, DART, the Street Collective, the Des Moines Area MPO, Operation Downtown and the Partnership are exploring the use of e-scooters downtown. An RFQ will be issued this fall.

Foster development of connected, pedestrian-friendly downtown environments

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

- A task force has been formed to study changes to the downtown parking meters. Their objective is to understand alternatives, costs and benefits of implementing meters with remote payment technologies.

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 and Polk County have partnered together to launch a new non-profit, Invest DSM, to coordinate and fund neighborhood revitalization work. The City and County have each contributed \$2.5 million this year to Invest DSM, and the City has committed to \$5 million per year for the following two years. The Board currently has representatives from the Des Moines City Council and Polk County Board of Supervisors, and will be seeking private sector representatives and investors as well. Invest DSM will initially focus on the four pilot neighborhood areas (Special Investment Districts) that City Council selected last fall - Franklin Area, Drake, Oak Park and Columbus Park. Activities will include working with existing property owners and developers to renovate homes, working with developers on the construction or new infill homes, investing in infrastructure improvements and commercial district improvements, and developing resident leadership skills. The organization is still in the setup stage, but expects to launch programs and special financing tools in the four Special Investment Districts in early 2020. The goal is to expand into other neighborhoods in the future.

Create and support district-based financing and investment tools

- A mixed-use project in Des Moines' only State-designated Opportunity Zone was announced in June by Merge Urban Development east of Drake's campus.
- The Home2Suites Hotel is under construction along University Avenue across from Drake University. Creation of a new urban renewal district is helping to provide the subsidy needed to make the project a reality.

CULTIVATION CORRIDOR

Gage Kent and Billi Hunt

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

- America's Cultivation Corridor continues to have strong representation on its Board of Investors of private and public entities. Land O'Lakes joined as an investor in July. Iowa

State University Research Park has also announced that Rick Sanders will now serve as their President.

- Cultivation Corridor offices are held in both Des Moines and at the ISU Research Park to promote relationships in both the metro area and via the Research Park.

Actively promote the Cultivation Corridor brand

Increase brand awareness among targeted audiences

- The 2019 BIO World Congress on Industrial Biotechnology was hosted in America's Cultivation Corridor in Des Moines, and the 2019 attendance at this year's event grew by 15 percent from 2018. Close to a thousand c-suite executives, government officials and leaders from across the globe descended on Iowa. The event was the highest attended BIO World Congress held in the United States in half a decade. Highlights include:
 - 1000 registered attendees from the U.S. and 35% of the total attendance were international delegates from countries across the globe, including Australia, Belgium, Brazil, Canada, France, Germany, Japan, Netherlands, Russia and United Kingdom;
 - Taking advantage of the event's location, delegates embarked on the first-ever bio-economy tours offered at the BIO World Congress. One-third of those at the event attended the tours, which included Iowa State University, Bayer, Corteva, Renewable Energy Group and Cargill;
 - Cultivation Corridor hosted the first-ever Start-Up Stadium at the event, where more than 30 emerging companies engaged in the Shark Tank-style forum to showcase breakthroughs in biotech and solicit potential investors to bring these technologies from the lab or field to market; and
 - 490 industrial biotech companies and 845 delegates participated in 1,905 partnering meetings.

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

- We continue to engage with our accelerators around Iowa. We are currently re-working our strategy and will have some exciting plans to introduce next quarter.

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 Public Art Grant (PAG) program was introduced this year to provide funding to Bravo's local government partners for public art projects that generate more artistic and cultural expression in the Greater Des Moines region. For the purposes of this program, public art is defined as semi-permanent or permanent artwork that is free and accessible to the public. Artwork may include, but is not limited to, sculpture, murals and installation, and is encouraged to be functional in advancement of civic goals in addition to demonstrating artistic merit and excellence. PAG funds may also be used to create a public art master plan. The 2019 grant cycle opened on March 1 and applications were accepted April 5. Because this is the first year of the program, grant guidelines were broadly written to encourage participation from Bravo's local government partners. Nine PAG applications were submitted and funded totaling \$216,250.
- The Greater Des Moines Public Art Foundation dedicated the Miffy Fountain by Tom Sachs on Tuesday, August 27. The sculpture is located just south of the Des Moines Public Library. The piece is inspired by the beloved children's story character and is a gift in memory of Melva Bucksbaum from her children.
- The iconic Robert Indiana LOVE sculpture was erected in the John and Mary Pappajohn Sculpture Park in July. The sculpture was unveiled in honor of the 10th anniversary of the park and was a gift to the Art Center by John and Mary Pappajohn.
- Two major murals were unveiled in June: the Community Foundation's Better Together mural on the west side of the Renaissance Des Moines Savery Hotel in honor of the organization's 50th birthday and the Amanda Phingbodhipakkiya mural at the Greg and Suzie Glazer Burt Boys and Girls Club on Drake University's campus.
- The Greater Des Moines Public Art Foundations' *A Monumental Journey*, has been selected and recognized as part of the Americans for the Arts 2019 Public Art Network Year in Review. This year the awards received 361 applications, the largest set of

submissions in over five years from public art programs and artists from across the U.S. and beyond. A total of 50 projects were selected from the open call process.

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

- Art Week was held June 21 – 28 with more opportunities and events for artists.
- Collaborative work with artist and entrepreneur Chris Dahlquist continues with next steps to be defined in the fall.

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

- Staff from Bravo Greater Des Moines, Catch Des Moines and the Art Center attended a full-day Race Forward training. One Iowa also conducted a cultural competency training for the Bravo board of directors in June.
- Seven interns from diverse backgrounds participated in the Diversity in Arts Leadership program through Americans for the Arts. This was the first of a five-year commitment to host this program in Des Moines. Interns, arts organizations business mentors connected for an immersive experience in our community. Planning is already underway for the 2020 session.
- Free admission was offered at a number of food festivals on either a general or targeted basis at a number of summer festivals including Juneteenth, CelebrAsian, Greek Food Fair, Des Moines Arts Festival and ArtFest Midwest.

Ensure young people in the region have access to a rich array of creative and cultural experiences, both formal and informal, educational and recreational

- To supplement the outstanding programming offered by Greater Des Moines' arts and cultural organizations, Bravo continues to work with Community Youth Concepts on a report outlining gaps young people see in available cultural programming. Results of that report will be shared this fall.
- Fifteen public schools participated in the Des Moines Arts Festival student competition in addition to a number of youth activities at both Art Week and the Arts Festival.

Attract arts & culture visitors to Central Iowa.

- The Des Moines Arts Festival and ArtFest Midwest continue to attract visitors to Des Moines on an annual basis.

- Catch Des Moines promoted Juneteenth to increase statewide attendance.
- Capital City Pride doubled its attendance from 2018, attracting over 30,000 residents and visitors to its events.
- Catch Des Moines continues to promote cultural attractions through its media channels.

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 Capital Crossroads Local Governance Collaborative (LGC) Stormwater Project spent the spring and summer visiting the council for each city participating in the LGC. Tri-Chairs Mayor Sara Kurovski and Mayor Bob Andeweg presented the key lessons from last summer's stormwater education series and requested councils permit their staff to work with stakeholders across the region on finding more effective ways to manage stormwater. Beginning in September, the LGC will convene a group of experts from cities and the development community to discuss what stormwater management standards should be in the metro area from a water quantity and quality standpoint and the means to achieve those goals.

Adopt and sustain the work of the Central Iowa Code Consortium

- Recommended codes with amendments have been published and approved by the committee. The final step in the process is to obtain adoption from city councils.

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 Iowa Skills2Compete Coalition was awarded a grant through the National Skills Coalition’s Skills State Policy Advocacy Network (SkillSPAN). The coalition was one of ten inaugural coalitions in the country to be awarded this first-ever advocacy grant. The Iowa Skills2Compete Coalition, convened by United Way of Central Iowa and chaired by Mary Bontrager (Greater Des Moines Partnership), focuses on several key policy issues and appropriations that support workforce pipeline needs during each Iowa Legislative Session. The SkillSPAN funding is intended to support the following efforts:
 - Capacity Building - Increase the membership of the Iowa Skills2Compete Coalition by an additional 10 organizations over the next year.
 - Geographic Strength - Targeted organizational growth of the coalition will be in areas of the state not currently represented.
 - Coalition Meetings and Summits - Increase the coalition meeting schedule to quarterly meetings and establish regional education summits to educate and engage stakeholders and the community.
 - Research and Report Promotion - Enhance the annual research report produced by the Iowa Skills2Compete Coalition and scale its distribution.
 - Expand Advocacy Efforts and Strength - Increase partner engagement in advocacy efforts to advance coalition policy proposals.

The growth of the Skills2Compete Coalition will help elevate important adult education and workforce policy issues that will strengthen all of Iowa’s Human Capital.

- The 2020 Skills2Compete Policy Agenda will be developed through several regional convenings in partnership with Iowa’s Community Colleges. The first policy agenda draft will be completed by November.

CRADLE THROUGH CAREER PIPELINE

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

- Automation and AI are changing and disrupting the world of work across all jobs and all industry sectors in varying degrees, and the impacts will occur more rapidly in the coming years. According to a recent report by Brookings Institute:
 - Almost no occupation will be unaffected by the adoption of currently available technologies.
 - Approximately 25 percent of U.S. employment (36 million current jobs) will face high exposure to automation in the coming decades, with greater than 70 percent of current task content at risk of substitution.
 - At the same time, some 36 percent of U.S. employment (52 million jobs) will experience medium exposure to automation by 2030, while another 39 percent (57 million jobs) will experience low exposure.

Given the key industry sectors of the Midwest and Central Iowa in particular, we may be most vulnerable to maximum disruption. This is why the development of a regional plan to be a leader in maximizing the potential of automation and AI is a key strategic priority of The Partnership in 2019. As a region, we must better understand the impact of these changes and identify the opportunities for growth that new technologies will bring to our key industry sectors which means maximizing our current and future talent pools to obtain the competencies necessary to fully engage in this new world of work. To better understand the anticipated impacts of Automation and AI to our key industry sectors, we need to develop an effective talent pipeline strategy that addresses talent attraction/retention, education and training systems.

The Partnership has been leading this information gathering phase of strategy development and convened large group workshops with its Business Education Council and Talent Development Board and one-on-one conversations with key industry leaders to garner their perspectives on the current and future role of AI and automation within their organizations and their industry at large in Central Iowa.

- Specific to the Global Talent initiative, the Partnership and Wells Fargo have collaborated on a mentorship program for highly skilled and educated foreign-born residents. To date, 20 individuals have been paired with Wells Fargo professionals and one mentee has been hired by Wells Fargo through the program.
- In July, Iowa Workforce Development and the Partnership hosted “Hiring for Today’s Workforce.” This event featured presentations on hiring untapped talent pools and provided employers access to candidates through a reverse job fair.

Provide support for early grade success

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

- In late July, the Campaign for Grade-Level Reading (CGLR) announced that the Des Moines community was selected as a Pacesetter for our work during 2018 to support early school success. The CGLR seeks to disrupt generational poverty by mobilizing communities to promote early school success for those children currently on the high-risk side of the achievement gap.

The local GLR initiative is known as Read to Succeed and is led by United Way of Central Iowa. This is the 7th consecutive Pacesetter honor. The Pacesetter is awarded to communities that report making measurable progress on key indicators of early school success. The two key Pacesetter markers of success in our community include:

- Pacesetters in Achieving Bigger, Better Outcomes: Our community is demonstrating population-level progress in one or more of the four key progress indicators for low-income children (school readiness, school attendance, summer learning and/or grade-level proficiency in K–3 reading and/or math.)
- Pacesetters in Making Game-Changing Impacts and Fixing the Brakes on Progress. Our community is demonstrating this through the following efforts:
 - Reducing fragmentation by aligning, linking, stacking and bundling the most proven and promising strategies, programs and practices in the right dosage, duration and sequence.
 - Building stronger data-sharing agreements and partnerships that result in communitywide efforts to establish baselines, set targets, track progress, disaggregate for subgroups, create early warning and response systems, tailor strategies and ensure shared accountability.
 - Focusing on funder collaboration and co-investment on a shared set of priorities and intended results.
 - Strengthening cross-sector (public/private/social services) collaboration, interagency partnerships and community-wide mobilization.
- United Way’s Book Buddy Program again yielded great gains. Book Buddy reaches children in the critical year before kindergarten, helping them build the pre-reading skills they need for a strong start in school. For 40 minutes a week, volunteers read one-on-one with four-year-old students at early childhood centers in Des Moines. Using an engaging

curriculum and library of 25 books developed in collaboration with Des Moines Public Schools, volunteers follow the book insert to teach a specific literacy skill.

Book Buddy extends learning beyond the classroom to support family literacy. Children bring home their own copy of the featured book every Friday—the start of a budding library in homes where reading materials are often scarce.

Recent student assessment results are compelling. Using the pre- and post-test scores on the Get Ready to Read!-Revised screening tool:

- 90% of the children showed growth on the literacy assessment.
- Book Buddy children showed more growth on the literacy assessment than non-Book Buddy children.
- Average scores improved by 6 points (out of 25 possible points), a 63% increase from the fall of 2018 to spring of 2019 testing periods for Book Buddy students.
- Average scores showed a 50% increase from the fall of 2018 to spring of 2019 testing periods for non-Book Buddy students.
- At the fall testing period, 24% of the Book Buddy children showed mastery of many of the necessary pre-reading skills or had strong pre-reading skills; by the spring testing period, 64% of these children demonstrated these skills.

Graduate Central Iowa high school students college and career ready

Successfully advance students to graduation

- Central Iowa's graduation rate continues its trend, increasing to 93.7%, positioning us close to the community goal of 95% graduation rate by 2020. In partnerships between United Way of Central Iowa (UWCI) and Des Moines Public School and UWCI and the Young Women's Resource Center, a laser-focused effort was launched in advance of the 2019 May and August high school graduations. The Push to 2020 contributed to a record number of successful students who graduated. In August, an overflow crowd enthusiastically cheered for 135 graduates at the 2019 Flex Academy Summer Graduation Ceremony. This graduation initiative provided supportive services and support items to remove barriers students face on their journey to graduate from high school. This was more than double the number of students who typically graduate in the summer term.

Support college and career readiness in Central Iowa high schools

- The Partnership, along with affiliate chamber staff and K-12 education leaders, are finalizing plans for a unique career event bringing awareness to the future world of work. The event will be held in late fall and will be open to all students grades 8-12 in the Des Moines area. Experts on Automation and Artificial Intelligence will discuss the impact of new technologies on jobs across all industry sectors and highlight core competencies required to compete for jobs in the future. Area employers will also showcase how Automation and AI is currently, and will continue, to augment they way do business and what skills will be in high demand in the future.

LIFELONG LEARNING

Enhance adults' ability to access jobs and training

Improve transportation access to jobs and training

- The United Way of Central Iowa, Community Foundation of Greater Des Moines, DART, Mid-Iowa Health Foundation, Capital Crossroads, Greater Des Moines Partnership and Des Moines Area MPO have secured a highly qualified research partner through a competitive proposal for a transportation analysis across Polk, Dallas and Warren Counties. The RFP was released in May and an award was made in early August 2019. The assessment and analysis will focus on individuals/families who make less than 250% of the Federal Poverty Level (FPL) with a focus on the seven degrees of disadvantage as identified through the Passenger Transportation Plan (PTP) (include senior citizens, individuals with disabilities and new lowans). The analysis will have two primary deliverables:
 - Identify specific barriers (i.e. cost/affordability, time, convenience, location, distance, access, safety, ease of use, etc.) to accessing transportation for the purposes of Education, Earning Income, and Health/Wellbeing within the three-county area and potential solutions to remove and/or mitigate barriers.
 - Compile a comprehensive accounting of resources (financial resources, vehicles, human capital, etc.) that Health and Human Service Nonprofit Organizations in Polk, Dallas and Warren counties, commit to transportation needs on an annual basis.

The research is slated to be completed before the end of the year with a second phase of broader stakeholder engagement focused on the development and implementation of system-level solutions.

TALENT RETENTION AND ATTRACTION

Retain skilled recent graduates and interns

Leverage tools and relationships to support talent retention

- In June, The Partnership, The Robert D. and Billie Ray Center and the Institute for Excellence and Ethics deployed the fourth Human Capital Survey. The Human Capital Survey helps determine how embedded our workforce is in the community and workplace based on connectedness to people, place and purpose. The results of this survey will provide direction to community and business leaders in Central Iowa on what more needs to be done to enhance our region's quality of life.

Provide comprehensive internship and intern-support programs

- More than 240 interns participated in the summer intern engagement series, Seize the City. Through Seize the City event, interns from across the region experienced professional development programming delivered by local leaders and experts, networked with business and community leaders, completed a community engagement project and learned about the many events and amenities unique to living in Central Iowa.

Attract top talent to Central Iowa

Enhance targeted outreach and engagement with talent prospects

- The Partnership's digital marketing campaign continues to promote the region to national audiences for talent attraction. From January - July, the talent attraction advertising has led to more than 1.5 million impressions, 2100 clicks and 15,000 post-view web visits. The campaign continues to perform at or above industry click-through rate benchmarks and has secured 259 conversions (69 relocation packet requests and 190 career profiles). Of the prospective talent traffic driven to the website in 2019 directly attributed to the campaign, 94.7% of users were new showing the campaign continues to expand Central Iowa's presence with prospective talent.

Work to attract international talent to the region

- To further our commitment to welcoming new Iowans to our community, in June Polk County, City of Des Moines and The Partnership issued an RFP soliciting proposals from area organizations interested in developing and managing a new Welcome Center for our foreign-born residents. Seven proposals were received and a selection committee consisting of representatives from the three partners along with potential investors, United Way and the Community Foundation are in process of reviewing the proposals. We anticipate selecting the managing organization in 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

OUTDOOR RECREATION

Enhance Central Iowa's network of parks and greenways

Develop and implement a regional parks plan

- The Des Moines Area MPO, the Iowa Natural Heritage Foundation and Polk County Conservation are collaborating on the development of a model zoning for trail corridors to better protect aspects of major regional trails (e.g., access, character, aesthetics, etc.) as development approaches the trail corridor.
- Work toward a regional governance model for the Central Iowa Water Trails continues. National consultants Brian Trusty and Leon Younger have been engaged and conducted in-person and phone with over 50 stakeholders in July. A values matrix model and possible structure scenarios will be presented in September with the process continuing throughout the fall.

RESOURCE CONSERVATION

Optimize Water Quality and Distribution

Continue expanding watershed-management capacity and impacts

- The MPO is working with Polk Soil and Water Conservation District on a marketing campaign to highlight local cost-share programs available within metro area cities. The programs are using a portion of stormwater management fees collected to enable residents to implement stormwater management BMPs on their residential properties. As part of this initiative, the MPO contracted with a sculptor, Nate Page, to create artwork to raise awareness of the programs. The artwork is called "Holes" and features a rain jacket and an umbrella with holes in them to symbolize that we need to poke holes in our landscape to allow water to infiltrate on sight. Currently there are eight metro cities with programs and with a few more in the works. As citizens take advantage of city programs to make stormwater investments in their properties they receive signage versions of the artwork to display in their yards to show their commitment to the environment. Cities also receive replicas of the artwork to display at city halls where they can add a sticker to resemble a hole each time a resident completes a project.

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

- On July 19 the Natural Capital partnered with Agriculture's Clean Water Alliance, Heartland Co-op and Polk Soil and Water Conservation District on an upstream-downstream event in Dallas County. Urban and rural leaders shared lessons learned, best practices and also visited a Conservation Reserve Enhancement Program (CREP) Wetland in Dallas Center. Key takeaways included finding common objectives, building trust and starting small while also dreaming big.
- Conversations are underway for another upstream-downstream event highlighting the North Raccoon River watershed to be held this fall.

MARKETING AND EDUCATION

Actively promote environmental sustainability issues and opportunities

Develop compelling effective public outreach campaigns

- The Natural Capital continues to partner with the Social Capital to convene a Feedback 4 Equity focus group. The group is comprised of individuals from underrepresented communities and has already provided valuable feedback on initiatives of the Natural Capital, with a primary focus on the water trails.
- The Inclusion Committee of the Central Iowa Water Trails Incubator Board is also looking at ways to engage the public and ignite grassroots ownership of the water trails. The group will be finalized early fall.

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 convened on August 28. Participants heard from a panel of employers and DART riders about how transportation impacts their bottom line and why DART is critical to the success of Central Iowa's ability to grow and attract new talent. The final meeting of 2019 is scheduled for November 20.
- The Mobility Coalition continues to meet to ensure coordination among various transportation stakeholders. Interested parties include the Des Moines Area MPO, DART, the City of Des Moines, the United Way of Central Iowa, the Des Moines Bike Collective and the Greater Des Moines Partnership.
- The Transportation Advisory Group continues to work on implementing transportation services for those who need assistance.

Ensure efficient use of existing transportation investments

- DART is implementing a major service change effective October 13. Changes will impact riders in nearly all DART member communities. The goal of the changes is to ensure current resources and services reflect growth and development patterns and use current resources as effectively and efficiently as possible. Key highlights of the changes include:
 - A mobility-on-demand pilot will begin in a portion of Urbandale and Des Moines. In partnership with Uber and Trans Iowa, riders will be able to use these on-demand services to access three park-and-rides in a designated area, replacing the Route 73 flex service.
 - Route 72 will transition to a West Des Moines Loop service, providing circulation service between Valley Junction, Jordan Creek Mall, key University Avenue destinations and Valley West Mall.
 - The Route 11 will be extended to serve the Deer Ridge apartment complex, providing residents access to downtown Des Moines, DART Central Station and other routes during peak hours.
- The MPO continues to develop an update to Mobilizing Tomorrow, the region's federally-required long-range transportation plan. The plan is set to be adopted in fall 2019. In the last quarter, through the planning process, the MPO staff and the plan steering committee has solicited and scored projects, focusing on projects that achieve the plans goals of 1) maintaining and optimizing the existing transportation system, 2) enhancing multi-modal transportation, 3) protective and preserving the environment, and 3) furthering the health, safety, and well-being of all people in the region.
- The MPO continues to work on development of the Des Moines Transload Facility, which will expand access and use of the existing railroad lines converging in Des Moines. MPO staff has been working with the selected developers to complete agreements related to the

recent \$11.2 million US DOT BUILD grant, to complete required environmental documentation, and transfer of ownership of the site. In summer 2019, the MPO conducted a second round of data collection of the regional trail system's most heavily used trails with its Iowa Data Bike. Data collected will be analyzed and shared with central Iowa communities to help them understand where maintenance is needed.

- The MPO continues to work on bringing Smart City initiatives to the region. In summer 2019, the MPO worked to select a consulting firm to help educate local leaders on smart city issues which will eventually lead to a strategic plan for smart city investments. This will likely begin with transportation-related projects that use technology to make more efficient use of the existing system.

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

Implement strategies to encourage mobility alternatives

- While no new strategies have been implemented, the MPO has been involved with the development of new policies that will ultimately encourage mobility alternatives and make those alternatives easier to pursue. Examples of this include working with the Street Collective on a model bicycle ordinance, the purpose of which is to make changes that encourage cycling, making it safer for both bicyclists and motorists, and improving enforcement of rules and regulations. The MPO is set to vote on a model ordinance in September 2019, after which local governments will be asked to also approve.
- The MPO also has been working with a coalition of organizations to explore policies to electric scooters. More information and recommendations will be available in late 2019.
- In October, DART will discontinue service on Flex Route 73 and replace it with a pilot project for Mobility on Demand (MOD) service. Currently, Route 73 operates during peak travel commute times on weekdays, connecting residents to the Gloria Dei and Buccaneer Ice Arena Park & Ride lots. The service has very low ridership, so DART will replace service with a different model that will increase the amount of service available at a lower cost.
- The MOD pilot allows DART to partner with Uber and Trans Iowa to provide service within a designated zone. Qualifying trips would have to start or end at either the Gloria Dei (Route 93) or Buccaneer Ice Arena (Route 92) Park & Ride lots, or at Merle Hay Mall (Routes 5, 14, 16 and 50). Under this service model, a rider would request a trip using a smart phone app or call-in number from their home or one of those three locations. DART would subsidize the cost of the trip as long as customers were transferring to a DART bus route.

This type of service allows for more transfer opportunities for those currently using Flex Route 73, including to popular local routes. Additionally, the service will be available all day, expanding opportunities to utilize DART. DART will design the service to ensure that there are options to accommodate people requiring a vehicle with a ramp or lift, customers who can't or choose not to pay by credit card, or people without smart phones or those who wish to book a trip over the phone. The pilot nature of the program allows DART to adjust the service as necessary to meet the needs of our customers.

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

- DART worked with Polk County and the City of Des Moines to begin to utilize the Center Street Parking Garage as the preferred parking location for residents reporting for jury duty. DART's LINK Shuttle transports jurors and others who park at the garage to the Polk County Courthouse and other downtown destinations. Since the new arrangement in April, ridership on the LINK shuttle has roughly doubled, and parking use at the garage has increased significantly.
- The Iowa DOT has been leading the development of an Integrated Corridor Management framework for the Des Moines area, that seeks to better handle current and future traffic with operational improvements vs. major capital investments. Among the various strategies explored is making better use of parking, including location and policies. This includes the exploration of incentive programs that would encourage alternative transportation trips and/or altering work schedules to alleviate peak congestion at key sites, including major parking facilities.

Advance and swiftly transition key policies into implementation mode

- Diversity and equity are key throughout Capital Crossroads work. One unique way DART and the Public Art Foundation are working together to raise awareness of these important topics is through the latest art bus. The Public Art Foundation commissioned Mitchell Squire, an artist and professor of architecture at Iowa State University in Ames, to create the new art bus wrap, entitled Multiple Black. Mitchell Squire describes his art as "a celebration of the artistry and style fully expressed in multiple ways in the black community."

Enhance regional transit capacity

Provide ongoing support for implementation of DART Forward 2035

- The DART Commission approved a contract with HNTB to conduct a Transit Optimization Study. This study will evaluate potential new business models for DART to serve the Greater Des Moines region with public transportation services, ensure that all mobility

options are coordinated, and meet the region's current and future needs. The Shared Use Mobility Center is a subcontractor for HNTB and will provide expertise on expanding mobility options. With the contract approved, DART will work with HNTB to conduct the study between fall 2019 and fall 2020, with public input collected in spring 2020.

- From the MPO's perspective, the regional travel demand model has been updated to be more representative of existing travel habits and also includes DART's services, allowing the MPO to better assist in future transit planning efforts.

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

- As part of the MPO's Mobilizing Tomorrow update, the MPO worked with each community to develop a 'growth scenario' of how the community will grow in the coming decades. These plans for future growth feed into the MPO's travel demand model, the outputs of which can help show whether those land use decisions are conducive to public transit. The information also allows the MPO to work with the communities to better educate them on land use that would be better suited to transit should the community want to be more supportive.

Develop key freight infrastructure

Design and promote a regional multimodal transload facility

- The development of the transload facility is underway. The facility's developers are currently completing federal environmental review requirements, which will help inform the facility's design.

DESTINATION AMENITIES

Develop a world-class system of land and water trails

Develop and connect Central Iowa's network of land trails

- Trails continue to be expanded as development continues. While some sections are being maintained, the MPO has completed a second round of data collection using the Iowa Data Bike to better inform communities of maintenance issues. Once the 2019 data has been summarized, the MPO will work with ISU's Institute for Transportation Research (InTrans) to forecast trail conditions into the future given various budget and maintenance scenarios. This will allow communities to understand how much should be budgeted for trail maintenance each year to ensure optimal trail conditions.

Build an extensive system of regional water trails

- The Central Iowa Water Trails Incubator board meets monthly to advance the 150-miles of water trails throughout Central Iowa. In addition to the board, thirteen committees have been formed to focus on the complexity of the work. This public-private partnership is supported by a coalition of regional partners including Catch Des Moines, the Community Foundation of Greater Des Moines, the Greater Des Moines Partnership, the Great Outdoors Foundation, and the Des Moines Area MPO.

21st CENTURY TECHNOLOGIES

Secure competitive broadband speeds for all regional communities

Identify viable means to secure gigabit internet for Central Iowa communities

- Des Moines is one of 20 U.S. cities in which Verizon plans to roll out 5G service this year.
- 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

- Over summer 2019, the Smart City Task Force solicited proposals for consulting firms to help the region take the next steps toward developing a smart city strategic plan. In Fall 2019, the selected consultant will host workshops for key decision makers to better understand smart city concepts, opportunities, and challenges, which will be followed by more strategic discussions on how central Iowa should move forward.

NEIGHBORHOODS AND HOUSING

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

Build “missing middle” housing types

- Work continues on developing more dense options both adjacent to downtown and in suburban communities through smaller houses on smaller lots.
- Prairie Meadows awarded \$250,000 to Polk County Housing Trust Fund as investment in new affordable single-family development. The Legacy Grant, along with matching funds from the Polk County Housing Trust Fund, will be used to help qualifying households in the form of down payment assistance. Like other programs that make housing more

affordable, the program reduces the size of the first mortgage and in turn the monthly payment. This also offsets higher construction costs by reducing the overall monthly payment of the first mortgage.

Implement Housing Tomorrow to address regional affordable housing needs

- Several new initiatives and studies focus on regional solutions to affordable housing needs including the workforce housing study and the City of Des Moines and West Des Moines' Analysis of Impediments to Fair Housing.
- The MPO's scoring system for transportation funding encourages funding in traditionally undeserved areas, which typically align with affordable housing.
- The data analysis portion of the Workforce Housing study is complete. The study forecasted that the MSA is expected to add 150,954 net new jobs over the next 20 years and that 70% of new working households added to the MSA will have annual incomes below \$75,000. To meet this demand, Polk County will need to add 57,170 net new units before 2038. More than 50% of owner-occupied housing demand will be for homes priced below \$175,000 and 77.5% of all rental units will need to have monthly rents below \$1,250. A series of presentations on this data has been shared throughout the region. Regional strategy development for is underway and will continue through the fall.

Promote infill development and the rehabilitation of vacant structures

- Proposed City of Des Moines Zoning Code and new Des Moines/Polk County initiative Invest DSM, provide new guidance for single family infill development and redevelopment.

Develop vibrant neighborhoods and communities

- Aside from the MPO's ongoing transportation work, it has also assisted in a newly created Housing Trust Funding that will serve Boone, Jasper, Marion, and Warren Counties, which will help improve communities and neighborhoods in those locations.
- Polk County Housing Trust Fund has commissioned Undesign the Redline Part 2 for Central Iowa. Part 2 follows up on the touring exhibit from the spring and creates a full Undesign Exhibit around the metro's history of redlining and racially discriminatory housing policies and provides suggestions on how to mitigate the damage they have caused.

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 promote and share the 4 Equity Tool throughout the region as well as the state. The Social Capital utilized the tool when hosting a Feedback 4 Equity session with diverse stakeholders around the Central Iowa Water Trails project. Responses from this focus group will be taken into consideration and woven into the overall vision for the project.
- The Civility Initiative is currently planning activities for the 2020 caucus and election. Strategies include outreach to the general public, traditional and earned media, involving stakeholders in our message and producing shareable content to promote a message of civility.
- A recent accomplishment for the Greater Des Moines Leadership Institute is that 25% of the current Community Leadership Program class is from ethnically diverse backgrounds. This is thanks to the concerted recruitment efforts the organization has undertaken. The Leadership Institute also successfully launched the Youth Leadership Initiative in August and students represent more than 20 high schools, also with very diverse backgrounds.

Leverage and enhance existing efforts

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

- The Social Capital has partnered with the NAACP and One Iowa on a series of quarterly events to foster discussions on how race, sexual orientation, gender identity, and other factors interact and shape our life experiences, especially for queer people of color. The first *Illuminating Intersections* event was facilitated by KCCI's Rheyra Spigner and highlighted LGBTQ people of color throughout history as well as a local panel sharing their experiences today. A September event will address profiling in our community and future sessions will focus on health, wellness, religion and policy.
- The Social Capital is leveraging city conversations with the Government Alliance on Race and Equity as a possible connection point for future equity-focused work with community partner organizations.

- The Ray Center continues its mission to improve civility through character development and ethical leadership. They are currently writing funding proposals to secure up to five more community conversation events focused on civil discourse. The Ray Center will also be engaged in facilitating crucial conversations around Central Iowa's approach to housing equity with community stakeholders.

WELLNESS CAPITAL

Jami Haberl, Suzanne Mineck and Ruth Randleman

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

PRESCRIPTIVE ASSESSMENT

Optimize the use of data to inform wellness planning

Participate in regular community health assessments and tracking

- The Wellness Capital has worked with our regional health systems facilitating participation in the most recent Community Health Needs Assessment as well as in the dissemination of those findings to the greater Des Moines community.
- A consortium of Capital Crossroads partners including the Community Foundation of Greater Des Moines, the United Way of Central Iowa, Mid-Iowa Health Foundation, the Des Moines Area MPO, DART and the Partnership are entering a study to understand the barriers to accessing transportation for the purposes of education, earning income, and health/wellbeing amongst disadvantaged communities. The study will also include a comprehensive accounting of transportation resources within our current health and human service nonprofit organizations in Polk, Dallas and Warren counties.

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

- The Wellness Capital recently completed a survey in collaboration with the business community to better assess social and emotional well-being barriers and emerging industry best practices.
- Make It OK Iowa website was launched in August and includes opportunities for workplaces to register as a Make It OK registered site. The committee is also working on a Make It OK workplace toolkit to assist businesses with implementation.

PROGRAMS AND SERVICES

Raise awareness of the need for integrated mental health services

Convene partners to inform coordinated mental health programming

- Make It OK will launch in Central Iowa on September 25 with a convening of partners who have been engaged with mental health efforts including the CHNA, Mind Matters and mental health advocacy efforts. There are plans to host an ambassador training in October. An Iowa-specific web page was created to support statewide coordination, collaboration and evaluation of the Initiative.
- Spring boarding from the Community Health Needs Assessment findings, the Wellness Capital will convene health leaders quarterly to discuss critical needs within our community.
- The Wellness Capital is also hosting weekly meetings of key partners to support the launch of Make It OK in Central Iowa.

Support improved regional social and emotional well-being

Advocate for holistic Central Iowa wellness programs

- Healthiest State Month will be held during the month of October including the 9th Annual Walk on Wednesday, October 2nd. To support engagement of schools, communities, and workplaces there are toolkits available for both the annual walk and HSI Month. The month will conclude with the 5-2-1-0 Healthy Choices Count Summit to bring together schools, early care, out-of-school programs and health care to network and learn from each other on how to make the healthy choices the easy choice. The 2020 Healthiest State Awards Reception will be held on Thursday, February 6, 2020 in West Des Moines.
- 5-2-1-0 for the Workplace was launched in June 2019 and is available for employers of all sizes and types at no cost. To be eligible for the 2020 Healthiest State awards the workplace must be a registered 5-2-1-0 site. The awards applications will open in October.