

# PRIORITY ACTIVITIES PROGRESS REPORT

## *NOVEMBER 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 Advanced Manufacturing Council met in September at the ISU Research Park. Mike O'Donnell with CIRAS shared information on digital manufacturing. After the presentation, the council toured the ISU Digital Manufacturing Lab powered by Alliant Energy.

Leverage BRE visits to inform business expansion and attraction efforts

- There have been 169 meetings with existing businesses in the past year. As a result of these meetings, 36 potential expansion projects were identified.

Continue to advance economic activities with local small businesses

- The Partnership hosted the following "Top Five" small business events in the last quarter:
  - Sally Cooper Smith discussed the Five Steps for More Effective Self Promotion for Solopreneurs and Small Business.
  - Adam Mallette, Social Media Strategist and Karlyn Nosbusch, Media Account Supervisor with Bucket Media, covered the Top 5 Ways Social Media Can Change Your Business Right Now.
  - Kurt Pearson, founder of Compass Financial Services, addressed the Top Five to Create Culture for Your Competitive Advantage.
- The Small Business Success Summit was held on November 8. This event was the premier small business conference of 2019. The summit hosted three keynote speakers and 18 breakout sessions on a variety of timely topics that affect business owners and managers. In addition, there were 28 resource partners on site to answer specific questions.

Continue to partner with local EDOs to retain and expand businesses

- Ten companies received an Economic Impact Award on September 25: Casey's General Stores, Inc.; Dwolla; ESO; Incotec; John Deere ISG; Meredith Corporation; Michael Foods; Microsoft; Pella Corporation; and The Printer Inc.

- On November 8, the Des Moines International Airport announced that Allegiant plans to house a maintenance facility in Des Moines and make it a home base for two aircraft and multiple flight crews. This represents a \$50 million capital investment (\$40 million for two airplanes and \$10 million in parts inventory and equipment). The project will create 66 jobs (35 flight attendants, 20 pilots, 10 mechanics and 1 base manager). Allegiant announced on November 12 that it will begin direct service from Des Moines to Nashville.

### **Promote Greater Des Moines and Central Iowa in targeted external markets**

Promote Central Iowa through multi-media platforms and technologies

- The Partnership continued its targeted digital marketing campaign to market the region to national audiences including economic development site selectors with the following results through Sept. 30:
  - 1.9 million impressions and 46,000 clicks to growDSMUSA.com;
  - 96% of users were new, showing the campaign continues to expand DSM USA's presence to new prospective economic development audiences;
  - Three economic development conversions were secured (i.e. project prospects directly attributed to the campaign);
  - 191 additional unique activities on the website shows users are actively engaged and are "moving down the funnel" toward conversion.
- Launched the Small Business Resources Hub to provide support to startups and small businesses.
- Produced 8 monthly economic development newsletters between Jan. 1 and Oct. 31 with an average open rate of 20.3%.
- Secured 2,408 earned media placements and secured 144 trade placements.
- Conducted economic development storytelling via social media and blogs.
- The Iowa Caucus Consortium was renewed in 2019 and intends to highlight Iowa's first in the nation Caucus status by providing the media and candidates with a meaningful, positive experience while showcasing the best that the state and region have to offer.

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

- The Partnership brought Mike Eickhoff from Grant Thornton-Chicago to Des Moines in September. Mike is a site selection consultant and leads the National Incentives group at Grant Thornton.

- The Partnership attended the 2019 TrustBelt Conference in August in Louisville. This annual conference brings together CEOs, site selection consultants, economic development leaders and other economic analysts and experts. They discuss the economic resurgence and vitality of the Midwest region.

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

- The American Property Casualty Insurance Association held its annual meeting in Boston in October. The Iowa Economic Development Authority had a trade show exhibit and Iowa's insurance innovation and the Global Insurance Symposium were promoted.
- During the quarter, The Partnership conducted marketing trips to Minneapolis-St. Paul, Greenville and Atlanta. Meetings were held with site selection consultants, corporate headquarters and companies.
- The Partnership and the Greater Dallas County Development Alliance exhibited at the SIOR Annual Conference in Portland in October

## **ENTREPRENEURIAL DYNAMISM**

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

Maximize the benefit of startup acceleration services and facilities

- The Raising Capital Seminar was held on September 25 in collaboration with BrownWinick Law Firm. Twenty people were in attendance for this bi-annual seminar.
- Plains Angels heard presentations from early stage companies at its monthly meetings in September, October and November.
- At its annual meeting in January, The Partnership launched the mentor network program. Mentor Connection year-to-date statistics are as follows:
  - Total Mentors: 70
  - Total Mentees: 79
  - Total Matches Made: 51
- CYstarters is an 11-week intensive program, coordinated by the Iowa State Pappajohn Center for Entrepreneurship. It 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. A Partnership team member was a mentor during the program this year and taught a class on financial models to the cohort.

- Grinnell College and Techstars announced the formation of Techstars Iowa located in Des Moines. Kerty Levy, recently the interim director of the Iowa AgriTech Accelerator has accepted the position of Managing Director for this program. This marks Des Moines fourth tech accelerator joining the Global Insurance accelerator started in 2014, the Iowa AgriTech Accelerator started in 2017, and BrokerTech Ventures formed earlier this quarter.
- During the quarter, many Startup Stories podcasts were recorded including Mike Draper of Raygun, Steven Brockshus of FarmlandFinder, and Allison Davidson Motoyama of Dona Bela Shreds. The Small Business & Startup Stories DSM podcast has received 6,193 plays through Nov. 5.

## **INTERNATIONAL EXPANSION**

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

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

- The Iowa District Export Council and Partnership hosted Spencer Bachus, who is a member of the board of directors with the Export-Import Bank, for a breakfast meeting on August 6. 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 Des Moines MPO, Partnership and Iowa Economic Development Authority hosted Tiffany Melvin who is President of North American Strategy for Competitiveness (NASCO). 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 David Olsen with the International Trade Administration with the U.S. Department of Commerce in Washington, D.C. for a roundtable discussion regarding USMCA on August 26. David provided a policy update regarding USMCA and the event was attended by members of our international council.
- The Partnership held an event on October 10 about legal duty avoidance and recovery for importers in partnership with the Iowa Economic Development Authority. The speaker for

the seminar was Adam Hill who is President of Scarbrough International in Kansas City. The event covered several topics including duty drawback, product exclusion and exemptions, foreign trade zones, free trade agreements and ATA Carnets. The event was attended by importers from around the state of Iowa.

- The Partnership hosted Andre Haspels, Ambassador of the Kingdom of the Netherlands to the United States for a luncheon at the Des Moines Embassy Club in October. Ambassador Haspels assumed his post in September and Iowa is the first State Visit to the United States of his tenure. Ambassador Haspels was joined by Consul General Louis Piet and others from the Embassy and Consulate office. The delegation from the Netherlands was in Des Moines to attend the World Food Prize and to look for potential business opportunities, particularly in agriculture/bioscience.
- The Partnership and the Iowa Economic Development Authority hosted a seminar on November 7 on “Doing Business in India: Understanding the Opportunities and Avoiding the Obstacles.” The international seminar featured Steve Dickinson with Cozen O’Connor and provided the audience information about how to successfully navigate business opportunities in India.
- IEDA conducted a European Insurance FDI Trade Mission the week of November 11. Partnership staff participated along with representatives from EMC and the Iowa Insurance Division. The group attended the Insurance Innovators Summit in London. In addition, meetings were held with Insurtech startups and major insurers such as Lloyd’s, Prudential and SwissRe. The delegation flew to Zurich and held a luncheon with European companies which was coordinated by the U.S. Embassy in Bern.
- The Iowa Economic Development Authority, Iowa Area Development Group and Greater Des Moines Partnership held a seminar on the advantages of using a Foreign Trade Zone (FTZ) on November 20. An FTZ is a zone authorized as exempt from many regular U.S. Customs rules and regulations. There are many benefits that importers can take advantage of to improve cash flow, increase global logistics efficiency, reduce redundant or unnecessary logistics costs and retain flexibility. Scott S. Taylor, a Partner at Miller & Company P.C. based in Kansas City, was the presenter.

## 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

- Implementation and marketing of the Retail Data Hub, an on-line resource that provides data, statistics and information about the growth of downtown Des Moines to area developers and brokers is underway.
- Operation Downtown approved funding to activate portions of the skywalk through public art with the goal of having one activation complete by the February 2020 caucuses.
- The pedestrian bridge connecting Gray's Lake Area to Gray's Lake has opened to the public. The dramatic and dynamic lighting has been tested and featured in media coverage.
- A best practices checklist and overview was approved by city council in August 2019.
- The small business start-up guide was completed.
- Pedestrian counting project in skywalk is underway.

Enhance downtown Des Moines activity and event programming

- The Downtown community has rallied around the potential transition of the Des Moines Social Club to a public market. Multiple entities have funded study of this opportunity, including hiring the People for Public Spaces, a recognized national leader in planning public markets.
- Several major events occurred Downtown over the last quarter attracting thousands of residents and visitors including the Latino Heritage Festival, Oktoberfest, Iowa's Premier Beer, Wine and Food Expo and the World Food Prize.
- The 15th Annual World Food & Music Festival featured more than 50 food vendors representing more than 25 countries and culinary regions. Cuisine and entertainment were

celebrated from around the world including Bhutan, Bosnia, China, Ecuador, France, Greece, Italy, Jamaica, Laos, Liberia, Mexico, Morocco, the Netherlands, the Philippines, Thailand, Ukraine, Venezuela, Vietnam and more. Additionally, the festival hosted a naturalization ceremony where 148 new Americans from 36 countries were naturalized. Volunteers at the event also packaged nearly 75,000 meals for Meals from the Heartland.

- Winter programming is planned for the holidays including the East Village Holiday Promenade scheduled for November 22 & 23, and the Winter Farmers Market scheduled November 22 & 23 and December 13 & 14.

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

- The Central Iowa Water Trails secured a \$25M federal BUILD grant for the first phase of implementing this regional amenity in downtown. The grant will help to activate a five-mile stretch of the Des Moines River by mitigating the Scott Avenue dam and making improvements at three access points. The Scott Avenue dam will be replaced with two drop crests that, in addition to improving safety, will provide recreational whitewater amenities and improved fish passage. The Scott Avenue project also includes improved fishing amenities along the riverbanks. Additionally, the grant will help pay for better user access and boat launches, portage, trails, and signage at Prospect Park, Birdland Marina and Harriet Street. The total cost of these four projects is \$31.25 million, 80 percent of which will be covered by the BUILD grant.
- Nearly 750 hotel rooms are in various stages of development in downtown; these include an Element Hotel in the East Village, restoration of Hotel Ft. Des Moines, a new Tru Hotel in the Gray's Landing area, restoration of the Midland Building for a boutique hotel, and a 21C hotel in the proposed mixed use tower at 5th and Walnut. Occupancy at downtown hotels has increased over the past year, while rates are fairly steady. Downtown leads the regional market on industry metrics.
- Construction is underway on the Lauridsen Skate Park along the Des Moines River.

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

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

- Affordable rent levels at approximately 80% AMI for approximately 10% of the units has been negotiated for recent housing projects being developed in various areas in downtown.



- Des Moines City Council approved a new zoning code this fall. It is the first overhaul of the City's zoning code in over 60 years and is a form-based code that provides direction on where retail, restaurant and other active uses should be a priority.

#### Develop a Downtown Des Moines Workforce Housing Plan

- Work on the strategy report is nearly complete and will be vetted by downtown leadership as well as leadership in the region, as the initial work has pointed to the role that region must play in housing the future workforce.

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

- Operation Downtown led 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 to potential vendors is due back November 22 with spring 2020 targeted for a pilot.

#### **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.

#### Implement effective corridor improvement strategies

- Construction on the first phase of the 6th Avenue Corridor streetscape project is nearing completion, and phase two is beginning its final design. The project implements complete street policies to better and more safely accommodate multiple modes of transportation on this important corridor.

#### 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

- The Corridor is working with economic development teams across the state of Iowa to encourage investments in Iowa. A priority of the Corridor is to connect international start-ups with Iowa and likewise, connect Iowa startups with international businesses as well.

- In the last 18 months, nearly \$900,000 million in capital investments have been made statewide in food- and ag-related businesses. Additionally, these investments have been made in a low-ag economic environment.
- The Corridor is also pursuing partnerships with border states to address issues that impact many Midwest businesses such as immigration and energy.

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

Increase brand awareness among targeted audiences

- A new digital marketing strategy will be implemented to reach new audiences. With the strategy is a focus on measuring engagement versus impressions to better measure the effectiveness of marketing initiatives.

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

- America's Cultivation Corridor recently announced the launch of the Cultivo Global Ag Innovation Program. This first-of-its-kind initiative will bring agriculture and bioscience startup companies from around the world to America's Cultivation Corridor for a 10-day immersion program to engage with Iowa's startup community, network with industry leaders, and connect with researchers and farmers. The program concept was sparked by discussions with multiple country representatives during the 2019 BIO World Congress for Industrial Biotechnology held in Des Moines in July. After tours and engagement with Iowa leaders during the conference, economic development teams wanted to find a way to extend the learnings and insights to startups in their own countries. Currently, six countries are interested in the program and plans are underway for two cohorts in 2020 and up to four cohorts in 2021.

## **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 Jamie Hurd Amphitheater in West Des Moines broke ground on October 2. The new amphitheater will serve as a cultural center and bring people together to share inspiring musical performances and creative showcases.
- Catch Des Moines is represented on the “Blue Ribbon Committee” and supports the development of the proposed multi-use soccer stadium that will that serve a broad variety of demographics and audiences. Soccer is unique in its diverse, international appeal and attraction for younger adults.

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

- Bravo Greater Des Moines and the Des Moines Arts Festival partnered with artist and business strategist, Chris Dahlquist, to define opportunities to develop the talent and skillsets of creative entrepreneurs and artists. The project is deeply aligned with the regional cultural priority of strengthening the creative economy. After analyzing survey results and synthesizing insights gleaned from personal interviews, addressing the most pressing professional development and capacity building needs in the artist community can be met with three key strategies.
  - Strengthen cross-discipline artist networking: Create opportunities for artists of diverse backgrounds, disciplines, and career stages to collaborate with and learn from one another.
  - Facilitate communication: Establish a virtual resource center to provide information regarding opportunities, available resources/programming, and information on best practices.
  - Provide life-long learning opportunities: Coordinate relevant capacity building programming for artists, ensuring a variety of access points for artists at all stages of artistic development.

The full report will be available by the end of the year and activation on the recommendations has already begun.

- Several community leaders are engaged with the development of the new public market to being explored in Firehouse No. 1. The market would be a free attraction where local artisans, crafters, and entrepreneurs can connect directly with consumers and serve as a community gathering place.

- When servicing large events and conferences in Greater Des Moines, Catch Des Moines frequently integrates arts and cultural experiences into the programming and recommended activities. Most recently, for the P.E.O. International conference hosting 6,000 women, Catch Des Moines arranged public art walking tours and referred visitors to the Des Moines Art Center, Pappajohn Sculpture Park, and the World Food Prize.
- Catch Des Moines launched a popular social media contest series, the Catch City Series on Facebook. This mini social media campaign highlights all municipalities represented by Catch Des Moines. Every two weeks, a new municipality is featured, which allows Catch Des Moines to highlight the unique features and places within each location.

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

- The Iowa Department of Cultural Affairs hosted the first-ever Iowa Arts Forum – a presidential forum to educate candidates and policymakers about the importance of the arts and a creative economy and to demonstrate how the arts can offer solutions to an array of challenges, from health care to education to immigration. This event was promoted by the Iowa Caucus Consortium.
- Catch Des Moines intentionally promotes free or low cost arts and cultural events for the community on TV and radio including Iowa’s Latino Heritage Festival, Art at the Lake, community concerts, Taste of the Junction, World Food & Music Festival, Festival Las Americas, Day of the Dead/Dia De Los Muertos and World Chili Cookoff.
- The Des Moines Art Center’s two most recent large exhibits featured collections curated from diverse communities: Queer Abstraction was the first exhibition in the Art Center’s 70-year history to focus exclusively on queer subject matter, and the Monument Valley exhibit presents multiple views of the complicated construct that is the “American West” featuring Indigenous, Black, white, Latinx, and multiracial artists, representing various cultural backgrounds and identities.

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

- Bravo and Community Youth Concepts will soon release a report addressing opportunities to strengthen youth connections to arts, culture and heritage available in the region. Multiple focus groups were convened to engage youth in the process with a goal of increasing youth access to arts education and programs that meet them where they are physically, economically, developmentally, and culturally. Recommendations from the effort include:

- Ensure that youth are authentically involved in the marketing, planning, and implementation of art education and programs.
  - Art and creative experiences need to be personal, local, and connect people to their history. Many participants stated they wanted more opportunities for youth to be engaged in the creation of the art around the metro. This personal engagement would lead to art being more reflective of the diversity in the Des Moines metro area.
  - Diverse opportunities need to be more than just annual festivals, but rather infused throughout the community.
  - While it is important to work on the underlying factors that create a sense of inclusiveness, identifying spaces with youth where they already feel safe and welcomed and then incorporating mission-aligned programming through funding and partnerships would make art, culture, and heritage opportunities more accessible. If students have a safe and welcoming place to go, other barriers such as transportation can be addressed.
  - In order for a career in art to be viewed as a viable career option, students need to be taught skills that will help them be successful when they enter the career field.
- SkateDSM, new nonprofit providing resources for young skaters and lowering barriers to entry for the sport, was recently announced.

Attract arts & culture visitors to Central Iowa.

- Catch Des Moines unveiled its new “S’s are Silent” brand campaign and video series. Each video employed local creative talent, and one video specifically featured Greater Des Moines art attractions and cultural amenities. Over 40 different places and attractions across the metro have been highlighted by the campaign, which aims to elevate those “authentically Des Moines” things, places, and events that help create a sense of place. In addition to the videos, there are print ads, digital and social ads, and TV commercials running throughout Iowa, Omaha, Kansas City, and Minneapolis. The videos have been viewed over a quarter a million times on social media in just over two months. You can view the videos at [catchdesmoines.com/videos](http://catchdesmoines.com/videos).

## GOVERNANCE CAPITAL

*Bob Andeweg, Sara Kurovski and Art Wittmack*

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 has convened a group of experts from jurisdictions and the development community to discuss regional stormwater goals and best practices. The committee has agreed upon the model for calculations as well as an achievement goal. Discussions continue on specific standards and practices in both new development and new development. The LGC plans to share proposed goals and practices with the metro mayors and city managers in February, followed by the Metro Advisory Council. Presentations for adoption will be made to Councils in the spring.

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

- With the award of the National Skills Coalition's Skills State Policy Advocacy Network (SkillSPAN) grant, the Iowa Skills2Compete Coalition will be expanding its reach through four regional convenings over the next six weeks. The Coalition will prepare the Skills Agenda for the 2020 Legislative Session where there will be focus on several key policy issues and appropriations that support workforce pipeline needs. United Way of Central Iowa is partnering with the Iowa Community Colleges to host the regional convenings in Newton (DMACC region), Cedar Rapids (Kirkwood region), Fort Dodge (Iowa Central region) and virtual convening in the Dubuque area (NICC region). The Skills2Compete Agenda is slated to be formalized in late December 2019.
- Working with business, education and non-profit members of the Partnership's Public Policy Council, the recently completed the 2020 State Legislative Agenda focuses on Talent Development. One of the five featured priorities for 2020 focuses specifically on

Talent and reads "The Partnership supports increased funding for the Future Ready Iowa initiative, policies that support the affordability and accessibility of child-care options and legislative efforts that reduce barriers to employment for those with a criminal history.

Promote education-specific policy issues

- The Skills2Compete policy agenda will have a focus on adult education and workforce policy. United Way of Central Iowa's broader Legislative agenda will also have a focus on K12 policy requests – however, this is not yet finalized.
- The Partnership's 2020 State Legislative Agenda addresses policy issues specific to early childhood, K-12, higher education and adult training and re-training. In addition, we propose the creation of a task force to study and recommend a more effective and efficient process to review professional certifications, credentials and licensure, held by foreign-born residents and residents new to Iowa, granted by institutions outside of the State of Iowa and/or the U.S.

## **CRADLE THROUGH CAREER PIPELINE**

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

- The Future World of Work task force has completed the initial phase toward developing a regional education strategy to prepare and reskill our current and upcoming talent for jobs of the future. Phase I consisted of data gathering from key industry sector leaders, workshops and ideation sessions with task force members resulting in identifying four key strategic, high-level priorities.

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

Successfully advance students to graduation

- Graduation Walk brings volunteers to the homes of youth (middle school and high school aged) who have dropped out or are at risk for dropping out. This year, Graduation Walk was held on October 19, allowing United Way of Central Iowa to use real-time data to visit middle and high school students who have missed at least five days in the first month of school. Students miss school for many complicated reasons:
  - Chronic health conditions
  - Housing instability
  - Transportation challenges
  - Mental health problems
  - Taking care of younger siblings
  - Part- or full-time employment



Research shows that poor attendance in the first month can predict chronic absence for the entire year. This early intervention will help United Way and Des Moines Public Schools support students toward improved attendance, so they can thrive academically. This year's Graduation Walk included:

- 402 volunteers
- 1225 home visits
- 764 conversations
- 217 follow up appointments scheduled
- 700 attendance barriers were documented

## LIFELONG LEARNING

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

Support local adults seeking to complete high school and college degrees

- Efforts are ongoing to elevate the importance of educational attainment through the EDGE 75x25 campaign. Through blogs and newsletter content the Partnership continues to share best practices and success stories highlighting the many ways companies, educational institutions and individuals can encourage and support post-secondary educational attainment for all. As of Nov 8, there are 115 companies and organizations who have shown their commitment to our region's 75x25 goal by taking the EDGE pledge.
- Led by United Way of Central Iowa, Central Iowa HealthWorks is funded by a \$2.25-million four-year grant from the U.S. Department of Labor, Employment and Training Administration. Central Iowa HealthWorks will assist 380 individuals underrepresented in the healthcare field to enter healthcare careers by the end of year 2020. As of September 30, 2019, 422 participants are enrolled, already exceeding the enrollment goal with one year left on the grant. Seventy percent of those enrolled are people of color. Since its inception in 2017, Healthworks has supplied Central Iowa with 187 CNAs, 28 Direct Care Professionals, 14 Sterile Processing Technicians, 13 BSNs, 16 Registered Nurses, 1 Surgical Technician and 1 Medical Lab Technician. Ninety-eight people are still enrolled in training, which includes CNA's, L.P.N.'s, R.N.'s and technicians. These individuals will complete their training either in late 2019 or in 2020. HealthWorks has also partnered with Broadlawn Medical Center and Unity Point to create registered apprenticeship programs in CNA and CMA (Certified Medical Assistant) respectively.
- Central Iowans Returning Citizens Achieve (CIRCA) is a \$1.5 million grant from the United States Department of Labor received by United Way of Central Iowa to support individuals returning to Central Iowa from prison to become employed and avoid reoffending. The goal of the project is to serve 188 people who are considered at high risk for re-offending. Priorities for service are people of color and veterans. The project is utilizing an evidence-based model (RIO) developed in Texas which has extensive case management as its primary feature. Services provided include

- Job training in
- Construction
- Retail/Hospitality
- TDL
- Legal Assessment
- Financial Planning
- Building self-esteem/self-worth
- Employment preparation
- Case Management
- Job Placement
- Supportive Services (transportation, childcare, housing assistance)

Through September 2019 one hundred nineteen individuals have been enrolled. Of those enrolled seventy-three are males and 44% are people of color. Over half of the individuals have been incarcerated two or more times. Seventy eight percent have previous drug or alcohol abuse. Sixty-four of the individuals served have been released and 69% are currently employed. Average wage is \$13.17 an hour and the length of time to find work after release is averaging 16 days.

### **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, Des Moines Area Transit (D.A.R.T), Mid-Iowa Health Foundation, Capitol Crossroads, Greater Des Moines Partnership and Des Moines Area Metropolitan Planning Organization (MPO) have secured a highly qualified research partner through a competitive proposal for a Transportation Analysis across Polk, Dallas and Warren Counties. The analysis has 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 analysis is well under way with Phase I completed, Phase II near complete and Phase III to begin next week. The study is slated to be completed by the end of January 2020. Upon conclusion of the study, the primary partner group will convene to begin a solution-focused phase intended to identify meaningful system change ideas that will be tested and implemented if successful and scalable.

## **TALENT RETENTION AND ATTRACTION**

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

Leverage tools and relationships to support talent retention

- The Partnership joined the National Welcoming Week initiative from Sept. 13 - 22 to bring together foreign-born and U.S.-born residents in a spirit of unity to build connections and affirm the benefits of a welcoming community. The Partnership hosted a Naturalization Ceremony as part of the week's festivities and compiled a Welcoming Week Toolkit that listed community events related to Welcoming Week.

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

Promote Central Iowa through external events and visits

- In November the Partnership completed its 2020 on-campus recruiting efforts conducting over 70 in-person recruitment activities at 39 colleges and universities across 16 states.
- In collaboration with Technology Association of Iowa, the Partnership hosted an Iowan Project reception in Denver to encourage former Iowans to consider moving back.
- The Partnership's national digital marketing campaign continues to reach prospective talent across the country. As a direct result of the campaign, there have been 175 requests for relocation information (through October 31) which is 109% to the 2019 goal of 160. The top performing geographies for "unique events" exhibiting action and engagement are: Chicago, Omaha, Minneapolis-St. Paul, New York, Kansas City, Los Angeles, Madison, Washington DC, San Francisco-Oakland-San Jose and Denver.

Enhance targeted outreach and engagement with talent prospects

- To better support the attraction efforts of the Partnership's investors and members, it is redesigning talent development resources on the Partnership website into a toolkit format which will pre-launch in December. Prospects will also be able to more effectively select materials and resources that are most meaningful to their personal needs and wants.

Work to attract international talent to the region

- In November, The Partnership hosted a workshop to assist companies with hiring international students. Immigration attorney, Lori Chesser, presented on understanding different visa categories, how to apply and existing programs to hire students such as Optional Practical Training (OPT), STEM OPT and Curricular Practical Training (CPT).

## 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.
- The Central Iowa Water Trails is working with jurisdictions on how to implement a regional system for water trails that gives consistent standards as well as a governing body. A committee is working with consultants to finalize feedback that was heard after the first recommendations were brought to the focus group.
- Funding for the Central Iowa Water Trails is over \$30 million thanks to private fundraising and the \$25 million BUILD grant submitted by the MPO. Private fundraising continues with great enthusiasm and support from the community. The Incubator Board continues work with eleven committees operating to move the project forward. In early 2020 Downtown design will begin.

### RESOURCE CONSERVATION

#### Optimize Water Quality and Distribution

Continue expanding watershed-management capacity and impacts

- Working with the WMA's the Central Iowa Water Trails has helped leverage and expand plans of the WMA. In fact, work from CIWT is being used as in-kind match to help upstream partners gain more money through RCPP grants.

#### 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

- Central Iowa Water Trails is working much more closely with groups like Iowa Soybean to expand partnership and investments upstream of Des Moines to improve water quality, storm water management, and flood resiliency.

## MARKETING AND EDUCATION

### Actively promote environmental sustainability issues and opportunities

Develop compelling effective public outreach campaigns

- The Central Iowa Water Trails Marketing and Branding committee has issued an RFP to name and brand the water trail system. A public outreach campaign is a component to this work. Additionally, the team continues to work on messaging for the environmental conservation efforts of the project.
- The Central Iowa Water Trails Inclusion Committee is also looking at ways to engage the public and ignite grassroots ownership of the water trails. Plans will be finalized early 2020.

## 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 November 20. Participants heard from a Representative from the Grand Rapids, Michigan Chamber of Commerce and the CEO of their transit agency, The Rapid, to learn from their efforts to grow transit access in the community, including two Bus Rapid Transit lines, a wheels-to-work program and the West Michigan Express.
- 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, United Way of Central Iowa, the Des Moines Bike Collective and the Greater Des Moines Partnership.

- A Smart Cities workgroup is looking at how technology can assist in meeting transportation needs. Additionally, the MPO's Bike-Ped Roundtable and Transportation Advisory group addresses multi-modal efforts.

**Ensure efficient use of existing transportation investments**

- DART implemented a major service change in October. The goal of the changes was 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:
  - The launch of Flex Connect, a mobility-on-demand pilot in a part of Urbandale and Des Moines. In partnership with Uber and Trans Iowa, riders are using these on-demand services to access three park-and-rides in a designated area, replacing the Route 73 flex service. More than 100 rides were taken on Flex Connect in the first month of the service.
  - The Route 11 connection to serve the Deer Ridge apartment complex, providing residents access to downtown Des Moines, DART Central Station and other routes during peak hours.
  - Extension of the Route 74 to serve the Wittern Group, which has become a DART Unlimited Access member.

While there has been a lot of positive feedback from the service change, DART continues to hear from employees and employers who have unmet transportation needs, especially late evening and weekend service, and employers outside of ½ mile of DART's current routes.

- The MPO developed a new long-range transportation plan to identify transportation priorities for the next 40 years. A five-year transportation program was also created for more immediate needs. The plans goals include 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. Construction on the facility will begin in 2020.

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

### Implement strategies to encourage mobility alternatives

- The MPO's Bike-Ped Roundtable and Transportation Advisory group addresses mobility needs and alternatives.
- 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 to potential vendors is due back November 22 with spring 2020 targeted for a pilot.
- Flex Connect is a new on-demand service DART is testing that connects riders in the Flex Connect zone to DART buses. Flex Connect replaced Flex Route 73 in Urbandale and Windsor Heights. With Flex Connect, riders in the zone can book an Uber, YellowCabCo. taxi or a DART accessible vehicle to take them to and from one of three transfer points: Gloria Dei Park & Ride, Buccaneer Arena Park & Ride or Merle Hay Mall. From there, riders can connect to DART buses via routes 5, 14, 16, 50, 92 or 93. Flex Connect operates Monday – Friday, from 5:30 a.m. – 6:30 p.m.

### Advance and swiftly transition key policies into implementation mode

- The MPO secured additional funding to the implementation of the transload facility as well as a \$25 million BUILD grant for the Central Iowa Water Trails.

### Enhance regional transit capacity

#### Provide ongoing support for implementation of DART Forward 2035

- The DART Commission is beginning work, facilitated by Scott Raecker, to determine a new property tax formula that:
  - meets the regional intent of DART;
  - allows for DART's member communities to continue to find value in maintaining their membership; and
  - provides flexibility for DART to meet the future needs of the community.

In addition, it has been nearly two years since the reconstitution of DART's governance structure. Per DART's 28E agreement there is a requirement to review the governance structure at this juncture. Raecker is also taking the pulse of member communities on the new governance structure.

- Work has begun with HNTB to conduct a Transit Optimization Study to 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.

- From the MPO's perspective, provide funding for replacement buses, assist in informing communities on the benefits of transit. Plan for development along DART corridors.

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

- MPO's scoring criteria emphasizes the benefit of transit and awards additional points for projects along DART routes, long-range transportation plan supports DART's planning efforts.

### **Develop key freight infrastructure**

Design and promote a regional multimodal transload facility

- The project is in the final design stages, currently working with the Federal Rail Administration to finish an Environmental Assessment needed to gain access to the \$11.2 million BUILD grant. Agreements with the Operator and the MPO have been executed for the Iowa DOT loan of \$1.7 million. Agreements between the Operator and the City of Des Moines for the land acquisition are being completed.

## **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 around \$1.7 million in funding each year for the expansion and maintenance of the trail network. The MPO has also implemented an DATA Bike that collects pavement condition data on the trail network to allow local government make better decision on where maintenance work needs to take place on their trails

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, eleven 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 City of Des Moines, the Community Foundation of Greater Des Moines, the Greater Des Moines Partnership, the Great Outdoors Foundation, the Des Moines Area MPO and Polk County.



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

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

Identify viable means to secure gigabit internet for Central Iowa communities

- 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

- A Smart City Workshop with Think Big Partners out of Kansas City was held at the MPO to help understand Smart City concepts, define priorities and discuss collaborative efforts. Attendees were representatives from Ankeny, Bondurant, Clive, Des Moines, Johnston, Pleasant Hill, Waukee, West Des Moines plus other regional entities DART, United Way of Central Iowa, the Partnership, League of Cities, WRA, and the MPO.

## 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

- The MPO is assisting with a central Iowa housing trust fund that will provide funding assistance to local communities, outside of the metro, for some housing needs.

- Polk County Housing Trust Fund is working with AMOS groups to help formulate a Des Moines housing plan.
- The Polk County Housing Trust Fund has commissioned *Undesign the Redline Part 2*, historical look back on how redlining and other systematic racial housing segregation practices have impacted Des Moines. The exhibit is currently located at Franklin Jr. High.

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.
- Two information sessions were held for prospective and current elected officials on the data in the Workforce Housing study to help regional elected officials understand the implications of growth as it relates to workforce.
- Work on the Workforce Housing strategy report is nearly complete and will be vetted by downtown leadership as well as leadership in the region, as the initial work has pointed to the role that region must play in housing the future workforce.

## SOCIAL CAPITAL

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

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

### SUPPORT A MORE DIVERSE IOWA

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

- Overall, Social Capital has assessed accomplishments of the past 2.5 years and established new ideas and goals for continuing to promote the importance of equity in community conversations and planning. Goals for moving forward include: highlighting

ways in which the 4 Equity tool has sparked conversations to normalize integrating thoughtfulness around equity at decision points; holding community conversations in partnership with organizations that are convening around key community issues; providing information on equitable best practices for local organizations that seek to advance internal work.

- 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 sharable content to promote our message.
- The Ray Center has worked with the Workforce Housing committee to ensure civility is instilled into regional housing conversations.
- The Greater Des Moines Leadership Institute Community Leadership Program integrated Design Thinking into the curriculum. Class members appreciate the new tools they are learning and committee members are excited to have a framework from which to coach. Design Thinking is gaining traction in our community and the program is one of the first in Central Iowa to use it in the context of leadership and social change. Equity and inclusion efforts continue to be strong in all aspects of the organization.

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

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

- The Ray Center continues to work in partnership with the Community Foundation of Greater Des Moines, the Partnership, and Interfaith Alliance on the civility initiative. Outside of this work, The Ray Center continues its mission to improve civility through character development and ethical leadership. Recently, The Ray Center became the global home for the Character Counts program, providing character education solutions to more than 8 million youth world-wide.
- Community Connect received 54 applications and scoring has begun. Most mentor spots filled, meeting the goal of a diverse group of mentors to share their experiences with participants. The Youth Leadership Initiative is transitioning well under the organization's programming. Students from 19 schools came together and backgrounds are very diverse, which lends itself to meaningful leadership and community conversations. CultureALL was engaged in a year-long activity that will culminate with a photo display at graduation.
- Social Capital is leveraging the localization of the Undesign the Redline to bring conversations around past and future equity in housing access to the forefront.
- The Water Trails Inclusion Committee has begun to meet to ensure that considerations toward diversity, equity and inclusion are integrated into all aspects of this once-in-a-generation project.

## 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

- Ongoing strategy conversations continue regarding 2019 CHNA results.
- A baseline assessment of mental health stigma was conducted in Polk County as the first step in the Make It OK campaign. Results will be shared in December and this data will be used to assess the effectiveness of the Make It OK efforts.
- 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 Council continues to work with businesses through the launch of Make it OK and in partnership with NAMI Greater Des Moines. This quarter the team hosted two Make It OK presentations and one ambassador training. Development has also begun on a workplace toolkit. Additionally, NAMI Greater Des Moines' new Mental Health in the Workplace curriculum has already seen much success since being introduced this fall.

## PROGRAMS AND SERVICES

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

Convene partners to inform coordinated mental health programming

- The Coalition to Advance Mental Health in Iowa for Kids (CAMHI4Kids) continues to advocate for development of a children's behavior health system that includes:
  - Prevention, early identification, early intervention and community prevention
  - Comprehensive crisis services
  - Behavioral health treatment
  - Community-based flexible support services
- Polk County Health Services has convened Children's Mental Health Services Stakeholder Meetings.
- Spring boarding from the Community Health Needs Assessment findings, the Wellness Capital will convene health leaders quarterly to discuss critical needs within our community.
- Make It OK is sponsoring Business Publication's third annual Lifting the Veil event on December 10. The event will feature a panel speaking on mental health services and the publication will highlight children's mental health.

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

Advocate for holistic Central Iowa wellness programs

- The Healthiest State Initiative encourages organizations to engage with 5-2-1-0 Healthy Choices Count, Double Up Food Bucks and Make It OK all focused on the physical, social and emotional well-being of Iowans.
- The Healthiest State celebrated the Healthiest State Month during October and kicked it off with the 9th Annual Walk. There were over 1,000 registered walks across the state with 226 registered walks in Polk county alone.
- Schools, early care, out-of-school programs, health care and workplaces continue to engage with sharing the 5-2-1-0 Healthy Choices Count message with 466 registered sites throughout the state. In Polk County there are 22 Schools, 13 early care, 12 out-of-school programs, 24 healthcare clinics and 29 workplaces.
- Double Up Food Bucks expanded opportunities for Iowans to access fresh fruits and vegetables in 2019 with a piloted program in 14 Fareway locations. Between May-September 2019 over \$251,000 in Double Up Food Bucks were distributed with \$94,000 in

redemption. In Polk County alone \$112,000 Double Up Food Bucks were distributed with \$45,000 redeemed.

- 5-2-1-0 Healthy Choices Count Summit was held on Oct. 22nd at DMU with over 180 attendees from across the state to network and learn more about how to support healthy choices in schools, early care, out of school programs and healthcare.