

PRIORITY ACTIVITIES PROGRESS REPORT

FEBRUARY 2020

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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

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 will be meeting at DMACC on March 27. DMACC will provide an update on their talent development initiatives followed by a roundtable discussion on talent.

Leverage BRE visits to inform business expansion and attraction efforts

- There were 24 Business Retention and Expansion (BRE) meetings held between November 1, 2019 and January 31, 2020.

Continue to advance economic activities with local small businesses

- Amy Doyle, CEO of Emory Dry Ice, was the presenter at the First Friday Series event on Friday, December 6.
- A Marketing Your Business Online workshop was held on December 3. Dave Meyer from Google, Brady Rebhuhn from Blue Compass, Lindsey LaMair with Webspec Design, Jeff Carey with Blue Traffic and Page Smith with Happy Medium were speakers at the event.
- In January, the Partnership hosted the Top Five for Small Business: Five Powerful Ways to Build an Incredible Culture that Nurtures Employees. Drew Harden with Blue Compass was the speaker.
- The Mentor Connection Program results for 2019 were as follows: 75 mentors, 91 mentees and 57 matches.

Continue to partner with local EDOs to retain and expand businesses

- Amazon announced plans to open its first fulfillment center in the state of Iowa in the city of Bondurant. The site, which is anticipated to launch in late 2020, will create 1,000 new full-time jobs. The 645,000 sq. ft. facility will feature innovative technology such as Amazon Robotics that will assist employees in fulfilling customer orders. In addition, Amazon announced it will open a delivery station in Grimes.
- Helena Industries LLC broke ground on a 103,550-square-foot chemical formulation and packaging facility at its Des Moines plant.

- Fidelity & Guaranty Life (F&G) is expanding its corporate headquarters to accommodate anticipated company growth. This project will create 60 jobs. The new F&G corporate headquarters at 801 Grand will include approximately 83,000 square feet of leased office space and a complete tenant improvement buildout.
- Wright Service Corporation (WSC) has purchased approximately 28 acres of land in West Des Moines. The company plans to construct an 80,000-square-foot office building to house its headquarters operations.
- Allegiant announced 3 new destinations: Memphis, Austin and Chicago (Midway). Allegiant announced in November that Des Moines would become its 20th permanent station with two Airbus 320 aircraft, flight crews and a maintenance facility. Allegiant plans to add additional destinations in the next few years. With these three new direct Allegiant flights, there will be 25 non-stop destinations from the DSM International Airport. This is a 55% increase from 2011.

Promote Greater Des Moines and Central Iowa in targeted external markets

Promote Central Iowa through multi-media platforms and technologies

- In 2019, the Partnership had 105 million impressions of #DSMUSA through 15 social media channels. The digital marketing initiative for economic development generated 3.2 million impressions. From a PR perspective, we had 4,055 media placements in 49 countries.
- The Iowa Caucus Consortium was formed to capitalize on DSM being in the national and international spotlight. The Iowa Caucus Consortium partners included Catch Des Moines, Greater Des Moines Partnership, Republican Party of Iowa, Iowa Democratic Party, America's Cultivation Corridor, Drake University, Iowa Department of Cultural Affairs and Technology Association of Iowa. There were more than 2,600 local, national and international media members who were credentialed. The consortium held a Raucous Before the Caucus party for media members at the Scottish Rite Consistory. The party was presented by Principal.
- Business View Magazine featured the Des Moines International Airport as "A Great Place to Be" and mentioned the plans to build a new terminal.

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

- Midwest Real Estate News held a Des Moines Commercial Real Estate Forecast Summit at the Sheraton West Des Moines Hotel. Approximately 200 commercial real estate professionals (brokers, owners/developers, contractors, attorneys, lenders and architects) were in attendance. The Partnership was part of a panel discussion on Opportunity Zones, 1031's and Capital Markets.

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

- The Partnership attended Area Development's Consultants Forum in Houston and networked with 20 leading site consultants and industry experts.
- The Partnership staff met with site selection consultants during the Mid-America Economic Development Council's conference in Chicago in December.

ENTREPRENEURIAL DYNAMISM

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

Maximize the benefit of startup acceleration services and facilities

- Partnership staff led the Midwest Angel Syndicate call in December. This is a monthly call among 11 angel groups in the Midwest.
- Virtual Insurance Tools was approved for a \$100,000 Demonstration Fund loan by the Iowa Economic Development Authority Board.
- FarmlandFinder, an Ames startup supporting farmland sales for buyers and sellers, raised \$3 million in a seed funding round led by Cultivian Sandbox, with participation from Iowa Farm Bureau's Rural Vitality Fund and Next Level Ventures.
- At the January meeting of Plains Angels, the group had a presentation from one promising company and had three updates from current companies during the meeting.
- The Global Insurance Accelerator (GIA) announced the 2020 Cohort, which includes eight companies. This is the sixth cohort class for the GIA.
- The Partnership announced at its Annual Dinner that one of its 2020 strategic priorities is to increase support for minority-owned businesses in DSM.

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 Valdrin Lluka, Minister of Economic Development of the Republic of Kosovo, for a luncheon at the Des Moines Embassy Club. Dave and Ryan attended the event.
- Ariel Delouya, Consul General of Canada in Minneapolis, and his staff were in Iowa the week of January 24th and held meetings with companies that have ties to Canada. Partnership staff met with the delegation and encouraged them to get engaged with Cultivo, GIA, GIS, InsurTech Week and the World Food Prize.

- The Partnership hosted Fred Hochberg, former Chairman and President of Export-Import Bank for a luncheon. Mr. Hochberg was in Des Moines for the Iowa Caucuses and to promote his new book, “Trade is Not a Four-Letter Word.” The luncheon was attended by several businesses who were interviewed by Mr. Hochberg last year to provide insights for the new book.

CAPITAL CORE

Colleen Wittmack 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 online resource that provides data, statistics and information about the growth of downtown Des Moines to area developers and brokers, is underway.
- Operation Downtown implemented a mural in the skywalk system in a well-utilized corridor south of the Iowa Events Center.
- The small business start-up guide was completed.
- Pedestrian counting project in skywalk is underway.

Enhance downtown Des Moines activity and event programming

- Brenton Skating Rink with this season’s attendance slightly outpacing last years.
- Winter programming has included the East Village Holiday Promenade (November 22 & 23) and the Winter Farmers Market (November 22 & 23 and December 13 & 14) which moved this year to the Iowa Events Center.
- The 2020 DSM Book Festival is planned for March 28 in the Capital Square Atrium.

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

- The Greater Des Moines Partnership announced that enhancing the vibrancy of Downtown DSM through activation of the Downtown riverfront and rivers would be one of five strategic priorities for 2020. 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.
- JSC Properties announced plans to redevelop a 10-block area of the Market District on the east side of the Des Moines River with a variety of housing, office, retail and entertainment uses that coincides with planning for the area that the Des Moines' City Council approved in the fall. The plan also includes a 2-block park along the Des Moines River.
- Knapp Properties and the ownership group of 611 5th announced plans for a \$23M renovation of the 1950's office building to bring it to Class A office standards and attract new tenants to downtown.
- 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 have been negotiated for recent housing projects being developed in various areas in downtown.
- Hubbell announced plans to develop the northern section of the Bridge District with a 130-unit apartment building called LVL. The project will include thirteen units of a variety of sizes available at rents affordable to those residents at 80% area median income.

Develop a Downtown Des Moines Workforce Housing Plan

- Work on the strategy report has recently been completed and builds upon the research and analysis broadly presented in the region during the summer of 2019. While proposing specific downtown strategies, it will also be shared with leadership in the region, as the work has pointed to the role that the region must play in housing the future workforce and growing the regional economy. The strategy identifies the following three goals to foster population and job growth:

- Increase housing near jobs
- Housing mix should reflect the jobs mix
- Create equitable housing opportunities
- The recommended strategies for downtown include:
 - Preserve existing affordable housing
 - Require affordability for incentives
 - Monitor and adjust
 - Purchase additional affordability
- See presentation provided at 2/19 Capital Crossroads quarterly meeting, visit the Capital Crossroads website soon for the executive summary and full report.

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

- Operation Downtown completed a financial impact study of the proposed changes in the Connect Downtown plan. The largest benefit identified in the study is reduction of the amount and severity of traffic crashes leading to improved safety in the downtown. The report notes that the proposed changes would result in a slight overall reduction in travel times. Total impacts were quantified using a 7 percent real discount rate, the \$20.7 million proposed capital investment in Connect Downtown would result in \$83.3 million in total net benefits. If determined to be of interest to the community, the impact study 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.

Foster development of connected, pedestrian-friendly downtown environments

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

- With joint funding support from Operation Downtown, City of Des Moines, Polk County and the Skywalk Association, security cameras are being installed at key locations in the skywalk system.
- A task force is studying 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

- Invest DSM is focusing on the four pilot neighborhood areas (Special Investment Districts) that the Des Moines City Council selected - Franklin Area, Drake, Oak Park and Columbus Park.

Implement effective corridor improvement strategies

- The Douglas Avenue Corridor Plan is in a final draft stage and moving through the approval process with presentations in February to the City of Des Moines and Polk County.

CULTIVATION CORRIDOR

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

- Cultivation Corridor is busy working with leaders in the industry and within the community to launch Cultivo. The first cohort starts in May, second in October.

Actively promote the Cultivation Corridor brand

Increase brand awareness among targeted audiences

- Launching Cultivo has helped greatly, as have redirecting marketing to target ag innovation locally and around the globe.

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

- Currently launch Cultivo, to connect our leadership not only with in the borders of Iowa but connect it to the world.

Other news, upcoming initiatives, events, and information to share

- Cultivation Corridor has a new board chair, Judd O'Connor, President of the U.S. Region for Corteva Agriscience
- Cultivation Corridor will be announcing the first cohort the week of February 17, 2020
- We have been selected as a top partner of the year from the Iowa Department of Agriculture and Land Stewardship
- New employee: Lisa Fitzgerald, Marketing Director, America's Cultivation Corridor

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

- As a partner of the Iowa Caucus Consortium, the Iowa Department of Cultural Affairs arranged to have 6 local artist perform for national and international media in the Media Filing Center in the days leading up to the Iowa Caucuses.

Support creative artists and entrepreneurs as part of our creative economy

- In 2019, 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. The full report can be found [here](#).
- Creative artists and entrepreneurs were a focus of a press release Catch Des Moines published in December. The release emphasized the great benefits the artists and entrepreneurs have enjoyed due to national exposure generated by the Iowa Caucuses. This release helped generate over 145 million media impressions and \$1.3 million AVE through 12 national major stories from media such as Bloomberg, NBC, Fox News, The Wall Street Journal and more.

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 (CYC) released 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. The full report can be found [here](#).

Attract arts & culture visitors to Central Iowa

- Through the continued creation of our new brand campaign, "The S's Are Silent", we worked with local actors, models, photographers and videographers to create winter and holiday based creative assets

that inspired leisure travelers in our target markets. Not only did we use artists to create these assets, we also featured art and music individuals can enjoy when they visit Central Iowa.

Other news, upcoming initiatives, events, and information to share

- While there are many successes from the Regional Cultural Assessment published in 2017, there is still opportunity to bring the work to life through clearer definition of goals and development of metrics to help focus the region on high-impact initiatives. The Cultural Capital is working with Baton Global to develop measures and targets for each of the four cultural priorities. Initial recommendations will be made in March. Four focus groups will be held – one for each priority:
 - Every Day, Everywhere Art
 - Strengthen the Creative Economy
 - Cultural Tapestry
 - Youth Connections.

If anyone has recommendations for individuals, organizations or perspectives that would be additive to these discussions to ensure our metrics are strong and inclusive, please email Sally@BravoGreaterDesMoines.org ASAP.

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.
- The Stormwater project is currently undergoing a vetting process at the MPO.
- Discussions have wrapped up 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 this spring, followed by a presentation to the Metro Advisory Council.

Adopt and sustain the work of the Central Iowa Code Consortium

- We are in the process of recognizing the work of 60+ volunteers who dedicated time and energy to this work throughout the 2018 code adoption process. The team is finalizing a survey that will get sent out and looking at the next code adoption process to decide what the strategy will be.

HUMAN CAPITAL

Elisabeth Buck, Mary Bontrager 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 is focused on adult education and workforce policy.
- The Partnership's 2020 State Legislative Agenda addresses policy issues specific to early childhood, K-12, higher education and adult training and re-training.

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

- United Way of Central Iowa is partnering with Des Moines Public School for the second year on a short-term Graduation Push initiative. Planning for the push is currently underway and will focus on intensive instruction and barrier removal for students who are near completion but at risk for not graduating on time. DMPS is in the process of identifying at-risk students and we estimate serving approximately 200 students during this year's initiative.

LIFELONG LEARNING

Help Central Iowa adults advance their education and career opportunities

Support local adults seeking to complete high school and college degrees

- **Central Iowa Works – CIRCA:** The goal of CIRCA is to enroll 188 individuals at high-risk to reoffend and connect them with employment, housing and community services to lower the recidivism rate from the community average close to 40% to under 20% for those that participate in our program. The grant goes through September 30, 2021.
 - As of December 31, 2019, 145 individuals have been enrolled in CIRCA. Of those enrolled, 35% are people of color, 63% are 39 years old or younger, 71% are parents and 6% are veterans. Of the 145 people enrolled, 101 have been released and 63 are employed. 18 individuals were released over the holidays and are actively seeking employment. The average wage of a CIRCA participants is \$13.22 and the length of time to find work after release is 15.7 days.
- **Central Iowa Works – HealthWorks:** Through December 2020, 449 participants are enrolled, exceeding the enrollment goal of 380 with one year left on the grant. Of those enrolled, 70% are people of color. Since its inception in 2017, Healthworks has supplied Central Iowa with 246 CNAs, 29 Direct Care Professionals, 14 Sterile Processing Technicians, 19 BSNs, 25 Registered Nurses, 5 Surgical Technician and 1 Medical Lab Technician.
- Fifty-eight people are still enrolled in training, including 9 Certified Medical Assistants as part of an apprenticeship partnership with UnityPoint Health Des Moines. HealthWorks will continue to support Broadlawn's TEACH program with 2 additional cohorts of its successful CNA Apprenticeship in 2020.

Improving childcare accessibility in Central Iowa

- Childcare is the largest expense in the typical Iowa family’s budget: the average cost of childcare in our state is \$1,035 per month. This expense is high for any family but impacts low-income families the most. Iowa’s Child Care Assistance Program currently has income eligibility cutoffs that are far too low to help support these families. Many will refuse increases in pay or promotions as the raise makes them ineligible for Child Care Assistance but isn’t enough to cover the cost of childcare without the program. This is the childcare “cliff effect,” and our state can address this critical problem.
 - Address structural problems in the Child Care Assistance Program such as the entrance and exit points for families between 0-185 percent of the Federal Poverty Guidelines.
 - Implement a steep co-pay schedule for families approaching the income limits, allowing families and the state to balance the costs of quality childcare.
 - Work to stabilize the childcare provider market through reimbursement rates.

Enhance adults’ ability to access jobs and training

Improve transportation access to jobs and training

- The findings from the Community Transportation Analysis we reported on last quarter are slated to be revealed in Spring 2020.

TALENT RETENTION AND ATTRACTION

Retain skilled recent graduates and interns

Leverage tools and relationships to support talent retention

- A key priority of 2019 was to explore the impact of new technologies on our businesses, workforce, education system and our entire region. With the assistance of consultant Tim Hoskins, the information gathering phase of strategy development consisted of large group workshops with members from the Business Education Council, Talent Development Board and other key leaders in addition to one-on-one conversations with key industry leaders to garner perspectives on the current and future role of AI and automation within organizations and industry at large in central Iowa.

Based on national research and information gathered from local leaders, we believe the following to be the state of our region as it relates to the future world of work:

- The story and impact of AI is widely unknown among the people (our talent pool) in the region.
- Conversations are happening internally in our businesses with small taskforces, but not at scale.
- We are preparing to reinvent ourselves (i.e. our business), but not our workforce.
- Education and training don’t align with the future workforce needs.

Based on these assumptions, the task force determined the following high-level Priorities to serve as the foundation from which we would develop the regional strategic plan.

- Develop a broad campaign to share the AI story and vision for region – cross industry narratives.
- Challenge employees to think about and prepare for an AI-driven world.
 - Make them a part of the future.
 - Create a sense of urgency to train and reskill.
- Incorporate teaching of AI in K-12 with a priority on the development of creative and critical thinking skills.
- Prioritize the development of skills in predictive analytics, data sciences, robotics, etc. in post-secondary education.

In 2020, we will develop actionable strategies around the four recommendations and deliver a regional Future World of Work strategic plan in the Fall. That work will begin in March with a convening of a smaller, select group of representatives from the taskforce. This group will work to categorize, refine and bring definition to the strategies put forth in the Ideation sessions. Over the summer, the larger taskforce we reconvene to finalize strategies, metrics and timelines.

Attract top talent to Central Iowa

Promote Central Iowa through external events and visits

- In January, we began our 2020 campus recruiting efforts. Through April, we will conduct in-person recruitment activities on 22 colleges and universities and two fairs covering multiple institutions in the states of Minnesota and South Dakota. We will also participate in six national virtual career fairs.
- March 6-7, the Partnership will again sponsor the 3rd Annual NAECAD Esports Clinic and Classic in Des Moines on the campus of Grand View University. Nationally, we are seeing large growth in schools, both universities and high schools, across the country that are adding competitive esports programs. This competition will attract more than 200 participants from across the country.
- The Partnership’s national digital marketing campaign continues to reach prospective talent across the country. The 2019 campaign resulted in more than 2.9 million impressions. Of those responses to the campaign by exhibiting action and engagement on our website, 95% are new users. In the first month of 2019, top performing geographies are: New York, Los Angeles, Orlando, Chicago, Nashville, Miami-Ft. Lauderdale, Atlanta, San Diego, San Francisco-Oakland-San Jose and Indianapolis.

Enhance targeted outreach and engagement with talent prospects

- To better support the attraction efforts of the Partnership’s investors and members, in December we launched the Why DSM USA? Toolkit which continues a menu of talent development resources on the Partnership website into a toolkit format. 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

- We are currently hosting the 3rd cohort of foreign-born professionals in a Career Readiness course. The curriculum assists participants in better understanding US recruiting and hiring practices and workplace culture and provide them with practical training on resume writing & interviewing skills, networking, and guidance on attaining necessary licensure or certification. We are currently working with more than 60 foreign-born professionals in various stages of career guidance and employer connectivity.

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

- Ongoing conversations are happening, and projects are beginning initial phases in City of West Des Moines and Van Meter. Clive will begin their project Summer of 2020.
- Funding for the Central Iowa Water Trails is over \$17 million thanks to private fundraising.
- Public funding options are being explored in addition to what will transpire with IWILL; Owner's Rep RFP has been delivered to prospective firms and a decision-making process is being finalized to implement the BUILD Grant and continue the momentum of CIWT.

RESOURCE CONSERVATION

Optimize Water Quality and Distribution

Continue expanding watershed-management capacity and impacts

- 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. The CIWT board heard from a large group of Iowa Soybean staff and partners in February.

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

- IWILL Coalition is leading the charge to continue momentum for state funding

MARKETING AND EDUCATION

Actively promote environmental sustainability issues and opportunities

Develop compelling effective public outreach campaigns

- The CIWT marketing committee is in the process of selecting a local agency to oversee the branding initiative that will be critical in public messaging. There will also be several public outreach campaigns associated with the BUILD Grant. The IWILL Coalition is also working on this process.

Other news, upcoming initiatives, events, and information to share

- The 4Equity tool will continue to be utilized as more in-depth conversations begin taking place related to design implementation. Our Inclusion Committee keeps close tabs on this tool and will continue to do so as design plans come to fruition.
- Conversations have been ongoing when it comes to connecting with various groups in the community related to this project. This will again become a major focus as the momentum continues with the design process, ensuring that the appropriate groups are engaged. The CIWT project also makes it a priority to engage diverse voices with our boards and committees.
- The Great Outdoors Foundation hired Jen Cross, VP of Donor Relations in 2019 (jen@greatoutdoorsfoundation.org) and Maggie McClelland, CIWT Project Manager in January of 2020 (maggie@greatoutdoorsfoundation.org)

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 MPO has spearheaded/led various initiatives including:
 - Bike/Ped Roundtable
 - Smart Cities Roundtable
 - Meetings of the Transportation Advisory Group, who continue to work on implementing transportation services for those who need assistance

Ensure efficient use of existing transportation investments

- Via the MPO, Roundtables and Technical Committees make recommendations to the Executive Committee and the Policy Committee to then make funding recommendations, so there is consistency and proper oversight.
- **DART Electric Bus Pilot Program:** Thanks to local match funding from the City of Des Moines and MidAmerican Energy Company, DART received FTA NoLo and EPA DERA grants to fund the additional up-front cost and associated infrastructure necessary to purchase and operate seven electric buses. The buses will begin arriving in late spring and be ready for service in late 2020. Events celebrating the new buses are being planned for summer 2020.
- **DART Operations and Maintenance Facility:** DART was awarded a \$17.275 million Bus and Bus Facilities Grant toward a new operations and maintenance facility. The DART Commission has been evaluating several challenges with the current operations and maintenance facility and determining how to proceed. DART's current facility is:
 - beyond its useful life and in need of replacement of major mechanical systems,
 - undersized for current and future needs, especially electric bus infrastructure,
 - located in the floodplain, and
 - landlocked amidst rapidly growing residential development.

Given the above constraints and many others, the Federal Transit Administration (FTA) is not willing to support major renovations to the existing facility with discretionary grant funding. They believe that investing in a new facility is better use of funding than continued investment in the current facility.

An in-depth facility assessment shows that the necessary improvements to keep the current facility functional total over \$35 million over the next several years, so the amount of local funding needed is almost the same regardless of whether we stay in our current facility or build a new facility.

The Commission decided to apply for this grant before determining the exact path forward on our facility needs so that we could understand what the federal interest was in a potential facility. The Commission will determine how to proceed on the facility in spring-summer 2020.

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

Implement strategies to encourage mobility alternatives

- **DART Van Donation Program:** Three organizations were selected and approved by the DART Commission to receive a retired DART RideShare van, including: Anawim Housing, Iowa Congolese Organization and Center for Healing and Starts Right Here. DART received 25 eligible applications from area non-profit organizations to receive a retired RideShare van, which was an increase over the 15 applications received last year.
- **Art Shelters:** Bus shelters are DART's most requested service enhancement from customers and community partners alike. Over the last 18 months, DART has been working on a regional vision to increase the number of shelters at existing DART stops and incorporate public art elements into the standard shelter design to support aligned regional priorities such as every day, everywhere art. DART's vision will soon take shape in two pilot projects being installed in Spring 2020 as part of the Drake / University Ave. and 6th Avenue Corridor streetscape projects. Drake University will initially install two art shelters and the 6th Avenue Corridor will install the first of 12 eventual art shelters. DART is actively seeking local and regional funding partners to support future art shelter projects.

Enhance regional transit capacity

Provide ongoing support for implementation of DART Forward 2035

- **Property Tax Formula:** With Scott Raecker facilitating, the DART Commission is working 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.
- **Transit Optimization Study:** The Transit Optimization Study (TOS) is evaluating how DART may be able to further optimize existing service, evaluate innovative service delivery models and consider a long-term vision for DART service. Consultants presented their findings to the Commission in a workshop last month, including a market analysis and evaluation of DART's existing service. Findings included:
 - DART's core routes are relatively productive;
 - Service provides coverage throughout the region and is catered to demand;
 - There remain areas of untapped demand and requests for additional service;
 - Ridership correlates with land use and availability of service;
 - Disconnect between low wage jobs and attainable housing; and
 - Future housing and job growth will be difficult to serve efficiently with fixed-route transit.

The next workshop will be held in April to review different business models and how each will impact cost, customer experience and overall connectivity.

Develop key freight infrastructure

Design and promote a regional multimodal transload facility

- The development of the transload facility is underway. Design is ongoing. The facility has an IA DOT zero interest loan and received a BUILD grant to support the project. They are clearing environment documentation now.

DESTINATION AMENITIES

Develop a world-class system of land and water trails

Develop and connect Central Iowa's network of land trails

- Projects to help fill gaps in trail network continue.
- The Central Iowa Trail Condition report is now finished.

Build an extensive system of regional water trails

- See Natural Capital for an update.

NEIGHBORHOODS AND HOUSING

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

Build "missing middle" housing types

- The City of Des Moines Zoning Code now permits (encourages) these housing types along commercial and Transit Corridors.

Implement Housing Tomorrow to address regional affordable housing needs

- Housing Tomorrow 1.0 is incorporated into the Workforce Housing Strategy Report soon to be released. PCHTF is considering the appropriate timing to release HT 2.0 to help drive the regional conversation on housing.

Promote infill development and the rehabilitation of vacant structures

- The City of Des Moines is applying new sales tax revenue to this work.

Develop vibrant neighborhoods and communities

- This is part of the work of the regional housing strategy going forward.

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 Show Some Respect campaign was highlighted during the caucus season through a February 1 editorial from tri-chair Kristi Knous, co-authored with Scott Raecker, Connie Ryan and Andrea Woodard in the Des Moines Register's Iowa View section.
- Social Capital tri-chairs are exploring opportunities to host community-wide event and workshops around equity, in collaboration with other organizations.
- Greater Des Moines Leadership Institute is entering the recruitment phase for our 2021 Community Leadership Program class as well as Youth Leadership Initiative. There are solid plans for connecting with underrepresented communities to continue developing and supporting leadership growth across the community. Their Community Connect program kicks off in mid-February. They have another strong group of diverse mentors and class members.

Leverage and enhance existing efforts.

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

- Social Capital is seeking to leverage the 4Equity tool by sharing it with "Top 25" boards, as identified by the Business Record. A letter will be distributed - signed by the Capital Crossroads tri-chairs - to encourage leaders to leverage the tool for key decision-making points.
- The Social Capital tri-chairs are developing brief training sessions that could be shared in a board setting, with the goal of reaching eight organizations in 2020. The objective of this work will be to influence the people at the table, who also represent business and civic leaders, to look within their organizations for opportunities to advance equity.
- The 4Equity tool will be featured at a booth at the Human & Civil Rights Symposium in March.
- Greater Des Moines Leadership Institute's Equity and Inclusion Committee is defining in more detail how they can ensure equity and inclusion is at the forefront of each Institute committees' decisions.

Other news, upcoming initiatives, events, and information to share

- Greater Des Moines Leadership Institute is using Design Thinking for their Disrupt DSM: Designing Your Community Impact workshop on February 21st. This training will help people design their community leadership lives. In addition, the Community Leadership Program is half-way through its curriculum, which focuses on Capital Crossroads. They've had meaningful discussions on Social, Human, Capital Core, Business, and Governance thus far.

WELLNESS CAPITAL

Jami Haberl, Suzanne Mineck and Ruth Randleman

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

PRESCRIPTIVE ASSESSMENT

Optimize the use of data to inform wellness planning

Participate in regular community health assessments and tracking

A 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 is wrapping up their study on understanding the barriers to accessing transportation for the purposes of education, earning income, and health/wellbeing amongst disadvantaged communities. The study includes a comprehensive accounting of transportation resources within our current health and human service nonprofit organizations in Polk, Dallas and Warren counties. We should hear more from that committee in the coming months.

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

- In January, [the Make It OK Employer Toolkit](#) was launched, with a registration process.
- [Make It OK Ambassador trainings](#) were held for over 150 individuals in the last 2 months.

PROGRAMS AND SERVICES

Raise awareness of the need for integrated mental health services

Convene partners to inform coordinated mental health programming

- Make It OK met with a subgroup of One Economy to discuss the opportunities to partner on the initiative in Central Iowa.

- Make It OK sponsored Business Publication's third annual Lifting the Veil event on December 10. The event featured a panel speaking on mental health services and the publication highlighted children's mental health.
- The Wellness Capital has been supporting the work of CAMHI4KIDS and advocating for a strong, integrated and financially viable children's mental health system.
 - <https://www.unitedwaydm.org/camhi4kids>
- The Wellness Capital has also been collaborating with leadership from Social Capital and other community partners to elevate discussion and action across systems and capitals on racism and disparities.

Support improved regional social and emotional well-being

Advocate for holistic Central Iowa wellness programs

- The Healthiest State Initiative is working with One Economy to see what opportunities there are to customize the Make It OK materials for the African American population and talking about how they can build a network in partnership with them. The team is also in early discussions with a few partners regarding translation of the Make It OK presentation and materials into Spanish with the next steps to determine how to train and build a network to reach Spanish speaking Iowans.
- The Healthiest State Initiative continues to promote Double Up Food Bucks, 5-2-1-0 Healthy Choices Count and Make It Ok within Central Iowa through their partnership with Capital Crossroads.
- The Healthiest State Initiative recognized the 2020 Award finalists on Feb. 6, 2020 in which there were a handful of finalists and winners from Central Iowa: Anawim Housing, Drake University, DSM Pastoral Counseling Center, Merchants Bonding Co., Opportunity on Deck, and The Iowa Clinic.

Other news, upcoming initiatives, events, and information to share

- May 19, 2020 is the Healthiest State Annual Conference in Ames, Iowa.