

PRIORITY ACTIVITIES PROGRESS REPORT

November 2021

Jay Byers, Greater Des Moines Partnership
Teree Caldwell-Johnson, Oakridge Neighborhood
Angela Connolly, Polk County Board of Supervisors
Kristi Knous, Community Foundation of Greater Des Moines

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, Rick Sanders, Geoff Wood and Brian Crowe

Central Iowa will remain a regional leader in economic growth.

HIGHLIGHTS, PROJECTS, AND WINS

The Greater Des Moines Partnership

- The Greater Des Moines Partnership formed the Broadband Committee and selected HR Green as the preferred vendor. HR Green began their work in January 2021. In consultation with the Broadband Committee, HR Green has surveyed over 5,000 Central Iowans, and dozens of businesses, governments, and non-profits. The final report will be delivered in December, along with a pilot broadband dashboard which could be a long-term solution for providing information on gaps in service, cost, and grant opportunities. So far, The Partnership has received financial commitment from the 10 counties in their economic development service territory plus Story County.
- The Partnership conducted 287 existing industry meetings (130% to goal) through Oct. 31. A report based on 2021 visits will be released in 2022.
- The Partnership is working with the Global Insurance Symposium Board to bring back the Global Insurance Symposium in 2022. The event will take place April 19-21.
- 2021 Economic Development project results:
 - Expansions: 15
 - New Companies: 3
 - Capital Investment: \$962.6 million
 - Jobs Retained/Created: 1,040
 - Generated 53 new project leads (69% Partnership developed)
- This year, The Partnership made market visits to Atlanta, Dallas, Chicago, New York, San Francisco, and Minneapolis; while also attending various site selector forums and consultant connection events.
- The Partnership conducted 50+ business inquiry meetings, tied directly with CRM and targeted marketing strategies.
- The Partnership has conducted several targeted marketing campaigns through geofencing and a targeted emailing campaign.
- The Partnership established new foreign trade zone subzones in Pella for Lely North America and Ames for Cycle Force Group.
- The Partnership has conducted 48 meetings to evaluate the entrepreneurial ecosystem. The Partnership is benchmarking best-in-class entrepreneurship development.
- Additionally, The Partnership conducted two Raising Capital Seminars.
- Team members have attended 15 meetings and connected local entrepreneurs through the deal flow process.

Entrepreneurial Community

- Several Central Iowa companies were honored by the Technology Association of Iowa at the Prometheus Awards on November 4th.
- The 5th Annual Young Entrepreneur Convention was held in Ames in October.
- The Startup Champions Network Fall Summit was held in Des Moines in October.
- Many events were held statewide to celebrate Global Entrepreneurship Week.
- Iowa State University held a series of events to celebrate Women Entrepreneurship Week.
- Denim Social (Des Moines & St. Louis) raised \$5MM Series B.
- Ag Startup Engine (Ames) invested \$50,000 into Salin 247 (Ames), \$50k in Birds Eye Robotics (Herman, Nebr.), \$50k in Farmers Risk (Ames).
- John and Mary Pappajohn announced a \$10MM donation to entrepreneurship education in Iowa.
- Iowa G2M Accelerator (Ames) completed the first cohort.
- LightEdge (Des Moines) was acquired by a GI Partners (San Francisco).
- LightEdge then acquired Kansas City-based Cavern Technologies.
- RoboFlow (Des Moines) raises a \$20MM Series A.
- 31 Iowa companies were named to the 2021 Inc. 5000 list (the fastest-growing 5,000 private companies) led by VیزیPay (West Des Moines) at No. 45.
- FarmlandFinder (Des Moines) was acquired by EasyKnock (New York City).
- Workiva (Ames) acquired OneCloud (New York).
- John Deere acquired Bear Flag Robotics (California) in a \$250MM transaction.
- Gross-Wen Technologies (Ames) raised a \$6.5MM Series A.
- Dryland Genetics (Ames) raised a \$3.8MM round.
- Dwolla (Des Moines) raised a \$21MM round.
- Techstars Iowa (Des Moines) held their second annual cohort.

OPPORTUNITIES & CHALLENGES

- Workforce availability is a critical challenge facing the region, state, and country.

NEWS & EVENTS

- The Greater Des Moines Partnership, along with Capital Crossroads and the Young Professionals Connection (YPC) will hold a public policy forum on inclusive economic development on December 14th, 12:00-1:00 p.m.

COLLABORATION

- The Partnership recently partnered with Iowa Economic Development Authority, Cultivation Corridor, Iowa State University, and the City of Ames to host “Welcome to Iowa Reception” at the TechHub Live, precision agriculture event. This was the first time the event was held in Des Moines.

CAPITAL CORE

Jo Christine Miles 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.

HIGHLIGHTS, PROJECTS, AND WINS

- We are excited to announce the addition of Jo Christine Miles to Capital Core! Jo Christine Miles is director of Principal Community Relations and the Principal Financial Group Foundation, Inc. (Principal Foundation), leading the organization's corporate and non-profit philanthropic initiatives. In this role, Miles will oversee the breadth of efforts at Principal and Principal Foundation to strengthen communities around the world through grantmaking, employee and match giving, volunteerism, research, and sponsorships. Prior to joining Principal in October 2020, Miles served as a public policy fellow for Philanthropy New York, where her work focused on equitable and inclusive philanthropy, gender equity, health, and international grantmaking. Her extensive work with private foundations includes service with the Rockefeller Philanthropic Advisors, the New York State Health Foundation, the Nathan Cummings Foundation, the New York Women's Foundation, Prior to that, Miles had a successful 15-year career in corporate restructuring law, connecting corporations with the capital they need as well as providing pro bono representation to low-income women, earning 2013 Empire State Counsel designation for her pro bono contributions. Miles recently moved to Des Moines from New York City. She has a degree in political science from the University of Houston, a law degree from Touro College Jacob D. Fuchsberg Law Center in New York, and a Master of International Affairs from Columbia University.

City of Des Moines

- The State of Iowa announced selections for workforce housing tax credits; five Des Moines projects were awarded funding valued at nearly \$3M for rehabilitation and new construction of multi-family projects.
- The City's focus on housing strategies, especially affordability, continues. Des Moines will introduce an incentive for 'missing middle' housing that provides 2-12 unit housing projects throughout the City with 8-9 years of tax abatement that will be available starting in 2022.

Krause+ and the City of Des Moines

- Krause+ with the City of Des Moines and The Partnership have been advancing plans for redeveloping the former DICO site into a multi-use stadium built for USL soccer, playing fields, global plaza and mixed-use district. In the last quarter, the Pro Iowa effort has continued to raise funds from private and public partners, including more than \$5 million from Polk County. The Environmental Protection Agency began removing abandoned buildings at the DICO superfund site where the global plaza and soccer stadium will be built. Construction is slated to begin in 2022.

Downtown DSM: Future Forward

- The Greater Des Moines Partnership, in collaboration with Bravo Greater Des Moines, Catch Des Moines, City of Des Moines, Des Moines Regional Transit Authority (DART), Des Moines Downtown Chamber of Commerce, Des Moines Area Metropolitan Planning Organization (MPO), FuseDSM, Operation Downtown and Polk County, are working to develop Downtown DSM: Future Forward, a community-driven Downtown vision plan and action plan, to help position Downtown Des Moines (DSM) for short-term economic recovery and long-term economic vitality and vibrancy. The vision plan creates a roadmap for the next chapter of Downtown and helps the region build upon the excitement that already exists in Downtown through events, attractions, major projects, major employers and more. Downtown DSM: Future Forward will also roll up into the Capital Crossroads regional vision plan, which will be updated in 2022.
- The Downtown DSM: Future Forward Steering Committee is working extensively with a consulting team made up of local, regional and national experts who have international downtown experience as well. The team consists of Bâton Global, Civitas Consultants and RDG Planning & Design. As part of the process, the plan's leaders and consultants are engaging the public to garner feedback and ideas for the future of Downtown DSM. The consultant team has already engaged over 150 community members through interviews, focus groups, and public events.
- The Downtown DSM: Future Forward consultant team has also launched a website for virtual community engagement where participants can share their vision using interactive maps and surveys. This [website](#) has already had over 650 visitors, so far.

Ongoing Infrastructure Projects

- Construction has commenced on infrastructure in the Market District. Plans for the initial 39 acres of the project call for a \$750 million redevelopment of industrial buildings and warehouses, including a concert venue, a 150- to 180-unit apartment complex with first-floor retail space, a hotel and an 8-acre park along the Des Moines River.
- In the Southeast Connector, a RAISE Grant application was submitted to USDOT in July with a request for \$23M in funding that would be used to construct the remaining section of the SE Connector and complete the Parkway from Fleur Drive through the southeast section of Des Moines to Hwy 69/5 in Pleasant Hill. Notifications of awards (or rejection) will be published by USDOT later in November. If successful, construction is anticipated to begin in early 2024 and be completed and open to traffic in 2026.
- Parking meters: In July, Council approved the removal of the existing on-street parking meters and installing 397 multi-space parking meters and 3,492 parking stall signs in the downtown meter district, as well as setting up and hosting of the operating system by Flowbird. This system will enable pay-by-cell phone. Availability of this system will occur in phases. Phase 1 will occur between November 2021 and January 2022 in downtown; phase 2 will occur between

January and March 2022 in the East Village,
and phase 3 will occur between July and August 2022 in Western
Gateway.

OPPORTUNITIES & CHALLENGES

- We have been challenged by the ongoing Covid impacts. Pre-pandemic, downtown hosted ~80,000 employees every day. This number is significantly reduced with impacts to vitality in downtown, including the availability of restaurants and services and the viability of many locally-owned small businesses

EQUITY & INCLUSION

- Equity and inclusion is a primary focus for the Future Forward Council which was appointed by the Steering Committee of the Downtown DSM: Future Forward plan. The Future Forward Council is made up of more than 40 leaders representing organizations from throughout Greater Des Moines. The Future Forward Council is designed to give input and drive ideas for the planning process for the future of Downtown DSM. The Council includes a diverse array of representatives from community organizations to ensure people of many different backgrounds and interests have an opportunity to cultivate a growing and thriving Downtown that is inclusive and welcoming to everyone. The Future Forward Council Leaders are Teree Caldwell-Johnson, President and CEO of Oakridge Neighborhood; Jen Carruthers, President of Capital City Pride; Kameron Middlebrooks, Director of Community Impact at the Community Foundation of Greater Des Moines; and Mary Sellers, President of United Way of Central Iowa. All who will also serve as liaisons for the council on the Future Forward Steering Committee.

NEWS & EVENTS

- [Survey asks Des Moines residents how they want to improve downtown](#)
- The annual Holiday Promenade will return to the Historic East Village for five Fridays of holiday cheer in 2021. The Holiday Promenade will begin on Friday, Nov. 19 and continue each Friday through Dec. 17. The Holiday Promenade is produced by the Greater Des Moines Partnership and Historic East Village Neighborhood Association.

COLLABORATION

- Capital Core continues to work with Physical Capital for the workforce housing initiative Here We Grow and Governance Capital for their Central Iowa Code Consortium work and stormwater ordinances.

CULTIVATION CORRIDOR

Billi Hunt

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

HIGHLIGHTS, PROJECTS, AND WINS

- Cultivation Corridor has a new hire, Tracy Uhlman! Her primary focus will be Cultivo, and she brings 20 years of industry experience.
- Cultivo Cohort 2 has launched. This six-week virtual program will provide participants with mentorship, interaction with Iowa's agricultural leaders and an online curriculum focused on U.S. market entry, regulatory and financing systems, and customer perspectives. Participating companies include:
 - Biolevel, United Kingdom, produces tailored microbial products that improve the health of soil while stimulating plant growth and allowing farmers to reduce bulk fertilizer application.
 - Biotecland, Brazil, uses applied microbiology, especially microalgae, to increase productivity, reduce costs and environmental impact in agriculture.
 - Futuro Farming GmbH, Germany, has developed a patented sensor system for calf pens that can monitor calf behavior and serve as an early warning system for health issues or disease outbreaks.
 - GramworkX, India, provides a smart farm resource management tool that helps farmers guide, optimize and monitor use of water in irrigation systems.
 - Reazent, Canada, has developed organic alternatives to protect plants from pests and disease.
 - Tottori Resource Recycling, Inc., Japan, uses a recycled glass product as a soil additive to reduce fertilizer and water needs and increase productivity.
- Two Cultivo participants were selected for FoodBytes! Pitch Competition, a global competition. These two represent 2 of 5 in the agtech divisions; Agridigital (Cohort 1) BIOLEVEL (Cohort 2).
- Cultivation Corridor has seen strong growth in the industry, with economic development happening across the state.

EQUITY & INCLUSION

- Cultivation Corridor continues to build relationships through Cultivo to bring global perspectives. In addition, they are focusing on diversity as they add new members to their Board of Investors.

NEWS & EVENTS

- Cultivo Cohort 2 graduated on November 16th.

COLLABORATION

- Cultivation Corridor has recently worked with Business Capital and Human Capital.

CULTURAL CAPITAL

Sally Dix, Greg Edwards and Myrna Johnson

Recommendations emerging from the 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.

HIGHLIGHTS, PROJECTS, AND WINS

Catch Des Moines

- Catch Des Moines released their new hype video, "A City With No Limits" that highlights the different sights and sounds of Greater Des Moines. The video has been shown at conventions, meetings, and shared across social media. It is one of their top-performing videos with nearly half a million impressions. Watch the video [here](#).
- Catch Des Moines launched a new series on Instagram stories promoting events each week and their Weekly Things to Do e-newsletter. These stories get posted on Mondays.
- They also launched new videos for their "Des Best" series featuring the Science Center of Iowa, the new Lauridsen Skatepark, best tenderloins, and best cocktails. The videos will be added to their advertising plan.
- Catch Des Moines is now on Tiktok. They have been collaborating with area businesses to make these videos.
- Catch Des Moines welcomed more than 1,500 people to the USA/Canada Lions Forum in Des Moines in September. This group was one of the first groups to book Des Moines because of the building of the Hilton attached to the Iowa Events Center.
- Catch Des Moines hosted their peers from the Upper Midwest CVBs. Catch Des Moines was heavily involved in the planning and content for this event, and it was great to see their friends in the industry.
- IRONMAN is coming back to Des Moines in a bigger way next year. Catch Des Moines announced a full-distance IRONMAN will take place next June and serve as the North American Championship.
- Des Moines Performing Arts hosted their first in-person performances since the pandemic began.

Bravo

- Distributed more than \$750,000 in grants to 65 non-profit arts, culture, and heritage organizations across the region, bringing 2021 total investment to nearly \$3 million.

Iowa Public Radio (IPR)

- Des Moines Music Coalition is working on an asset mapping project as a first step in the planning process for developing the music scene in Des Moines. The project will engage Sound Diplomacy in the planning work, and funding support is from the Community Foundation of Greater Des Moines.

OPPORTUNITIES & CHALLENGES

Bravo

- Bravo is 99.9% funded with hotel-motel tax revenues from their 17 local partner governments. Although revenues are rebounding, they are far from pre-pandemic levels. Bravo strategically invested as much as possible in arts, culture, and heritage organizations over the last 20 months but Bravo is unable to sustain grantmaking at this level which will affect every organization and community they support.

NEWS & EVENTS

Catch Des Monies

- Catch Des Moines is working on putting together the 2022 Catch Des Moines Visitors Guide. The region can expect to see that in January. They print 100,000 copies of the guide.

Bravo

- Bravo announced the return of the Bravo Awards Gala on February 5, 2022. This will be an outstanding opportunity to celebrate arts and culture and the critical role they play in and for the community.

IPR

- Iowa Public Radio has launched a new music newsletter that showcases local music and accompanies their new Studio One All Access radio show that airs at 1 PM on Saturdays and 7 PM Sundays. The All Access newsletter also includes a [calendar](#) of music events, providing a way for music lovers to find live shows.

COLLABORATION

- Catch Des Moines has been working with nearly a dozen local businesses and organizations to collaborate on creating Instagram reels and Tiktoks. These videos have increased a following on their social platforms as well.
- Catch Des Moines has also been collaborating with their local partners and different organizations on marketing assets and creating customized e-blasts and ads.

GOVERNANCE CAPITAL

Mayor Bob Andeweg, Mayor Courtney Clarke and Art Wittmack

Central Iowa governments will sustain partnerships to optimize process coordination and regional governance.

HIGHLIGHTS, PROJECTS, AND WINS

- We are excited to announce the addition of Mayor Courtney Clarke to the Governance Capital! Courtney Clarke was elected to her first term on the Waukee City Council during the November 2017 election and then was elected as Mayor of Waukee in November 2019. She, her husband and their four children moved to Waukee in 2009 because they were looking for a true “community” in which to raise their family. Courtney earned bachelor’s degrees in Business Management, International Business and French from Iowa State University. She is a member of the management team at an institutional investment firm where she oversees all business development and strategic planning efforts. Courtney is a governor-appointed board member of the Iowa Child Advocacy Board and a team leader for Love Lunches, a non-profit group that provides lunches to children and families over the summers.
- The cities of Des Moines and Urbandale are working together to redevelop the Merle Hay Campus in northwest Des Moines and eastern Urbandale. Over \$120 million are planned to be invested in the 75-acre area.
- Clive and Urbandale continue to collaborate on public safety initiatives with a fully functional Fire Station 43 serving both communities and the value and impact of closest unit response making a difference for emergency response.
- Grimes and Urbandale are coordinating efforts to renew annexation agreements which will guide orderly community growth for both cities in the decades ahead. Additionally, Grimes and Urbandale are coordinating to improve sanitary sewer service to accommodate Grimes’ future growth by planning a route for trunk sanitary sewer through Urbandale.
- Johnston and Urbandale collaborated on a reconstruction of NW 54th Street between 86th and 100th Street. This arterial roadway serves both communities. The City of Johnston led the project and Urbandale contributed financially to it.
- Clive and Urbandale had a second successful summer recreation season working together to allow Urbandale residents to use the Clive aquatic facility at discounted rates.
- The City of Urbandale will soon begin a process to develop a new Comprehensive Plan. The plan will not only look at the development of the area within the current and future city limits but will also study three sub-areas: 1) Downtown Urbandale; 2) the Douglas Avenue Corridor from eastern to western city limits; and 3) the Northpark and Plum Drive corridors.
- Urbandale has now developed two-mile-long stretches of arterial roadway using “complete streets” concepts to accommodate pedestrians, cyclists, and motor vehicles.
- Urbandale continued execution of its community entrance signage master plan by installing four new monuments at the Meredith Drive and 100th Street interchanges.
- Urbandale approved development agreements with PremierTech Prairie for a new office/research & development facility and Worldwide Logistics for a new office facility. In the last quarter, Mayor Andeweg joined Senator Ernst and Director Debi Durham for the grand opening of the new Iowa Bankers’ building on Northpark Drive in Urbandale.
- The executive committee for the Central Iowa Code Consortium announced that twelve metro area communities have signed the memorandum of understanding which recognizes the Central Iowa Code Consortium (CICC). Two additional metro communities are expected to execute the MOU in the next few weeks. The CICC is a collaborative effort to improve consistency in the adoption and enforcement of construction codes in the many communities that make up our metro area. This idea was first brought forth through the Capital Crossroads planning effort as one of the five pilot projects looking into the possibilities of local government collaboration. The CICC has successfully

guided the metro through the 2015 and 2018 code adoption processes. The Executive Committee is busy working through the schedule for the 2021 process.

EQUITY & INCLUSION

- Urbandale has expanded employee recruitment efforts to better reach communities of color by utilizing the 4 Equity Tool.

NEWS & EVENTS

- The Central Iowa Code Consortium is currently soliciting applications from industry and local government staff to participate in the code review and drafting process. The announcement and committee application is posted on the CICC [website](#).

COLLABORATION

- Governance Capital continues to collaborate with Natural Capital and city governments to promote the passage of the regional stormwater ordinances.

HUMAN CAPITAL

Renee Miller, Marvin DeJear and Greg Nichols

Central Iowa will feature a workforce with the skills and training necessary to support optimal economic development.

HIGHLIGHTS, PROJECTS, AND WINS

United Way of Central Iowa

- A workforce reentry initiative, Central Iowa Returning Citizens Achieve (CIRCA), formally wrapped up its first grant cycle with outstanding results. CIRCA is geared to successfully transition individuals from incarceration to the community with an emphasis on training and employment and reducing recidivism. In addition to the closeout of this grant cycle, United Way/Central Iowa Works was awarded another multi-year grant to continue this workforce pipeline program.
- The final outcomes are as follows:
 - Enrollment Goal = 100%
 - CIRCA reached 109% because of increased enrollment to 205 from 188.
 - Occupation Skills Training Goal = 80%
 - 97% of CIRCA participants received training
 - Credential Goal = 80%
 - 89% of CIRCA participants attained credentials
 - Recidivism goal = <20%
 - 8% of CIRCA participants reoffended during their follow-up year, Iowa's current recidivism rate is 34.20%

- Employment goal = 75%
 - 75% of CIRCA participants were employed in their follow-up year
- Placement goal = 70% (includes training and job placement)
 - 97.5% of CIRCA participants were placed in employment or postsecondary education
 - The average hourly wage of CIRCA participants was \$13.21
 - 45.24% of participants retained employment with the same employer during their follow-up year.

The Greater Des Moines Partnership

- The Greater Des Moines Partnership completed the 3rd Session of the CEO Roundtable to continue the work of the CEO Commitment to Racial Equity. This concluded with a powerful CEO Panel at The Partnership's 9th Annual Inclusion Summit on November 10th.
- The Partnership's 9th Annual Inclusion Summit was an excellent event and had included some dynamic keynote speakers, inspiring performances, and recognized some companies that were doing great things in diversity, equity, and inclusion. Hy-Vee, Wells Fargo, NCMIC, and United Way of Central Iowa were the 2021 Inclusion Award winners.
- The Greater Des Moines Partnership, in partnership with Tallo, hosted two virtual work-based learning events around Information Technology and Healthcare.

OPPORTUNITIES & CHALLENGES

- The pandemic has presented a significant number of hurdles as it relates to Human Capital – including extended unemployment, the inability of companies to recruit and retain the number of employees needed to meet their business needs, and continued systemic barriers that prevent central lowans from thriving like affordable/safe/stable housing, food insecurity, unsustainable wages, etc. Community partners are continuing to evaluate the current environment and define strategies that will address both supply and demand barriers.

EQUITY & INCLUSION

- Members of the Human Capital participated in the Greater Des Moines Partnership Inclusion Summit as a learning opportunity. Various thought leaders shared concepts and tools that can be applied to decision-making and practices in recruiting, hiring, training, and building workplace culture with equity at the center.

COLLABORATION

- We are excited to collaborate with DSM USA 4 Equity Task Force (The Collective) as their work progresses. We see great opportunities to learn from this important work and find meaningful ways to incorporate what is learned and developed into the Human Capital strategies.

NATURAL CAPITAL

Hannah Inman, Larry James and Julie Stewart

Central Iowa will be recognized nationally as a best practice community for its environmental sustainability.

HIGHLIGHTS, PROJECTS, AND WINS

- ICON Water Trails hosted its first board of directors meeting as an independent 501(c)(3) in October. The board is a slate of leaders representing both the public and private sectors. Members oversee ICON's operations and maintenance, including budget, governance, and project coordination. They are also starting to get regular committee meetings back on the calendar after taking a brief hiatus during their transition from CIWT to ICON.
- The Polk County Water & Land Legacy Bond passed with 81% support. This \$65 million bond will help support conservation, recreation, and water quality projects countywide, including ICON Water Trails.
- Designs for the first four downtown Des Moines projects, funded by the \$25 million BUILD Grant, were submitted to the Iowa DOT for final review. The projects will go to bid in December with construction starting Spring 2022 on the regional sites, July 2022 on Scott Ave.

EQUITY & INCLUSION

- As ICON worked through establishing their new ICON Board, they were intentional about bringing on new and diverse voices to the table. There was a bit of a struggle with a balance in keeping a sense of continuity with some of those key stakeholders and champions who have been involved since the beginning and bringing in those new players. There is certainly a specific need with some of those original stakeholders for the time being, but they have it on their radar to start folding in those new voices and the project continues to mature.

NEWS & EVENTS

- ICON will be launching the new ICON Water Trails website yet this month. The new site will be interactive, allowing users to click through the various access points to learn more about the existing amenities, as well as the future improvements for each site. ICON will also have several upcoming donor announcements over the next several weeks.

- [Polk County voters pass Water & Land Legacy bond, what happens next?](#)

COLLABORATION

- The Natural Capital intersects with most Capitals.

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.

HIGHLIGHTS, PROJECTS, AND WINS

Des Moines Area Regional Transit Authority (DART)

- DART continues to innovate and adjust its services in new ways to meet the different needs of member communities. DART launched its new DART on Demand service in Ankeny on November 15th. The service will expand the hours of Ankeny's existing On Call service and enhance the service with new on-demand features, allowing riders to book a door-to-door trip within the designated zone in real-time using a mobile app.
- More than 350 participants have enrolled in DART's Half Fare Pilot Program which was recently extended for a year to help more central Iowans get where they need to go including jobs, classes, and health care appointments. The program allows individuals who receive state food assistance, workforce assistance, or job training to pay half fare. Housing assistance was recently added by the DART Commission since there's an important connection between affordable housing and access to transportation. The program has one or more participants from each of DART's member communities. As DART staff has analyzed ridership patterns and data, there is a clear trend of participants using DART to reverse commute to job centers in suburban communities, underscoring the importance of a regional transit system.
- The second phase of public input for the Transit Optimization Study has been completed. Outreach included public meetings, tabling events, an interactive project website, email, social media, paid media, print materials, and stakeholder outreach. More than 1,000 people attended in-person or online outreach opportunities and 460+ people responded to DART's survey on the proposed changes with 66 percent saying they are current riders and 10 percent former riders. Feedback confirmed support for DART's projects goals and initial findings and offered general support of the recommendations presented. DART intends to further refine its proposals based on the feedback received through this second phase of outreach and will produce a final report to be presented to the DART Commission early next year.

Polk County Housing Trust Fund (PCHTF)

- Over the past several months, Capital Crossroads has been working with Polk County Housing Trust Fund and other partners to launch the Here We Grow initiative to create a regional strategy to increase the availability of workforce housing in Central Iowa. To gain a better understanding of each community's goals surrounding housing and economic development, the Here We Grow team has been visiting each city to meet with city staff. So far, meetings have been held with Clive, Des Moines, Johnston, Norwalk, Urbandale, Waukee, and West Des Moines. Once all meetings have been completed, Capital Crossroads will host roundtables with planners and elected officials from all cities in the region to discuss common challenges and promising solutions for workforce housing.

OPPORTUNITIES & CHALLENGES

Des Moines Area Regional Transit Authority (DART)

- The nationwide driver shortage is continuing to impact DART, particularly with regard to hiring paratransit operators. In order to become more competitive in the market, the DART Commission approved an updated pay scale for paratransit operators along with other incentives for current operators to work overtime so that we can maintain current service levels.
- Like many other organizations, DART is experiencing challenges due to supply chain disruptions. A variety of supplies from parts for bus repairs to print passes to vans and buses are either on backorder or the time-to-fill orders have more than doubled.
- The recent passage of the Bipartisan Infrastructure Deal includes an unprecedented investment in public transportation through a five-year transportation reauthorization bill and supplemental appropriations. The bill provides a \$91.2 billion in funding to the Federal Transit Administration (FTA), an increase of \$41.1 billion from current levels. As a result, there will be significant increases in funding available through the existing formula and discretionary grant programs as well as new grant programs. A major focus of these funds is to bring public transportation fleets, facilities, and other infrastructure into a state of good repair as well as to quicken the transition to zero-emission vehicles. DART staff will be evaluating discretionary grant funding opportunities to identify funding for existing or potential future projects.

EQUITY & INCLUSION

Des Moines Area Regional Transit Authority (DART)

- DART regularly considers equity impacts in how we plan and deliver public transit service in Greater Des Moines. Recently, we used the 4 Equity tool to help guide our public outreach plans as we gathered public feedback on near- and long-term service proposals that will serve as a roadmap for DART Commission and staff as we plan for the future. Additionally, DART is participating in the Biden administration's Justice40 initiative webinars and examining ways we can incorporate those efforts into our work.

Polk County Housing Trust Fund

- Equity and Inclusion is the third guiding principle for the Regional Housing Strategy. This has been instrumental to our work with Here We Grow.

NEWS & EVENTS

Des Moines Area Regional Transit Authority (DART)

- DART has several things to watch for this fall/winter:
 - Several more art bus shelters will be installed across the metro.
 - DART will share a final report on the Transit Optimization Study.

Polk County Housing Trust Fund

- You can find information related to the workforce housing initiative, known as Housing Tomorrow: Here We Grow, at www.herewegrow.city

COLLABORATION

Des Moines Area Regional Transit Authority (DART)

- Funding diversification will continue to be a focus for DART with a proposal for a transit hotel/motel tax that gained traction last year in the Legislature and will hopefully move forward during the 2022 session and through a voter referendum next fall with the help of many community partners.
- DART continues to work closely with BRAVO Greater Des Moines, public art stakeholders, artists, and member governments on the planning and installation of art bus shelters throughout the region.
- Staff has been conducting outreach to organizations who work with individuals who qualify for our half-fare pilot program, particularly as it relates to housing assistance, food assistance, or workforce and job training programs.
- DART will work closely with local school systems as they contemplate changes in the school calendar.

Polk County Housing Trust Fund

- Polk County Housing Trust Fund has worked closely with Capital Core throughout the development and implementation of Here We Grow.

SOCIAL CAPITAL

Angie Dethlefs-Trettin, Shaimaa Aly, Daniel Zinnel and Izaah Knox

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

HIGHLIGHTS, PROJECTS, AND WINS

- The DSM USA 4 Equity Collective's consulting partner, Arrowhead Consulting led by Kuma Roberts, will be deploying an Organizational Equity Practices Assessment (OEPA) in November. This assessment will be delivered to leaders in the for-profit, nonprofit, and government sectors of Greater Des Moines. The OEPA will help us understand organizational best practices that we can leverage/test/scale to get movement toward equity.
- In addition to the Organizational Equity Practices Assessment, Arrowhead Consulting will also be collecting public data on racial equity in the region. This data will be used to create a baseline through an Equity Index that can be used to measure progress on achieving equity over time. The indicators that have been identified are as follows:
 - Health
 - Economic Access / Mobility
 - Education
 - Justice
 - Housing
 - Public Services
- In addition to the work being conducted by Arrowhead Consulting, the DSM USA 4 Equity Collective is working on creating a master plan for the region that includes sector-based best practice guides for programs, policies, and procedures that lead to greater equity in our community.

OPPORTUNITIES & CHALLENGES

- Diversity in leadership continues to be an area of needed focus. How can Social Capital assist in broadening those who are engaged in this work?

EQUITY & INCLUSION

- Equity and Inclusion are core to Social Capital's work, goals, and inform all the projects the Social Capital team takes on.

NEWS & EVENTS

- Please visit www.capitalcrossroadsvision.com/events/ to view and share the DSM USA 4 Equity Calendar! This is updated regularly with DEI events across the DSM Metro.

COLLABORATION

- Social Capital has collaborated with Greater Des Moines Partnership's Public Policy Issue Forum on Justice Reform. These conversations are a promotion of the Governor's FOCUS Committee on Criminal Justice Reform and further the efforts to create an equitable environment for all Iowans. October's discussion focused on returning citizens and featured panelists from the 5th Judicial District Department of Corrections, Broadlawns Medical Center, Central Iowa Works, and was moderated by a representative of the Community Foundation of Greater Des Moines.
- Social Capital consistently looks to collaborate with all Capitals.

WELLNESS CAPITAL

Jami Haberl and Brad Anderson

Lead in elevating the conversation and giving voice to the vast number of opportunities to improve the community's overall social and emotional well-being through advocacy and awareness.

HIGHLIGHTS, PROJECTS, AND WINS

- Healthiest State Month was a success! The Iowa Healthiest State Initiative held the statewide Annual Walk (partnered with the Greater Des Moines Partnership to host a downtown walk) and hosted the virtual statewide 5-2-1-0 Summit.
- The Iowa Healthiest State Initiative hired a Make It OK trusted messenger to assist with outreach efforts with African American and Black communities.
- Rolled out a new online assessment for the 5-2-1-0 Healthy Choices Count Initiative for schools, early care, out of school, and workplaces.
- The Iowa Healthiest State Initiative also launched the Polk County Produce Prescription Pilot in partnership with Broadlawns in August.

OPPORTUNITIES & CHALLENGES

- CARES funding for the Double Up Food Bucks program will come to an end in December 2021, which will reduce the number of participating sites for Iowans to access and participate in the program. This will present a communication challenge as they have to reduce from 107 to 29 Fareway locations which impacts sites in the region.

EQUITY & INCLUSION

- The Iowa Healthiest State Initiative recently hired a consultant to support their outreach for Make It OK; included diversity, equity, and inclusion in the 5-2-1-0 Summit through speakers; and added resources for marketing of Double Up Food Bucks in Spanish.

NEWS & EVENTS

- In partnership with Health Partners Institute, the Iowa Healthiest State Initiative will be conducting the Impact Survey to understand what impacts Make It OK has had since launching in 2019.
- Additionally, Iowa Healthiest State Initiative will be issuing a press release in December with survey results about mental health stigma in rural communities. This survey was done in partnership with Bank Iowa.