

THE TOMORROW PLAN TODAY

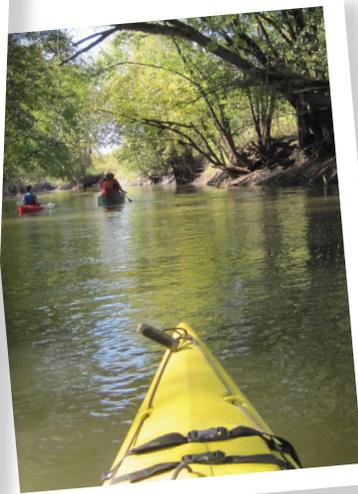
2015 EDITION

Greater Des Moines is better off today in light of many people endeavoring toward the common vision of building a collaborative, vibrant and dynamic region of lasting value, equity and diversity.

We are working together, regardless of whether we labor independently or with others, because we share The Tomorrow Plan as a roadmap. Ever mindful of future generations, we collaborate across political boundaries to achieve social, economic and environmental resilience for Greater Des Moines.

Today we highlight the successes of the first year implementing The Tomorrow Plan, which launched in April 2014. And as ever, we look ahead — to the major initiatives of 2015.

With this publication, we endeavor to feed the virtuous cycle of celebrating the champions who have carried us this far while calling up the community leaders who will carry forward this mission, to make this place we treasure into a community our grandchildren will love even more than we do.



GOAL 1

CREATE A RESILIENT REGIONAL ECONOMY

A healthy economy is the foundation upon which to build a more sustainable future. The Tomorrow Plan builds on our strengths to compete in a changing global marketplace. Economic analysis indicates opportunities to diversify our economy by leveraging the work of other planning efforts, expanding the capacity for entrepreneurship, and growing educational options in necessary skills. Achievements include:

2014 Achievements

- ✓ Adopting Mobilizing Tomorrow, a long-range transportation plan which calls for performance-based investments in multimodal options, optimizing existing infrastructure and improving environmental health (MPO)
- ✓ Fiscal analysis of West Des Moines development patterns by Smart Growth America (West Des Moines, MPO)
- ✓ Des Moines Regional Research, Stats and Data Hub, a rich source of statistical information about the region (Greater Des Moines Partnership, MPO)
- ✓ Completed a Rail Port Feasibility Study recommending a truck/rail transload facility to reduce truck traffic and transportation costs. A \$1.7 million IDOT loan was awarded to help construct the facility (City of Des Moines, IDOT, MPO)
- ✓ Completion of A Plan for Tomorrow, a strategic planning initiative (Des Moines Public Library)
- ✓ Launched Cultivation Corridor, to promote central Iowa as a world innovator for the 21st century bioeconomy (Greater Des Moines Partnership)
- ✓ Conducted an Ames-Des Moines Transit Service Study, which found a demand for increased transit along the corridor (DART, CyRide, MPO)



2015 INITIATIVES

HUMAN-SCALE DESIGN

A major focus of 2015 is creating places designed first and foremost for people. Regions that do so are rewarded by attracting and retaining talented residents, as well as the businesses that follow diverse and skilled workforces.



Source: City of Des Moines - 6th Avenue Corridor Proposal

Downtown Walkability

This strategy will focus on converting one-way streets back to two-way streets in downtown Des Moines while providing the design elements that make walking safe, comfortable and interesting.

Mayors Challenge

Mayors across the country have been challenged by U.S. Secretary of Transportation Anthony Foxx to take significant action to make streets safer for users of all ages and abilities. Des Moines Mayor Frank Cownie challenged his fellow mayors of greater Des Moines to adopt complete streets policies in 2015.

Better Streets for People

There are few choices that regions can make that simultaneously reduce accidents, improve the environment, bolster the economy, and improve health. One of these is to create better streets, including such strategies as protected bike lanes, road diets, and bus rapid transit.

GOAL 2

IMPROVE THE REGION'S ENVIRONMENTAL HEALTH AND ACCESS TO OUTDOORS

How the region manages energy, waste and natural resources provides the backdrop for vibrant economies, welcoming communities, and public and personal health. The strategies for stormwater management, clean air, reduced waste, energy conservation and public recreation greatly benefit the region in measurable ways.

2014 Achievements

- ✓ Completed an Electric Vehicle Infrastructure Report, which identified what communities can do to support residents' use of electric vehicles (MPO)
- ✓ Conducted a Bike Feasibility Study, identifying possible roads for on-street bike facilities to encourage multi-modal transportation (MPO)
- ✓ Approved a tree inventory project (City of Des Moines, Des Moines Water Works)
- ✓ Launched a food rescue program (Eat Greater Des Moines)
- ✓ Formed three watershed management authorities covering watersheds of Fourmile Creek, Walnut Creek, and Mud, Camp and Spring creeks (MPO, cities, counties)
- ✓ Formed the Environment Roundtable to coordinate and support environmental initiatives (MPO)
- ✓ Acquired additional greenway property (Iowa Natural Heritage Foundation, Polk County Conservation Board)
- ✓ Developed online map of natural resources in the region (MPO)
- ✓ Hosted President Barack Obama's Task Force on Climate Preparedness and Resilience (City of Des Moines)
- ✓ Launched a new master plan for Clive Greenbelt, a critical connection within Central Iowa Trails Network (City of Clive)
- ✓ Formed the Des Moines Water Works Park Foundation, tasked with implementing the Water Works Park Master Plan (Des Moines Water Works)



2015 INITIATIVES

URBAN WATERWAYS

A major focus of 2015 is on better connecting the network of greenspace in Greater Des Moines as envisioned in The Tomorrow Plan. A connected network of urban greenways along the waterways gives people access to nature, recreation and quiet. A greenways network also functions to improve habitat, water quality and flood protection. Ultimately, embracing the region's creeks and rivers as key natural resources will make the community more resilient and help attract people and employers.

Des Moines began at the confluence of two major rivers. The time is now to embrace our river-town history and establish a multi-functional system of greenways to contribute to the region's identity.

Regional Water Trails Plan

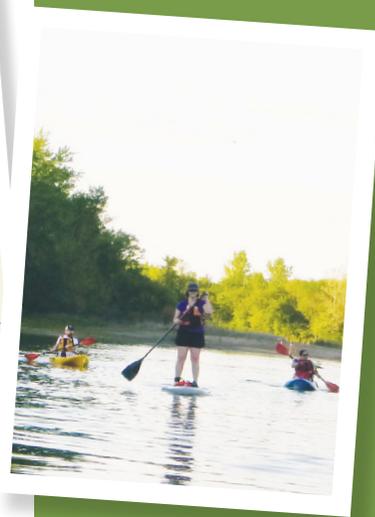
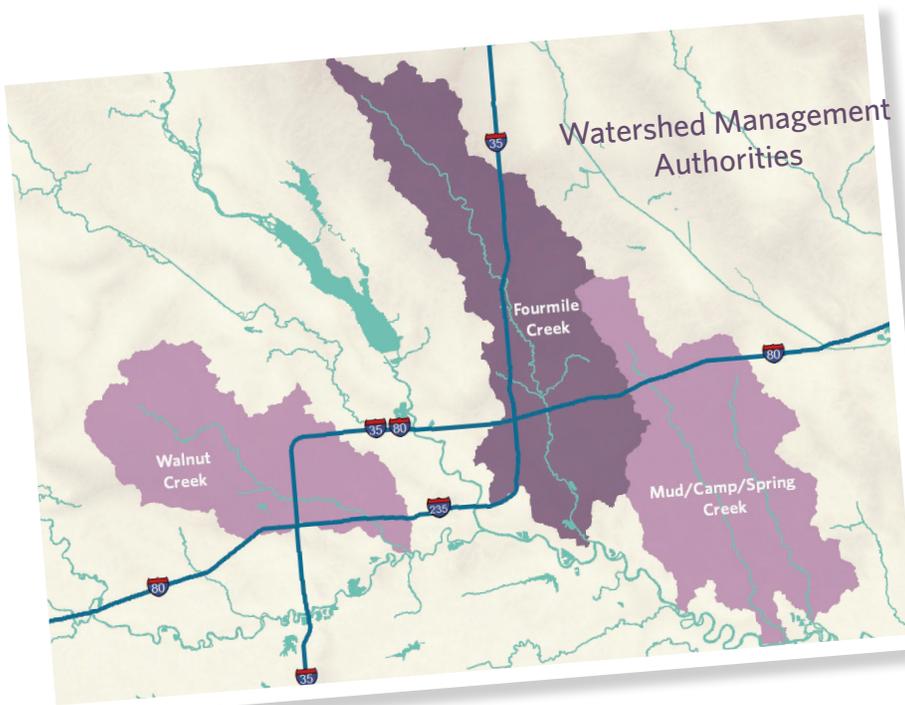
The MPO is embarking on a regional water trails plan that, when complete, will become a regional roadmap for enhancing experiences in and along our rivers.

Greenways Inventory

Capital Crossroads will inventory and prioritize gaps in the greenways along all levels of creeks.

Watershed Management Plans

The watershed management authorities covering Fourmile Creek, Walnut Creek, and the Mud, Camp and Spring creeks will create and implement watershed plans to improve water quality and mitigate flooding.



GOAL 3

FURTHER THE HEALTH AND WELL-BEING OF ALL RESIDENTS IN THE REGION

Quality of life sets Greater Des Moines apart from its competitors. The region earns high marks for its affordability, access to the outdoors and family-friendly atmosphere. Yet challenges to the region include access to ample housing choices, jobs and local food; a lack of transportation options; decreasing physical activity; and more. For Greater Des Moines to flourish, all aspects of health and well-being need promotion throughout the region.

2014 Achievements

- ✓ Hosted four Open Streets events in September 2014 (Des Moines Bicycle Collective, City of Des Moines, City of Urbandale)
- ✓ Opening of the Des Moines Social Club (Des Moines Social Club)
- ✓ Hosted the event "Intersection: Where Arts, Development and a Vibrant City Converge" (Urban Land Institute)
- ✓ Hosted several events to build connections in the local food system (Eat Greater Des Moines)
- ✓ Kicked off Housing Tomorrow, a regional affordable housing plan (Polk County Housing Trust Fund)
- ✓ Evaluated walkability and complete streets opportunities in the Martin Luther King, Jr., Park neighborhood of Des Moines. (AARP Iowa, Walkable and Livable Communities Institute for AARP)
- ✓ The World Food and Music Festival was held in Des Moines
- ✓ Developing art incubator along Keosauqua Way consisting of 180 art studios (DesMoinesArts)
- ✓ Wrapped a DART bus with art by internationally known, Iowa-based artist Alex Brown (Greater Des Moines Public Art Foundation)
- ✓ Kicked off a streetscape project in the Beavertdale Neighborhood (City of Des Moines)



2015 INITIATIVES

HOUSING TOMORROW



The recommendations in the newly released Housing Tomorrow plan will be a focal point for implementation in 2015.

The Housing Tomorrow plan draws on extensive research and public input into the housing needs of residents. In a survey of local residents, for example, four in 10 respondents said they made sacrifices to pay for housing, cutting back on food or medical care, sharing a home with family, living in unsafe neighborhoods, or commuting long distances each day.

The plan encourages developers and local governments to think creatively about the types and prices of housing needed to accommodate the additional 250,000 people expected to be living in Greater Des Moines by 2050. The plan includes six overarching principles that serve as a guide for new housing policies throughout the region, which can be adapted to the unique needs of each community, to address the needs of communities all over the region over the next 35 years.

Home Repair Programs

Create a unified marketing plan and referral system for local home repair programs.

Model Regulations

Develop model regulations for the construction of infill single-family housing.

Evaluate Housing Policies

Convene local leaders at an EPA technical assistance workshop to evaluate housing policies in our region

The average annual salary of each of these professions is less than 80% of the Area Median Family Income

Source: Polk County Housing Trust Fund

Bank Teller



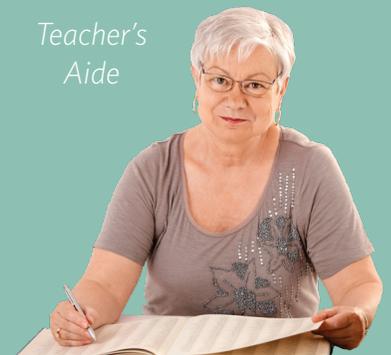
Grocer



Paramedic



Teacher's Aide



GOAL 4

INCREASE REGIONAL COOPERATION AND EFFICIENCY AT ALL LEVELS

For any of the goals of The Tomorrow Plan to succeed, increased regional collaboration is essential. These collaborations lead to efficiencies in cost, time and materials without sacrificing the character and particular advantages of each of the local communities or counties connected in the region.

2014 Achievements

- ✓ All but three voting members of the Metropolitan Planning Organization formally adopted The Tomorrow Plan (cities, counties)
- ✓ Approved a new scoring method for proposed transportation projects to increase funding for projects that maintain and optimize existing infrastructure, as well as promote multi-modal transportation (MPO)
- ✓ Formed the Regional Infrastructure Coordinating Committee (MPO)
- ✓ Kicked off Plan DSM, an update to the City of Des Moines' Comprehensive Plan using The Tomorrow Plan goals and strategies as the backbone (City of Des Moines)
- ✓ Developed Carpe Diem, a one-stop look at community and regional events (Greater Des Moines Partnership)

"The most meaningful way we can maintain the quality we enjoy at reasonable costs is to do more together with less. This is an effort in which all of us must be involved."

*- Former Polk County Supervisor
E.J. Giovannetti on regionalism*



2015 INITIATIVES

HEALTH IN ALL POLICIES

Public health is a common theme among all the major initiatives of 2015. The most effective way for Greater Des Moines to improve the health of residents is for policy makers to recognize a simple truth:

All policy is health policy.

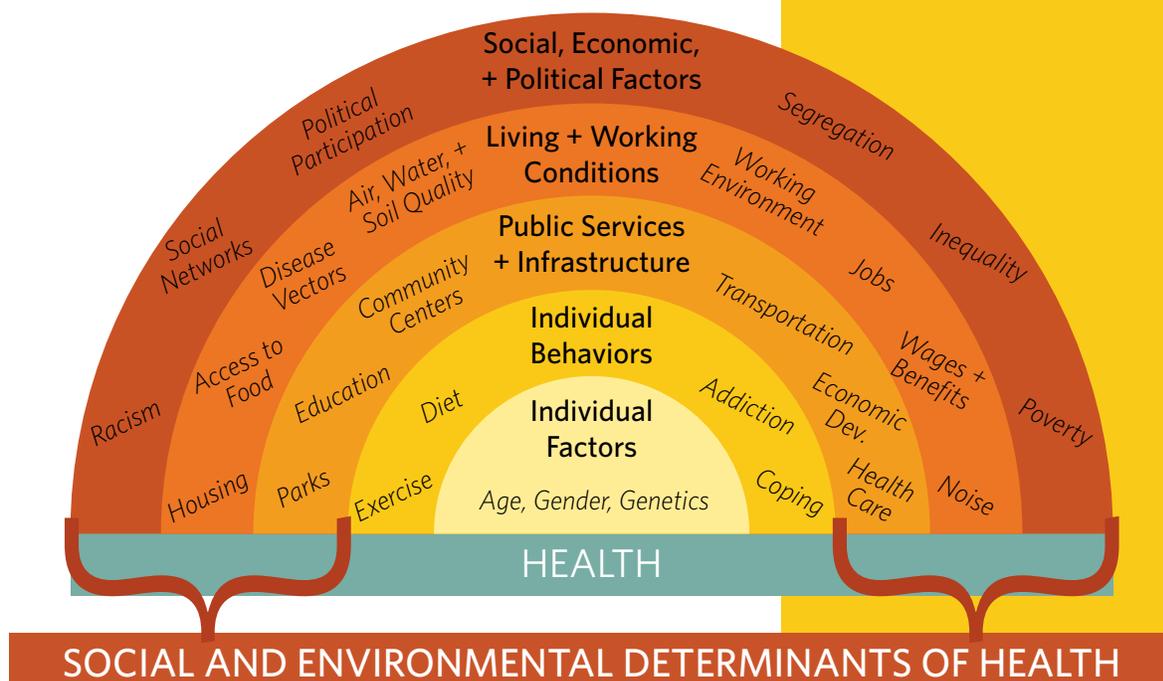
Dr. Richard Jackson has written, "Modern America of obesity, inactivity, depression, and loss of community has not 'happened' to us. We legislated, subsidized and planned it this way." These outcomes are not the result of health policies, per se. Instead, they are the (often unintentional) results of housing, transportation and employment policies. This is the subject of much research on the social determinants of health, and we now know that the way we create our communities — through policies, norms and practices — can and does shape the lifestyle and behavior choices people make.

Human-Scale Design

Public health benefits when people can safely walk or bike as an everyday means of transportation, which means designing walkable communities.

Housing Tomorrow

Public health is served when people spend less income on housing and related transportation costs and have more to spend on nutrition and health care services.



COMPLETE STREETS

The Complete Streets Initiative emphasizes the need for streets to be safely used by all people. Whether you are walking, biking, driving, taking the bus or rolling in a wheelchair, you should be able to comfortably and safely get around. Through new policies, education and training the MPO is working with local governments to ensure that everyone has safe and healthy transportation choices throughout their day.

COMPLETE STREETS are for:

- Kids walking to school
- Bus riders hoping for a dry place to wait for the bus
- Those without a car who still have places to be
- The elderly needing enough time to cross the street
- The commuter whose car breaks down, but still needs to get to work
- The community that wants to be family friendly
- The man in a wheelchair looking for accessible sidewalks
- The city that wants its residents to be able to age in place
- Those who wish to save a bit of money on their commute
- Older adults who can no longer drive a car
- Parents walking with their children to the park

**EVERYONE,
EVERY DAY,**
no matter who
you are or how
you travel

GET INVOLVED

VISIT: dmampo.org/complete-streets

EMAIL: info@dmampo.org

CALL: 515-334-0075

REGIONAL WATER TRAILS PLAN

A master plan for the water trails of the Greater Des Moines Region is being developed in 2015, with the ultimate aim of improving people's experiences in and along the urban water ways. Water trails are recreational routes on rivers and lakes that provide a unique experience to water users. Once developed, the plan will provide the region a roadmap for enhancing citizen experiences in and along the water ways in Greater Des Moines.

GET INVOLVED

VISIT: dmampo.org/water-trails
EMAIL: watertrails@dmampo.org
CALL: 515-334-0075

What would you do on **WATER TRAILS?**

- BIRD-WATCH
- BOAT
- CAMP
- CANOE
- FISH
- LEARN
- PADDLE
- PICNIC
- PLAY
- _____



Ever mindful of future generations,

**we collaborate across
political boundaries**

to achieve social, economic, and
environmental resilience for

Greater Des Moines

Altoona • Ankeny • Bondurant • Carlisle • Clive • Dallas County • Des Moines • DART
Grimes • Johnston • Mitchellville • Norwalk • Pleasant Hill • Polk City • Polk County
Urbandale • Warren County • Waukee • West Des Moines • Windsor Heights

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