



# THE TOMORROW PLAN .COM

Partnering for a Greener Greater Des Moines

## NOTICE OF MEETING

### The Tomorrow Plan Steering Committee and Special MPO Executive Committee Meeting

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11:00 a.m., Thursday, October 4, 2012  
Des Moines Area MPO Office  
420 Watson Powell, Jr., Way, Suite 200  
Des Moines, Iowa

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### TENTATIVE AGENDA

#### **ADDENDUM**

1. Call To Order
2. Approval of Agenda
3. **VOTE: Approval of Meeting Minutes** .....Page 2
  - Approve the September 6, 2012, Steering Committee and Special MPO Executive Committee meeting minutes
- 4. REPORT AND VOTE: Quantitative Survey**.....Page 5
  - Report on quantitative survey to supplement The Tomorrow Plan.
5. **DISCUSSION: Plan Creation + Implementation**.....Page 6
  - Discussion of moving toward creation and implementation of The Tomorrow Plan.
6. **Other Non-Action Items of Interest to the Committee**
7. **VOTE: Next Meeting Date**
  - To be determined
8. **Adjournment**

# Agenda Report

The Tomorrow Plan Steering Committee

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October 2012  
Item No. 4

## **ISSUE:**

**REPORT AND VOTE:** Report on quantitative survey to supplement The Tomorrow Plan.

## **BACKGROUND:**

The planning team has developed a quantitative survey based on Design My DSM to be conducted over the coming weeks. This will be a 400-person survey reflecting the general population. There also will be a 50-person oversample in select zip codes that, according to Census data, have a disproportionate number of economically disadvantaged residents. These audiences often struggle to attend traditional public meetings. Conducting the over-sampling will help ensure this perspective is included in the process.

## **RECOMMENDATION:**

Authorize the MPO Executive Director to enter into a contract for a quantitative survey to supplement The Tomorrow Plan.

## **STAFF CONTACT:**

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