



NEWS RELEASE

ONLINE TOOL GOES LIVE! THREE PUBLIC SESSIONS INTRODUCE PUBLIC TO THIS “COOL TOOL”

DESIGN MY DSM ONLINE TOOL

The Tomorrow Plan’s interactive, online tool for envisioning the future of Greater Des Moines- “Design My DSM” goes live Tuesday, April 17. Design My DSM educates participants about planning tradeoffs, and provides a fun, responsive way for metro residents to learn about priorities and spending. Play the game at www.thetomorrowplan.com. (*See Media Advisory and screen frames below*)

DESIGN MY DSM ROLE PLAYING

To learn how to use the tool and find out more about what it can do for you and the region, please stop by one of three public forums scheduled this week:

- Tuesday April 17, 6:00 p.m. at Blank Park Zoo
 - 7401 SW 9th, Des Moines
- Wednesday April 18, 11:30 a.m. at Metropolitan Planning Organization Office
 - 420 Watson Powell Jr. Way, Des Moines
- Thursday April 19, 7:30 a.m. at Johnston Public Library
 - 6700 Merle Hay Road, Johnston

During each of the three outreach meetings, the public will participate in an exciting hands-on version of the online tool, Design My DSM. In this interactive hands-on version, each participant will assume the role of a community member within the Greater Des Moines region. There will be 4 types of community members for the purpose of the game: a single woman living downtown, a young family living on the Eastside, a large family living in Ankeny, and a retiree couple living in Urbandale.

Each participant will be asked to envision the future of Greater Des Moines through the eyes of their assigned persona. They will choose the priorities that their persona would most likely favor as well as learn about the impacts of those choices. Lastly, as a table, the group will decide how to allocate costs and set group priorities. The results will be collected and shared on The Tomorrow Plan’s website.

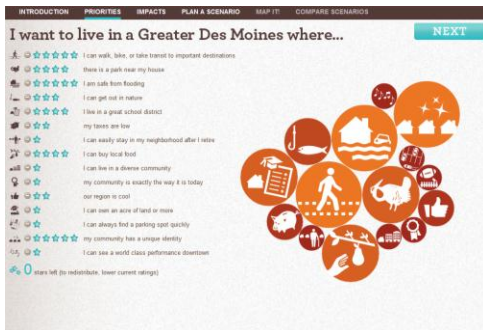
For More Information, please contact Bethany Wilcoxon (bwilcoxon@dmampo.org, 515-334-0075) of the Des Moines Area Metropolitan Planning Organization.

MEDIA ADVISORY

HOW THIS TOOL WORKS FROM A USER'S POINT-OF-VIEW - SEE BELOW

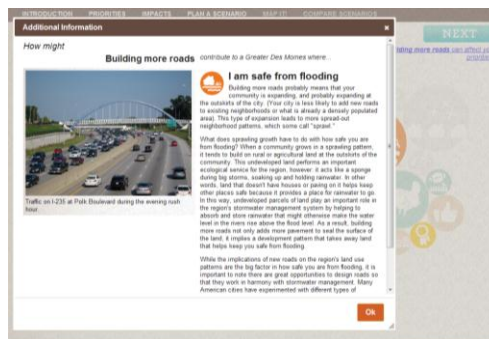
Identify priorities

Tell us your top priorities by assigning stars to those you value most. Examples include having a park near your house, being able to own an acre of land or more, and living in a community with a unique identity. The icons resize in real time to reflect the priorities you have identified (high priorities have larger icons).



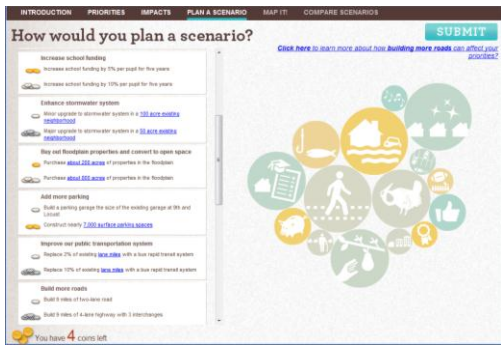
Understand impacts

Learn how a number of projects and policies impact the priorities you identified. Projects and policy options include redeveloping vacant properties, expanding the trail network, and more. Choose an item from the list to see your icons change color. If the policy has a positive impact on a priority, the icon turns blue. If the impact is negative, it turns red. Click on an icon to read an explanation of what is happening to your priority.



Plan a scenario

Choose projects and policies that matter most to you, and see in real time how they could have an impact on the priorities you have already identified. (You can go back any time to adjust your priorities.) You have 12 coins to spend on funding projects, and can also choose which policies to enact. Your priority icons turn green when spending and policy choices have a positive impact. So the more green you see, the more you are supporting the things that matter most to you!



Participants submit their spending decisions and can post an image of their final results to Facebook. After submitting, they also see the aggregated responses of others, organized by community. Results from Design My DSM will directly inform the citizen-designed scenario that will be shown at the next round of public meetings for The Tomorrow Plan.