



THE TOMORROW PLAN

A Summary to Launch a Greener Greater Des Moines

The Tomorrow Plan looks forward to 2050 for Greater Des Moines. We are many distinct communities working as one to compete globally and leave a dynamic, enduring legacy for future generations. We focus on the economy, the environment, community vitality, and regional cooperation. The plan will save us money, draw resources and talent to the region, and prepare us for future growth.

Everyone has a role.

The Tomorrow Plan works as a voluntary, best practices guide for communities to use as they see appropriate. Though this document is non-binding, the communities that do participate will reap the benefits of leaving a lasting legacy through:

- Cost savings through efficiency
- Strengthened public health, personal happiness, and sense of community
- Improved development opportunities
- Enhanced community character
- More choices to live, learn, work, and play
- Power of a regional brand to supplement community identity
- More choices to share culture and experiences
- Increased funding for infrastructure, services, technology and the arts
- Enhanced recreation and ecology benefits
- Lowered flood risk with improved water quality
- Empowered neighborhoods and dynamic nodes of opportunity



VISIT THE WEBSITE FOR MORE INFORMATION
WWW.THETOMORROWPLAN.COM

Measuring Tomorrow

The timeline for launching the regional initiatives serves as one key measure of success. Are we getting these big picture efforts underway according to plan?

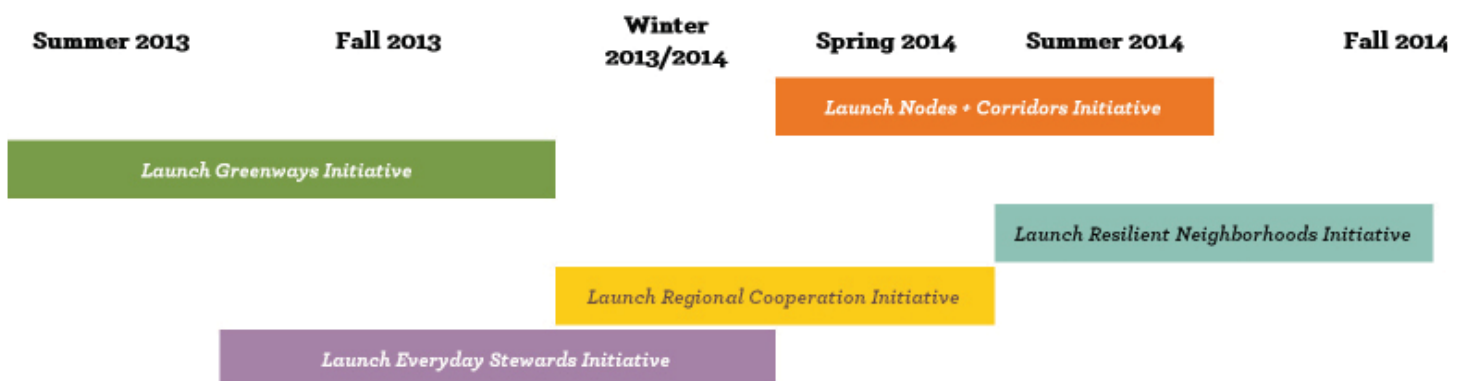
The Tomorrow Plan also looks at specific measures to track the region's progress, including:

- *Half of high-quality natural areas protected by 2025 (all by 2050)*
- *Improved stream stability measured at 13 existing monitoring stations (volatility reduced by one-fourth by 2025 and half by 2040)*
- *Steady reduction in the poverty rate*
- *Steady increase in transit service frequency at nodes*
- *Steady reduction in combined housing and transportation costs*
- *Steady growth in jobs per household*
- *Steady growth in the arts and audience participation*

Our Mission

Ever mindful of future generations, our mission is to cooperate across political boundaries to achieve social, economic, and environmental resilience for Greater Des Moines.

LET'S GET STARTED! TIMELINE

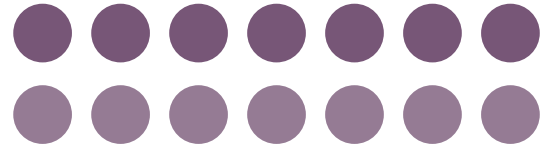


INITIATIVE 5

EVERYDAY STEWARDS: DO ONE THING

As we said at the outset, everyone has a role in The Tomorrow Plan. Whether as a resident steward, an activist, a champion, a teacher, mediator, community leader, or neighborhood group, The Tomorrow Plan – and our region’s future – depends on you.

Many small actions add up. To further the idea of taking small steps, The Tomorrow Plan is launching the Do One Thing (DOT) campaign. With every seemingly small DOT activity, we build the foundation for big shifts and help make our region a better place.

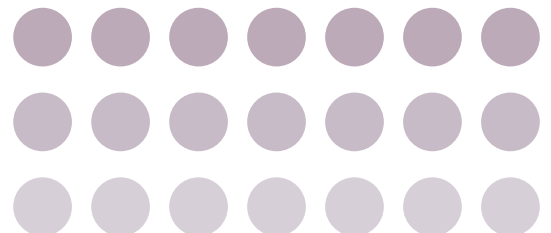


KEY STEPS TO LAUNCH

1. Launch the Do One Thing – DOT – campaign and secure 15,000 DOT pledges (MPO)
2. Take the Do One Thing pledge (You)
3. Connect the DOTs by engaging with one of the many existing community groups – see the Acronym Glossary for some ideas (You)

Taking the DOT pledge? Here are some ideas!

- Buy local goods and food whenever possible
- Garden, compost, and use native plants
- Reduce, reuse, recycle
- Turn off and unplug
- Drink tap water
- Carpool, ride the bus, walk, or bike
- Donate your time and money
- Check out local and regional events
- Vote in all elections
- Get to know your neighbors



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THE TOMORROW PLAN
Partnering for a Greener Greater Des Moines

TOMORROW IS TODAY -

Let's Get Started!

This document not only summarizes The Tomorrow Plan's highlights, it also outlines the top action steps we'll take over the next 1 to 2 years so all of the regional initiatives launch and the goals get well underway. This piece also highlights partners to lead or serve as catalysts for progress.

Mobilizing Tomorrow

The Tomorrow Plan belongs to all of us, but someone needs to make sure it moves forward. The Tomorrow Plan Steering Committee provides oversight for the ongoing work of The Tomorrow Plan, while the MPO staff offers day-to-day prompting and supports the work with its many partners.

To keep The Tomorrow Plan going, the Steering Committee meets at least three times annually. It reviews the work, makes recommendations to the MPO Policy Committee regarding regional priorities, and reports on the plan's progress. The MPO Policy Committee sets final priority projects, helps identify funding opportunities, and adjusts the MPO's traditional priorities to better support The Tomorrow Plan. Growing funding opportunities for all is an ongoing effort of The Tomorrow Plan, the Steering Committee, the MPO, and the many partners.

ACRONYM GLOSSARY

CC	Capital Crossroads	DMWW	Des Moines Water Works	NGO	Non-Governmental Organizations
CF	Community Foundation of Greater Des Moines	DOT	Do One Thing	PCCB	Polk County Conservation Board
CISS	Central Iowa Shelter & Services	HP2020	Healthy Polk 2020	PCHTF	Polk County Housing Trust Fund
COSC	Center on Sustainable Communities	GDMP	Greater Des Moines Partnership	RICC	Regional Infrastructure Coordinating Committee
CVB	Convention & Visitors Bureau	IDNR	Iowa Department of Natural Resources	TMA	Transportation Management Association
DART	Des Moines Area Regional Transit Authority	INHF	Iowa Natural Heritage Foundation	UA	Urban Ambassadors
DMACC	Des Moines Area Community College	ISU	Iowa State University	WMA	Watershed Management Authority
DMARC	Des Moines Area Religious Council	MAA	Metro Arts Alliance	WRA	Wastewater Reclamation Authority
DMSC	Des Moines Social Club	MPO	Metropolitan Planning Organization	YP	Young Professionals
		MWA	Metro Waste Authority		