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
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

<table>
<thead>
<tr>
<th>CC</th>
<th>Capital Crossroads</th>
<th>DMWW</th>
<th>Des Moines Water Works</th>
<th>NGO</th>
<th>Non-Governmental Organizations</th>
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<tr>
<td>CF</td>
<td>Community Foundation of Greater Des Moines</td>
<td>DOT</td>
<td>Do One Thing</td>
<td>PCCB</td>
<td>Polk County Conservation Board</td>
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<td>CISS</td>
<td>Central Iowa Shelter &amp; Services</td>
<td>HP2020</td>
<td>Healthy Polk 2020</td>
<td>PCHTF</td>
<td>Polk County Housing Trust Fund</td>
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<td>COSC</td>
<td>Center on Sustainable Communities</td>
<td>GDMP</td>
<td>Greater Des Moines Partnership</td>
<td>RICC</td>
<td>Regional Infrastructure Coordinating Committee</td>
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<td>CVB</td>
<td>Convention &amp; Visitors Bureau</td>
<td>IDNR</td>
<td>Iowa Department of Natural Resources</td>
<td>TMA</td>
<td>Transportation Management Association</td>
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<tr>
<td>DART</td>
<td>Des Moines Area Regional Transit Authority</td>
<td>INHF</td>
<td>Iowa Natural Heritage Foundation</td>
<td>UA</td>
<td>Urban Ambassadors</td>
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<tr>
<td>DMACC</td>
<td>Des Moines Area Community College</td>
<td>ISU</td>
<td>Iowa State University</td>
<td>WMA</td>
<td>Watershed Management Authority</td>
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<td>DMARC</td>
<td>Des Moines Area Religious Council</td>
<td>MAA</td>
<td>Metro Arts Alliance</td>
<td>WRA</td>
<td>Wastewater Reclamation Authority</td>
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<td>DMSC</td>
<td>Des Moines Social Club</td>
<td>MPO</td>
<td>Metropolitan Planning Organization</td>
<td>YP</td>
<td>Young Professionals</td>
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GOAL 1  GDMP + MPO

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.

Strategies

A. Develop a vibrant, walkable system of employment and residential activity centers with access to public transportation (nodes and corridors)

B. Provide many means of access and transportation throughout the region

C. Create an innovation core for advanced manufacturing, biotechnology, and information technology

D. Enhance Greater Des Moines’ digital infrastructure

E. Grow and retain existing companies

F. Expand and enhance preparation for the world of work, including retraining

LET’S GET STARTED!

- Leverage libraries and the access they offer to technology and the arts (Libraries, communities)
- Educate banks, developers, real estate professionals, and appraisers about nodes and corridors (MPO, GDMP, communities)
- Support DART Forward 2035 by increasing transit service and reducing parking requirements accordingly (MPO, TMA, DART)
- Implement Capital Crossroads, the region’s economic development strategy (GDMP, MPO)

Launch Nodes & Corridors Initiative!
NODES & CORRIDORS

The Nodes & Corridors initiative emphasizes a strategic, regional approach to guiding growth towards identified locations – nodes – throughout Greater Des Moines. These nodes connect with one another and the region as a whole through corridors. This creates compact, walkable mixed-use centers while strengthening our existing investments, protecting the environment, and providing a variety of employment, housing, and transportation choices.

KEY STEPS TO LAUNCH

1. Identify areas for development/redevelopment as walkable nodes and corridors. (MPO, communities)

2. Develop sample codes to help communities achieve vibrant, mixed-use, walkable environments. (MPO, communities)

3. Promote through inclusion in community comprehensive plans (Communities)
GOAL 2  MWA + MPO

Improve the region’s environmental health and access to the outdoors

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

Strategies

A. Promote use of renewable energy and reduced energy consumption

B. Minimize the waste stream, emphasizing waste reduction

C. Build a region-wide greenways system

D. Develop a regional stormwater approach that includes natural systems

E. Expand tree canopy and regional park capacity – acres, facilities, programs, and connections

LET’S GET STARTED!

- Conduct a regional tree inventory (Tree NGOs)
- Set baseline energy consumption metrics (MPO, GDMP)
- Relaunch the Share Good Energy collaborative (Communities)
- Launch regional food rescue program (MWA, DMARC, CSS)
- Complete a regional soil analysis to identify stormwater best management sites (RICC)
- Identify streams and watersheds for regional focus (WMAs)
- Identify and acquire key regional park, trail, and greenway properties (NHF, PCCB, DNRS)

Launch Greenways Initiative!
GREENWAYS

Selectively expand the network of parks, conservation areas, open space, and trails to build a fully-connected system of natural resource areas.

KEY STEPS TO LAUNCH

1. Assign staff to coordinate and communicate greenway work (MWA, MPO)
2. Conduct a natural areas inventory (RICC)
3. Celebrate connecting land purchases (INHF)
4. Launch with Bio-Blitz of most connected areas (INHF)
5. Coordinate WMA efforts for watershed planning (MPO)
GOAL 3 PCHTF + HP2020

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.

Strategies

A. Ensure diverse housing choices – in terms of cost, style, and location – throughout the region
B. Make walking, biking, and using public transportation as viable as driving
C. Make healthy choices intuitive
D. Provide access to healthy food
E. Encourage and celebrate community building
F. Promote community/regional heritage, character, and historic preservation
G. Create Zest, a committee to reflect and celebrate our diversity, and spark regional “wow” factors

LET'S GET STARTED!

- Kick off open streets and play streets events around the region - picture a big block party (Des Moines Bicycle Collective, MPO)
- Create and foster Zest (DMSC, Eat Greater Des Moines, MAA)
- Develop a local arts incubator (CF, DesMoinesArts)
- Create a marketing campaign to link transportation options, the built environment, and public health and well-being (TMA, DART, MPO)
- Create a regional food system clearinghouse (Eat Greater Des Moines)

Launch Resilient Neighborhoods Initiative!
RESILIENT NEIGHBORHOODS

As economic, social, or environmental conditions change over time, neighborhoods must adapt, or show resilience. Having a patchwork quilt of multiple resilient neighborhoods—each with different character, assets, and strengths—makes a region flexible and able to adapt to any challenges it may face. In other words, a region composed of resilient neighborhoods stands the test of time.

KEY STEPS TO LAUNCH

1. Establish neighborhood associations throughout the region (Communities)

2. Initiate the regional affordable housing plan (PCHTF)

3. Create a model inclusionary zoning ordinance (PCHTF, MPO)
GOAL 4  RICC + MPO

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.

Strategies

A. Leverage the ongoing work of the MPO to serve as the entity to address monitoring and implementation of The Tomorrow Plan

B. Develop a Regional Infrastructure Coordinating Committee (RICC)

C. Maintain ongoing educational efforts for the development and maintenance of healthy communities

D. Leverage The Tomorrow Plan to secure and award funding for regional benefit

E. Explore the merits of regional alternative revenue sources

LET'S GET STARTED!
- Work with the communities to adopt resolutions of support of The Tomorrow Plan (MPO, communities)
- Implement The Tomorrow Plan (MPO)
- Convene the RICC (MPO)
- Modify the MPO funding allocation system and identify new funding sources (MPO)
- Launch a community calendar as a one-stop look at community and regional events (GDMP, CVB)

Launch Regional Cooperation Initiative!
INITIATIVE 4

REGIONAL COOPERATION

Reach across jurisdictional boundaries to manage systems, including utilities and infrastructure.

KEY STEPS TO LAUNCH

1. Analyze suitability around the region for natural stormwater utilities (RICC)
2. Analyze community stormwater practices and ordinances (RICC)
3. Develop sample ordinances for the region (RICC)

VISIT THE WEBSITE FOR MORE INFORMATION
WWW.THETOMORROWPLAN.COM

THE TOMORROW PLAN!
Partnering for a Greater Greater Des Moines
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

VISIT THE WEBSITE FOR MORE INFORMATION
WWW.THETOMORROWPLAN.COM
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

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<tr>
<th>Summer 2013</th>
<th>Fall 2013</th>
<th>Winter 2013/2014</th>
<th>Spring 2014</th>
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<td>Launch Greenways Initiative</td>
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