



# THE TOMORROW PLAN<sup>.COM</sup>

Partnering for a Greener Greater Des Moines



# Community Engagement

- 200 presentations + meetings
- Formal input series
- Speaker series
- Website
- Social media
- Transit ads
- African American Leadership Forum partnership
- Design My DSM
  - Identification of priorities
  - Impacts of practices + policies
  - Distribution of financial resources

Around 26,000 people engaged in the process



# Branding



# THE TOMORROW PLAN

## BRANDING GUIDELINES



# THE TOMORROW PLAN<sup>.COM</sup>

Partnering for a Greener Greater Des Moines



# COLOR PALETTE

**CMYK**  
C12 M86 Y100 K20  
**RGB**  
R180 G62 B31

PANTONE  
DS 80-1U

**CMYK**  
C47 M63 Y68 K39  
**RGB**  
R102 G74 B63

PANTONE  
DS 85-1U

**CMYK**  
C68 M26 Y98 K15  
**RGB**  
R88 G133 B60

PANTONE  
DS 301-3U

**CMYK**  
C64 M74 Y33 K19  
**RGB**  
R101 G76 B110

PANTONE  
DS 199-30

**CMYK**  
C42 M0 Y26 K22  
**RGB**  
R119 G173 B164

PANTONE  
DS 219-5U

**CMYK**  
C2 M44 Y100 K0  
**RGB**  
R244 G158 B30

PANTONE  
DS 18-1U

**CMYK**  
C12 M80 Y100 K8  
**RGB**  
R202 G83 B37

PANTONE  
DS 87-1U

**CMYK**  
C40 M54 Y60 K24  
**RGB**  
R132 G101 B87

PANTONE  
DS 85-4U

**CMYK**  
C57 M20 Y90 K6  
**RGB**  
R121 G156 B74

PANTONE  
DS 304-1U

**CMYK**  
C60 M74 Y24 K8  
**RGB**  
R118 G85 B130

PANTONE  
DS 194-30

**CMYK**  
C38 M0 Y26 K12  
**RGB**  
R141 G193 B180

PANTONE  
DS 231-90

**CMYK**  
C2 M20 Y98 K0  
**RGB**  
R251 G201 B24

PANTONE  
DS 309-4U

**CMYK**  
C3 M66 Y100 K0  
**RGB**  
R237 G119 B35

PANTONE  
DS 49-3U

**CMYK**  
C12 M23 Y42 K2  
**RGB**  
R219 G189 B150

PANTONE  
DS 26-7U

**CMYK**  
C33 M51 Y10 K5  
**RGB**  
R166 G129 B167

PANTONE  
DS 168-40

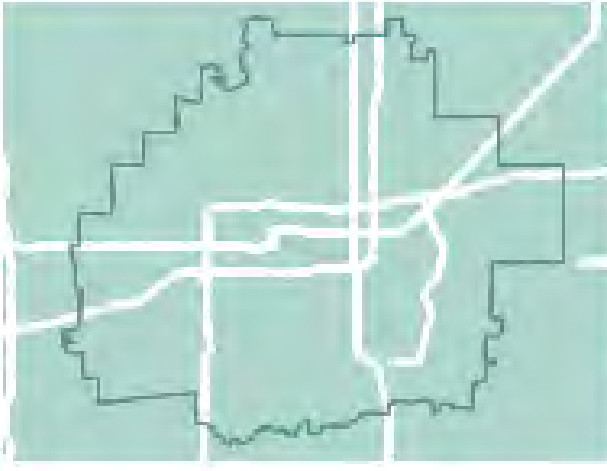
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**RGB**  
R203 G232 B223

PANTONE  
DS 210-6U

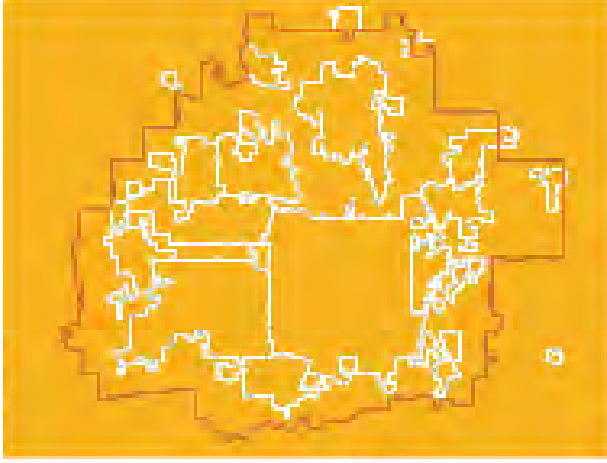
**CMYK**  
C0 M4 Y50 K0  
**RGB**  
R255 G237 B150

PANTONE  
DS 113U

ROADS



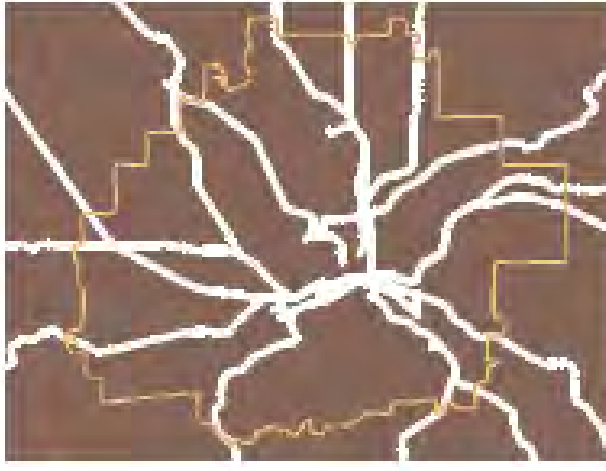
CITIES



PROJECT AREA



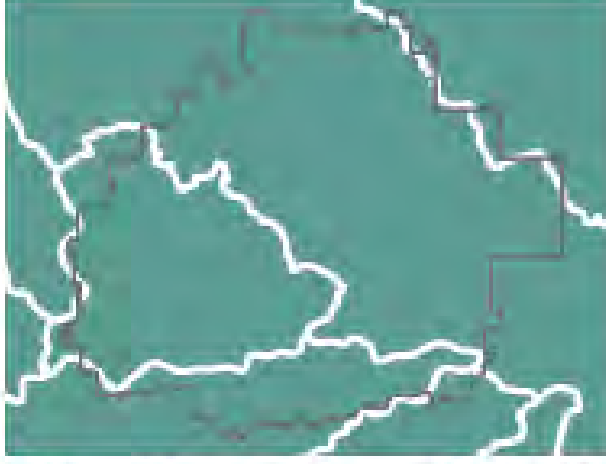
RAILROADS



RIVERS



WATERSHEDS





# Public Events

## Bill Fulton SMART GROWTH AMERICA

A longtime writer, researcher, and urban planning consultant, Mr. Fulton is one of the country's leading experts on smart growth policies and the relationship between smart growth and economic development. He has recently stepped down from his position as Mayor of Ventura, California and will speak about the economic and fiscal implications of regional planning.

### THE TOMORROW PLAN SPEAKER SERIES

Thursday, 1



**THE TOMORROW PLAN**.COM

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*The Tomorrow Plan, the Center on Sustainable Communities, the Greater Des Moines Partnership, and Indigo Dawn are pleased to present:*

**PETER KATZ**

## CHICAGO. ATLANTA. KANSAS CITY.

All of these regions have used scenario planning, but how can we use it in Greater Des Moines?

Join Bob Dean of the Chicago Metropolitan Agency for Planning, Jared Lombard of the Atlanta Regional Commission, and Tom Gerend of the Mid-America Regional Council to find out how scenario planning shaped their respective regional plans and the desired futures of those regions.

**DESIGN MY DSM.**



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### THE TOMORROW PLAN SPEAKER SERIES

Thursday, 3  
April 5  
7:30 am

Polk County River Place  
2309 Euclid Avenue, Des Moines

Please join us for the third in a series of speakers associated with The Tomorrow Plan, the Greater Des Moines area's regional planning effort.

connects

**COSC**

### THE TOMORROW PLAN SPEAKER SERIES

Friday,  
March 30  
3:00 pm

2

Vets Auditorium  
833 5th Avenue, Des Moines

COSC Connects is a free after-work networking and social event that brings together those working to improve sustainability in Greater Des Moines. The Tomorrow Plan is the area's regional planning effort.

[www.thetomorrowplan.com](http://www.thetomorrowplan.com)







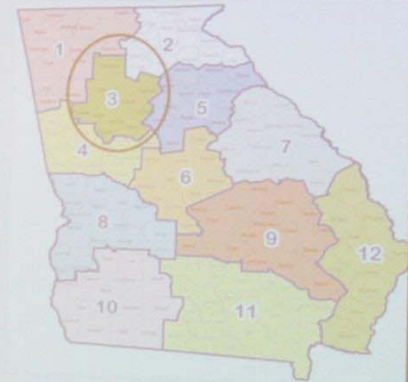
## Before 1995, Roads = Progress



## Atlanta Regional Commission

ARC has been at the forefront of regional planning in the U.S. since its creation in 1947

- Local Government Services
- Aging Services
- Workforce Development
- Research - Data
- Environmental Planning
- Transportation Planning
- Land Use Planning















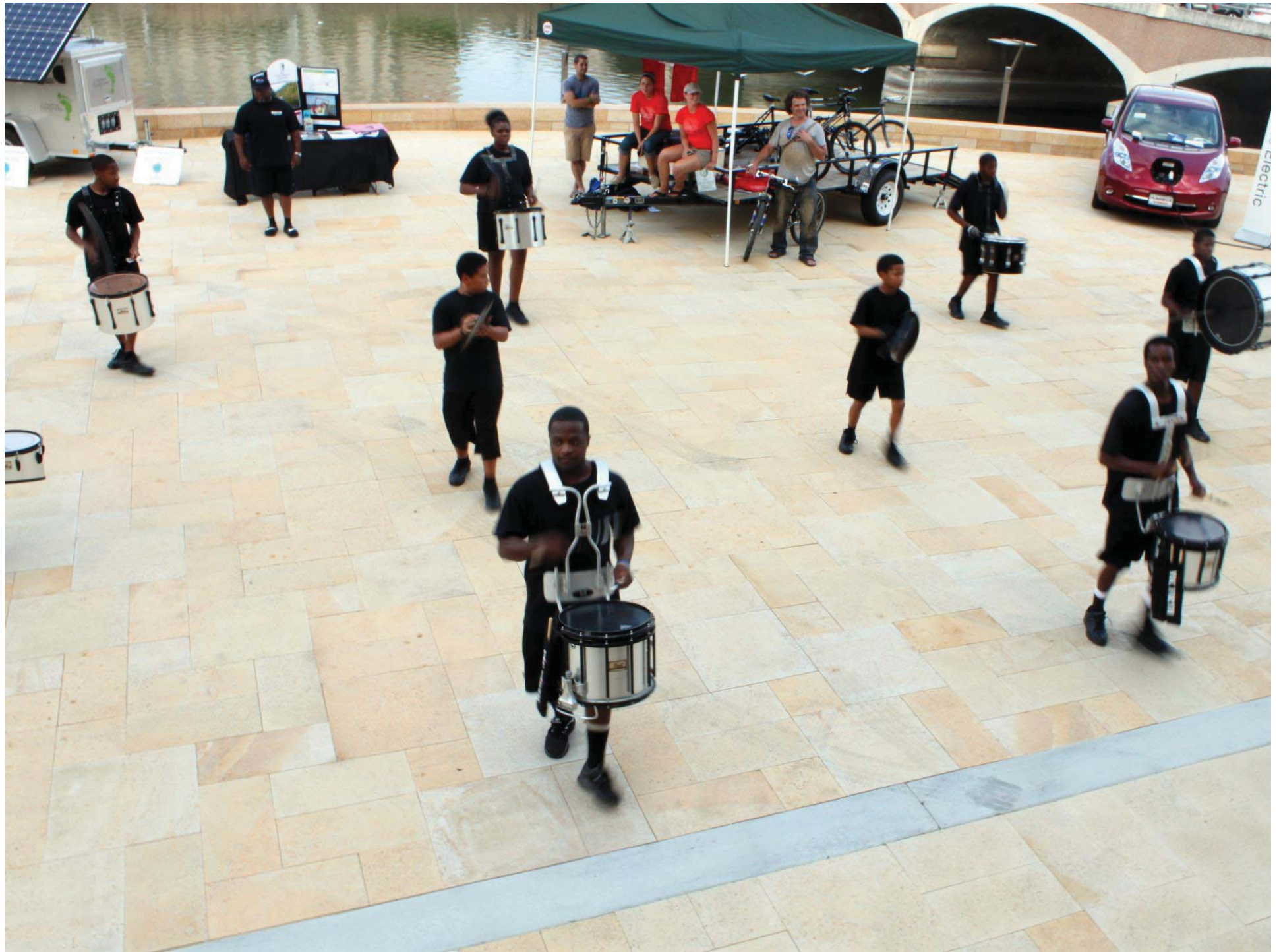












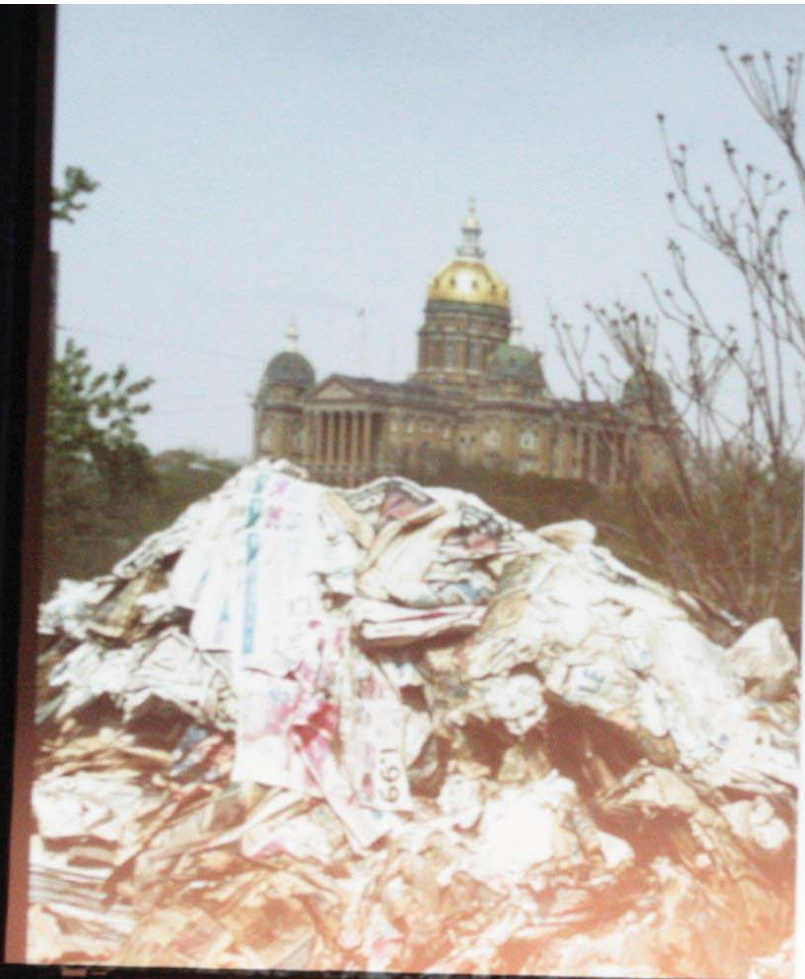












How do  
you  
want  
Des  
Moines  
to look?







# African American Leadership Forum

*Our voices. Our future.*  
Des Moines Affiliate

Join us for...

## TALK Tomorrow

*Come hear about regional initiatives and long-range plans for the central Iowa and hear how these community plans will affect your community and your neighborhood. This is your chance to give input and let your voice be heard.*

### Future Planning for Better Health

Monday, July 30 at 6 to 8 p.m.

Mt. Olive Baptist Church, 3100 2nd Avenue in Des Moines

### Future Planning for Jobs and Economic Development

Tuesday, July 31 at 6 to 8 p.m.

Mt. Olive Baptist Church, 3100 2nd Avenue in Des Moines

### Future Planning for Education and Youth

Tuesday, August 7 at 6 to 8 p.m.

King of Kings, 619 SE 15th Street in Des Moines

### Sponsors for TALK Tomorrow:

United Way of Central Iowa

Des Moines Metropolitan Planning Organization

Polk County Community Betterment

**TALK Tomorrow will be broadcast via live stream video at  
[www.wrld.tv](http://www.wrld.tv) or view a podcast of any of the sessions.**

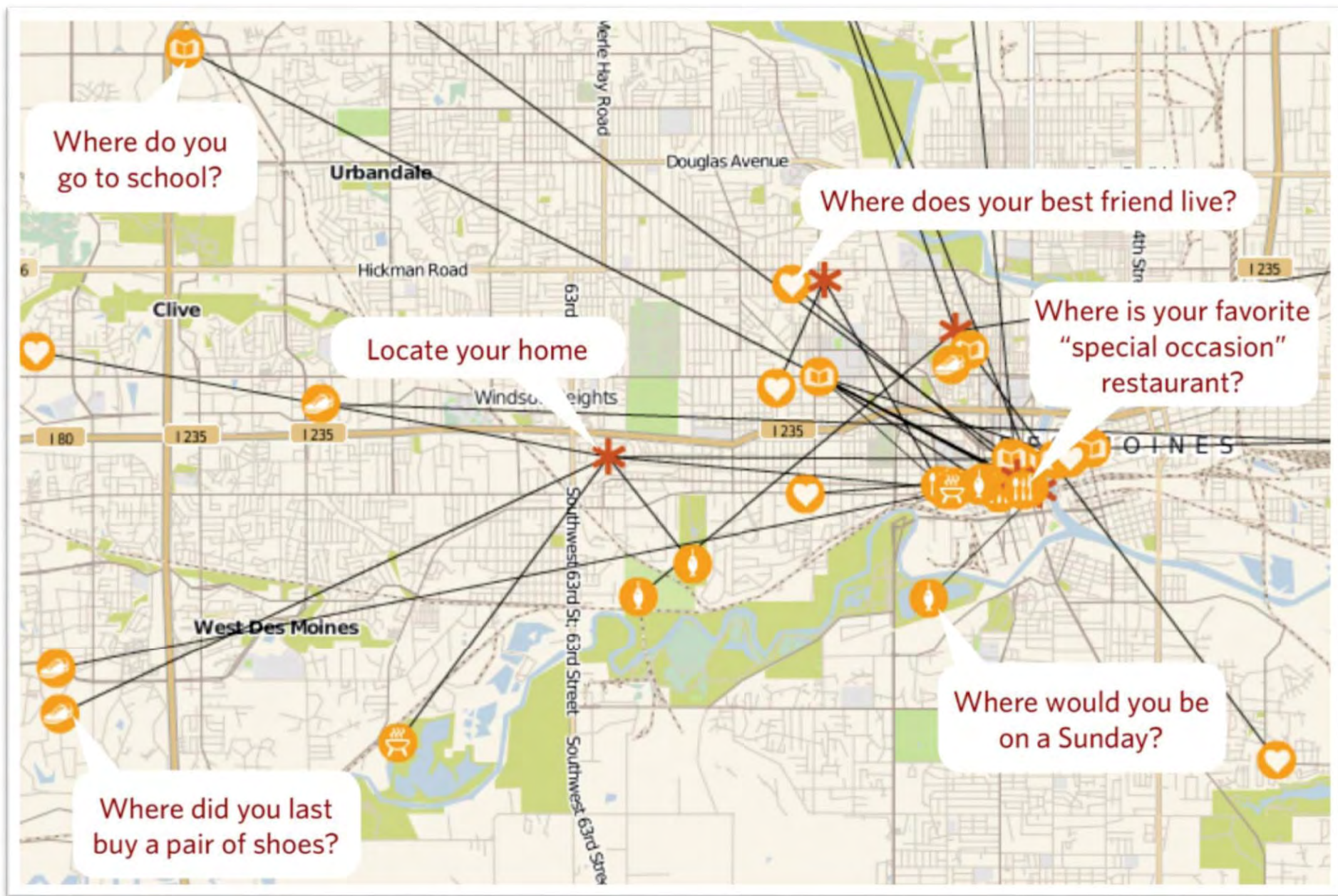


The Des Moines African American Leadership Forum is a project of The Directors Council



# Social Media & Technology









# THE TOMORROW PLAN

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[EVENTS](#)
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[RESOURCE LIBRARY](#)







Miss the third community meeting?

Click here to download the Presentation (PDF 8MB)

1
2
3
4
5

### What we heard

Click here to view the results of Design My DSM, The Tomorrow Plan's interactive planning tool for the future of Greater Des Moines.

### Your input is still welcome!

Click here to play Design My DSM now!



## TPX

The Tomorrow Plan Exchange (TPX) is a community forum for discussing topics related to the plan. Every Wednesday, guest authors will introduce a train of thought related to sustainability, regionalism, or Greater Des Moines. It's up to you to take it from there!

### How does disability fit in with The Tomorrow Plan and sustainability for our community?

Posted Wednesday, September 5, 2012

To begin with, let's define the word "disability."

According to the ADA (The Americans with Disabilities Act of 1990 as restored in 2008), a disability is any long-term mental or physical impairment that substantially limits one or more major life activities. [Continue reading →](#)

### A Strong Core Leads to a Healthy Region

Posted Wednesday, August 29, 2012

The human body's core muscle group is arguably the most important in the body; they help to stabilize and balance the body, which leads to good posture, makes physical activity of all kinds easier, and generally helps lead to better wellness. It's no different for a region: A strong core means a healthier region.

### What's New


- TPX: [How does disability fit in with The Tomorrow Plan and sustainability for our community?](#)
- TPX: [A Strong Core Leads to a Healthy Region](#)
- TPX: [Enjoying the multiple benefits of sustainability](#)
- TPX: [Walking and Bicycling Provide Alternative Transportation That Merits Support](#)
- PUBLIC INPUT [Choose Tomorrow - August 2, 2012](#)
- [Spotlight on Sustainability: Des Moines, IA](#)
- TPX: [Parking Garages Make Great Souvenirs](#)

## August 2, 2012

# Choose Tomorrow Future Fair



[Go To the Presentation](#)




### Regional Photo Contest:

What does sustainability look



## The Tomorrow Plan

403 likes · 26 talking about this

✓ Liked

Message



### Community

We're working to ensure quality growth - the growth that will provide a bright future for our kids and grandkids.



403



About

Photos

Likes

Events

Join My List



The Tomorrow Plan is a 20-month process that began in July 2011 and encompasses five phases of work. Planning for a region is a complicated undertaking—and the planning process must be flexible. While each phase has a different purpose, there are times during which multiple phases may be underway at once.



### Tweets

Following

Followers

Favorites

Lists

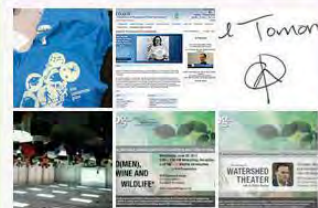
### Follow The Tomorrow Plan

Full name

Email

Password

Sign up



## The Tomorrow Plan

@TheTomorrowPlan

Partnering for a greener, greater Des Moines  
Des Moines, Iowa · <http://www.thetomorrowplan.com>

696  
TWEETS

537  
FOLLOWING

393  
FOLLOWERS

Follow

### Tweets



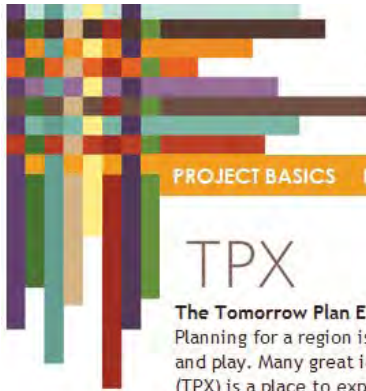
**The Tomorrow Plan** @TheTomorrowPlan  
@pctulCOaLITION @6thavedsm @EPAgov We hope so as well, we've heard lots of excitement about more bicycle facilities! (cc: @DesMoinesPark)  
[View conversation](#)



**The Tomorrow Plan** @TheTomorrowPlan  
Hey #DSM, we're at 400 likes on #Facebook! Won't you invite your friends and keep the momentum going? [on.fb.me/myVAVA](https://on.fb.me/myVAVA)  
[#sustainable](#)  
Expand







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## TPX

### The Tomorrow Plan Exchange

Planning for a region is about ideas - ideas for innovation and for changing the way in which we approach the places we live, work, and play. Many great ideas have come up throughout the planning process for The Tomorrow Plan; The Tomorrow Plan Exchange (TPX) is a place to explore them further. Every Wednesday, guest authors will introduce a train of thought related to sustainability, regionalism, or Greater Des Moines. It's up to you to take it from there! Use this as a community forum for discussing, for sharing more ideas, and for imagining a more sustainable tomorrow for Greater Des Moines.

## How does disability fit in with The Tomorrow Plan and sustainability for our community?

Posted on September 5, 2012 by hstege

To begin with, let's define the word "disability." According to the ADA (The Americans with Disabilities Act of 1990 as restored in 2008), a disability is any long-term mental or physical impairment that substantially limits one or more major life ... [Continue reading](#) →

Posted in Exchange | [Leave a comment](#)

## A Strong Core Leads to a Healthy Region

Posted on August 29, 2012 by TomoPlan

The human body's core muscle group is arguably the most important in the body; they help to stabilize and balance the body, which leads to good posture, makes physical activity of all kinds easier, and generally helps lead to better ... [Continue reading](#) →

Posted in Exchange | [Leave a comment](#)

## Enjoying the multiple benefits of sustainability

Posted on August 22, 2012 by hstege

Right now, the Iowa Environmental Council is putting together our annual conference, which this year is called Finding Iowa's Way: Economic Solutions for a Healthier Environment. (Here's a convenient registration link, right in the first paragraph, so I'm being good at my ... [Continue reading](#) →

## TPX

- [How does disability fit in with The Tomorrow Plan and sustainability for our community?](#)
- [A Strong Core Leads to a Healthy Region](#)
- [Enjoying the multiple benefits of sustainability](#)
- [Walking and Bicycling Provide Alternative Transportation That Merits Support](#)
- [Parking Garages Make Great Souvenirs](#)

## What's New

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- [TPX: Walking and Bicycling Provide Alternative Transportation That Merits Support](#)
- [PUBLIC INPUT Choose Tomorrow - August 2, 2012](#)
- [Spotlight on Sustainability: Des Moines, IA](#)
- [TPX: Parking Garages Make Great Souvenirs](#)

## Walking and Bicycling Provide Alternative Transportation That Merits Support

Posted on August 16, 2012 by hstege

A primary goal of The Tomorrow Plan is supporting alternatives to single occupancy cars in the metro region. Walking and bicycling are transportation alternatives that provides multiple benefits: personal fitness and health; saves money; avoids fossil fuels, air emissions, and toxic chemicals on our streets and parking lots; and, provides opportunities to experience the local environment and other people - and deserve public support.



Kent Newman is a founding board member of the Des Moines Bicycle Collective and Iowa Rivers Revival who serves as executive director of the Center on Sustainable Communities (COSC) in Des Moines. He purchased a home in the Union Park Neighborhood due to proximity to the Neale Smith Trail, Union Park, and Des Moines River. COSC received the 2012 Commuter Challenge Award for companies under 4 employees during Bike Month in May.



### 2 Responses to *Walking and Bicycling Provide Alternative Transportation That Merits Support*

**Teena McIntire** says:

August 16, 2012 at 5:50 pm

I love my bike and my community because there is so much to offer in terms of being able to bike to work. (Love the new bike lane on SW 9th!). I think Des Moines could benefit from a bike park / bike station in

TPX





The Tomorrow Plan wants your ideas! See [How It Works](#)

Connect

SIGN IN

JOIN

# THE TOMORROW PLAN

Provide your ideas and vote on others' to help us plan for a more sustainable Greater Des Moines. Please note that these questions are about the region as a whole -- all 17 communities in four different counties.

## TWITTER FEED



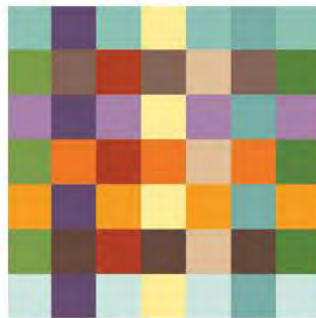
RecycleMeIowa: RT  
@TheTomorrowPlan: Hey #DSM,  
we're at 400 likes on #Facebook!  
Won't you invite your friends and  
keep the momentum going?  
<http://it.co/x...>



TheTomorrowPlan:  
@ptulCOaLITION @6thavedsm  
@EPAGov We hope so as well;  
we've heard lots of excitement

Search Ideas

**SIGN UP NOW!**



## PROJECT DETAILS

» The Tomorrow Plan

» The Tomorrow Plan Exchange

## CONTRIBUTORS



All Time Active Users

1	Michael S7	696
2	Nicholas C	586
3	Adam H	352
4	Jordan S1	320
5	Tyson M	274
06	Athena S	254
07	Matthew P	214



Welcome to Iowa Regional Plan for Sustainable Development! Sign up today and start contributing to your community. This site will help us move the best ideas forward and together we will make our region better.

[Sign Up](#) to become a community contributor!

## FEATURED TOPIC Idea Submission



### Which natural areas within Greater Des Moines should be protected from future development?

Prior to European settlement, what is now Greater Des Moines was blanketed by tallgrass prairie and thousands of small wetlands. Forests existed primarily...

[Submit Your Ideas](#)



6 Days Remaining  
5 Ideas Submitted

## FEATURED TOPIC Idea Submission



### What are your ideas for repurposing underutilized shopping malls?

Sixty years ago the shopping mall emerged as an American institution. Since then, in various permutations, it has become a component of nearly every...

[Submit Your Ideas](#)



6 Days Remaining  
6 Ideas Submitted

## TOPICS

RANDOM

NEWEST

POPULAR

CURRENT ARCHIVED



Design My DSM

MAY 16 - SEP 29, 2012 [IDEA SUBMISSION](#)

5

IDEAS



[JOIN NOW](#)



# Shopping Mall Rehabilitation

MAY 23 - SEP 29, 2012 IDEA SUBMISSION

6

IDEAS



JOIN NOW



## What are your ideas for repurposing underutilized shopping malls?

Sixty years ago the shopping mall emerged as an American institution. Since then, in various permutations, it has become a component of nearly every community in the country. Its form has changed in response to retail and population trends – think lifestyle centers instead of enclosed complexes – and also in response to the economic context.

But what happens to malls when they reach the limits of their first incarnation? In Des Moines, plans for the Southridge Mall revitalization include converting some space into an indoor athletic complex as well as redevelopment to introduce open-air store fronts, a pedestrian plaza, and free-standing commercial properties.

What's Your Idea?

IDEAS

RANDOM

NEWEST

POPULAR



MAY 27, 2012 Nicole C

### Greenhouses

4 Seconds  
2 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!



UPDATED: AUG 14, 2012 Deb K

### Indoor Track with Indoor Walking Pool

4 Seconds  
2 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!



JUN 26, 2012 Karon B

### Outlet Mall in outdated shopping mall

1 Second  
0 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!



JUN 25, 2012 Tyson M

### Make Malls Into Community Spaces/ City Markets!

5 Seconds  
0 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!



JUN 04, 2012 Jennifer V

### Connect Indoor gardens with greater des moines schools

11 Seconds  
1 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!



JUN 12, 2012 Cindy L2

### Something for the teens in those communities

5 Seconds  
1 Comments

SECOND THIS IDEA

READ MORE

SHARE NOW!

# Greenhouses

MAY 27, 2012 [Nicole C](#)

4

SECONDS



NEXT

Look into converting parts of malls into community greenhouses to provide fresh fruits, nuts and vegetables (maybe even mushrooms!) year round. Space could be shared by CSAs, school groups, co-ops, neighborhood groups, food pantries, homeless shelters and transitional housing, etc. There could be a retail aspect in selling produce along with renting spaces to grow.

Second This Idea

What's Your Idea?

COMMENTS

2 COMMENTS

How would you improve this idea?

969

I would improve this idea by...

SUBMIT COMMENT



by [Ruth K](#) Not improve; expand. Like the residents of Havana, we could be growing over half of our food within our city. Urban gardening /farming is catching on in many locations. Des Moines would be an ideal place to make this a community-wide reality.

Jun 04, 2012



by [Margaret W](#) I like your expansion of the idea, Ruth!

Jun 26, 2012

# Design My DSM



DesignMyDSM.TheTomorrowPlan.com



✕

**The Tomorrow Plan** is a regional planning effort to **engage the community** in envisioning how the future of the Greater Des Moines region might play out over the next forty years. The 20-month planning process began in July 2011 and, when complete, will provide a **comprehensive framework for future development**. A major goal of The Tomorrow Plan is to engage a wide range of people in meaningful public participation to ensure that the region's future reflects the values and aspirations of its residents.



[Click here if you use a screen reader](#)

Zip

1. *Journal of the American Medical Association*, 1997; 278: 1014-1018.  
 2. *Journal of the American Medical Association*, 1997; 278: 1019-1023.

Age

[Select Age Range]

Gender

[Select Gender]

### Ethnicity

[Select Ethnicity]




Household Income

[Select Income Level]

## SEE HOW IT WORKS

## Get Started

## I want to live in a Greater Des Moines where...












		I can walk, bike, or take transit to important destinations
		There is a park near my house
		I am safe from flooding
		I can get out in nature
		I live in a great school district
		My taxes are low
		I can easily stay in my neighborhood after I retire
		I can buy local food
		I can live in a diverse community
		My community is exactly the way it is today
		Our region is cool
		I can own an acre of land or more
		I can always find a parking spot quickly
		My community has a unique identity
		I can see a world class performance downtown
		I can build a house wherever I want











## How might planning affect your priorities?

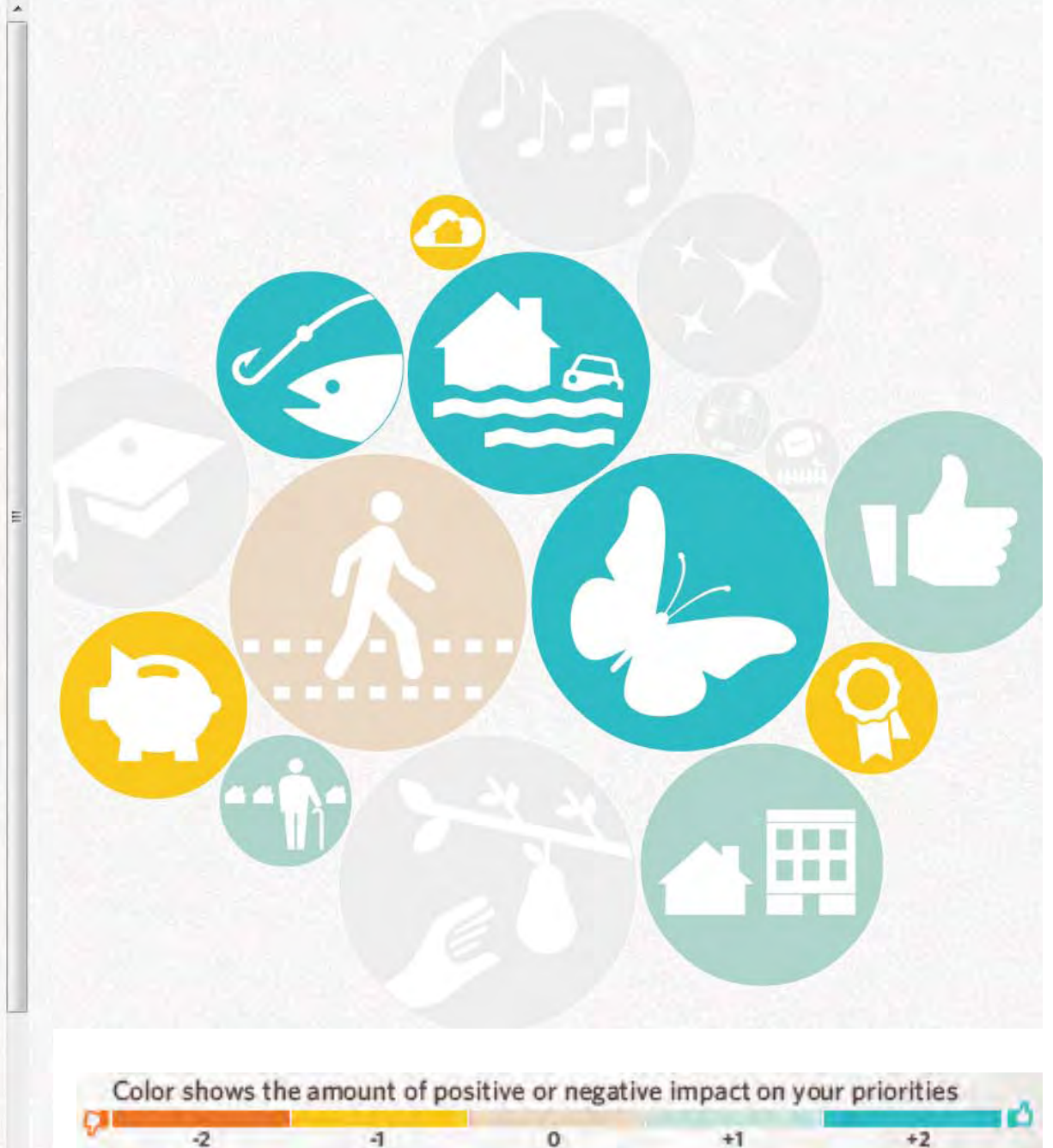
## PROJECT

- |                                                                                   |                                                         |
|-----------------------------------------------------------------------------------|---------------------------------------------------------|
|  | Spend money to attract new businesses                   |
|  | Redevelop vacant properties                             |
|  | Build a major regional attraction downtown              |
|  | Increase school funding                                 |
|  | Enhance storm water system                              |
|  | Buy out floodplain properties and convert to open space |
|  | Add more parking                                        |
|  | Improve our public transportation system                |
|  | Build more roads                                        |
|  | Create new bicycle paths and facilities                 |
|  | Expand trail network                                    |

- |                                                                                     |                                                                                        |
|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|  | Create new parks and conservation areas                                                |
|  | Support local placemaking (examples: public art, festivals, and street beautification) |
|  | Lower taxes                                                                            |

## POLICY

-  Reduce zoning regulations to allow the market more free reign
  -  Keep residential density the same
  -  Increase residential density





*How might*  
**creating new parks and conservation areas**  
*contribute to a Greater Des Moines where....*



The plans for Valley View Park in West Des Moines incorporate innovative stormwater management techniques.



**I can get out in nature**

Creating new large parks and conservation areas will make it easier for you to get out in nature, since there will be more opportunities in your region. Conservation areas are places that are especially meant to provide safe, good quality habitat for flora and fauna. Large parks might be equally intended for recreation, sports, and other activities, but if the park is large enough, it can also serve as good habitat for native plants and animals. Smaller parks don't provide adequate habitat for some species, which might need a larger area to thrive, or might need to stay a big distance away from people. Larger parks can serve the needs of people and native flora and fauna, though, and can help keep Iowa unique.

*How might*  
**creating new parks and conservation areas**  
*contribute to a Greater Des Moines where....*



The plans for Valley View Park in West Des Moines incorporate innovative stormwater management techniques.



**My taxes are low**



Creating new large parks and conservation areas might require more staff to manage the new areas, and might add other operations and maintenance expenses that are paid for through tax dollars.

Parks and conservation areas also raise property values, adding to the tax base. The cost to create them will also be borne by developers dedicating a portion of their development site—or an equivalent cash amount—to create parks that serve the people who will live in the new developments. In addition, this also means it will cost more to acquire land or obtain new conservation easements.





# Put your money where your mouse is



## Build a major regional attraction downtown

-  Upgrade existing downtown amenities
-  Build a new convention and event center with hotel
-  Upgrade existing downtown amenities AND build a new convention and event center with hotel

## Increase school funding

-  Increase school funding by 5% per pupil for five years
-  Increase school funding by 10% per pupil for five years



## Enhance storm water system

-  Minor upgrade to stormwater system in a 100 acre existing neighborhood
-  Major upgrade to stormwater system in a 50 acre existing neighborhood




## Buy out floodplain properties and convert to open space

-  Purchase about 200 acres of properties in the floodplain
-  Purchase about 800 acres of properties in the floodplain



## Add more parking

-  Build a parking garage the size of the existing garage at 9th and Locust
-  Construct nearly 7,000 surface parking spaces


## Improve our public transportation system

-  Replace 2% of existing lane miles with a bus rapid transit system
-  Replace 10% of existing lane miles with a bus rapid transit system
-  Replace 0.5% of existing lane miles with a light rail transit system

## Build more roads

-  Build 9 miles of two-lane road
-  Build 9 miles of 4-lane highway with 3 interchanges

## Create new bicycle paths and facilities

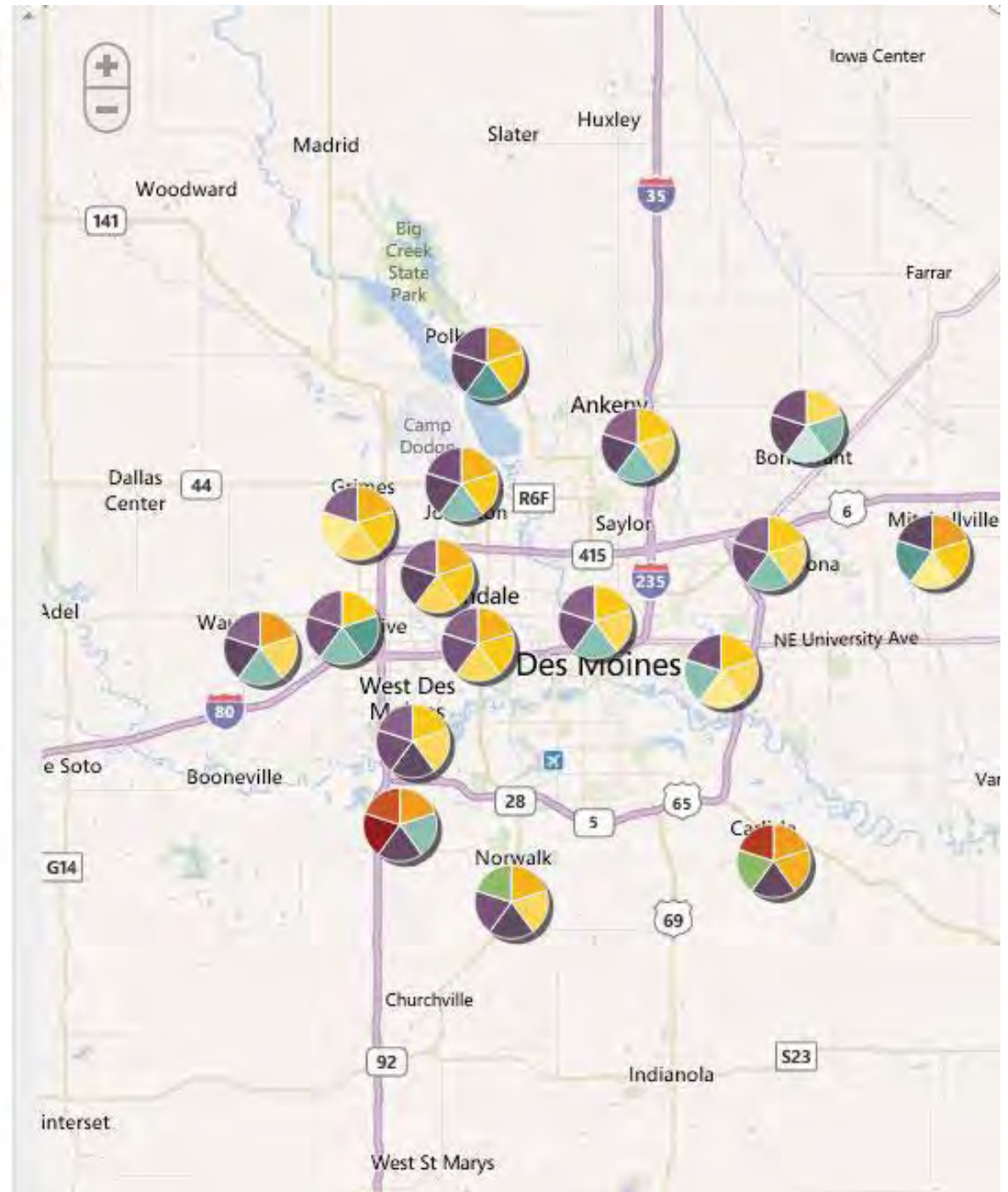
-  Add bike lanes to 40% of existinn lane miles



## Projects and Policies

☐ Display Top 5 for Each City

- A** Spend money to attract new businesses
- B** Redevelop vacant properties
- C** Build a major regional attraction downtown
- D** Increase school funding
- E** Enhance storm water system
- F** Buy out floodplain properties and convert to open space
- G** Add more parking
- H** Improve our public transportation system
- I** Build more roads
- J** Create new bicycle paths and facilities
- K** Expand trail network
- L** Create new parks and conservation areas
- M** Support local placemaking (examples: public art, festivals, and street beautification)
- N** Lower taxes
- O** Reduce zoning regulations to allow the market more free reign
- P** Keep residential density the same
- Q** Increase residential density
- R** Increase mixed-use zoning
- S** Add a zoning code that relies on the size and shape of buildings rather than their use
- T** Focus development within incorporated areas and limit development elsewhere
- U** Require developers to pay for infrastructure expansions
- V** Increase floodplain restrictions on development
- W** Relax floodplain restrictions; stop participating in FEMA's National Flood Insurance Program





# THE REGION'S TOP PRIORITIES

## 16 PRIORITIES, RANKED

Circles and bars are proportional.

TOTAL STAR VOTES  
☆☆☆☆

DISTRIBUTION  
OF STARS

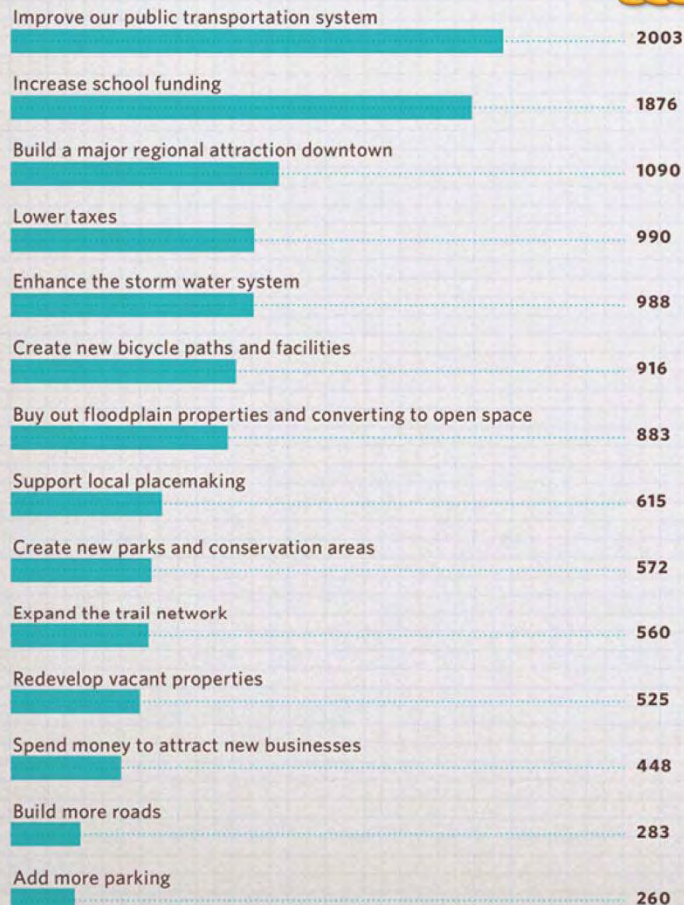




# PUT YOUR MONEY WHERE YOUR MOUSE IS

RANKED COIN TOTALS FOR

## PROJECTS



RANKED "THUMBS UP" TOTALS FOR

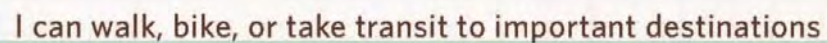
## POLICIES



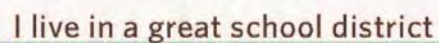


Circles and bars are proportional.

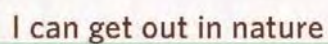
★★★★★



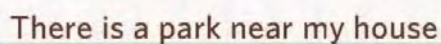
2818



2746



2725

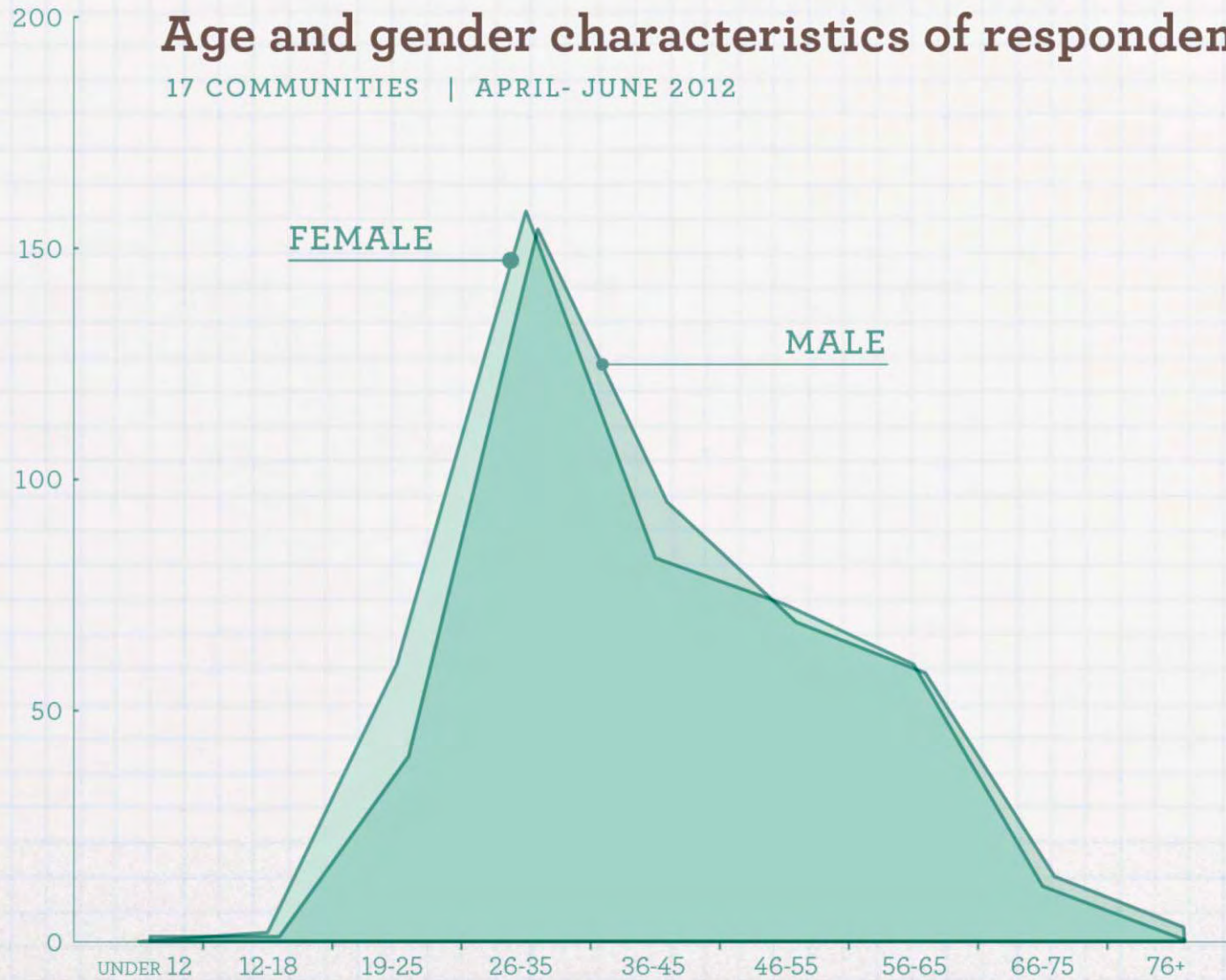


2576



# Age and gender characteristics of respondents

17 COMMUNITIES | APRIL- JUNE 2012







Single person  
living downtown



Young family  
living on the  
Eastside



Large family  
living in Ankeny



Retiree couple  
living in  
Urbandale

THE TOMORROW  
Sustainable Community



Improve our public transportation system

Replace 10% of existing lane miles with a bus rapid transit system

Improve our public transportation system

Replace 0.5% of existing lane miles with a light rail transit system

for the past 5 years, and I agree that money is taking care of him and the other kids. Money is right, but our dream is to build a house in the country someday so that we can live on a single story and have lots of outdoor space for running around.

THE TOMORROW PLAN

#### PRIORITIES

1. I can easily stay in my neighborhood after I retire
2. I can get out in nature
3. I can walk, bike, or take transit to important destinations



I live in Urbandale with my wife in the same house where we raised our two children. Now that we are both retired, we have the time to enjoy going for drives, taking walks, and seeing concerts and plays.

Most of our friends are moving to retirement communities, but we want to stay in our neighborhood, near our daughter and her family.

4. I can buy local food
5. I can see a world class performance BT

THE TOMORROW PLAN

downtown

I like the  
Cafe  
I'm still a  
freedom  
Club, too. I like  
be near cool res  
always changing

#### PRIORITIES

1. I can live in a diverse
2. Our region is cool
3. I can see a world class per  
downtown

Increase residential density

#### PRIORITIES

1. I can easily stay in my neighborhood after I retire
2. I can get out in nature
3. I can walk, bike, or take transit to important destinations



I live in Urbandale with my wife in the same house where we raised our two children. Now that we are both retired, we have the time to enjoy going for drives, taking walks, and seeing concerts and plays.

4. World class performance BT
5. Buy local food

THE TOMORROW PLAN



#### PRIORITIES

1. There is a park near my house
2. My community is

mixed-use living









## THE TOMORROW PLAN

Partnering for a Greater Grand Rapids

### Enhance stormwater system

Major upgrade to stormwater system in a 400-acre existing neighborhood (about a residential block in North of Grand)

### Enhance stormwater system

Minor upgrade to stormwater system in a 400-acre existing neighborhood (about a residential block in North of Grand)

### Increase school funding

Increase school funding by 10% per pupil for five years

### Increase school funding

Increase school funding by 5% per pupil for five years

### Build a major regional attraction downtown

Upgrade existing downtown amenities AND build a new convention and event center with hotel

### Build a major regional attraction downtown

Build a new convention and event center with hotel

### Buy out floodplain properties and convert to open space

Purchase about 800 acres of properties in the floodplain (800 homes on quarter-acre lots)

### Buy out floodplain properties and convert to open space

Purchase about 800 acres of properties in the floodplain (half the area of Waterworks Park)

### Add more parking

Build a parking garage the size of the existing garage at 9th and Locust

### Add more parking

Construct nearly 7,000 surface parking spaces (ten times the spaces in the parking lot at Hy-Vee Mall)

### Improve our public transportation system

Replace 2% of existing lane miles with a bus rapid transit system (a lane mile is one lane of road that is one mile long)

### Improve our public transportation system

Replace 10% of existing lane miles with a bus rapid transit system

### Create new parks and conservation

Create and maintain a new large park of approximately 1,600 acres

### Expand trail network

Build nearly 300 miles of 10-foot wide asphalt trail for non-motorized vehicles (doubling the existing trail system)

### Create new bicycle paths and facilities

Add bike lanes to 40% of existing lane miles

### Build more roads

Build 9 miles of 4-lane highway with 3 interchanges

### Build more roads

Build 9 miles of two-lane road

### Improve our public transportation system

Replace 0.5% of existing lane miles with a light rail transit system

### Support local placemaking

Streetscape improvements to 10 neighborhood main streets (similar to recent and planned Ingersoll Street improvements)

### Lower taxes

Return half your coins

### Lower taxes

Return all your coins

### Reduce zoning regulations to allow the market more free reign

### Keep residential density the same

### Increase residential density

Relax floodplain restrictions; stop participating in FEMA's National Flood Insurance Program

Increase floodplain restrictions on development

Require developers to pay for infrastructure expansions

Focus development within incorporated areas and limit development elsewhere

Adopt a zoning code that relies on the size and shape of buildings rather than their use

Increase mixed-use zoning







# DESIGN PROFILE





TUESDAY, NOVEMBER 13, 2012

# HUD.GOV

## U.S. Department of Housing and Urban Development

Secretary Shaun Donovan



Connect with HUD



Audiences Información en Español

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## Sustainable Housing and Communities

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### Des Moines Regional Grantee Hosts Choose Tomorrow Future Fair

OSHC Director Poticha learns about the Tomorrow Plan, to ensure quality of life and economic competitiveness, through photo activity.

[LEARN MORE](#)

1 2 3 4 5 6 7 8



HUD Photo

### In Their Voice

Hear what Sustainability Grantees are saying about their projects

#### Faces of Central Arkansas



In their Voice follows the work of HUD's Community Challenge and Regional Planning Grantees in short video interviews, website links and profiles

[Watch the videos](#)

### Overview

The mission of the Office of Sustainable Housing and Communities is to create strong, sustainable communities by connecting housing to jobs, fostering local innovation, and helping to build a clean energy economy.

In order to better connect housing to jobs, the office will work to coordinate federal housing and transportation investments with local land use decisions in order to reduce transportation costs for families, improve housing affordability, save energy, and increase access to housing and employment opportunities. By ensuring that housing is located near job centers and affordable, accessible transportation, we will nurture healthier, more inclusive communities which provide opportunities for people of all ages, incomes, races, and ethnicities to live, work, and learn together.

[Read more...](#)

### I Want to

- ▶ [Apply for a Grant](#)
- ▶ [Sign up for the OSHC Mailing List](#)

### In Focus

- ▶ [The White House Blog: Federal Partnership for Sustainable Communities Marks Three Years](#)



\*MEDIUM

8|7

AMERICAN APPAREL  
BB401  
HEATHER LAKE BLUE

**PROOF**  
ACTUAL SIZES AND COLORS MAY VARY

EIGHT SEVEN CENTRAL

400 EAST LOCUST #7, DES MOINES, IOWA 50309-315.288.2006

[www.eightsevencentral.com](http://www.eightsevencentral.com)







*Gauge the values, priorities, and preferences of the crowd.*

CrowdGauge is an open-source framework for creating educational online games. It first asks users to rank a set of priorities, then demonstrates how a series of actions and policies might impact those priorities. The third part of the sequence gives users a limited number of coins, asking them to put that money towards the actions they support most.

#### BACKGROUND

Sasaki Associates first developed the platform in partnership with the Des Moines Area MPO (DMAMPO) as part of [The Tomorrow Plan](#), a regional plan for sustainable development in the Central Iowa region. The original game, named DesignMyDSM, can be [played here](#), and some of the [analysis is discussed here](#). (Read more about [the development process here](#)).

Building on the success of the The Tomorrow Plan, [PlaceMatters](#), [DMAMPO](#), and [Sasaki](#) have formed a collaborative partnership to pool expertise and resources to assist regional and municipal planning agencies across the country with tools and techniques for more effective stakeholder engagement, visioning, planning, and community development.

Utilizing funds they received from the U.S. Department of Housing and Urban Development to provide capacity building support to regional planning agencies, PlaceMatters has provided Sasaki with partial funding to develop the open source version, called CrowdGauge, with new code and a revamped back end for easier use and deployment.

#### OPEN SOURCE

CrowdGauge is entirely open source and licensed under the permissive MIT license. For more details, see the [GitHub repository](#).



# Questions?

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