THE TOMORROW PLAN.com
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
COLOR PALETTE
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.

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.

THE TOMORROW PLAN SPEAKER SERIES

THE TOMORROW PLAN
Partnering for a Greener Greater Des Moines

COSC
THE TOMORROW PLAN SPEAKER SERIES

Friday, March 30
3:00 pm
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

THE TOMORROW PLAN SPEAKER SERIES

Thursday, 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.
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 or view a podcast of any of the sessions.
Where do you go to school?

Locate your home

Where does your best friend live?

Where is your favorite “special occasion” restaurant?

Where would you be on a Sunday?

Where did you last buy a pair of shoes?
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.

Regional Photo Contest:

What does sustainability look like to you?
How does disability fit in with The Tomorrow Plan and sustainability for our community?

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

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 health. Continue reading →

Enjoying the multiple benefits of sustainability

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 →
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 Neal 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
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.
Greenhouses

MAY 27, 2012  Nicole C

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?

How would you improve this idea?

I would improve this idea by...

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
Contribute to the future of Greater Des Moines.

Tell us what matters most to you by playing Design My DSM now!

DesignMyDSM.TheTomorrowPlan.com

Introduction

Greater Des Moines recently has been named the Best Place for Young Professionals, Best Place to Raise a Family, and among the Best Mid-Sized Cities for Jobs. These are just a few of many indicators that the region is doing well right now. But the area will face serious challenges in the future with economic competitiveness, social equity, environmental resilience, and a tight fiscal environment. The question, then, is how will the Greater Des Moines region respond to these challenges to ensure the long-term health and vitality of the region?

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

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

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....

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.

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 existing 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 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

<table>
<thead>
<tr>
<th>Priority</th>
<th>Total Star Votes</th>
<th>Distribution of Stars</th>
</tr>
</thead>
<tbody>
<tr>
<td>I can walk, bike, or take transit to important destinations</td>
<td>2818</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I live in a great school district</td>
<td>2746</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can get out in nature</td>
<td>2725</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>There is a park near my house</td>
<td>2576</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can buy local food</td>
<td>2397</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>My taxes are low</td>
<td>2163</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I am safe from flooding</td>
<td>2110</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can live in a diverse community</td>
<td>2040</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can see a world class performance downtown</td>
<td>1817</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can easily stay in my neighborhood after I retire</td>
<td>1620</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>My community has a unique identity</td>
<td>1605</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>Our region is cool</td>
<td>1452</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can always find a parking spot quickly</td>
<td>976</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can own an acre of land or more</td>
<td>733</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>I can build a house wherever I want</td>
<td>549</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>My community is exactly the way it is today</td>
<td>489</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
**PUT YOUR MONEY WHERE YOUR MOUSE IS**

### RANKED COIN TOTALS FOR PROJECTS

| Project                                         | Total
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve our public transportation system</td>
<td>2003</td>
</tr>
<tr>
<td>Increase school funding</td>
<td>1876</td>
</tr>
<tr>
<td>Build a major regional attraction downtown</td>
<td>1090</td>
</tr>
<tr>
<td>Lower taxes</td>
<td>990</td>
</tr>
<tr>
<td>Enhance the storm water system</td>
<td>988</td>
</tr>
<tr>
<td>Create new bicycle paths and facilities</td>
<td>916</td>
</tr>
<tr>
<td>Buy out floodplain properties and converting to open space</td>
<td>883</td>
</tr>
<tr>
<td>Support local placemaking</td>
<td>615</td>
</tr>
<tr>
<td>Create new parks and conservation areas</td>
<td>572</td>
</tr>
<tr>
<td>Expand the trail network</td>
<td>560</td>
</tr>
<tr>
<td>Redevelop vacant properties</td>
<td>525</td>
</tr>
<tr>
<td>Spend money to attract new businesses</td>
<td>448</td>
</tr>
<tr>
<td>Build more roads</td>
<td>283</td>
</tr>
<tr>
<td>Add more parking</td>
<td>260</td>
</tr>
</tbody>
</table>

### RANKED "THUMBS UP" TOTALS FOR POLICIES

| Policy                                                        | Total
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase mixed-use zoning</td>
<td>417</td>
</tr>
<tr>
<td>Require developers to pay for infrastructure expansions</td>
<td>399</td>
</tr>
<tr>
<td>Increase floodplain restrictions on development</td>
<td>368</td>
</tr>
<tr>
<td>Focus development within incorporated areas and limit development elsewhere</td>
<td>354</td>
</tr>
<tr>
<td>Increase residential density</td>
<td>268</td>
</tr>
<tr>
<td>Add a form-based zoning code</td>
<td>206</td>
</tr>
<tr>
<td>Keep residential density the same</td>
<td>153</td>
</tr>
<tr>
<td>Reduce zoning regulations to allow the market more free reign</td>
<td>112</td>
</tr>
<tr>
<td>Relax floodplain restrictions</td>
<td>32</td>
</tr>
</tbody>
</table>
16 PRIORITIES, RANKED

Circles and bars are proportional.

I can walk, bike, or take transit to important destinations 2818

I live in a great school district 2746

I can get out in nature 2725

There is a park near my house 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
PREFERENCES
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
4. I can buy local food
5. I can see a world-class performance or event

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.

WORLD CLASS PERF OR EVENT

BUY LOCAL FOOD
Sustainable Housing and Communities

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...

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
CrowdGauge

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?

Contact Info:
Dylan Mullenix, Assistant Director
Des Moines Area MPO
515-334-0075, dmullenix@dmampo.org