



# THE TOMORROW PLAN

Partnering for a Greener Greater Des Moines

## NOTICE OF MEETING

### The Tomorrow Plan Steering Committee

\*\*\*\*\*

4:00 p.m., Thursday, September 1, 2011

Greater Des Moines Partnership

700 Locust Street, Suite 100

Arthur Davis Conference Room

Des Moines, Iowa

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## TENTATIVE AGENDA

1. **Call To Order**
2. **Approval of Agenda**
3. **VOTE: Approval of Meeting Minutes** .....Page 2
  - Approve the July 13, 2011, meeting minutes
4. **REPORT: Planning Process** .....Page 5
  - Report on the overall planning process
5. **REPORT: Project Branding** .....Page 6
  - Report on project branding efforts
6. **REPORT: Project Launch** .....Page 7
  - Report on the September 13<sup>th</sup> project launch event
7. **REPORT: Outreach** .....Page 8
  - Report on the outreach activities for the September 13<sup>th</sup> project launch event
8. **Other Items of Interest to the Committee**
9. **VOTE: Next Meeting Date**
  - Consider approval of the next meeting date for 4:00 p.m., Thursday, November 3, 2011, MPO Office – 420 Watson Powell, Suite 200
10. **Adjournment**

# Agenda Report

The Tomorrow Plan Steering Committee

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September 2011  
Item No. 3

**ISSUE:**

VOTE: Approve minutes of the July 13, 2011, The Tomorrow Plan Steering Committee meeting.

**BACKGROUND:**

The minutes of the July 13, 2011, The Tomorrow Plan Steering Committee meeting are enclosed on the following pages.

**RECOMMENDATION:**

Approve the minutes of the July 13, 2011, The Tomorrow Plan Steering Committee meeting.

## MEETING MINUTES

### Regional Plan for Sustainable Development Steering Committee 2:30 p.m., Wednesday, July 13, 2011 Des Moines Area MPO Des Moines, Iowa

The Regional Plan for Sustainable Development Steering Committee held a meeting at 2:30 p.m. on July 13, 2011, at the Des Moines Botanical Center. Before the meeting, the MPO staff sent agenda packets to the Regional Plan for Sustainable Development Steering Committee and posted the agenda at the MPO office at 2:00 p.m. on July 7, 2011. **In addition to these published tentative minutes, there may be additional meeting notes on file with the MPO staff that are public records and available upon request as provided by law. These tentative minutes reflect all action taken at the meeting.**

#### Members Present:

John Peterson, City of Ankeny  
Ruth Randleman, City of Carlisle  
Aaron Todd, Center on Sustainable Communities  
Frank Strong, Central Iowa Center on Independent Living  
Richard Clark, City of Des Moines  
Chris Coleman, City of Des Moines\*  
Frank Cownie, City of Des Moines  
Bob Mahaffey, City of Des Moines\*  
Martha Willits, Greater Des Moines Partnership  
Doug Johnston, Iowa State University  
Paula Dierenfeld, City of Johnston\*  
Sue Elliott, Polk County (Via Telephone)  
Eric Burmeister, Polk County Housing Trust Fund  
Bob Andeweg, City of Urbandale  
Linda Schemmel, City of West Des Moines  
Russ Trimble, City of West Des Moines (Via Telephone)  
Shannon Cofield, United Way of Central Iowa  
Jason Wells, Young Professionals Connection

#### Members Absent:

Barry Griswell, Community Foundation of Greater Des Moines  
Brad Golightly, Dallas County  
Elizabeth Presutti, Des Moines Area Regional Transit Authority  
Ted Ohmart, Des Moines Area MPO\*  
Pat Boddy, Iowa Department of Natural Resources  
Angela Connolly, Polk County\*  
Tom Hockensmith, Polk County\*

#### Others Present:

Jay Byers, Greater Des Moines Partnership  
Paul Dekker, City of Urbandale  
Gene Meyer, Greater Des Moines Partnership  
Glenn Lyons, Downtown Community Alliance  
Erin Olson-Douglas, City of Des Moines  
Larry Hulse, City of Des Moines  
Steve Eggleston, Department of Housing and Urban Development  
James Miner, Sasaki Associates  
Lynn Carlton, Sasaki Associates  
Hope Stege, Sasaki Associates  
David Fields, Nelson\Nygaard  
Kim Chapman, Applied Ecological Services  
Juan Carlos Vargas, GeoAdaptive  
Gary Lozano, RDG Planning and Design  
Pat Dunn, RDG Planning and Design  
Debra Jeans, Gruen Gruen + Associates  
Andrew Ratchford, Gruen Gruen + Associates

#### Staff Present:

Todd Ashby, Executive Director  
Dylan Mullenix, Principal Transportation Planner  
Stephanie Ripperger, Executive Administrator  
Bethany Wilcoxon, Associate Transportation Planner  
Michael Wright, Transportation Planning Intern  
Zach Young, Associate Transportation Planner  
Jonathan Wilson, MPO General Counsel

\* MPO Executive Committee Member

## **1. Call to Order**

Steering Committee Vice Chair Frank Cownie recognized a quorum and called the July 13, 2011, meeting to order at 2:42 p.m.

## **2. Approval of the Agenda**

**MOTION:** A motion was made and seconded to approve the July 13, 2011, Regional Plan for Sustainable Development Steering Committee meeting agenda.

**MOTION CARRIED UNANIMOUSLY**

## **3. Approval of Meeting Minutes**

**MOTION:** A motion was made and seconded to approve the May 23, 2011, and the June 16, 2011, Regional Plan for Sustainable Development Steering Committee meeting minutes.

**MOTION CARRIED UNANIMOUSLY**

## **4. Team Introductions**

The Sasaki team presented; discussion only on item 4.

## **5. Project Scope**

The Sasaki team presented; discussion only on item 5.

## **6. Project Timeline**

The Sasaki team presented; discussion only on item 6.

## **7. Public Relations and Branding**

The Sasaki team presented; discussion only on item 7.

## **8. Public Kickoff Event**

The Sasaki team presented; discussion only on item 8.

## **9. Other Non-Action Items of Interest to the Committee**

## **10. Next Meeting Date**

The next meeting date is Thursday, September 1<sup>st</sup>.

## **11. Adjournment**

Vice Chair Cownie adjourned the meeting at 4:15 p.m.

# Agenda Report

The Tomorrow Plan Steering Committee

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September 2011  
Item No. 4

## **ISSUE:**

REPORT: Report on the overall planning process of The Tomorrow Plan.

## **BACKGROUND:**

As mentioned at the July 13<sup>th</sup> Steering Committee meeting, the planning process for The Tomorrow Plan is expected to last twenty months. Throughout that time, a five-phase process will be completed. These include project initiation, a regional assessment, a regional vision for sustainability, the regional sustainability framework, and the sustainability report and implementation. More information will be provided at the September 1<sup>st</sup> Steering Committee meeting.

The overall process diagrams will be provided prior to the September 1<sup>st</sup> meeting.

## **RECOMMENDATION:**

None. Report by consultant team and discussion only.

## **STAFF CONTACT:**

Bethany Wilcoxon, [bwilcoxon@dmampo.org](mailto:bwilcoxon@dmampo.org);  
(515) 334-0075, extension #203; and,  
Dylan Mullenix, [dmullenix@dmampo.org](mailto:dmullenix@dmampo.org);  
(515) 334-0075, extension 202.

# Agenda Report

The Tomorrow Plan Steering Committee

September 2011  
Item No. 5

## ISSUE:

REPORT: Report on project branding efforts.

## BACKGROUND:

Following the July 13<sup>th</sup> Steering Committee meeting, the consultant team developed several branding options. These options were derived from three goals: embody the emotion of place and capture the unique character of the region, be a catalyst for change by engaging and inspiring action, and transcending the plan. The consultant team developed three overarching concepts to guide the branding process, including the sum of parts, an abstract map, and an icon.

The consultant team then worked with the MPO and a small working group to refine the concepts and to develop a recommendation for the Steering Committee working group. After several iterations, the team recommended the name “The Tomorrow Plan” and the tagline “Partnering for a Greener Greater Des Moines.” The logo for The Tomorrow Plan is included below.



## RECOMMENDATION:

None. Report by consultant team and discussion only.

## STAFF CONTACT:

Bethany Wilcoxon, [bwilcoxon@dmampo.org](mailto:bwilcoxon@dmampo.org);  
(515) 334-0075, extension #203; and,  
Dylan Mullenix, [dmullenix@dmampo.org](mailto:dmullenix@dmampo.org);  
(515) 334-0075, extension 202.

# Agenda Report

The Tomorrow Plan Steering Committee

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September 2011  
Item No. 6

## ISSUE:

REPORT: Report on the September 13<sup>th</sup> project launch event.

## BACKGROUND:

Per Scope of Work Task 1.3, the consultant team has been working with Consortium members to collaboratively plan an open house-type event to unveil The Tomorrow Plan to the public. The event will be held on Tuesday, September 13<sup>th</sup> from 4 to 8 p.m. at the State Historical Building.

The three primary goals for the event are:

- *Information/Education:* Introduce the project to the public and explain the need for regional planning and the importance of sustainability; Introduce systems thinking
- *Engagement:* Get people excited about and involved in The Tomorrow Plan
- *Feedback:* Understand/articulate community values and aspirations; Gather ideas about what would make a more sustainable greater Des Moines; Vision for the future of the region

The preceding goals will be achieved by conducting a variety of activities at the launch event. More information about the launch event will be provided at the September 1<sup>st</sup> Steering Committee meeting.

## RECOMMENDATION:

None. Report by consultant team and discussion only.

## STAFF CONTACT:

Bethany Wilcoxon, [bwilcoxon@dmampo.org](mailto:bwilcoxon@dmampo.org);  
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# Agenda Report

The Tomorrow Plan Steering Committee

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September 2011  
Item No. 7

## ISSUE:

REPORT: Report on the outreach activities for the September 13<sup>th</sup> project launch event.

## BACKGROUND:

As noted throughout the Scope of Work, public participation and engagement will be a key element to the success of The Tomorrow Plan. With the public launch coming up on September 13<sup>th</sup>, the consultant team and the MPO continue to work together on outreach strategies that will bring attention to The Tomorrow Plan and that will encourage citizens to become involved in the process.

RDG Planning + Design, the local liaison on the consultant team, has taken a lead role in identifying and executing outreach activities. The team will provide more information about outreach activities at the September 1<sup>st</sup> Steering Committee meeting.

## RECOMMENDATION:

None. Report by consultant team and discussion only.

## STAFF CONTACT:

Bethany Wilcoxon, [bwilcoxon@dmampo.org](mailto:bwilcoxon@dmampo.org);  
(515) 334-0075, extension #203; and,  
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