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NOTICE OF MEETING

**Des Moines Area Metropolitan Planning Organization (MPO)
 Regional Plan for Sustainable Development (RPSD) Steering Committee**

**2:30 p.m., Wednesday, July 13, 2011
 MPO Meeting Room**

TENTATIVE AGENDA

1. **Call To Order**
2. **Approval of Agenda**
3. **VOTE: Approval of Meeting Minutes**Page 2
 - Approve the May 23, 2011, and June 16, 2011, meeting minutes
4. **REPORT: Team Introductions**.....Page 8
 - Introduction of consultant team to Steering Committee members
5. **REPORT: Project Scope**Page 9
 - Report on project scope and upcoming activities
6. **REPORT: Project Timeline**Page 10
 - Report on accelerated project timeline
7. **REPORT: Public Relations and Branding**.....Page 11
 - Report and discussion regarding public relations campaign and project branding
8. **REPORT: Public Kickoff Event**Page 12
 - Report and discussion regarding public kickoff event
9. **Other Items of Interest to the Committee**
10. **VOTE: Next Meeting Date**
 - Consider approval of the next meeting date for 4:00 p.m., Thursday, September 1, 2011,
 MPO Office – 420 Watson Powell
11. **Adjournment**

Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 3

ISSUE:

VOTE: Approve minutes of the May 23, 2011, and June 16, 2011, RPSD Steering Committee meetings.

BACKGROUND:

The minutes of the May 23, 2011, and June 16, 2011, RPSD Steering Committee meetings are enclosed on the following pages.

RECOMMENDATION:

Approve the minutes of the May 23, 2011, and June 16, 2011, RPSD Steering Committee meetings.

MEETING MINUTES

**Des Moines Area Metropolitan Planning Organization (MPO)
Regional Plan for Sustainable Development Steering Committee
1:00 p.m., Monday, May 23, 2011
Des Moines Area MPO Office
Urbandale, Iowa**

The Regional Plan for Sustainable Development Steering Committee held a meeting at 1:00 p.m. on May 23, 2011, at the Des Moines Area MPO office. 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 3:38 p.m. on May 16, 2011. **In addition to these published tentative minutes, there are 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
Lynnae Hentzen, Center on Sustainable Communities
Barry Griswell, Community Foundation of Greater Des Moines (Via Telephone)
Elizabeth Presutti, Des Moines Area Regional Transit Authority
Bob Mahaffey, City of Des Moines*
Frank Cownie, City of Des Moines
Jay Byers, Greater Des Moines Partnership
Pat Boddy, Iowa Department of Natural Resources
Doug Johnston, Iowa State University
David Wilwerding, City of Johnston
Angela Connolly, Polk County*
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)
Jason Wells, Young Professionals Connection

* MPO Executive Committee Member

Members Absent:

Frank Strong, Central Iowa Center on Independent Living
Brad Golightly, Dallas County
Rick Clark, City of Des Moines
Chris Coleman, City of Des Moines
Ted Ohmart, City of West Des Moines*
Tom Hockensmith, Polk County*
Shannon Cofield, United Way of Central Iowa

Others Present:

Gary Lozano, RDG Planning & Design
Robert Kerns, Wallace Roberts & Todd
David Rouse, Wallace Roberts & Todd
Jocelyn Hittle, PlaceMatters
Mark Bechtel, Federal Transit Administration
Erin Olson-Douglas, City of Des Moines
Larry Hulse, City of Des Moines
Jeffrey Morgan, Howard University Joint Center for Housing Studies
Aaron Todd, Center on Sustainable Communities

Staff Present:

Todd Ashby, Executive Director
Dylan Mullenix, Principal Transportation Planner
Stephanie Ripperger, Executive Administrator
Bethany Wilcoxon, Associate Transportation Planner
Jonathan Wilson, MPO General Counsel

I. Call to Order

Steering Committee Chair Angela Connolly recognized a quorum and called the May 23, 2011, meeting to order at 1:07 p.m.

II. Approval of the Agenda

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

MOTION CARRIED UNANIMOUSLY

III. Approval of Meeting Minutes

MOTION: A motion was made and seconded to approve the May 5, 2011, Regional Plan for Sustainable Development Steering Committee meeting minutes.

MOTION CARRIED UNANIMOUSLY

IV. (A.) Steering Committee Introductions

MPO staff presented; discussion only on item IV.(A.).

IV. (B.) Regional Plan for Sustainable Development Process

MPO staff presented; discussion only on item IV.(B.).

IV. (C.) Workplan Milestones

MPO staff presented; discussion only on item IV.(C.).

IV. (D.) Public Participation Roadmap and Toolkit

MPO staff presented; discussion only on item IV.(D.).

IV. (E.) Regional Plan for Sustainable Development Kickoff Event Planning

MPO staff presented; discussion only on item IV.(E.).

IV. (F.) Steering Committee Expectations and Goals

MPO staff presented; discussion only on item IV.(F.).

IV. (G.) Project Branding

MPO staff presented; discussion only on item IV.(G.).

V. Other Non-Actions Items of Interest to the Committee

VI. Next Meeting Date

The next meeting date is July 7, 2011.

VII. Adjournment

Chair Connolly adjourned the meeting at 2:59 p.m.

MEETING MINUTES

**Des Moines Area Metropolitan Planning Organization (MPO)
Regional Plan for Sustainable Development Steering Committee
3:30 p.m., Thursday, June 16, 2011
Des Moines Botanical Center
Des Moines, Iowa**

The Regional Plan for Sustainable Development Steering Committee held a meeting at 3:30 p.m. on June 16, 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 1:31 p.m. on June 10, 2011. **In addition to these published tentative minutes, there are 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
Kristi Knous, Community Foundation of Greater Des Moines
Brad Miller, Des Moines Area Regional Transit Authority
Bob Mahaffey, City of Des Moines*
Rick Clark, City of Des Moines
Chris Coleman, City of Des Moines*
Martha Willits, Greater Des Moines Partnership
Paula Dierenfeld, City of Johnston*
Ted Ohmart, City of West Des Moines*
Angela Connolly, Polk County*
Tom Hockensmith, Polk County*
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
Jason Wells, Young Professionals Connection

Members Absent:

Brad Golightly, Dallas County
Frank Cownie, City of Des Moines
Pat Boddy, Iowa Department of Natural Resources
Doug Johnston, Iowa State University
Shannon Cofield, United Way of Central Iowa

Others Present:

Tom Armstrong, City of Grimes*
Glenn Lyons, Downtown Community Alliance
Elizabeth Presutti, Des Moines Area Regional Transit Authority
Larry Hulse, City of Des Moines

Staff Present:

Todd Ashby, Executive Director
Dylan Mullenix, Principal Transportation Planner
Luke Parris, Associate Transportation Planner
Stephanie Ripperger, Executive Administrator
Bethany Wilcoxon, Associate Transportation Planner
Jonathan Wilson, MPO General Counsel

* MPO Executive Committee Member

I. Call to Order

Steering Committee Chair Angela Connolly recognized a quorum and called the June 16, 2011, meeting to order at 3:31 p.m.

II. Approval of the Agenda

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

MOTION CARRIED UNANIMOUSLY

III. Consultant Team Update

MOTION: A motion was made and seconded to recommend to the Des Moines Area Metropolitan Planning Organization Executive Committee that the Des Moines Area Metropolitan Planning Organization terminate further contract negotiations with the firm of Wallace, Roberts and Todd, and authorize the Executive Director and MPO Chair to execute a consulting contract with Sasaki Associates, Inc., when the necessary contract documentation can be finalized to the satisfaction of the Executive Director and MPO Chair, for a price not to exceed \$1,400,000.

MOTION CARRIED

IV. Other Non-Action Items of Interest to the Committee

V. Next Meeting Date

The next meeting date is yet to be determined.

VI. Adjournment

Chair Connolly adjourned the meeting at 4:08 p.m.

Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 4

ISSUE:

REPORT: Introduction of the consultant team to Steering Committee members.

BACKGROUND:

The MPO has entered into a contract with Sasaki Associates, Inc., for consulting services to assist with the development of the RPSD. The Sasaki team will be working closely with the Steering Committee, MPO staff, and other committees over the duration of this project.

The Sasaki team is led by James Miner, who serves as Principal in Charge, and Lynn Carlton, who serves as Project Manager. The Sasaki team also includes GeoAdaptive (geospatial mapping), Applied Ecological Services (environmental and ecological analysis), Gruen & Gruen Associates (socioeconomic analysis), Nelson Nygaard Consulting Associates, Inc. (transportation analysis), and RDG Planning and Design (local liaison). Additionally, Iowa State University and Drake University will be involved with various components of the project.

The proposal submitted by the Sasaki team in February is included in this agenda packet's supplemental items.

RECOMMENDATION:

None. Report by MPO staff and discussion only.

STAFF CONTACT:

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

Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 5

ISSUE:

REPORT: Report on project scope and upcoming activities.

BACKGROUND:

The MPO staff developed a scope of work detailing the project goals, the desired project outcomes, the project phases, common elements of the public participation process, the decision making process, and the major activities and specific steps. The project is divided into five phases, including project initiation, a regional assessment, the regional vision for sustainability, the regional sustainability framework, and the sustainability report and implementation.

The RPSD Scope of Work is included in this agenda packet's supplemental items.

RECOMMENDATION:

None. Report by MPO staff and discussion only.

STAFF CONTACT:

Bethany Wilcoxon, bwilcoxon@dmampo.org;
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Dylan Mullenix, dmullenix@dmampo.org;
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Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 6

ISSUE:

REPORT: Report on accelerated project timeline.

BACKGROUND:

The MPO staff developed an accelerated project timeline for the RPSD. The RPSD will involve five phases, which will be executed over a twenty-month planning process. The accelerated planning process will involve the public more regularly, leading to consistent learning and participation opportunities. Additionally, the accelerated timeline will position the Consortium to apply for implementation funding, if available, and to begin implementing the RPSD recommendations prior to the end of the period of performance (February 2014).

The RPSD Steering Committee is anticipated to meet every other month beginning with the July 2011 meeting. The project kickoff event will be held in September, as will the first regional outreach series. Generally, the outreach events will be preceded by a speaker series, which will aim to educate the public and allow the public to provide informed input.

The RPSD project timeline is included in this agenda packet's supplemental items.

RECOMMENDATION:

None. Report by MPO staff and discussion only.

STAFF CONTACT:

Bethany Wilcoxon, bwilcoxon@dmampo.org;
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Dylan Mullenix, dmullenix@dmampo.org;
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Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 7

ISSUE:

REPORT: Report and discussion regarding public relations campaign and project branding.

BACKGROUND:

As outlined in the RPSD Scope of Work, the Sasaki team will develop the outreach message for the RPSD. A clear, concise message – or “brand” – is an essential component of an effective communications program that distinguishes the RPSD from other planning efforts and communicates its importance to citizens.

Currently, the Sasaki team is working with the Consortium to define a brand. The Sasaki team is approaching the overall process of developing the RPSD as an opportunity to define a regional “brand” that can set central Iowa apart in the competitive 21st century economy, thus serving to retain and attract residents and business, and to grow the economy.

Common elements of the public participation process that will reoccur throughout the planning process include the public relations campaign strategy, project branding, a speaker series, a series of public input meetings, an online presence, media outreach, focus group meetings, outreach to partners committee organizations, public opinion surveys, community events/open houses, storefront displays, meetings in a box, newsletter and public notices, and library/town hall computer stations.

The Sasaki team will present more information at the July 13, 2011, meeting.

RECOMMENDATION:

None. Report by Sasaki team and discussion only.

STAFF CONTACT:

Bethany Wilcoxon, bwilcoxon@dmampo.org;
(515) 334-0075, extension #203; and,
Dylan Mullenix, dmullenix@dmampo.org;
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Agenda Report

Regional Plan for Sustainable Development Steering Committee

July 2011
Item No. 8

ISSUE:

REPORT: Report and discussion regarding public kickoff event.

BACKGROUND:

The MPO staff and the Sasaki team recognize that the project kickoff event will be integral to laying the foundation for a successful public participation process for the RPSD.

Per the scope of work, the consultant team and the Consortium will work collaboratively in planning and conducting an open house-type event to unveil the project to the public. The event will focus on educating the public on the importance of regional planning. Associated activities may include:

- Media/Press Conference: The Consortium, with assistance from the consultant team, will conduct a kickoff media and press event to introduce the project to the public and to enlist media engagement throughout the planning process.
- Steering Committee Meeting: The consultant team will participate in a meeting with the project Steering Committee.

The Sasaki team will present ideas for kickoff event activities at the July 13, 2011, meeting.

RECOMMENDATION:

None. Report by Sasaki team and discussion only.

STAFF CONTACT:

Bethany Wilcoxon, bwilcoxon@dmampo.org;
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