

CENTRAL IOWA VISION



➤ GUIDING PRINCIPLES

TALENT DRIVES SUCCESS

- Career-focused education and training pipelines
- Leadership, diversity and civility
- “Quality of place” that retains and attracts top talent

CAPTURE HIGH-VALUE OPPORTUNITIES

- Target sectors developed through holistic strategies
- Wellness as an economic model with social benefit
- I-35 Corridor development

GROWTH MUST BE SUSTAINABLE

- Regional collaboration, consolidation and smart planning to maximize fiscal and human resources
- Competitive infrastructure and natural resources protected and enhanced for future generations
- Multi-modal connectivity
- Central Iowa is only as strong as its core

Capital Crossroads will create jobs and economic growth for existing and new businesses; a world-class community and quality of life; and is a magnet for diverse talent. Development of the strategy, however, was simply the “end of the beginning.” The real work starts when Capital Crossroads transforms from a planning process to an exercise in effective implementation.

➤ WE’LL MEASURE SUCCESS IN ALL AREAS OF THE PLAN:

- Population growth
- Improved services through efficiency and increased resources
- Greater investment in physical, social and cultural infrastructures
- A growing tax base
- Safer communities
- World-class education
- Stronger local programs
- Higher quality jobs with improved per capita income
- A more engaged citizenry

CAPITAL CORE URBAN CORE PHYSICAL CAPITAL
ENVIRONMENTAL/NATURAL CAPITAL GOVERNANCE CAPITAL
BUSINESS CAPITAL CAPITAL CORRIDOR HUMAN CAPITAL
SOCIAL CAPITAL WELLNESS CAPITAL CULTURAL CAPITAL

CAPITAL CROSSROADS

A VISION FORWARD 



In the trails and wellness capital of the world, you'll find big city opportunity in a place where you can breathe. Where a thriving and robust economy equals greater prosperity and vibrant, safe, diverse neighborhoods. Where talented, hard-working people collaborate to build successful businesses, including a renowned bio-science corridor, and a rich and accessible cultural community. Where we honor our heritage of education and stewardship of natural resources in a clean and sustainable environment.

Local leaders feel the time is right to take advantage of opportunities and address challenges through a clear vision and plan for Iowa's capital region. Capital Crossroads builds on the region's strengths and provides a road map to capitalize on opportunities. The focus is on ideas and energy to ensure our region grows and prospers for current and future generations. Eight organizations joined together to sponsor the planning process. Fifty members of the Capital Crossroads Steering Committee invited public input on ways to improve the Central Iowa region, covering a 50-mile radius from the state Capitol. More than 5,000 local voices contributed to the process via one-on-one interviews, focus groups and online surveys. Research was conducted to assess the area's strengths, weaknesses, opportunities and challenges. The Steering Committee then evaluated and prioritized ideas and developed ten areas of focus. Ten plans, now called "Capitals," were developed to elevate our region. Each of the ten plans impacts growth in its area of focus and on an integrated basis. Implementation workgroups will guide refinement and action plans for each capital.



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