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Date October 20, 2014

**APPROVING THE VIVA EAST BANK! MEMORANDA OF UNDERSTANDING
FOR PARTNERS COALITION – IMPLEMENTATION PHASE
AND STEERING COMMITTEE**

WHEREAS, on April 21, 2014, by Roll Call No. 14-0606, the City Council approved the Capitol East Neighborhood Plan Update as an element of the Des Moines 2020 Community Character Land Use Plan; and

WHEREAS, on April 21, 2014, by Roll Call No. 14-0607, the City Council approved the Capitol Park Neighborhood Plan Update as an element of the Des Moines 2020 Community Character Land Use Plan; and

WHEREAS, on August 11, 2014, by Roll Call No. 14-1227, the City Council approved the Martin Luther King Jr. Park Neighborhood Revitalization Plan and adopted it as an element of, and amendment to, the Des Moines 2020 Community Character Land Use Plan; and

WHEREAS, City of Des Moines staff have been engaged in planning and project management activities to form a multi-sector coalition known as Viva East Bank! that will implement the neighborhood plans for Capitol East, Capitol Park, and Martin Luther King Jr. Park; and

WHEREAS, the City of Des Moines has been asked to participate in ongoing work as a member of the Viva East Bank! Steering Committee and Partners Coalition, and to formalize the City's commitment to participate; and

WHEREAS, by approval of the Viva East Bank! Partners Coalition – Implementation Phase Memorandum of Understanding and the Memorandum of Understanding for Viva East Bank! Steering Committee Members, both on file in the office of the City Clerk, the City is agreeing to provide staff resources to the Partners Coalition and Steering Committee, while any funding and/or undertaking of infrastructure and public improvement projects arising out of plan implementation are required to be separately approved by City Council resolution or otherwise in accordance with procurement and bidding laws.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Des Moines, Iowa, as follows:

1. That the Viva East Bank! Partners Coalition – Implementation Phase Memorandum of Understanding and the Memorandum of Understanding for Viva East Bank! Steering Committee Members, both on file in the office of the City Clerk, are hereby approved, subject to the conditions regarding separate approval of funding and/or undertaking of



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infrastructure and public improvement projects arising out of plan implementation as set forth above.

- 2. That the City Manager is hereby authorized and directed to sign the Viva East Bank! Partners Coalition – Implementation Phase Memorandum of Understanding and the Memorandum of Understanding for Viva East Bank! Steering Committee Members, both on file in the office of the City Clerk, and the Community Development Department is directed to administer said Memoranda.
3. That the City Manager or his designee are further authorized and directed to select and designate the City’s staff representative(s) on the Viva East Bank! Steering Committee, and Department Directors are directed to select staff representatives to participate in the Viva East Bank! implementation phase process upon the request of the City Manager or his designee.

(Council Communication No. 14-509)

FORM APPROVED:

Glenna K. Frank (signature)

Glenna K. Frank, Assistant City Attorney

Table with 5 columns: COUNCIL ACTION, YEAS, NAYS, PASS, ABSENT. Rows include COWNIE, COLEMAN, GATTO, GRAY, HENSLEY, MAHAFFEY, MOORE, and TOTAL.

MOTION CARRIED

APPROVED

CERTIFICATE

I, DIANE RAUH, City Clerk of said City hereby certify that at a meeting of the City Council of said City of Des Moines, held on the above date, among other proceedings the above was adopted.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my seal the day and year first above written.

Mayor

City Clerk

VIVA EAST BANK! PARTNERS COALITION IMPLEMENTATION PHASE MEMORANDUM OF UNDERSTANDING

EFFECTIVE DATE: November 1, 2014

The City of Des Moines (hereinafter "Partner") has reviewed the Viva East Bank! Prospectus below that outlines a mission, vision and goals for work to be completed in Des Moines' East Bank neighborhoods and determined that it desires to be a partner of the Viva East Bank! Partners Coalition. The governing body of the Partner has authorized the Partner to enter into this Memorandum of Understanding.

PURPOSE

The purpose of this Memorandum of Understanding ("MOU") is to signify the commitment of the members of the Viva East Bank! Partners Coalition to work together to create transformational change in the Des Moines neighborhoods of Martin Luther King Jr. Park, Capitol East, and Capitol Park (the East Bank) as outlined in the Neighborhood Revitalization Plans.

COALITION STRUCTURE AND VISION

The Viva East Bank! Partners Coalition will operate as a neighborhood-focused, voluntary collaboration of public and private stakeholders in partnership with neighborhood residents to achieve the mutually agreed upon vision:

The East Bank Neighborhoods have a high quality of life, including a healthy real estate market with diverse housing options, viable businesses, quality educational opportunities and recreational amenities, and are viewed by neighborhood residents and by the community-at-large as attractive places that people choose to live and work.

A smaller steering committee serves as the decision-making body when critical or time-sensitive issues need to be addressed, and will help assemble resources for project implementation. Priority area, procedural and special issue work groups address specific topics or projects and monitor progress toward priority area-specific outcomes. A project management team will assist with coordination, communication, grant writing and administration, data tracking, resident engagement activities, and neighborhood capacity building.

MISSION

To enhance the quality of life, reposition the real estate markets and reshape the images of the East Bank by building on the neighborhoods' unique assets and cultural diversity and through implementation of cross-sectoral work plans carried out by partner organizations that are designed to achieve the overarching, shared goals of Viva.

SHARED STRATEGIC GOALS

- a. Improve the perception of and experience in the East Bank.
- b. Increase demand for living in the East Bank.
- c. Strengthen and support the engagement of existing residents to support behaviors, events and projects that result in proud and cohesive neighborhoods.
- d. Effectively connect the East Bank neighborhoods and individual residents to resources in order to achieve the goals outlined in the Neighborhood Revitalization Plans (see Appendix A for each neighborhood's priority areas and corresponding goals).

BENEFITS TO PARTNER ORGANIZATION

The Partner is entering into this MOU because it believes that a true collective impact approach is necessary to achieve comprehensive and sustainable change in the East Bank. Additional benefits include:

- ❖ Opportunity to collaborate and network with similar organizations as well as across sectors to advance Partner's own mission in support of Viva's shared strategic goals
- ❖ Access to shared data and progress measurements; acknowledgement of contribution to attaining outcomes
- ❖ Joint fundraising to expand Partner capacity with relation to work plan(s)
- ❖ Recognition as a Viva East Bank Partner in publicity and marketing material

OBLIGATIONS OF PARTNER ORGANIZATION

By executing this MOU, the Partner agrees to the following:

- ❖ Identify themselves as a member of the Viva East Bank! Partners Coalition,
- ❖ Have representation on the Coalition (as identified in Appendix B) and actively participate in the following Work Group(s),
 1. Project Management Team
 2. Infrastructure / Public Spaces
 3. Business Districts
 4. Housing
 5. Community Programming (as necessary, related to Parks)
- ❖ Work cooperatively toward achieving the shared outcomes of Viva East Bank! and work plans developed by the Partner's Work Group(s),
- ❖ Contribute staffing and other necessary resources toward neighborhood transformation as outlined in the work plans developed by the Partner's Work Group(s),
- ❖ Track agency/organization related outcomes as identified in the Neighborhood Revitalization Plans and Priority Area Work Plans,
- ❖ Continually assess ways to link residents of the target area with existing services provided by the Coalition Member Organization, and
- ❖ Incorporate opportunities to increase residents' knowledge and skills in order to strengthen the neighborhoods' capacity.
- ❖ To support collaborative fundraising activities undertaken by Viva East Bank! on behalf of all members of the Coalition and to avoid competing for funding for activities in the three neighborhoods that could be construed as duplicative by funders.

TERM OF THIS MEMORANDUM OF UNDERSTANDING

This MOU shall become effective on the date above and shall remain in force for the duration of Viva East Bank! or October 31, 2016, whichever is later. Partner organizations may withdraw from the Coalition upon written notice to the Steering Committee.

IN WITNESS WHEREOF, the parties have executed this Agreement on the ____ day of _____, 2014.

PRIMARY COALITION CONTACT

BOARD APPROVAL (Meeting Minutes Included)

Name
Title

Name: Scott Sanders
Title: City Manager

APPROVED AS TO FORM
Glennal Frank
Assistant City Attorney

APPENDIX A: Priority Areas and Corresponding Goals, by Neighborhood

Capitol East

Priority Area: Housing

- Improve the quality of the housing stock for homeowners and renters.
- Provide neighborhood opportunities for home repair.
- Promote redevelopment and creation of new housing in the neighborhood.

Priority Area: Infrastructure

- Create neighborhood 'gateway' corridor along E. 14th St. / E. 15th St. from I-235 to Stewart Square and the south edge of Dean Ave.
- Improve overall pedestrian safety in the neighborhood and decrease pedestrian accidents.
- Enhance overall neighborhood appearance and maintain and improve existing parks.
- Address infrastructure repairs identified by residents.

Priority Area: Youth

- Create a youth volunteer corps.
- Promote mentorship opportunities.
- Encourage parent and family involvement in youth activities.
- Expand opportunities for extracurricular activities and youth programming.

Priority Area: Community Building

- Increase capacity of the Neighborhood Association.
- Strengthen partnership with police liaison program in neighborhood.
- Promote multicultural appreciation.
- Expand community gathering spaces.

Priority Area: East Grand Commercial Corridor

- Create a distinct urban identity.
- Facilitate and expand commercial investment.
- Create a business association.
- Explore support for a community plaza on the East Grand corridor.

Capitol Park

Priority Area: Housing

- Promote home repair and other housing related classes for homeowners, landlords, and renters
- Promote livability of Capitol Park.
- Improve the quality of housing in Capitol Park.

Priority Area: Community Building

- Build Capitol Park Neighborhood Association capacity.
- Strengthen relationship with Lutheran Hospital.

Priority Area: Crime and Safety

- Improve lighting throughout Capitol Park.
- Strengthen relationship with Des Moines Police Department.

Priority Area: Neighborhood Appearance

- Increase business occupancy rates.
- Boost the bikeability of Capitol Park.
- Raise the profile and improve the image of Capitol Park.
- Address vacancy, including Wallace School and other private properties.
- Improve conditions of infrastructure.

- Improve the appearance of Neal Smith Trail from Cleveland Trailhead to South of University Avenue overpass.
- Beautify and enhance existing public space.

Priority Area: Youth

- Collaborate with East Bank neighborhood associations to increase offerings of and participation in family-centered classes and activities.
- Build citywide alliances to enhance athletic programming for youth.
- Promote career development.
- Cooperate with citywide partners to increase offerings of youth arts programming.

Martin Luther King Jr. Park

Priority Area: Safety

- Safety was identified not as a standalone priority area, but one that goes across all priority areas – meaning, that safety should be a consideration throughout the neighborhood plan.

Priority Area: Community Life

- Ensure residents of all ages and abilities have convenient access to healthy lifestyle choices.
- Bring neighbors and families together through community events.
- Expand the Community Education opportunities available in and around the neighborhood.
- Ensure that residents are aware of what is going on.

Priority Area: Infrastructure Improvements

- Improve conditions of existing infrastructure.
- Address traffic safety issues.
- Improve connectivity.

Priority Area: Housing

- Improve the overall condition of existing housing.
- Provide more housing choices in the neighborhood.
- Enhance overall neighborhood appearance.

Priority Area: Neighborhood Edges, Land Use, and Zoning

- Improve aesthetics around the edges of the neighborhood.
- Protect and support existing land uses in MLK Jr. Park that have been deemed desirable to retain.
- Promote a more appropriate mix of commercial and residential development along E. 14th Street and E. University Avenue.
- Reach consensus on the future land use designations for the area south of E. University Avenue between E. 16th Street and I-235.
- Improve the buffer between the neighborhood and the railroad tracks.
- Improve connectivity.

Priority Area: Youth

- Provide structures programs and activities for youth that: build character, are educational, and/or teach life skills.
- Build a culture of respect, pride, and responsibility among area youth.
- Ensure residents are aware of available programs.

Priority Area: Parks

- Create a safe, inclusive gathering space for all residents of the community to interact.
- Make ML King Jr. Park a center for neighborhood information, where people can come to find out what is going on.
- Improve the functionality of the park for area residents.

APPENDIX B: Coalition Contact Information

Organization	Work Group(s)	Primary Contact Information (Name, Title, Address, Phone, Email)
City of Des Moines	Project Management Team	Amber Lynch, AICP Senior City Planner Community Development Department 602 Robert D Ray Drive, Des Moines, IA 50309
City of Des Moines	Infrastructure / Public Spaces	TBD Affected Departments may include: Community Development, Engineering, Parks, Public Works, Police
City of Des Moines	Business Districts	TBD Affected Departments may include: Economic Development, Community Development
City of Des Moines	Housing	Mary Neiderbach, AICP Senior City Planner Community Development Department
City of Des Moines	Community Programming	TBD Affected Departments may include: Park and Recreation