

THE DAM DEBATE:

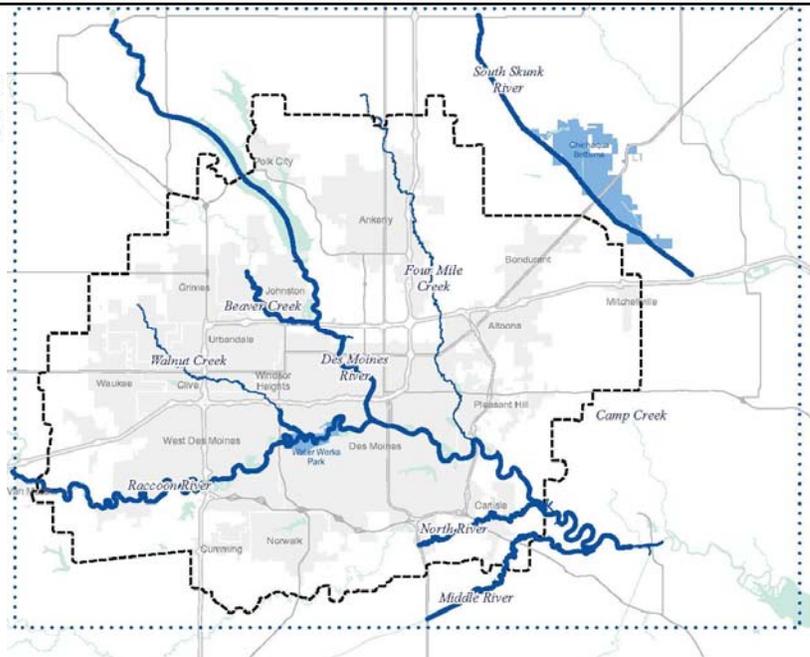
Partnering with the media on public engagement

September 25, 2019

Gunnar Olson, Communications and Strategy Manager
Des Moines Area Metropolitan Planning Organization



Iowa's First Regional Water Trails Plan



dmampo.org/water-trails





Variety of User Experiences



U.S. MOINE & AREA
MPO
METROPOLITAN PLANNING ORGANIZATION





David Hurd

Former CEO, President
and Chairman of
Principal Financial Group

Visionary and
Environmentalist

The Des Moines Register

PART OF THE USA TODAY NETWORK

OP-ED: It's time to fix the 'drowning machines'

By G. David Hurd

“What do we want our downtown rivers and riverfront to look like? What is our vision for 5, 10, 25, and 50 years from now? How can we honor the lives lost in dam accidents, the fascinating role our rivers play in Des Moines' history, the importance of healthy water and habitat, and the investments made in our riverfront?”

December 22, 2014



OBITUARY: G. David Hurd

G. David Hurd, the only son of Gerald and Hildur Hurd, was born December 14, 1929 in Chicago. He died February 6, 2016 at the age of 86.

MPO issues press release



- Release: New State of the Rivers Report: Great Potential for River Recreation in the region.
- Invitation to public to share their ideas using Water Trails Input Map.

February 16, 2016



The Des Moines Register

PART OF THE USA TODAY NETWORK

EDITORIAL: Debate fate of dams, as Hurd wanted

66

His wish may come true.

The dam debate is expected to grow over the next few months as local planners ask: How we can turn the metro area's 150 miles of creeks and rivers into an attraction that people of all ages can use?

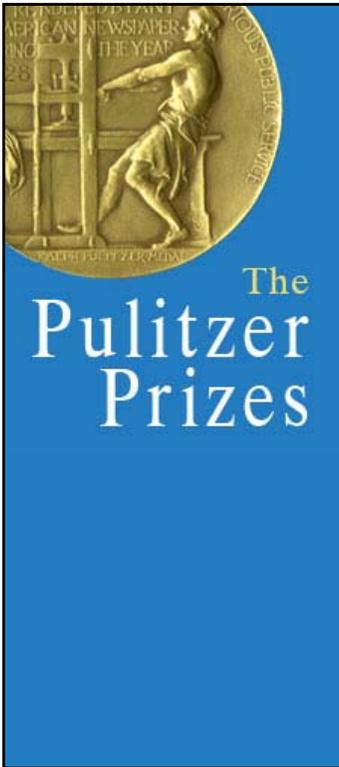


David and Trudy Hurd

Register Editorial

February 22, 2016





**GIVE A
DAMN
DES
MOINES**

Presented by



Happy coincidence

The MPO had a meeting with The Des Moines Register editorial board that week on another matter.



MPO Senior Planner
Teva Dawson

**You called for a
dam debate.
Want to host?**

**Let's set up a
meeting.**



Des Moines Register
Editor Amalie Nash

What do you want to do on the river in downtown Des Moines?

**THE DAM DEBATE: NOON, TUESDAY, APRIL 26
DES MOINES CENTRAL LIBRARY**

Issued joint press release



- We drafted the content
- They reviewed early draft gave OK prior to release being issued

The Des Moines Register

PART OF THE USA TODAY NETWORK



Register reporter
Timothy Meinch

“ But those dams could be removed ... That would open the floodgates to possibilities, from tubing to whitewater kayaking to boating ...



April 25, 2016

The Des Moines Register

PART OF THE USA TODAY NETWORK

Imagine rivers brimming with life, people

“ Rarely do we have the chance to improve safety at the same time we can provide opportunities for recreation and development. Removing or altering the low-head dams would open a rush of possibilities.



*Register Editorial
April 26, 2016*





Dam Debate Survey | Des Moines Register

desmoinesregister.secondstreetapp.com/Dam-Debate/

The Des Moines Register

What can you imagine along the Des Moines River?

These illustrations show the kinds of activities that could happen in and along the river if the Center Street and Scott Street dams were removed or modified. These drawings show what's possible, and final designs could include any number of combinations of the concepts shown. All of these ideas maintain existing water levels above the Center Street dam. That pool supports upstream recreation and water treatment.

Bolton & Menk, a Des Moines engineering firm, produced the illustrations with the guidance of the Des Moines Area Metropolitan Planning Organization, the city of Des Moines, the Iowa Department of Natural Resources and others.

Lessons Learned

- Stay in tune with the news
- Based on their interests, know what you have that's timely and relevant to their editorial content
- Media can be highly effective partners
 - Effective communicators with broad reach
 - Independent credibility
 - Shared interest in community discussion



Des Moines Register
Editor Amalie Nash

**Let us know
when you want
to do the next
one.**

You bet.



MPO Communications
Manager
Gunnar Olson

THE DAM DEBATE II: Bring river recreation to downtown Des Moines?



Tuesday, June 28
OPEN HOUSE: 6-7 p.m.
MAIN EVENT: 7-8:30 p.m.

The Des Moines Register
Community Room
Capital Square
400 Locust St.
Des Moines



THE DAM DEBATE III:

We know what's possible. Let's talk.



Thursday, Oct. 19

The Des Moines Register
Community Room
Capital Square
400 Locust St.
Des Moines



150 miles of waterways > 86 project sites > 14 cities and counties

THE DAM PLAN

What we can do. How we can do it.



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Strategy Manager
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Altoona • Ankeny • Bondurant • Carlisle • Clive • Dallas County • Des Moines • DART • Grimes • Johnston • Mitchellville • Norwalk • Pleasant Hill • Polk City • Polk County • Urbandale • Warren County • Waukee • West Des Moines • Windsor Heights