

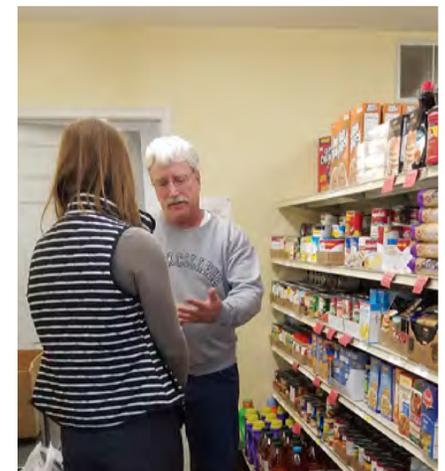


# Pleasant Hill



## Community Food System Assessment

A city wide scan of food systems and their connection with community development opportunities in Pleasant Hill, Iowa



## COMMUNITY FOOD SYSTEMS

*Planning, Consulting & Design*

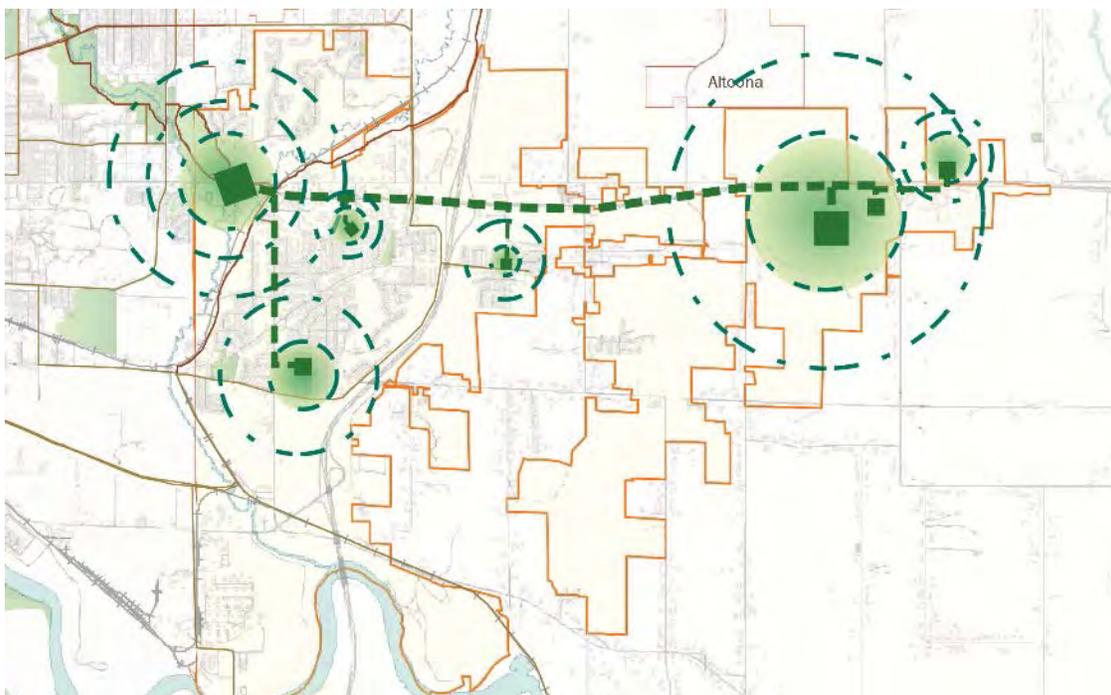


Figure 1: Grow Pleasant Hill Strategy Diagram

# PLEASANT HILL COMMUNITY FOOD SYSTEM ASSESSMENT

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*Prepared by Courtney Long & edited by Kaley Hohenshell:  
Community Food Systems Program*

## Abstract

The Community Food System Assessment is a compilation of primary and secondary data (Geographic Information Systems, Census Database, Extension, Community Health Needs Assessment, interviews and coalition discussions). This report has been developed to showcase the existing conditions of the food system sectors (Production, Transformation, Distribution, Consumption + Access and Resource Management), as well as their relationship with community assets, and the priority projects determined by the coalition in relation to the collective mission, vision, and core values established in 2017.

## **Assessment Process**

The assessment is formatted to give an in-depth analysis of food system tactics that exist, or are needed within Pleasant Hill. Each section starts with the sector and then dives into details of the sector tactics. Where appropriate, maps are developed to give a visual demonstration of the information discussed.

## **Coalition Development and Engagement: 5/16-5/17**

- **29 unique organizations and businesses were interviewed regarding food systems development and collaboration**
- **4 coalition meetings were facilitated at the City of Pleasant Hill**
  - 18 unique members of the coalition
  - Average attendance of 12 individuals
- **2 public input sessions hosted**
  - Caribou Coffee
  - Riley Resource Group
- **3 versions of an input survey offered**
  - Pleasant Hill website: received over 60 responses
  - Pleasant Hill Facebook
  - Fareway discussions
- **1 Snapshot completed to determine priority projects**
- **5 priority projects determined for collective development**
  - 2 projects being led by individuals outside of City Staff
  - Total participation in projects: 25 individuals
  - 1 project collaboration leading to state wide recognition and collaboration
- **1 Evaluation plan will be developed in 2018**

**The Community food system assessment has been developed and arranged to assess the food system sectors and potential tactics:**

- **Production:** Science, art, or occupation that involves cultivating land, raising crops, hunting, fishing, foraging or farming

Gardens (backyard, faith-based, corporate, community, school), public edible landscapes, farms (incubator, rural, urban), agrihoods;

- **Processing + Transformation:** transformation of raw ingredients, physically or chemically, transforming into a value-added market

Processing facilities (freezing, canning, butcher, etc.), mobile processing units, shared-use kitchens;

- **Distribution + Marketing:** Moving product from farm or processing site to consumer; including distribution and sales

Community supported agriculture, farmers markets, public markets, grocery stores, food hubs, food boxes, auctions, cooperatives, market and branding development;

- **Consumption + Access:** Opportunities for an individual to gain access to food in a physically safe, financially viable, and culturally competent way

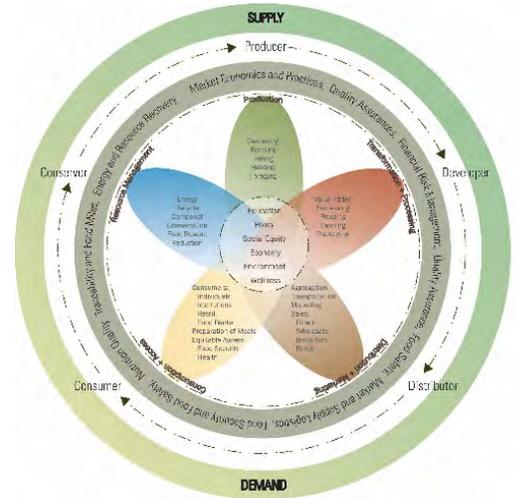
Food trucks, restaurants, public markets, farm to school procurement, local food coordinators, coalition development, awareness campaigns, food enterprise centers, education centers, food pantries, food system policy councils;

- **Resource Management:** Efficient and effective deployment and allocation of community and business resources as it relates to land, water, soil, plants, food and created materials

Food recovery programs (food donation, farmers market food recovery programs, donate a row, etc.), waste management (composting, recycling, etc.), energy systems (solar, wind, water, re-usable fuels).

**Each sector and tactic is analyzed on its contributions to core community assets:**

- **Environment (built and natural):** surrounding conditions that include both natural environment and built space in which a person or animal lives
- **Social Equity:** offering same status and equal access to social goods, services, property and freedom of speech
- **Education:** promoting experiences and programming related to food systems and health for a deeper understanding and increased opportunities to build skills
- **Wellness:** health status of a community, and individuals that live in it, as it relates to access to affordable and effective options for quality of life
- **Policy:** principles or actions that have been adopted by governments, businesses and individuals
- **Economy:** wealth and resources of a community or region that relate to the development and consumption of goods and services



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# Grow Pleasant Hill:

## **MISSION:**

To develop a unique, inter-connected regional community that cultivates health through innovation and thriving economy.

## **VISION:**

Grow Pleasant Hill is fostering a unique and creative suburb, promoting quality of life by:

- Partnering with our neighbors;
- Creating a space for food businesses to thrive;
- Offering creative opportunities for everyone to access healthy foods;
- Promoting wellness in education and project collaboration.

## **CORE VALUES:**

### *WE'RE GROWING...*

**Collaboration and Partnership:** community through relationships based on passion, expertise and skills critical to the development and sustainability for our regional transformation

**Inclusion:** access to community food system components, regardless of income, race, gender, location; and encouraging under-represented people to be leaders in decision-making processes

**Awareness:** education and learning opportunities about health, wellness and food systems to embolden all people to advocate and implement priorities

**Innovation and Creativity:** creative and dynamic opportunities through innovative strategies that will enhance overall quality of life to live and play

**Economic Development:** a suburb of choice; attracting residential development and promoting opportunities for businesses related to health and food sectors

## **GROW PLEASANT HILL PARTNERS:**

City of Pleasant Hill -- Ben Champ, Madeline Sturms, Rick Courcier, Candace Bell

Parks and Rec Board and volunteer -- Penny Thompson

Berean Church and Pleasant Hill Farmers Market -- Kevin Umphress

Drake University and Agrihood -- Trent Grundmeyer

Dinner Delights -- Andrea Love

Happe Homes -- Chris Peterson, Jake Happe

Veterans in Agriculture -- Beth Grabau

Eastern Polk County Economic Development -- Alex Lynch

Pleasant Hill Chamber-- Wendy Martinez

The Homestead -- Robbie Morris Riley, Ashley Bernel

Riley Resource Group -- Bob Riley

MidAmerican Energy -- Deb Calvert

Planning and Zoning Commission -- Mark Ackelson

Pleasant Hill Library -- John Lardall

Southeast Polk High School -- Matt Eddy

## **PRIORITY PROJECTS**

Priority projects were determined by the Grow Pleasant Hill coalition in May 2017 based on the community snapshot and evaluation of potential project impact, feasibility, and coalition core values. Each priority project has a local team chair and project team. Within phase 2 of the Community Food Systems (CFS) program, partners will collaborate with the CFS program for research, technical assistance, design, and implementation.

In addition to the priority project, the coalition and City of Pleasant Hill determined that there are potentials for additional community gardens and edible landscapes developed by the City of Pleasant Hill and their Parks Department. City staff will dedicate time and resources to establishing different public opportunities to offer access to healthy foods.

### **Occupation and Workforce Development**

Chair: Alex Lynch and Beth Grabau

Promote partnerships with organizations and businesses that need agriculture and landscape skills. This will include two components: first, a hands-on training strategy for landscape and agriculture, and second, collaboration with Veterans in Agriculture in their pursuit to develop a farming apprenticeship program.

### **Promotion and Education**

Chair: Candace Bell and Rick Courcier

Build awareness about existing food related resources and business in the city and region while also creating educational opportunities for residents such as cooking demonstrations and classes on topics such as gardening, preserving, and composting.

### **Agrihood Development**

Chair: Trent Grundmeyer

Create a new neighborhood development strategy centered on agriculture and open space. The development will support beginning farmer programs, provide connections to natural resources and the food system, promote community gathering space, and provide opportunities for education and events.

### **Farmers Market Expansion**

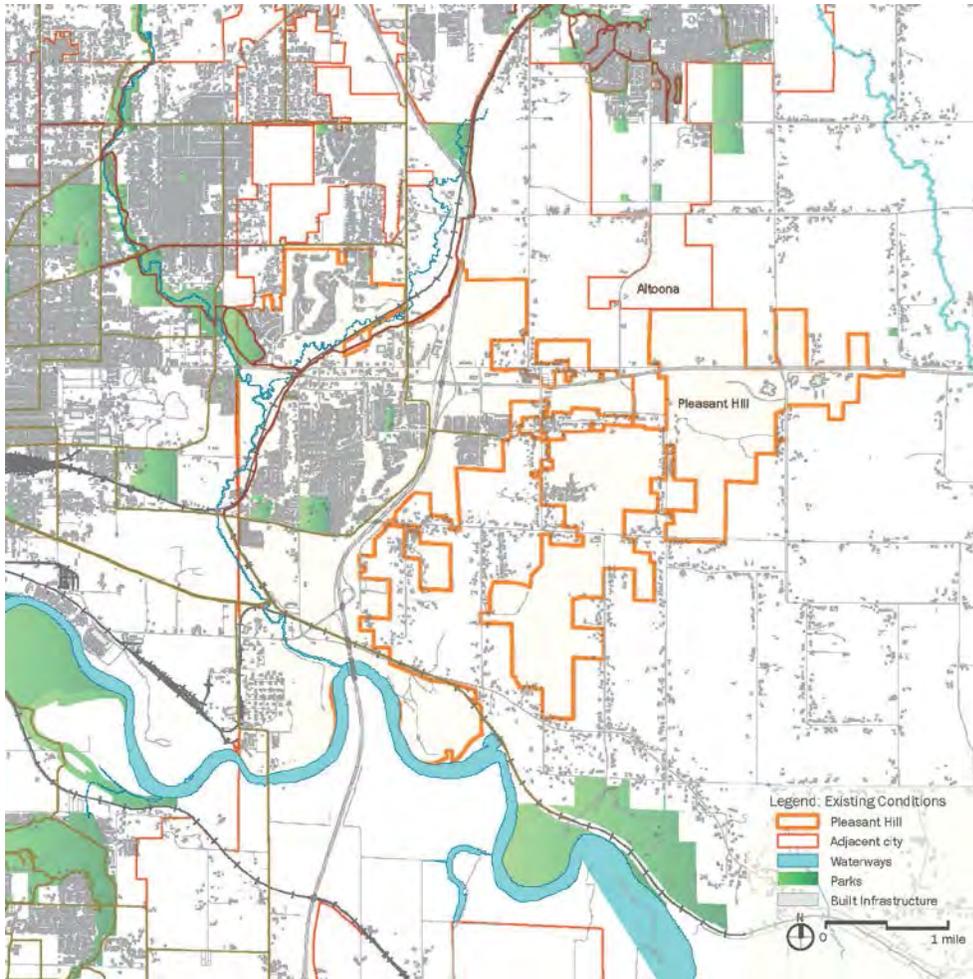
Chair: Kevin Umphress

Expand the existing farmers market to encourage more vendors and consumers to attend. This will include development of marketing and promotion material as well as an assessment of the location, time, program, and feasibility to enhance the market to be a place that draws attendees from the East Polk County area.

### **Food Center**

Design an activity hub for food related business development that includes a shared-use kitchen and culinary business offerings while also showcasing outdoor amenities and creative solutions for healthy living, gardening, and community collaboration.

## City of Pleasant Hill:

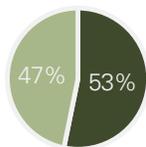


## POPULATION

### Demographics

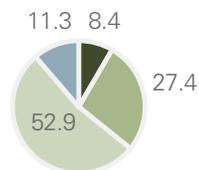
Pleasant Hill Population: 9,750 (United States Census Bureau)

Population: Gender



■ Female ■ Male

Population: Age



■ Under 5 ■ Under 18 ■ 18-65 ■ Over 65

Population: Poverty



■ Poverty ■ Persons not in Poverty

Figure 2: 2016 Population Estimates (United States Census Bureau)

	<b>Families Below 100% Poverty</b>	<b>Families Below 150% Poverty</b>	<b>Families Below 185% Poverty</b>
<b>Polk County</b>	8,014	16,853	22,610
<b>Iowa</b>	58,980	116,384	160,714

Figure 3: Polk County Families in Poverty: (Iowa Community Indicators Program)

<b>Household Size</b>	<b>100%</b>	<b>133%</b>	<b>150%</b>	<b>200%</b>	<b>250%</b>	<b>300%</b>	<b>400%</b>
<b>1</b>	\$11,880	\$15,800	\$17,820	\$23,760	\$29,700	\$35,640	\$47,520
<b>2</b>	16,020	21,307	24,030	32,040	40,050	48,060	64,080
<b>3</b>	20,160	26,813	30,240	40,320	50,400	60,480	80,640
<b>4</b>	24,300	32,319	36,450	48,600	60,750	72,900	97,200
<b>5</b>	28,440	37,825	42,660	56,880	71,100	85,320	113,760
<b>6</b>	32,580	43,331	48,870	65,160	81,450	97,740	130,320
<b>7</b>	36,730	48,851	55,095	73,460	91,825	110,190	146,920
<b>8</b>	40,890	54,384	61,335	81,780	102,225	122,670	163,560

Figure 4: 2016 Federal Poverty Guidelines (Families USA)

<b>% of Families and Individuals in Poverty</b>	<b>All Individuals (%)</b>	<b>Children Under 18 Years (%)</b>	<b>All Families (%)</b>	<b>Families with Related Children (%)</b>
<b>Polk County</b>	13.1	17.6	8.5	13.6
<b>Iowa</b>	12.3	15.5	8.1	13.9

Figure 5: Percent of Families and Individuals in Poverty: (Iowa Community Indicators Program), (Iowa Community Indicators Program)

2014 Data	<b>Food Insecurity Rate</b>	<b># of Food Insecure People</b>	<b>Below SNAP Threshold of 160% Poverty</b>	<b>Between 160-185% Poverty</b>	<b>Above Other Nutrition Program Threshold of 185% Poverty</b>	<b>Additional Money Required to Meet Food Needs</b>	<b>Average Cost of a Meal</b>
Polk County	12.5%	55,630	52%	5%	43%	\$27,726,000	\$2.82
Iowa	12.4%	384,830	53%	5%	42%	\$177,919,000	\$2.62

Figure 6: Food Insecurity in Polk County: (Feeding America), (Feeding America, 2016)

## Senior Meal Sites

Name	Hours	Address	Contact
Altoona Senior Meal Site	Monday-Friday 9:30 AM – 1:30 PM	507 13 <sup>th</sup> Avenue SW Altoona, Iowa 50009	(515) 967-1853
East Senior Center	Monday-Friday 8:00 AM – 5:00 PM	1231 East 26 <sup>th</sup> Street Des Moines, Iowa 50317	(515) 265-8461
Norwoodville Community Center	Monday – Friday 8:00 AM – 5:00 PM	3077 NE 46 <sup>th</sup> Avenue Des Moines, Iowa 50317	(515) 266-5794
Runnells Senior Meal Site	Monday – Friday 9:30 AM – 1:30 PM	108 Brown Runnells, Iowa 50237	(515) 966-2427
Scott/Four Mile Senior Meal Site	Monday – Friday 9:30 AM – 1:30 PM	3711 Easton Des Moines, Iowa 50317	(515) 265-9977

Figure 7: Senior Congregate Meal Sites and Hours: (Aging Resources of Central Iowa)

### Fresh Conversations

- Monthly nutrition newsletter for older adults
- Includes exercises, recipes, and games
- Volunteers also give monthly nutrition-related presentations
- More volunteers needed
- Nutrition Services Director = Kate Rittman (515.633.9518 or [kate.rittman@agingresources.com](mailto:kate.rittman@agingresources.com)) (Aging Resources of Central Iowa)

### Pleasant Hill’s Opportunity Score = 77/100

Category	Score	Rank: Best = top third Average = middle third Worst = bottom third
Income Inequality	0.44 on a scale of 0 to 1 (Gini coefficient)	Best
Jobs per Worker	0.90 jobs per person	Best
High School Graduation Rate	83.2% of high school students graduate	Average
Age Diversity	0.93 on a scale of 0 to 1 (age-group diversity of local population compared to the national population)	Best

Figure 8: AARP Livability Index: Opportunity (AARP)

**Pleasant Hill’s Engagement Score = 68/100**

<b>Category</b>	<b>Score</b>	<b>Rank: Best = top third Average = middle third Worst = bottom third</b>
Broadband Cost and Speed	2.8% of residents have high-speed, low-cost service	Best
Opportunity for Civic Involvement	10.2 civic, social, religious, political, and business organizations per 10,000 people	Best
Voting Rate	71.5% of people voted	Best
Social Involvement Index	1.01 on a scale of 0 to 2 (“extent to which residents eat dinner with household members, see or hear from friends and family, talk with neighbors, and do favors for neighbors”)	Best
Cultural, Arts, and Entertainment Institutions	0.7 performing arts companies, museums, concert venues, sports stadiums, and movie theaters per 10,000 people	Average

**Figure 9: AARP Livability Index: Engagement (AARP)**

## INFRASTRUCTURE

### Pleasant Hill's Neighborhood Score = 50/100

Category	Score	Rank: Best = top third Average = middle third Worst = bottom third
Access to Grocery Stores and Farmers' Markets	0.6 grocery stores and farmers' markets within a half-mile	Average
Access to Parks	0.4 parks within a half mile	Average
Access to Libraries	0.3 libraries within a half mile	Average
Access to Jobs by Transit	0 jobs accessible within a 45-minute transit commute	Worst
Access to Jobs by Auto	49,633 jobs accessible within a 45-minute automobile commute	Average
Diversity of Destinations	Pleasant Hill ranks 0.77 on a scale of 0 to 1 for "mix of jobs within a mile"	Average
Activity Density	2,413 jobs and people per sq. mi.	Average
Crime Rate	375 crimes per 10,000 people	Average
Vacancy Rate	3.8% of housing units are vacant	Best

Figure 10: AARP Livability Index: Neighborhood (AARP)

## Transportation

- The Livability Index scores communities on a scale of 0-100 based on various criteria Pleasant Hill's Transportation Score = **36/100**
- Public Transportation: Des Moines Area Regional Transit: (DART)
- Route 10 (East University) connects Pleasant Hill to Des Moines: Monday-Friday

Category	Score	Rank: Best = top third Average = middle third Worst = bottom third
Frequency of Local Transit Service	0 buses and trains per hour within a quarter-mile	Worst
Walk Trips	0.68 walk trips per household per day	Average
Congestion	16.4 hours spent in traffic per person per year	Average
Household Transportation Costs	\$11,313 spent on transportation per person per year	Average
Speed Limits	Average speed limit on streets and highways = 33.1 miles per hour	Worst
Crash Rate	9.9 fatal crashes per 100,000 people per year	Average
ADA-Accessible Stations and Vehicles	54.7% of transit stations and vehicles are ADA-accessible	Worst

Figure 11: AARP Livability Index: Transportation (AARP)

## Housing: Pleasant Hill Score: 64-100

Category	Score	Rank: Best = top third Average = middle third Worst = bottom third
Availability of Multi-Family Housing	24.1% of units are multi-family	Average
Housing Costs	\$1,234 per month	Average
Housing Cost Burden	19.9% of income spent on housing	Average
Availability of Subsidized Housing	159 subsidized housing units per 10,000 people	Best

Figure 12: Housing: AARP Livability Index: Housing (AARP)

## Senior Housing:

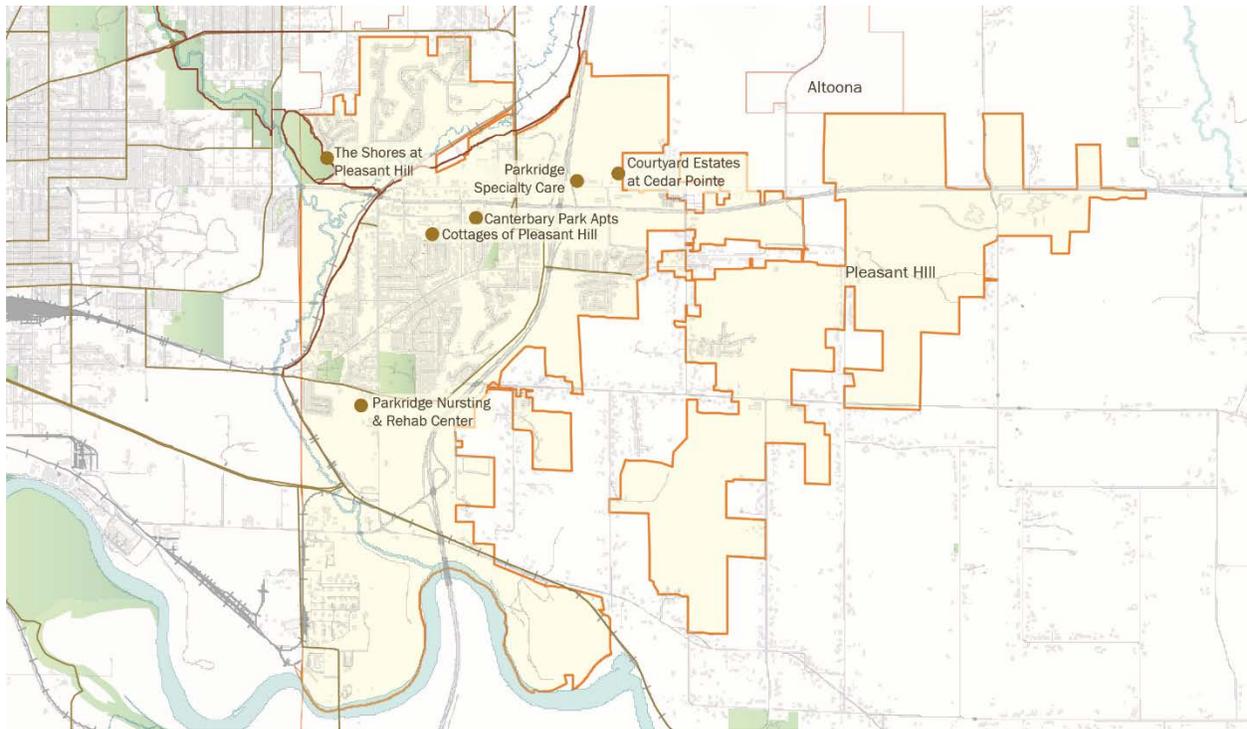


Figure 13: Senior Housing

### The Shores at Pleasant Hill: (The Shores at Pleasant Hill)

- 1500 Edgewater Drive Pleasant Hill, IA 50327
- Independent living, assisted living, and memory care facilities

### Parkridge Specialty Care: (Care Initiatives)

- 5800 NE 12<sup>th</sup> Ave Pleasant Hill, IA 5027
- Accepts Medicaid and Medicare
- Rehabilitation services, nursing care, long-term care, and hospice care

### The Cottages of Pleasant Hill: (The Cottages at Pleasant Hill)

- 555 North Walnut Blvd. Pleasant Hill, IA 50327
- One- and two-bedroom apartments

### Courtyard Estates at Cedar Pointe: (Courtyard Estates)

- 6132 NE 12<sup>th</sup> Ave Pleasant Hill, IA 50327
- Assisted living and memory care communities

## WELLNESS

### Pleasant Hill's Health Score = 56/100

Category	Score	Rank: Best = top third Average = middle third Worst = bottom third
Smoking Prevalence	18.6% of people smoke regularly	Average
Obesity Prevalence	28.0% of people are obese	Average
Access to Exercise Opportunities	83.3% of people live within a half-mile of parks and within 1 mile of recreational facilities (3 miles from rural areas)	Average
Health Care Professional Shortage Areas	Severity of health professional shortage: 0 on a scale from 0 to 25	Best
Preventable Hospitalization Rate	54.8 preventable hospitalizations per 1,000 patients	Best
Patient Satisfaction	63.6% of patients give area hospitals a rating of 9 or 10	Worst

Figure 14: AARP Livability Index: Health (AARP)

### 2016 Polk County CHNA Priority Goals: (Iowa Department of Public Health)

#### Promote Healthy Living:

“Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

## POLICY

### AARP Livability Index Policies: (AARP)

#### Opportunity: (AARP)

Category	Policy in Place?
Local government AAA general obligation bond rating	No
State minimum wage is higher than the federal minimum wage and is adjusted for increases in the costs of living	No
State policies that expand upon the federal Family and Medical Leave Act (FMLA) to provide additional leave benefits to workers	Yes

### Health: (AARP)

Category	Policy in Place?
State laws that prohibit smoking in workplaces, restaurants, and bars	Yes

### Transportation: (AARP)

Category	Policy in Place?
State and local Complete Streets policies	Yes
State human services transportation coordination councils	Yes
State policies that remove barriers to volunteer driver programs	Yes
Communities that have taken comprehensive steps to prepare for the aging of the U.S. population	Yes

### Housing: (AARP)

Category	Policy in Place?
State and local laws that make housing accessible for people of all abilities	No
State and local funds that support the development and preservation of affordable housing	Yes
State laws guaranteeing notice and/or first right of purchase to residents of manufactured housing communities prior to sale	No
State policies and programs that protect homeowners from losing their homes to foreclosure	Yes
Communities that have taken comprehensive steps to prepare for the aging of the U.S. population	Yes

### Neighborhood: (AARP)

Category	Policy in Place?
State and local programs that support transit-oriented development	No
Communities that have taken comprehensive steps to prepare for the aging of the U.S. population	Yes

### Environment: (AARP)

Category	Policy in Place?
State date-based policies prohibiting disconnection of utility service	No
Approved local multi-hazard mitigation plans	Yes
State policies that support energy-efficient building, facilities, and appliances	No

## Production:

This section provides an overview of community projects, programs, businesses, etc. that involve the science, art, or occupation that involves cultivating land, raising crops, hunting, fishing, foraging or farming.

### **Community Conclusions/ priority project development:**

- **Occupation and Workforce Development**

Promote partnerships with organizations and businesses that need agriculture and landscape skills. This will include two components: first, a hands on training strategy for landscape and agriculture, and second, collaboration with Veterans in Agriculture in their pursuit to develop a farming apprenticeship program.

- **Agrihood Development**

Create a new neighborhood development strategy centered on agriculture and open space. The development will support beginning farmer programs, provide connections to natural resources and the food system, promote community gathering space, and provide opportunities for education and events.

While many production opportunities exist in surrounding communities, this assessment focuses on capacity and existing production options within the city of Pleasant Hill. In addition to priority projects, the City of Pleasant Hill determined that there are potentials for additional community gardens and edible landscapes. Due to capacity and investment from the city, a future priority is to dedicate time and resources to establishing different public opportunities to offer access to healthy foods. These additional resources will help build momentum for both priority projects that the coalition has determined as well as potential collaborations in the future with new organizations. The public expressed a high value in having both educational programs as well as land to garden, and these efforts will help promote those interests and concerns.

Next steps to incorporate production capacity for both priority projects are to assess potential sites for an agrihood development and begin to create a strategic plan and dynamic team to work through a unique and place-based design opportunity. Similarly, a team will be established to work towards educational opportunities for mentorship, certification and potential apprenticeship programs to support individuals that desire to farm.

## RESIDENTIAL GARDENS

Backyard gardening allows for the integration of food plants with ornamental plants for an aesthetic setting. By incorporating both types of plants, a garden becomes productive as well as beautiful; leading to added health benefits, stress reduction, and personal financial stability. With the incorporation of fruits, vegetables, herbs and beautiful perennials and annuals, your space is sure to have practical and flavorful results. There are numerous types of gardening that can be used at any scale from the backyard to city streets. Gardening is a great way to introduce healthy, fresh plants into family lifestyle at home as well as grow food for those in need.

### Community Discussion:

- Education on how and where to start gardens in my yard
- Community compost- I have lots of food scraps and would like to not throw away
- Of course, everywhere: Victory gardens ReDUX- make it fashionable and affordable
- How to garden topics

### Education:

Master Gardener programs are offered through Polk County Extension and are available for Pleasant Hill residents. There is interest from the community to develop additional city education programs that involve how-to topics of gardening and composting.

- DNR's "Edible Outdoors" Program: (Edible Outdoors)
  - Group learning about foraging, hunting, and fishing
  - Offered in Des Moines
  - Events such as "Foraging for Mushrooms", "River Fishing", or "Becoming an Outdoors-Woman Workshop"
  - Contact: [edibleoutdoorsdsm@gmail.com](mailto:edibleoutdoorsdsm@gmail.com)

### Wellness:

Safe food, exercise, and gardens are shown to assist with stress reduction; children who eat homegrown fruits and vegetables eat twice the amount of these foods than kids who seldom get fresh fruits and vegetables.

### Policy:

The city has been considering options for policy change to include opportunities in areas of the city for chickens and backyard/urban agriculture components. Limitations can be set for front yard and forms of residential gardening to help with aesthetics or safety concerns (Taylor and Vaage, Municipal Zoning for Local Foods in Iowa: A Guidebook for Reducing Local Regulatory Barriers to Local Foods). Additionally, chickens, bees, and other small livestock are growing in popularity and desire in residential neighborhoods. Noise concerns, odors, and safety come into concern with neighbors for these reasons. Options for permitting include involving departments of animal safety, or requiring certain restrictions within zoning code. (Taylor and Vaage, Municipal Zoning for Local Foods in Iowa: A Guidebook for Reducing Local Regulatory Barriers to Local Foods)

## **FAITH GARDENS**

Faith-Based Gardens are similar to community gardens, with particular faith-based affiliations. Common motivations include feeding the hungry, building community, and creating multi-generational and cultural connections. Many gardens offer produce to their volunteers or congregation members in need, and several also donate produce to food pantries in the community.

These gardens typically are focused on creating therapeutic spaces for individuals to relax and contemplate life, allowing for people to feel a part of something larger than themselves. Often, faith-based affiliations will connect with businesses outside of the church for participation and or training opportunities such as refugee farming, high-school internships, master-gardeners volunteers, etc.

### **Environment:**

Environmental diversity and awareness, promotes therapeutic space

### **Equity:**

Faith gardens can help promote food security for individuals within the congregation or general community. Many gardens donate produce to those that are in need, or provide space for individuals to grow for themselves.

### **Wellness:**

Therapeutic space can help relieve stress; faith gardens create opportunities for volunteerism, volunteering has been shown to develop community capacity and ownership in the community as well as increase social and relationship skills and benefit the mind.

## **CORPORATE GARDENS**

Corporate gardens can assist and help establish healthy habits for employees and administration within a company and promote sustainable wellness for the community. Many corporate gardens allow for employees to take home product. Large corporations like PepsiCo to small town neighborhood businesses incorporate gardens for various reasons: lunchtime getaway, health benefits, or fashionable perks. Several employee wellness opportunities can occur such as nutritional awareness, mental health, and physical health. Corporate gardens are options to give back to employees and improve quality of life. Gardens can take on many different looks like any community garden- rent for space, corporate giving gardens, or community space to grow and work together free of charge.

### **Equity:**

Corporate gardens can assist in providing access to land for growing personal food

### **Education:**

Promotion of nutritional, mental and physical health (Corporate Garden Coach)

### **Wellness:**

Best practices on employee betterment programs – also identified opportunities for employees to get involved in wellness programs. Assists in providing emotional and beneficial mental peace. Gardens have been shown to improve health by decreasing blood pressure, reducing hear rate, relieving muscle tension, decreasing patients' perception of pain, and improving mood. (Cass County Health System Foundation)

### **Economy:**

Hy-Vee One Step Community Produce Garden- gives back to the community through donations of everyday foods to charitable causes. They also have grant awards for up to \$1,000, typically grant applications close in late January or early February.

## COMMUNITY GARDENS

Community Gardens create community and neighborhood capital. A community garden is a public space that can be a cross section between public and private entities open to all, or for identified users. These spaces offer opportunities for families to grow their own food leading to financial stability and healthy, fresh food options. Gardening has been shown to reduce stress and promote additional exercise through leisure activity.

Community gardens can be created in a vast amount of spaces and environments: rural and urban settings, vacant lots, pocket parks, and local business plots.



Figure 15: Pleasant Hill Community Garden

**Community Conclusions:** During the project prioritization meeting, the coalition and City of Pleasant Hill determined that a potential new community garden may be needed. City staff will dedicate time and resources to establishing additional areas that offer access to foods.

### Community Discussion:

- Need more education on effective methods to garden in small spaces
- Next door to apartments (make a part of zoning requirements); good for apartment dwellers
- Community Gardens that exist are full and I, personally, would be interested in a plot or, perhaps, two
- More options for community gardens
- Expand the Community Garden to include perennial beds like strawberries, raspberries, etc.

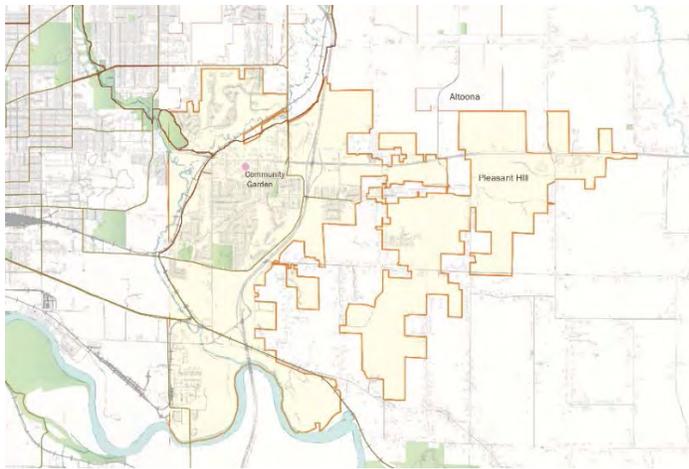
### Environment:

Promotes additional recreation opportunities, green space improvement and can minimize heat island effect

### EXISTING COMMUNITY GARDENS:

Pleasant Hill Community Garden: (Pleasant Hill)

- Open April 1-October 31
- \$35 for 10x10 plot
- Includes water source + access to storage shed



**Figure 16: Community Gardens**

**Equity:**

Neighborhood and community gardens have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs

**Education:**

Have been shown to offer inter-generational and cross-cultural learning opportunities  
 MASTER GARDENERS: (Iowa State University Extension and Outreach)

	<b>State</b>	<b>Polk County</b>
<b>Volunteers</b>	1,923	
<b>Volunteer Hours</b>	115,055	21,006
<b>Education Hours</b>	24,239	3,814
<b>Produce donated (pounds)</b>	74,937 (224,811 servings)	

Classes scheduled for Fall (Iowa State University Extension and Outreach)

**Wellness:**

Promotes social interactions with neighbors and allow for better self-reliance for food, as well as the need for increased education on healthy lifestyle behaviors (including regular exercise and healthy diet/nutrition habits) among young children

**Policy:**

Nuisance concerns, aesthetics, and rodents are typical concerns for community gardens. Areas for regulations can include size of parcel for production, number of individuals to use property, accessory structures, options for retail sales, and types of equipment allowed (Taylor and Vaage, Municipal Zoning for Local Foods in Iowa: A Guidebook for Reducing Local Regulatory Barriers to Local Foods).

**Economy:**

Catalyst for neighborhood development and beautification

## FARM TO SCHOOL: SCHOOL GARDENS

School Gardens create unique learning opportunities for both students and teachers. Gardening can connect multiple disciplines: Math, Science, English, and Nutrition. It can be used to teach children how to sustain themselves, as well as care and respect the earth. School gardens foster growth and knowledge about where food comes from and nourishes healthy living habits. School gardens can be incorporated as Community Garden spaces and provide inter-generational and cross-cultural learning opportunities. These spaces create aesthetically pleasing ways to learn about the environment, how to grow food, and create social connections and common ground. School gardens show children that they are a part of something bigger in their community and school system. This pride has the chance to grow in all ages from toddlers to high school students.



Figure 17: SE Polk FFA Program (Iowa Farm Bureau)

### Community Discussion:

- Four Mile school: Hands on learning about growing and eating fresh food

### Environment:

School gardens can promote respect for the earth, and provide improvements to existing green space

### EXISTING SCHOOL GARDENS:

Southeast Polk High School has a greenhouse and multiple options for students in FFA to get engaged in different production methods. Similarly, SE Polk Junior High offers opportunities for engagement through the garden club (Southeast Polk Community School District)

SE Polk FFA Instructor: Matthew Eddy (Southeast Polk Community School District), (Southeast Polk Community School District)

- On National FFA Board of Directors
- Uses CASE Animal Science Curriculum
- Classroom includes:
  - Aquaculture system
  - Flood table irrigation
  - Hydroponics
  - Ag biotech lab

Southeast Polk Ram Garden Club: (SEP Ram Garden Club)

- Founded in 2010
- 26,000 sq. ft. garden in 2014
- Over 30 different herbs in 2014
- Donates food to Caring Hands Food Pantry

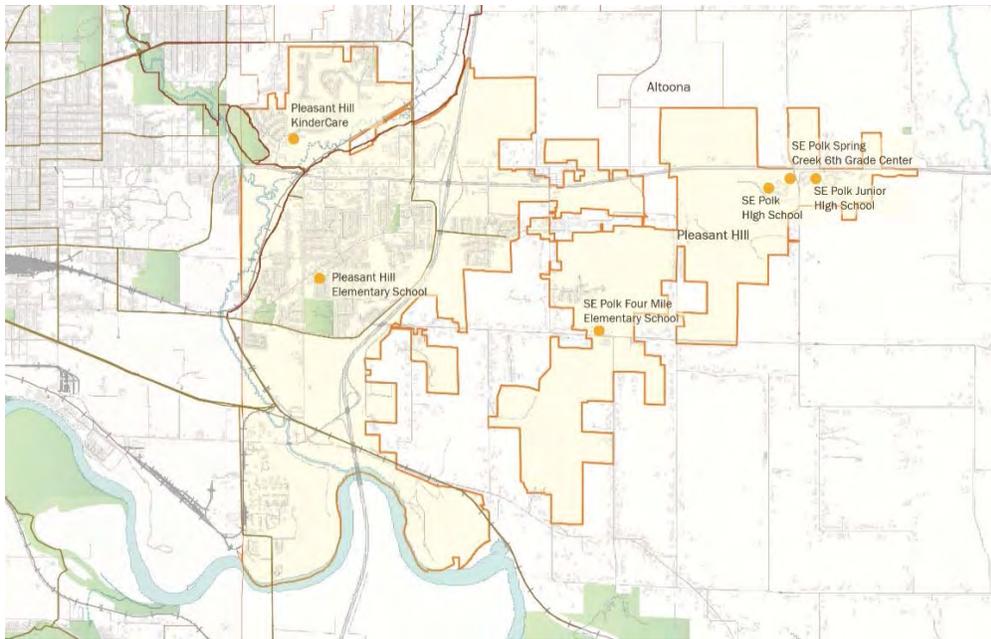


Figure 18: Pleasant Hill Schools

**Equity:**

Southeast Polk does have a backpack take-home food program run by school counselors

Interview with Amy O’Hearn:

- Just started a food rescue through the elementary --- items include- packaged/ boxed snacks, applesauce, whole fruit
  - Rescuing non-perishable items
  - Staff takes and gives to nurses
  - Give to nurses or can send home with kids

Child Food Insecurity: (Feeding America), (Feeding America)

2014 Data	Overall Food Insecurity Rate	Child Food Insecurity Rate	Estimated Number Food Insecure Children	Likely Ineligible for Federal Nutrition Programs	Income-Eligible for Nutrition Programs
Polk County	12.5%	17.6%	19,870	44%	56%
Iowa	12.4%	17.8%	129,270	43%	57%

## Education:

Provides numerous learning opportunities for children in schools including learning where food comes from; they also help develop responsibility and nurturing skills. Working in the garden can also build pride in individuals. Evidence has shown that students who participate in school gardens score higher on standardized tests.

- Southeast Polk FFA
- SEP Junior High Garden Club: Garden Flex Class - garden and greenhouse
- Altoona Kids Café: (Altoona Kids Cafe)
  - Serves lunch to Southeast Polk Elementary kids during summers
  - Provides enrichment and fun activities for kids
  - Partners with local food bank, Caring Hands Outreach

A Garden is the Way to Grow is a two-year Initiative offers schools \$400 to purchase composting supplies along with educational materials to teach lessons on science, math and reading in their gardens. (Hohenshell, Local Foods Program )

## Wellness:

Opportunities to try new fruits and vegetables with unique curriculum.

Youth Consuming at Least 5 Fruits/Day (The University of Iowa)

Units: Percentage	6th Grade	8th Grade	11th Grade	All Grades
County Males	9%	6%	7%	8%
County Females	8%	5%	4%	6%
State Males	9%	7%	5%	7%
State Females	7%	5%	4%	6%

Youth Consuming at Least 5 Vegetables/Day (The University of Iowa)

Units: Percentage	6th Grade	8th Grade	11th Grade	All Grades
County Results Males	7%	5%	5%	6%
County Results Females	5%	3%	3%	4%
State of Iowa Results Males	5%	5%	4%	5%
State of Iowa Results Females	5%	4%	3%	4%

## Policy:

A new mandate for all schools with federally funded meal programs went into effect June 30, 2017 for school wellness policies. School wellness policies guide educational agencies in their efforts to support nutrition and physical activity requirements (Hohenshell and Long, Iowa State University Local Foods Program). Policies can include connection to curriculum for school gardens and the environment.

## **PUBLIC EDIBLE LANDSCAPE**

Public, edible landscapes combine form and function to create practical and aesthetically pleasing environments in communities. The promotion of visible, edible spaces will build knowledge about where food comes from, how to grow it, and re-connect individuals with their food and nature. Edible landscapes build up the environment, increase diversity, and improve food security and horticulture therapy through a connection to nature. Edible landscapes are unique because they incorporate various forms of food such as fruit trees, berries, herbs, and vegetables with ornamentals. This inter-mixing allows for reduced pests, creative textures, and fun environments. Edible landscapes allow for nature to connect with the built environment through architecture, structure, materiality, and productive function.

**Community Conclusions:** During the decision making meeting, the coalition and City of Pleasant Hill determined that edible landscapes would become an intentional piece of their city planning process. City staff will dedicate time and resources to establishing additional areas that offer access to foods.

### **Community Discussion:**

- Riley Resource Group: Front landscape and back of building- partnership to utilize our own fertilizer
- On all parking: Vines - Grapes up and down the streets!
- City Parks- Edible Tree Products

### **Environment:**

Promotes aesthetics around the community and businesses; edible landscapes can cool heat islands, improve air quality and reduce stormwater runoff

- Doane's Park has edible fruit trees, additional park connections may exist at any of the city parks: (Pleasant Hill)
  - Copper Creek Lake Park
  - Sunrise Park
  - Oak Hill Park
  - Sunset Park
  - Dar Mar Park
- Fourmile Creek Watershed Study was completed in 2017, and looked at options for sustainable programming: (Snyder & Associates, Inc. ES-1)
  - Pleasant Hill is part of the Fourmile Creek watershed
  - Residents had concern about "flooding, streambank erosion, and the adverse effects of urban development"
  - "Stormwater Master Plan" Goals: (Snyder & Associates, Inc. 87)
    - Reduce flood risk
    - Improve water quality
    - Increase safety
    - Protect infrastructure
    - Support healthy streams
    - Support productive land uses

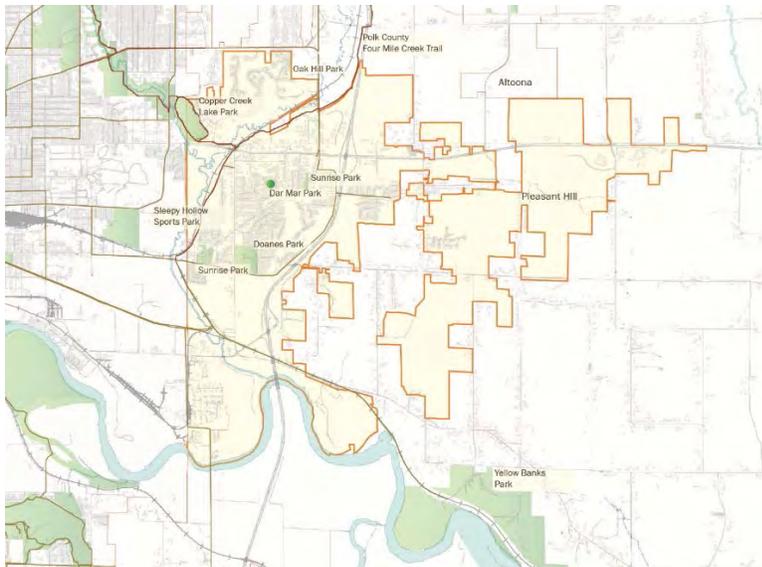


Figure 19: Parks and Trails

### Equity:

Offers healthy food access within public realms of a city. Currently only 37% of households nationwide have gardens, by offering public access to foods it can improve food security and decreased miles traveled for fruits and vegetables

### Education:

Programming can be offered to introduce new methods of creative landscaping and environmental benefits of edible foods

- Parks Departments has been a critical area of partnership with the coalition and is looking to engage in more education programs around foods and production
- DNR's "Edible Outdoors" Program: (Edible Outdoors)
  - Group learning about foraging, hunting, and fishing
  - Offered in Des Moines
  - Events such as "Foraging for Mushrooms", "River Fishing", or "Becoming an Outdoors-Woman Workshop"
  - Contact: [edibleoutdoorsdsm@gmail.com](mailto:edibleoutdoorsdsm@gmail.com)

### Wellness:

Can promote healthy behaviors and be utilized for horticulture therapy

### Policy:

Considerations include placement and use of edible landscapes. Many times this type of landscape is offered in a publicly available space such as parks, trails, or other locations in the city. Considerations of use and signage should be taken into account as these operate different from a typical community garden.

## **INCUBATOR FARMS:**

Incubator farms aim to assist new and beginning farmer entrepreneurs in establishing their own successful business. Incubator farms typically train on successful business tactics and provide resources and services that are typically expensive or difficult to come by for start-up entrepreneurs on their own. Many forms of incubator farms exist, but all rely on land-based areas for training, and include multiple-growers on site. Additionally, trainers and experts can be housed or consulted to teach various technical practices of farming.

**Community Conclusions:** During the prioritization meeting, the coalition determined that having an agrihood (neighborhood development, discussed in the next section), would be an appropriate place-making project for the community. Within this development, the goal includes an incubator farm that offers certification or apprenticeship for diversified farming. This apprenticeship program is being developed within the workforce development team.

### **Community Discussion:**

- Since we have open areas not developed this would be the first one
- New developments: zoning changes
- Mandate: butterfly, bugs, open spaces, gardens-- in new development
- Agrihoods

### **Interviews with topic:**

Cherry Glen Learning Farm- Ray Meylor: Owns urban farm in Ankeny Iowa and operates as a For-Profit/ Non-profit. There are potentials for collaboration

- Goal to teach other farmers how to develop land under water-mitigation design
- Interested in purchasing and then give opportunity to beginning farmers to have option to buy or lease to own
- Goal to be in the watershed/ not necessarily flood plain
- Stay away from stream bed-- hardwoods start with, then go through to perennials/ vines, then have gardens on higher ground
- 3 acres/ 6 acres--- or an existing farmer that has site
- Have visited with other sites -- \$90,000 per acre; has offered \$20-30,000; but because at commercial tax rate; would need to change to agricultural tax rate
  - No input cost to grow-- saving \$1600 just in terms of water value
  - High product cost

### **Equity:**

Options to partner with Veterans in Agriculture has been discussed as a potential way to build new ways for Veterans to have access to land and training for farm management

**Education:**

Veterans in Agriculture and the Workforce Development project team are working to create a new apprenticeship program that will be the first of its kind in Iowa. This will allow for on-the-job training and curriculum to be taught in partnership with state community colleges.

**Policy:**

Apprenticeship programs must be authorized and registered with the Department of Labor for Veterans to use their GI Bill for educational credit. Additionally, by having a registered apprenticeship program, there are many options for funding and additional incentives for organizing agencies.

Additional policies that may need to be considered are land use codes and ordinances depending on the location and ownership of the incubator farm.

**Economy:**

Incubator farms are typically established to help start new farming businesses. They may assist in developing new business markets such as food hubs or distribution potential, or they may offer business development training for individuals enrolled in the programs offered.

## URBAN FARMS

Urban farms use urban land to maximize local food outputs and assists in meeting needs for local food production and community food security. This contributes to the safety, health, and diversity of environments, and also promotes economic growth by keeping local dollars within the community. Urban farming enhances the community by providing a sustainable food source within city limits develops community capacity; and improves health through access to nutritious food and exercise opportunities. Farming in the city enhances the built environment through the incorporation of soft and open spaces and also benefits the air quality, bio-diversity, soil quality and overall enhancement of city aesthetics.

### Community Discussion:

- Preparing for a crisis, with neighborhood greenhouse
- Altoona's Facebook Development Area; use all the heat that comes off those buildings to heat greenhouses and grow winter veggies!

### Environment:

Urban farms can assist in mitigating soil erosion in urban centers; they also assist in decreasing the carbon footprint by lowering the amount of miles traveled to market. Food related emissions account for 21% of total emissions: consumer activity (traveling to grocery store/ dining out) accounts for 46%- connecting to urban food systems reduce these percentages. (Long, Agricultural Urbanism Toolkit)

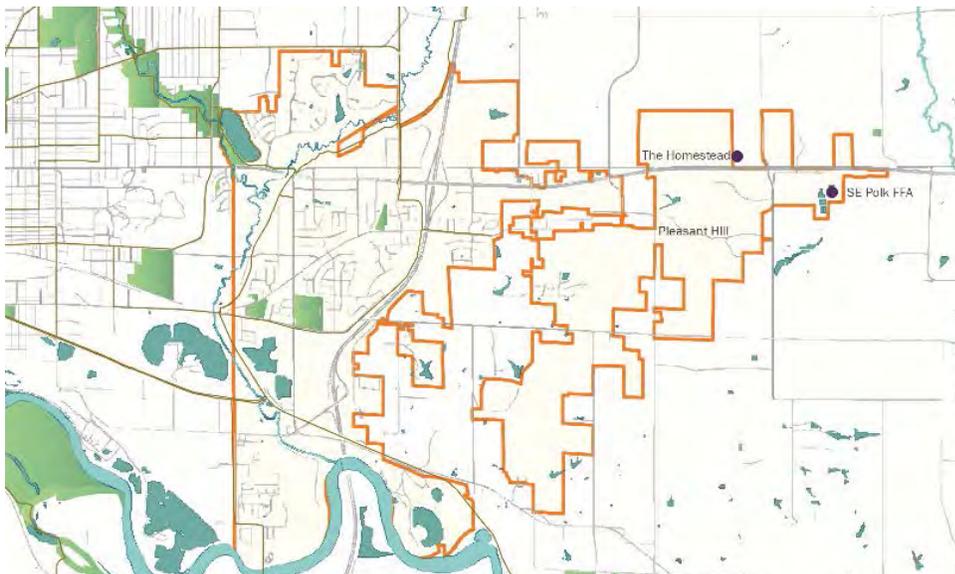


Figure 20: Urban Farms

“Stormwater Master Plan” Components and Strategies: (Snyder & Associates, Inc. 89)

Sustainable Urban Land Management:

- Rain gardens, bioretention systems, + rainscaping
- Tree + shrub plantings
- Native plantings
- Rain barrels

**Equity:**

Improving the physical space in communities allow for the community parcels to be re-used and creates safe places for community members

**Wellness:**

**2016 Polk County CHNA Priority Goals:** (Iowa Department of Public Health)

Promote Healthy Living:

“Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

**Policy:**

Most urban farms are typically a market farm and are run by a business or organization. They typically have more intensive practices than a community garden or public edible landscape; chemicals and equipment will need to be specified for use in code language.

**Economy:**

Promotion of jobs in food in an unexpected location, in the middle of a city; with every \$1 invested in an urban farm or garden, \$6 are generated in worth of vegetables. (Long, Agricultural Urbanism Toolkit)

## RURAL FARMS

Rural farming is an integral part to the existing food system and directly impacts the affordability of our food. A strong agricultural economy is critical in creating a strong national and rural economy. Current programs exist to assist and support small and medium size farms to diversify and scale up in order to improve access to healthy food for consumers. The Farm Bill directly affects the opportunity to develop farming business and rural development as well as the availability and resources to source local and organic products. Rural, sustainable agriculture contributes vast amount of products into the local and regional food system with practices that are typically environmentally conscious practices, socially equitable, and humane to animals. Rural and Sustainable farms are most often operating at a larger scale than urban settings and can thus provide larger quantities into the food system through various means of retail and wholesale marketing, aggregation, or direct sales.

### Community Discussion:

- Iowa is Rural Ag and we need to continue to educate the community. Ag is much more than gardens
- Increased agro-business development in Pleasant Hill
- Organic production

### Environment:

Potential to offer environmental stewardship practices to restore and preserve natural heritage of the land. Also critical to take into account additives and chemicals used in farming practice to keep public amenities safe.

Fourmile Creek Watershed Study: (Snyder & Associates, Inc. ES-1)

- Pleasant Hill is part of the Fourmile Creek watershed
- Residents had concern about “flooding, streambank erosion, and the adverse effects of urban development”

Sustainable Rural Land Management:

- Provide watershed education
- Restore wetlands
- Stream corridors
- Soil quality restoration

Name	Product Type: <i>Specialty Crops, Meat, Dairy, or Grain</i>	Address	City	County	Notes
<b>The Homestead</b>	Fruits & nuts, herbs, vegetables	1625 Adventureland Drive, Suite B	Altoona	Polk	Fruit + vegetable CSA; gives meaningful work to people with autism
<b>Murphy's Tree Farm</b>	Specialty products	1925 SE 82 <sup>nd</sup> St.	Runnells	Polk	Christmas tree farm

Figure 21: Local Farmers, Ranchers, Fisheries, and Wineries: (Market Maker, n.d.)

POLK COUNTY SUMMARY HIGHLIGHT 2012 –	USDA CERTIFIED ORGANIC FARMS	USDA ORGANIC PRODUCTION EXEMPT FROM CLASSIFICATION	ACRES TRANSITIONING TO ORGANIC	FARMS WITH SALES FROM \$1,000-\$4,999	FARMS WITH SALES OVER \$5,000
<b>FARMS</b>	6	3	7 ACRES	1	8

Figure 22: Ag Census: Organic Production (USDA)

County Summary Highlights: 2012	Commercial Fertilizer, Lime +Soil	Manure	Control-Insects	Weeds, Grass, Brush	Nematodes	Diseases in Crops and Orchards	Chemicals Used to Control Growth: Thin Fruit-Ripen, etc.
<b>Farms (2012)</b>	413	89	222	431	39	64	3
<b>Farms (2007)</b>	418	104	260	367	31	44	7
<b>Acres (2012)</b>	127,593	5,039	66,889	164,866	7,951	18,077	7
<b>Acres (2007)</b>	171,854	4,835	81,288	198,228	9,503	8,329	221

Figure 23: Fertilizers and Chemicals Applied (USDA)

POLK COUNTY SUMMARY HIGHLIGHT S-2012- UNITS IN FARMS	RECEIVED IRRIGATION WATER FROM US BUREAU OF RECLAMATION	ALLEY CROP PING	BIOMASS FOR ENERGY	ROTATIONAL OR INTENSIVE GRAZING	DIRECT MARKET TO RETAIL	VALUE-ADDED	CSA	VEAL OR CALF	ON FARM PACKING FACILITY
<b>FARMS</b>			3	51	23	26	4		13

Figure 24: Selected Practices (USDA)

	Farms 1-9 Acres	Farms 10-49 Acres	Farms 50-179 Acres	Farms 180-499 Acres	Farms 500-999 Acres	1000 Acres of More
<b>Polk County</b>	121	275	164	89	62	62

Figure 25: Size of Farms (USDA)

COUNTY SUMMARY HIGHLIGHTS: 2012 –UNITS FARMS	BEEF RANCHING	CATTLE FEEDLOT	HOGS + PIGS	POULTRY AND EGGS	SHEEP + GOATS
<b>FARMS</b>	54	3	5	6	20
COUNTY SUMMARY HIGHLIGHTS: 2012 –UNITS FARMS	OILSEED & GRAIN	VEGETABLE & MELON	FRUIT & TREE NUT	GREENHOUSE/. NURSERY/ FLORICULTURE	OTHER CROP FARMING
<b>FARMS</b>	365	28	23	26	155

Figure 26: North American Industry Classification (USDA)

Polk County	Barley for Grain	Corn for Grain	Corn for Silage	Dry Beans	Forage	Oats for Grain	Soybeans for Beans	Wheat for Grain
<b>Farms</b>	-	320	9	-	201	11	308	-
<b>Acres</b>	-	95,101	190	-	5,074	208	68,233	-

Figure 13: Crops: (USDA, 2012)

Polk County	Vegetables Harvested	Orchards	Fruits and Nuts	Berries	Floriculture
<b>Farms</b>	39	29	27	11	15
<b>Acres</b>	556	98	88	31	16

Figure 14: Fruits & Vegetables: (USDA, 2012)

## Equity:

Many different options exist to incorporate equity into farming practices. This includes opportunities for all individuals to have options to have farm businesses, access to equipment and land, or options to engage in training programs.

### PERCENTAGE OF PRINCIPAL FARM OPERATORS: (USDA) (USDA) (USDA) (USDA)

CENSUS OF AGRICULTURE 2012 – UNITS IN NUMBER OF FARMS	FEMALE FULL OWNER	SPANISH, HISPANIC OR LATINO	AMERICAN INDIAN OR ALASKA NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	MORE THAN ONE RACE	WHITE
<b>FARMS</b>	117	7	2	13	2	1	758
<b>ACRES</b>	5,385	271	N/A	64	2	1	1,135

Figure 27: Percentage of Principal Farm Operators: (USDA) (USDA) (USDA) (USDA)

## **Education:**

Options for education can occur from consumer awareness of local production, best practices for farming businesses, and technical support for business partners.

### FARMERS:

#### Food Safety Training

- Iowa State University: GAP training several times per year
- Market Ready Program

#### Cost Support:

- GAP Audits have an average cost of around \$900.00 (source: NSAC)
- Group GAP cost-share grant opportunities are also available to offset costs of GAP certification. Producers working with Organic Valley are provided with complementary GAP certification services.

#### Management and Logistics Mentorship & Internship Opportunities:

- PFI - Practical Farmers of Iowa Savings Incentive Program offers mentorship opportunities to beginning farmers
- Veterans in Agriculture: Apprenticeship and Certification programs

#### Record Keeping & Third Party Audits

- FSA programs

### WORKING GROUPS/ TRAININGS:

- Practical Farmers of Iowa - Field Days, Webinars, Beginning Farmer Development Program
- WFAN Women Farming & Agriculture Network - Harvesting our Potential program
- Veterans in Agriculture: Apprenticeship and Certification programs

### GOVERNMENT CONSERVATION PROGRAMS

The federal government, the State of Iowa, and Dubuque County have several different conservation programs in which landowners and/or cities can participate. These programs often provide financial assistance for conservation practices, and are listed below. Dubuque Soil and Water Conservation District (SWCD) office, located in Epworth, IA, has more information on the following programs:

#### STATE PROGRAMS

- Conservation Cost-Sharing
- State Revolving Fund (SRF)
- Water Quality Projects
- Stormwater Best Management Practices Loan
- Resource Enhancement & Protection (REAP)

## FEDERAL PROGRAMS

- Conservation Reserve Program (CRP)
- Wetlands Reserve Program (WRP)
- Environmental Quality Incentives Program (EQIP)
- Mississippi River Basin Initiative (MRBI)
- Wildlife Habitat Incentive Program (WHIP)

### Economy:

Economic impact of farming occurs in many different forms, ranging from employment to sales of products grown on site, as well as purchases of local equipment or inputs on farm.

<b>UNITS: # OF FULL- AND PART-TIME JOBS CLASSIFIED SIC OR NAICS</b>	<b>1980</b>	<b>2000</b>	<b>2010</b>	<b>2014</b>	<b>NUMBER OF JOBS LOST BETWEEN 1980-2013</b>
<b>POLK COUNTY</b>	1,541	933	732	722	819

Figure 28: Farm Employment: (IOWA STATE UNIVERSITY EXTENSION)

<b>WORKERS AND PAYROLL- 2012</b>	<b>FARMS</b>	<b>WORKERS</b>	<b>PAID WORKERS</b>	<b>UNPAID WORKERS</b>	<b>PAYROLL (\$1,000)</b>
<b>POLK</b>	199	754	273	552	6,454

Figure 29: Hired Farm Labor: (USDA)

<b>POLK COUNTY WORKERS AND PAYROLL- 2012</b>	<b>1</b>	<b>2</b>	<b>3-4</b>	<b>5-9</b>	<b>10 or more</b>
<b>FARMS</b>	93	42	24	24	16
<b>NUMBER OF WORKERS</b>	93	84	80	155	342

Figure 30: Hired Farm Labor: (USDA)

Average farmworker wage (payroll divided by # workers) = \$23,641 per paid worker

<b>CENSUS OF AGRICULTURE 2012 – FARMS OR ACRES</b>	<b>NUMBER OF FARMS</b>	<b>AVERAGE FARM SIZE IN ACRES</b>	<b>MEDIAN SIZE OF FARM IN ACRES</b>
<b>FARMS OR ACRES</b>	773	256	45
<b>TOTAL FOR STATE:</b>	<b>88,637</b>	345	136

Figure 31: Number of Farms and Average size: (USDA)

<b>COUNTY SUMMARY HIGHLIGHTS- 2012</b>	<b>LESS THAN \$2500</b>	<b>\$2500-\$4,999</b>	<b>\$5,000-\$9,999</b>	<b>\$10,000-\$24,999</b>	<b>\$25,000-\$49,999</b>	<b>\$50,000-\$99,999</b>	<b>OVER \$100,000</b>
<b>FARMS</b>	226	64	62	100	60	52	209

Figure 32: Farm by Value of Sales (USDA)

## **AGRIHOOD**

An agrihood is a large scale farm that produces fresh food for the local community. The development also incorporates residential living built to help enhance the community and promote connections and awareness about where food comes from. Agrihoods allow for fresh food to be brought straight from farm to table, encouraging residents to live a healthy lifestyle and partake in the helping tend the land. While most agrihoods have a central farm that is operated by a farm manager and staff, residents also have options to grow food in public areas or backyards.

### **Community Conclusions:**

An Agrihood was determined as one of the priority projects in Pleasant Hill to help establish unique, place-based development with a focus on local foods. The goal of the Pleasant Hill Agrihood is to create a new neighborhood development strategy centered on agriculture and open space. The development will support beginning farmer programs, provide connections to natural resources and the food system, promote community gathering space, and provide opportunities for education and events.

### **Interview: Trent Grundmeyer and Happe Homes:**

Interested in helping develop a dream for a concept with development centered on agriculture. A series of precedent studies have been explored ranging from 80 acres to over 1000 acres. The team will help determine the appropriate scale and site location for this development in Pleasant Hill.

Happe Homes expressed interest in being involved in a unique development that offers variety.

### **Environment:**

Agrihoods offer unique options for incorporating sustainable development considerations. Conservation practices, native habitat, and stormwater management plans can be incorporated into both the residential design as well as the agricultural programming to enhance environmental stewardship practices.

“Stormwater Master Plan” Components and Strategies: (Snyder & Associates, Inc. 89)  
Sustainable Land Development:

- Consider stormwater management early in the design process
- Utilize low impact development strategies
- Maintain hydrologic function of prairie potholes
- Prepare for extreme flood events

### **Equity:**

Opportunities for mixed-income housing, as well as land access for minority audiences should be considered in the development of agrihoods.

**Education:**

Awareness of where food comes from is encouraged with residents living in agrihoods. School partnerships, apprenticeship or mentor programs are also offered in many agrihoods across the nation to incorporate production education offerings.

**Wellness:**

Environmental wellness is encouraged through sustainable development practices. Individual health and wellness is also offered with intentional design of trails, public parks, as well as access to leisure recreation such as community gardens.

**Policy:**

Unique Planned Unit Developments (PUD) are one strategy to incorporate an agrihood into community development projects. This allows for unique and creative options for land-use to be included. Homeowners Associations are typically utilized with PUD to manage and create a consistent aesthetic to the neighborhood. Additional policies to consider with an agrihood are the types of livestock (noise ordinance), fences, structures, etc. that can be utilized within the farmland on site.

**Economy:**

Agrihoods incorporate many different options for new business development from farm managers and laborers, to new retail businesses. In addition, the new development inputs that are brought to the community engage in economic development considerations community wide.

## Transformation:

To include all community projects, businesses, etc. that involve transformation (processing, packaging, labeling and marketing) of food

## **Community Conclusions/ Priority Project Development**

### **Food Center**

Design an activity hub for food related business development that includes a shared use kitchen and culinary business offerings while also showcasing outdoor amenities and creative solutions for healthy living, gardening, and community collaboration.

Transformation and processing within Pleasant Hill is limited, and while there were some concerns and ideas about future projects and potentials, the larger goal is to establish business development opportunities for individuals seek food preparation location. There is currently a gap in licensed kitchen spaces for beginning food entrepreneurs to pilot new products, begin catering jobs, or consider starting a new retail or restaurant food business.

Next steps to assess potentials for a food center project includes assessing locations available with city limits, understanding if existing kitchen space may be available through partnerships with food businesses, and addressing a general business model to offer such a center.

## PROCESSING FACILITIES

Allow for raw food products to be physically or chemically altered into value-added forms. Processing facilities work with everything from produce to dairy to meat and array of activities from mincing to emulsifying to cooking and preserving. This is a way for farmers to add-value to their product, but can be a large investment to process individually and typically involves several forms of certifications or licenses. Over the past several decades, the US has had a rapid consolidation of its meat industry. In 2007, four companies controlled over 80% of the country's beef processing, and three controlled over 60% of the pork processing. Businesses are required to obtain a retail food license or food processing plant license to make or sell food to the public. Independent processing centers and slaughterhouses can help establish economic growth and opportunities for individual producers and farmers to access a means to process smaller quantities of product at a reasonable cost.

### Community Discussion:

- Brewery: would really like to see a local brewery on the trail system
- Bakery

### Environment:

No processing units exist currently in Pleasant Hill.

Interview: Sara

Rural area connection, there is potential and need for processing for animals from hunting. Currently hunters travel to Otley or Perry.

### Economy:

Processing facilities assist in increasing product value and offer niche products. There are also opportunities for multiple scales of businesses and incubator opportunities. Typically there are limited slaughter and processing capacity in states, and this is a key barrier for meat and poultry, as well as value-added produce producers. The number of slaughter plants has decreased significantly in the past 10 years (Long, Agricultural Urbanism Toolkit 54).

## MOBILE PROCESSING UNITS

Mobile slaughter units (MSUs) go directly to farms and can generate creative, niche markets for both animal and produce. Since Mobile Processing Units go directly to farm or specific locations, they offer locally processed, locally raised products (Long, Agricultural Urbanism Toolkit 54).

### Economy:

Processing facilities assist in increasing product value and offer niche products. There are also opportunities for multiple scales of businesses and incubator opportunities. Typically there are limited slaughter and processing capacity in states, and this is a key barrier for meat and poultry, as well as value-added produce producers. The number of slaughter plants has decreased significantly in the past 10 years (Long, Agricultural Urbanism Toolkit 54).

## SHARED-USE KITCHENS

Enhance local and regional food businesses by offering commercial kitchens for public use. Shared-use kitchens have the opportunity to bridge a full range of issues in the local food system, including access to healthy foods. Shared-use kitchens provide comprehensive and diverse approaches to offering opportunities to value-added product, and cook from a shared-location to create a self-financed, sustainable business model. Many of these programs work hard to include shareholder loyalty by including options to purchase memberships or rent out space. This strategy builds a market base and assists in community capacity and financial sustainability. In addition, many shared-use kitchens also offer community support through processing food donations.

### **Community Conclusions:**

A shared-use kitchen and food center was determined as a priority project in Pleasant Hill to support food entrepreneurs. Based on public input and coalition meetings, this development will begin with networking and design of an activity hub for food related businesses. Depending on site location, the design will incorporate landscape design improvements as well as unique business offering for food entrepreneurs.

### **Community Discussion:**

- Personal chef looking for space to expand business
- So CSA users can share and put it together
- Shared-Use Kitchen Space
- Create a food hub near Copper Creek Lake that serves many purposes- shared-use kitchen, edible landscape, community gathering space, an attractive place for people to hang out

### **Environment:**

Shared-use kitchens support the local food system; creating a space for both farmers, culinary providers, and entrepreneurs to develop holistic partnerships that support the local food system from start to finish.

### **Education:**

Can promote educational programs for food business development

### **Policy**

Food safety regulations will need to be closely followed and maintained as part of the management plan. It is suggested to meet with a food safety and health inspector. (Topaloff)

### **Economy:**

Offer a broad public purpose and celebrate regional culture through food and local business opportunities. They can also be utilized as business incubators.

## Distribution + Marketing:

To include all community projects, businesses, etc. that involve distribution and retail (wholesaling, distribution, warehousing, transportation, restaurants, and retail markets) of food

### **Farmers Market Expansion**

Expand the existing farmers market to encourage more vendors and consumers to attend. This will include development of marketing and promotion material as well as an assessment of the location, time, program, and feasibility to enhance the market to be a place that draws attendees from the East Polk County area.

### **Promotion and Education**

Build awareness about existing food related resources and business in the city and region, while also creating educational opportunities for residents such as cooking demonstrations, and classes on topics such as gardening, preserving, and composting.

Within the first six months of collaboration in Pleasant Hill, the Iowa Food Cooperative began distributing Pleasant Hill as a new drop site. This connection assisted in meeting community demand for increased local and healthy foods.

Additional steps to assist in distribution and marketing efforts of food in Pleasant Hill are to increase capacity for the farmers market located at Berean Church. In 2017, Berean revitalized the efforts for a Pleasant Hill Farmers Market and are working to increase the number of farmers and consumers that utilize the market. Additionally, promotion of both a newly branded coalition: Grow Pleasant Hill, and a directory that highlights supporting local businesses and organizations will be available. This effort will help bridge connections throughout the community for those looking to support local and network for innovative and unique projects.

## COMMUNITY SUPPORTED AGRICULTURE

Community Supported Agriculture (CSA) is a partnership between farmers and community members working together to create a local food system. This differs from direct marketing because members share in the risk of production, allowing for producers to concentrate on growing food and caring for the land. CSAs are a popular way to buy local, seasonal food directly from farmers. Consumers receive ultra-fresh, and often times, unique produce and recipes for cooking. It also allows for consumers to visit farms and learn about different growing styles. CSAs operate under a shared commitment to build a more local and equitable food system, where producers can focus on land stewardship and still maintain productive and profitable small farms; allowing for the highest Ecological potential possible.



Figure 33: The Homestead

### Community Discussion:

- Need to show the entire food supply. This is a great way to bring community back to the farm
- Homestead: Double Output with city help
- Growth of Community Supported Agriculture Partnerships

### Interview: The Homestead:

30 CSA shares were sold in 2016.

5 of the 30 boxes sold are to employees: \$475 for 20 weeks -- \$18.75/ week

- Tuesday: Campbells, Beverdale Books, and 19 people pick up on site
- Sell extra produce through the Iowa Food Coop
- 7 Pines Farms utilizes the Homestead as an extra drop site
- Currently in an exploration phase for the farm- the CSA is in a trial this year

### Environment:

CSA's are typically diverse operations, allowing for more natural environmental processes vs. mono-cropping.

### Equity:

Many CSA's offer workshares for a discounted price if you assist in growing and harvesting. Similarly, CSA's sometimes allow for donation of boxes through sponsorship.

### Education:

CSA's allow you to know how your food is grown and where it comes from, Many CSA's offer workshares for hands-on educational experience.

## Wellness:

Community members who participate in CSA's have said they increased the variety of produce eaten, and have increased the quantity of vegetables eaten.

## Economy:

CSA's promote local and regional production as well as local businesses; direct economic benefit is seen- consumers can save up to %39 by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community.

# CSA Farms in Polk County: 7

# Total CSA Farms in Bordering Counties that will deliver to Des Moines area: 13

Name	Notes	Address	City	County
<b>7 Pines farm</b>	Markets to Ames, Des Moines, and on-farm pick up. USDA certified organic vegetables. Pork, chicken, and lamb available.	15201 NE 80 <sup>th</sup> St	Maxwell	Polk
<b>Grade A Gardens</b>	USDA certified organic fruits, vegetables, pasture raised/non-GMO eggs.	9050 NW 62 <sup>nd</sup> Ave	Johnston	Polk
<b>Lutheran Services of Iowa – Global Greens</b>	Markets to Des Moines area. Certified Naturally Grown vegetables.	3200 University Ave	Des Moines	Polk
<b>The Homestead</b>	Produces USDA certified organic vegetables, fruit, chicken, pork, and lamb while providing meaningful work for adults with autism.	1625 Adventureland Drive, Suite B	Altoona	Polk
<b>Wabi Sabi Farm</b>	Markets to Johnston, Des Moines, West Des Moines, Urbandale, Granger. USDA certified organic vegetables, herbs, fruits, transplants.	10743 NW 142 <sup>nd</sup> St	Granger	Polk
<b>2 Old Broads Provisions</b>	Des Moines: vegetables, chicken eggs, duck eggs	2707 Garden Street	Des Moines	Polk
<b>New Family Farm</b>	Variety of vegetables and locally sourced regional foods	12850 NE 64 <sup>th</sup> Street	Elkhart	Polk
<b>Blue Gate Farm</b>	Chemical-free product, jams, herbs, pasture raised eggs, certified naturally grown	749 Wyoming St.	Chariton	Marion
<b>Raccoon Forks Farm</b>	Vegetables, turkey, chicken eggs	28870 El Paso Ave.	Redfield	Dallas
<b>Grinnell Heritage Farm</b>	USDA certified organic vegetables, strawberries, melon	1933 Penrose St.,	Grinnell	Poweshiek

<b>Daystar Harvest</b>	Vegetables and herbs	1206 68 <sup>th</sup> Street	Windsor Heights	Boone
<b>Nature Road Farm</b>	Produce	908 Idaho Ave	Ames	Boone
<b>Heritage Hill Farm</b>	Vegetables, herbs, fruits	53278 265 Street	Kelley	Boone

**Figure 34: CSA Farms in Polk County: (Rigby-Adcock, 2017)**

## FARMER'S MARKETS

Farmer's Markets allow for food and businesses to expand retail opportunities through access to a market venue. The sales from farmer's markets indirectly effects other industries such as manufacturing, transportation, agriculture, and professional services, leading to job creation in these sectors. Existing city space is re-used as a market for all individuals to socialize and purchase fresh and affordable products that reflect regional and community diversity. Social interactions are typically unavailable at regular grocery stores or retail locations; however, farmer's markets bridge social gaps and create access to affordable, healthy food choices in urban and rural communities. Unique programs exist that also incorporate food assistance programs like Women Infants and Children (WIC), Family Nutrition Education Programs (FNEP) and Supplemental Nutrition Assistance Programs (SNAP) to further create equitable access to all individuals.



Figure 35: Beran Farmers Market

### Community Conclusions:

Expansion of the existing farmer's market was a high demand project for the community and the coalition. Based on this input and the capacity from Berean church to support a farmer's market program, a project team will focus on expanding the existing farmer's market to encourage more vendors and consumers to attend. This will include development of marketing and promotion material as well as an assessment of the location, time, program, and feasibility to enhance the market to be a place that draws attendees from the East Polk County area.

### Community Discussion:

- An expanded farmer's market in Pleasant Hill- at different times than the Saturday morning in Des Moines-- We would use it!
- Saturday Afternoon in Pleasant Hill- bring downtown produce left over and sell here at discount
- Improve Farmer's Market
- Farmer's Market
- Expanding the Local Farmer's Market
- Continuation/ expansion of Farmer's Market
- Year Round Farmer's Market
- Expansion of farmer's market
- A more organized, larger local farmer's market with a food coop
- Larger more diverse farmer's market
- Year round farmer's market

## Interviews with topic: Kevin Umphress

Exploring new options for 2017

- Want it to be managed by a group/ person that would do things legally
- Want to have insurance and needs to be covered
- If it's connected to the church (it's a great location, right on University- lots of traffic)
- Want quality of product -- everything at the church we want to have something of excellence
- Would love to have assistance with the program: want better management structure

### Environment:

Berean Church offers a large space for the Farmer's Market to occur with marketing right off University Avenue.

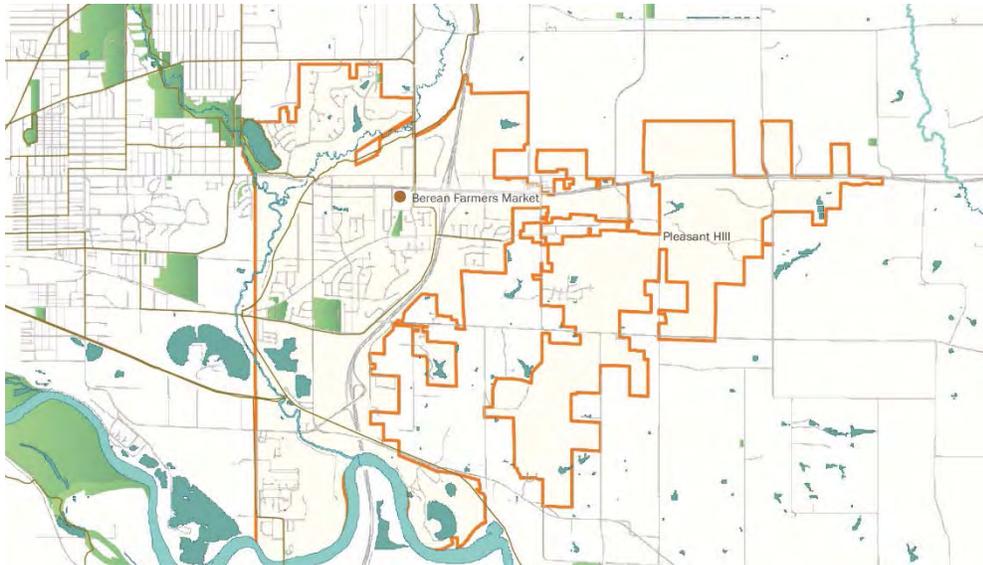


Figure 36: Berean Farmers Market

### Equity

Area on Aging offers Senior Farmer's Market vouchers; Farmers can also take Supplemental Nutrition Assistance Program funds to allow low-resource individuals to have access to fresh foods.

### Senior Farmers' Market Nutrition Program (SFMNP): (Aging Resources of Central Iowa)

- Benefits distributed by Area Agencies on Aging
- Low-income seniors receive checks (worth \$30) to use at farmers' markets
- Distributed "first come, first served"
- Coupons can be used June 1<sup>st</sup>-October 31<sup>st</sup>
- Eligibility requirements:
  - ≥60 years old
  - Income of ≤\$21,978 for single adults
  - Combined income of ≤\$29,637 for married adults

### **Education**

Many farmer's markets offer nutrition of meal preparation classes during summer market season. Other ways of incorporating education includes farmer workshops for marketing and general market best practices.

### **Wellness:**

Farmer's markets have an opportunity to provide fresh, local product and contribute to overall health for individuals.

### **Policy:**

Depending on where farmer's markets exist within the city, there are different restrictions through city code that must be enforced. This can include permitting requirements, allowable use of infrastructure, etc.

### **Economy:**

Many markets operate as incubators for local food businesses to explore additional market opportunities. This venture can help to establish new bricks and mortar businesses in the future by allowing for businesses to develop and maintain clientele.

## **PUBLIC MARKETS**

Public Markets build grocers and retailers that benefit the local economy and deliver seasonal and assorted product, improve their carbon footprint and increase options for natural and organic production. The demand for local food is rising as grocery shoppers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, and healthy meals. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home. The use of local foods is mutually beneficial among producers, consumers and business owners because it increases profits, provides customers with high quality products, and builds the infrastructure for an effective local food shed.

### **Community Discussion:**

- As Pleasant Hill grows and develops more of a community center, this would be a great idea
- Health Food Market
- Health food type of market
- Create a food hub near Copper Creek Lake that serves many purposes- shared-use kitchen, edible landscape, community gathering space, an attractive place for people to hang out

This tactic coincides with the Shared-Use Kitchen opportunity and the development of a Food Center. Public market is focused more on the opportunity to buy prepared foods or operate as a retail outlet for producers and food businesses. Throughout the Food Center project development, analysis of additional retail markets, such as this, will be taken into consideration.

## GROCERY STORES

Stores come in many sizes and shapes and offer various specialties in regards to retail products. Smaller format stores include convenience stores, delicatessens, greengrocers, and health food stores. Within the local food realm, a common goal is also to enhance community economic development. In addition, customers are demanding locally sourced protein and produce, environmentally sustainable options, and healthy meals. Local grocers can assist in this movement by offering retail products that celebrate regional and cultural food. The use of local foods is mutually beneficial among producers, consumers and business owners because it increases profits, provides customers with high quality products, and builds the infrastructure for an effective local food shed.

### Community Discussion:

- More local produce in the grocery stores

### Equity

Access to Grocery Stores and Farmers' Markets	<b>0.6 grocery stores and farmers' markets within a half-mile</b>	<b>Average</b>
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Figure 37: AARP Livability Index: Neighborhood (AARP)

	# of Supermarkets	# of Convenience Stores	# of Specialty Food Stores	# of Warehouse Clubs & Supercenters	Individuals with Low Access to Grocery Stores	Percentage of Total Population
<b>County</b>	75	177	34	9	87,818	20.4%
<b>STATE:</b>					<b>598,387</b>	<b>19.6%</b>

Figure 38: Retail Food Establishments: (ICIP, 2016)

### WOMENT INFANTS AND CHILDREN (WIC)

Store Name	Physical Address	City	ZIP	Type
<b>Fareway Store #138</b>	5500 East University Avenue	Pleasant Hill	50327	Grocery
<b>HyVee Food Store #1530</b>	4815 Maple Drive	Pleasant Hill	50327	Grocery

Figure 39: Iowa WIC-Approved Vendors in Pleasant Hill: (Iowa Department of Public Health, 2016)

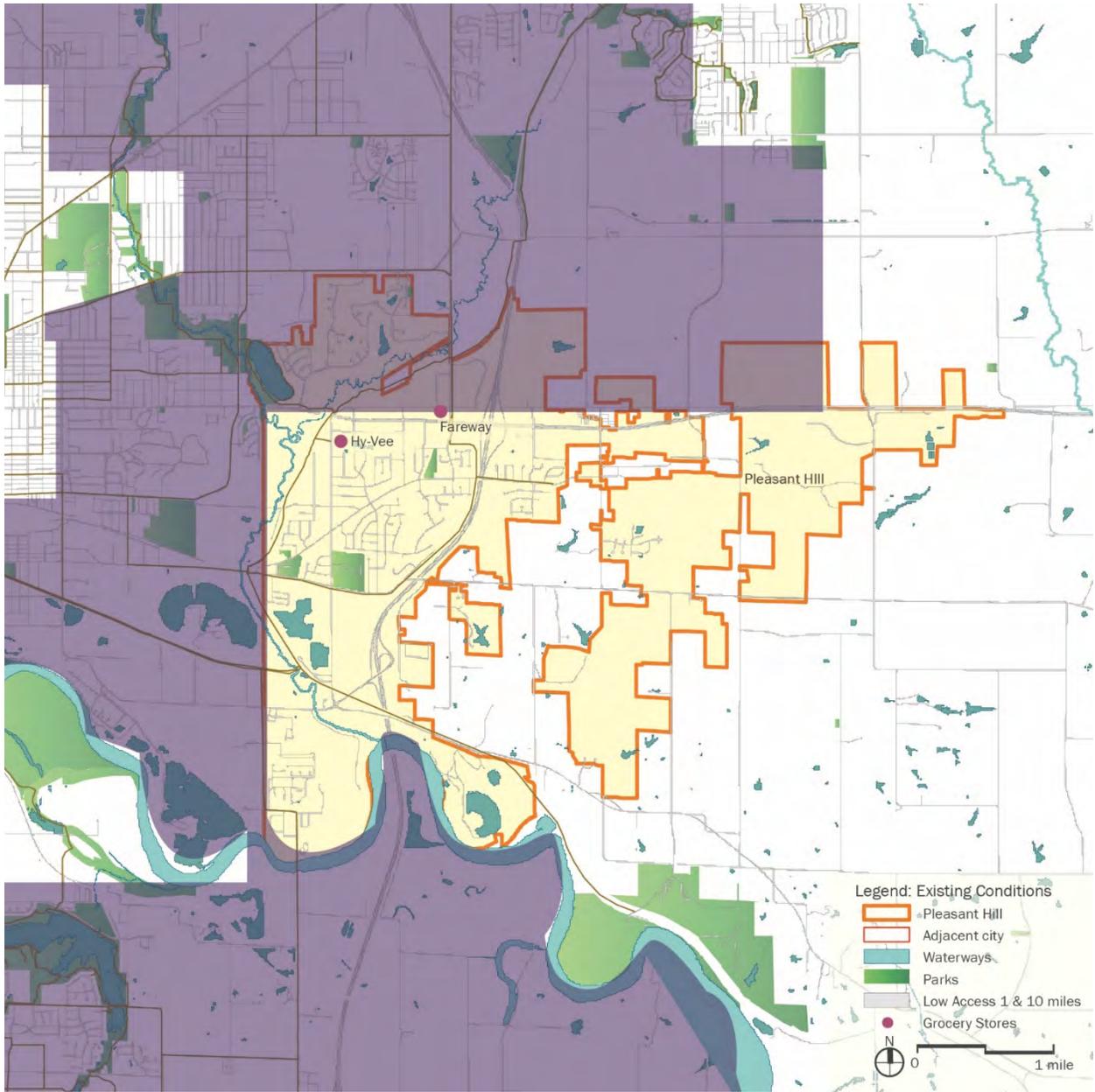


Figure 40: Low Access and Grocery Stores: 1 mile walking/ 10 miles driving; with grocery store locations (USDA )

## COOPERATIVES

Typically in the shape of a grocery store, market, or distribution hub, cooperatives are collectively-owned by workers and/or customers. The goal of being cooperatively owned is to bring the highest quality and best value to members of the business. Many cooperatives offer education opportunities to members, high quality product, member decision making and control, and support for their local communities.



Figure 41: Iowa Food Cooperative: Pleasant Hill

### Community Discussion:

In an effort to create additional opportunities to purchase local and healthy food options, a new drop site for the Iowa Food Cooperative was started in Pleasant Hill. This project began within the first 6 months of collaboration with the Community Food Systems Program. To create capacity for this program, volunteers from the City of Pleasant Hill, Iowa Food Cooperative, and The Homestead worked together to determine pick up and drop off options.

The cooperative now drops off bi-weekly Thursday evenings at the Pleasant Hill Library

# IOWA FOOD COOPERATIVE

The Iowa Food Cooperative and the city of Pleasant Hill are partnering to offer a community pick-up site at the Pleasant Hill library for locally sourced products.

### What is it?

The Iowa Food Co-op is an online ordering system for Iowa produced food. Members have access to over 1,500 Iowa produced products, which are order on a bi-weekly schedule.

The mission of the Iowa Food Co-op is to facilitate farmer-consumer relationships and build our farms and communities through web-based marketing of Iowa products.

### Why should I participate?

The Iowa Food Co-op provides convenient, year-round access to hundreds of food and non-food products directly from Iowa farmers and artisans. This program allows for you to know where your food comes from and the people that produce it. All of our products are sold by producers who have grown, made, or raised each item. 85% of the product price goes straight to the farmer farmer-owner.

### How does it work?

Log on to the Iowa Food Co-op website:  
<http://iowafood.coop/member-information-statement/>

- Create an account- 'Join Now'
- Choose trial membership
- Type Pleasant Hill pilot in additional info
- Open a Shopping Basket
- Select Pick-Up Location: Pleasant Hill
- Start shopping
- Choose method of payment:
  - On-site (check/ cash) or online (paypal/ dwolla)
- Pick up on the specified date
- See grid below for dates



Cart Open (Tuesday)	Cart Closes (noon Monday)	Delivery Day (Thursday)
November 26	December 5	December 8
December 13	December 19	December 22
December 27	January 2	January 5
January 10	January 16	January 19
January 24	January 30	February 2
February 7	February 13	February 16

For more information or questions, visit:  
<http://iowafood.coop/pleasanthilliowa.org/iowafoodcoop>



PLEASANT HILL PICK UP SITE:  
Pleasant Hill Public Library  
5151 Maple Drive, Pleasant Hill  
5:00-6:00pm

## **AWARENESS CAMPAIGN:**

Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners and includes many different forms of outreach through organizations, public and social media, branding, and overall mission of a particular group or organization. A campaign should speak to a targeted audience and seek out a particular action. Awareness campaigns have the opportunity to support community and organizational identity and assist in bringing visibility, and attention to a specific cause; if used as a call to action, it can assist in behavior change and make significant strides for social behavior improvements.



## **Community Conclusions:**

An effort of the coalition is to build general awareness of existing food businesses in the city of Pleasant Hill. These efforts will include new events and collaboration to highlight existing programs, and well as developing a new Grow Pleasant Hill directory. The directory will highlight businesses that support health and wellness, local food procurement or gardening, community engagement and volunteerism, and environmental stewardship.

## **Community Discussion:**

- Sweet corn feed
- Food Festival
- Festival for locals and their food recipes
- Discover Iowa Commodities Day

## **Environment:**

This strategy connects with the 2016 Polk County CHNA Priority Goals: (Iowa Department of Public Health) to Promote Healthy Living: "Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles."

## **Education:**

Promotion of existing engagement and learning opportunities throughout the community.

## **Economy:**

Provide options to showcase businesses that are supporting common goals for community betterment. By offering directories, this creates awareness and support for residents and visitors to shop local.

## FARM TO SCHOOL PROCUREMENT

Implementation for farm to school can include procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening where kids have an opportunity to learn through hands-on experiences. The goal for farm to school is for children, producers and communities to be vibrant. Educate children on agriculture, food, health and nutrition, where kids have an opportunity to learn through hands-on experience.

### Community Discussion:

- K-12 Agricultural- Food Supply Education

### Interview: Southeast Polk: Amy O’Hearn

Current Procurement:

- Martin Brothers- distributor
- DOD program- department of defense -> fresh fruits and veggies from Loffredo
- Hyland Dairy- going back to Anderson Erickson
- Beanbo/ Sara Lea: Bread
- USDA- commodity

Iowa Healthy Kids Act- rules for snacks from bell to bell

Smart Snacks- rules from 12:00am- bell

Also have an a la cart at Ram café- open until 3:15pm

### Equity

	District Enrollment	# Eligible Free Lunch	# Eligible Reduced Lunch	# Free or Reduced Lunch	% Eligible Free and Reduced Lunch
<b>Des Moines</b>	31,939	19,649	4,013	23,662	74.08%
<b>Southeast Polk</b>	6,723	1,615	287	1,902	28.29%
<b>Iowa</b>	481,588	164,985	33,900	198,885	41.3%

Figure 42: Free and Reduced Lunch (Iowa Department of Education)

Altoona Kids Café: (Altoona Kids Cafe)

- Serves lunch to Southeast Polk Elementary kids during summers
- Also provides enrichment and fun activities for kids
- Partners with local food bank, Caring Hands Outreach

### Education

Provides kids access to nutritious, high quality local food so they are ready to learn- also enhances classroom education through hands on learning (Farm to School)

**Wellness:**

Buying local reduces carbon footprint- school gardens and composting also create a healthier environment around the school community.

**Policy:**

A new mandate for all schools with federally funded meal programs went into effect June 30, 2017 for school wellness policies. School wellness policies guide educational agencies in their efforts to support nutrition and physical activity requirements (Hohenshell and Long, Iowa State University Local Foods Program).

**Economy:**

Significant financial opportunity for producers and processors by opening door for institutional market; average 5 percent increase in income from farm to school sales for individual farmers.

## Food Access and Consumption:

To include all community projects, businesses, etc. that involve production (gleaning, food assistance, preparing, preserving, and awareness) of food

### **Community Conclusions/ priority project development:**

- **City Support: Edible Landscapes/ Public Access to Food**

In addition to the priority project, the coalition and City of Pleasant Hill determined that there are potentials for additional community gardens and edible landscapes developed by the City of Pleasant Hill and their Parks Department. City staff will dedicate time and resources to establishing different public opportunities to offer access to healthy foods.

Pleasant Hill offers several eating establishments and options for people to access prepared meals. However, many of these options have limited hours or are not viewed as healthy options by residents. Many of the surveys and input sessions shared desire for diversification and more lunch options within the community.

However, this effort was not determined as a priority project. There are still many ways the city can engage and promote local business development and retail establishments. Through the development and collaboration amongst the other sectors, it is possible that new consumption and access considerations may appear. For example, through the Promotion project team, there may be ways to highlight existing restaurants and showcase ways of building more health conscious menus or local procurement. Other solutions may be through event development for food trucks, or “pop-up” style restaurants.

## RESTAURANTS:

Restaurants increase the availability of local food benefits to producers, consumers and business owners. By connecting local foods to restaurants, it increases profits, provides customers with high quality products, and builds the infrastructure for effective local food shed. The demand for local food is rising as customers are embracing the need for increased local food options. The National Restaurants Association is noticing more interest in what people are eating and where it comes from, thus leading to increased purchases from local and regional producers. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.



Figure 43: Great Caterers of Iowa

## Community Discussion:

- Would love to have a restaurant in the area that uses locally grown foods
- I would support a restaurant that used local food
- Farm to Table Type restaurant featuring locally grown food
- Locally Sourced Restaurant
- Farm to Table Restaurant
- Start-up restaurants, unique food experiences beyond fast food

## Interview: Great Caterers of Iowa: Joni Bell

Great Caterers of Iowa has 6 full time employees; 20 part time employees  
Operate with several contracts in Pleasant Hill:

Also own The Rib Shack in Knoxville: 6 full time employees; 9 part time

- Food truck at fair- catering and bring on 22 extra employees during the fair

Interested in a restaurant in Pleasant Hill

Opportunity for local procurement:

- Grew all organic product this summer- tomatoes/ cucumbers/ basil/ oregano/ thyme
- Work with local vendors- May through October
  - Some producers grow specifically for their catering company
  - Offer wholesale prices-- purchasing 1,200-1,500 on veggies /week
  - Work with farmers on budget
  - Some work with bids for the process
- Out of season products work with Sysco; Meat Market - North coat meats

## FOOD TRUCKS

Food trucks promote food access through creative ways-like restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences. Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status. They also offer opportunities to connect with local food production and community businesses as a means to offer exceptional food in unique locations around the city. City infrastructure lends itself in creative ways to promote food access through public easements, mobile truck parks, and city blocks. These ventures allow under-utilized space to connect residents and business owners alike to support local businesses.

### **Community Discussion:**

- We lived in OKC, watched them grow a food truck park over the past 3 years. Great sport for family entertainment and supporting local small businesses
- Food Truck Events
- Food Trucks and ethnic food options
- Food truck-park

Food trucks have an opportunity to be involved in the promotion project team in relation to developing capacity for new businesses and the development of events.

### **Economy**

The average food truck start-up requires between \$55,000-75,000: about \$200,000-400,000 less than bricks and mortar.

Economic Development Generation: In 2012 \$650 million in revenue was generated from food trucks-approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about \$2.7 billion

## FARM TO SCHOOL (NUTRITION EDUCATION)

Implementation for farm to school can include procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening where kids have an opportunity to learn through hands-on experiences. The goal for farm to school is to educate children on agriculture, food, health and nutrition, where kids have an opportunity to learn through hands-on experience.

### Community Discussion:

- K-12 Agricultural- Food Supply Education

### Equity

<b>% OF FAMILIES AND INDIVIDUALS IN POVERTY</b>	<b>ALL INDIVIDUALS (%)</b>	<b>CHILDREN UNDER 18 YEARS (%)</b>	<b>ALL FAMILIES (%)</b>	<b>FAMILIES WITH RELATED CHILDREN (%)</b>
<b>POLK COUNTY</b>	13.1	17.6	8.5	13.6
<b>IOWA</b>	12.3	15.5	8.1	13.9

Figure 44: Percent of Families and Individuals in Poverty: (Iowa Community Indicators Program, 2015), (Iowa Community Indicators Program, 2016)

	<b>District Enrollment</b>	<b># Eligible Free Lunch</b>	<b># Eligible Reduced Lunch</b>	<b># Free or Reduced Lunch</b>	<b>% Eligible Free and Reduced Lunch</b>
<b>Des Moines</b>	31,939	19,649	4,013	23,662	74.08%
<b>Southeast Polk</b>	6,723	1,615	287	1,902	28.29%
<b>Iowa</b>	481,588	164,985	33,900	198,885	41.3%

Figure 45: Free and Reduced Lunch (Iowa Department of Education)

<b>Units: Percentage</b>	<b>6th Grade</b>	<b>8th Grade</b>	<b>11th Grade</b>	<b>All Grades</b>
<b>County Males</b>	9%	6%	7%	8%
<b>County Females</b>	8%	5%	4%	6%
<b>State Males</b>	9%	7%	5%	7%
<b>State Females</b>	7%	5%	4%	6%

<b>Units: Percentage</b>	<b>6th Grade</b>	<b>8th Grade</b>	<b>11th Grade</b>	<b>All Grades</b>
<b>County Results Males</b>	7%	5%	5%	6%
<b>County Results Females</b>	5%	3%	3%	4%
<b>State of Iowa Results Males</b>	5%	5%	4%	5%
<b>State of Iowa Results Females</b>	5%	4%	3%	4%

Figure 46: Youth Consuming at Least 5 Fruits/Day (The University of Iowa)

## **Education:**

Provides kids access to nutritious, high quality local food so they are ready to learn- also enhances classroom education through hands on learning (Farm to School)

Altoona Kids Café: (Altoona Kids Cafe)

- Serves lunch to Southeast Polk Elementary kids during summers
- Also provides enrichment and fun activities for kids
- Partners with local food bank, Caring Hands Outreach

## **Wellness:**

Buying local reduces carbon footprint- school gardens and composting also create a healthier environment around the school community

## **Policy:**

In June 2017, a new mandate for schools with federally funded meal programs went into effect requiring school wellness policies. School wellness policies guide educational agencies in their efforts to support nutrition and physical activity requirements (Hohenshell and Long, Iowa State University Local Foods Program) Policies can include building in options to promote healthy eating as well as strategies for obesity prevention through meal programs and recreation activities.

## **Economy:**

Significant financial opportunity for producers and processors by opening door for institutional market; average 5 percent increase in income from farm to school sales for individual farmers

## **LOCAL FOOD COORDINATORS AND COALITIONS:**

Many groups and organizations can play a role in initiating a local food system. However, experience suggests the most efficient way to build a sustainable and effective local food system is to have a person serve in a leadership role to orchestrate and coordinate its evolution. The creation of a resilient local food system requires the participation of many different community stakeholders: producers, consumers, institutions, businesses, and government agencies. Because of the number of participants with varied agendas, different geographic areas need to employ their own local food coordinators. The coordinator's main responsibilities are to bring participants together, connect and create efficient working groups that succeed in reaching common goals, and raise community awareness, providing the foundation for a stable local food system. (Iowa State University Extension and Outreach)

### **Community Discussion:**

Grow Pleasant Hill was established to help support the development and capacity for local food systems within the city.

Through this network, organizations will gain network support and public awareness about the collective priority projects, as well as new partnerships between organizations. Throughout the process of the coalition work in 2016-2017, coalition members have helped to identify gaps and opportunities for collaboration. Many of the values determined by the coalition fit within community asset areas.

Grow Pleasant Hill is fostering a unique and creative suburb; promoting quality of life by:

- Partnering with our neighbors;
- Creating a space for food businesses to thrive;
- Offering creative opportunities for everyone to access healthy foods;
- Promoting wellness in education and project collaboration.

### **Equity**

Collaboration and Partnership: through relationships based on passion, expertise and skills critical to the development and sustainability for our regional transformation.  
Inclusion: access to community food system components, regardless of income, race, gender, location; and encouraging under-represented people to be leaders in decision-making processes.

### **Education:**

Awareness: education and learning opportunities about health, wellness and food systems to embolden all people to advocate and implement priorities

### **Economy:**

Innovation and Creativity: creative and dynamic opportunities through innovative strategies that will enhance overall quality of life to live and play.  
Economic Development: a suburb of choice; attracting residential development and promoting opportunities for businesses related to health and food sectors.

## **FOOD PANTRIES & MEAL PROGRAMS:**

Offer dry, cooled and freezer storage space for distribution to individuals. Many food banks serve partner agencies (pantries, soup kitchens, and shelters), organizations and individuals within a large region. Food within the food banks are donated from food drives, individual donations, retail donations and other sources. Food banks store and have direct service programs and partner agencies to give out food to individuals in need.

### **Community Discussion:**

- Would like to be involved- working with world hunger organizations, local organizations: Andrea Love
- Mobile Pantries: people could take their extra gardens produce
- Iowa Food Bank- get commodity groups involved for steady flow
- Would sense possible with open land near and a population with many retirees, that a garden to supply a food bank would be a viable possibility near pleasant hill

### **Interview: Caring Hands**

Caring Hands assists both SE Polk and Bondurant Districts. There are 10 churches in ministry- about 5 of those churches sit on the board. Caring hands operates as an emergency food pantry and clothing site.

Open Monday - Wednesday 3:00-6:00pm and the 1st and 3rd Saturday

#### **Getting Food:**

They currently have partnerships with Fareway and Hy-Vee for Thanksgiving and have different options for sponsored different vouchers.

Farmers and Master Gardeners can donate products and there is potential for land to be used as a garden location. However, the property is not in walkable distance for many individuals. Additionally, food is brought in regularly from grocery stores and businesses that donate product. When needed, they can also buy at the Iowa Food Bank at a reduced Rate-- Feeding America Program -- credit for Fareway / Hy-Vee / Brick Market

The site has 9 refrigerator/ freezers, however they are looking for additional storage and more energy efficient appliances.

Current goals include expanding another 40' to include more healthy options, and offering more store hours.

## Environment

### Food Banks and Pantries: (World Food Prize), (World Food Prize), (World Food Prize)

<b>Name</b>	<b>Type:</b> <i>Food Bank, Food Pantry, Emergency Food Pantry, or Meal Site</i>	<b>Address</b>	<b>City</b>	<b>County</b>
<b>Aging Resources of Central Iowa</b>	Meal site	5835 Grand Avenue, Suite 106	Des Moines	Polk
<b>Creative Visions Human Development Institute</b>	Meal site	1343 13 <sup>th</sup> St	Des Moines	Polk
<b>Hope Ministries</b>	Meal site	PO Box 862	Des Moines	Polk
<b>Iowa Homeless Youth Centers</b>	Meal site	612 Locust Street	Des Moines	Polk
<b>Salvation Army of Des Moines</b>	Meal site	PO Box 933	Des Moines	Polk
<b>The Connection Café</b>	Meal site	600 6 <sup>th</sup> Avenue	Des Moines	Polk
<b>Bidwell Riverside Center</b>	Food pantry	1203 SE Hartford Avenue	Des Moines	Polk
<b>Catholic Charities' St Mary's Family Center</b>	Food pantry	1815 Hubbell Avenue	Des Moines	Polk
<b>Des Moines 6<sup>th</sup> Avenue IMPACT Outreach Center</b>	Food pantry	1618 6 <sup>th</sup> Ave	Des Moines	Polk
<b>Des Moines Area Religious Council</b>	Emergency food pantry	1435 Mulberry Street	Des Moines	Polk
<b>Society of St Vincent De Paul of Des Moines</b>	Food pantry	1426 6 <sup>th</sup> Avenue	Des Moines	Polk
<b>Food Bank of Iowa</b>	Food bank	2220 East 17 <sup>th</sup> Street	Des Moines	Polk

## **FOOD SYSTEM POLICY COUNCILS:**

Food Policy Councils bring together food activists, community members, urban and rural planners, and local, municipal and state governments as partners in creating local food initiatives. Food policy councils support communities in their efforts to rebuild, with existing community assets, local and regional food systems. This collaboration assists partners within various scales of communities to move forward in food system change through coordinated efforts for policy change. These coalitions of leaders give a voice to numerous, compassionate individuals and organizations within the community. Food policy councils defend and articulate the priorities of the community that inform local and regional policies to continue to enhance the opportunity for implementation of local food systems.

### **Community Discussion:**

- Interested in good policy and access
- As Pleasant Hill grows, it is important to lay the framework to have educated leaders
- Create a policy that all new residential development set aside 1/4 acre for community gardening with deer fence and maintained by homeowners association

### **Environment**

Assist in state and local food system assessments: analysis of food supply chain data collected identifies gaps and assets within the food system to inform decision making on programs and policies

### **Education**

Number of food policy councils nearly doubled from 111 councils in 2010 to 193 councils in 2012: representing and advocating for health, environmental sustainability, economic viability and socially just food systems. (Long, Agricultural Urbanism Toolkit)

### **Wellness**

Potential to address public health through improvements to food access, food insecurity, and quality of available food

### **Policy**

Food policy councils can work on a range of policy in local and state jurisdictions. They are typically appointed by a city, county or state and are an elected group of individuals tasked to improve policies that impact the food system. (Harper, Alkon and Shattuck)

## Resource Management

To include all community projects, businesses, etc. that involve production (recycling, reducing, recovering, reusing, composting) of food or other natural resources

### **Community Conclusions:**

While no priority project was determined in the sector or resource management, there were several suggestions of incorporating educational programs around composting and general conservation programs.

One solution discussed during coalition meetings was offering composting courses through the City Parks and Recreation summer classes. Food recovery and food donation also connect well with the interest of Caring Hands pantry. A next step could be to incorporate a food donation component to the directory and suggest options for individuals looking to donate food from their farm or garden.

### **Community Discussion:**

#### Compost Programs

- Community compost- I have lots of food scraps and would like to not throw away
- Community Compost

#### Conservation Program:

- Create conservation nursery

## **FOOD RECOVERY**

Bridge between food waste and fighting hunger. Food recovery works to offer opportunities for individuals, organizations, and farmers to donate food that is not used rather than throwing it away. This can be done through gleaning programs at farms or supermarkets where non-sold goods are donated to food banks, or can be offered through new programs like phone applications where individuals and businesses can link up with food banks and food pantries for needed donations of food.

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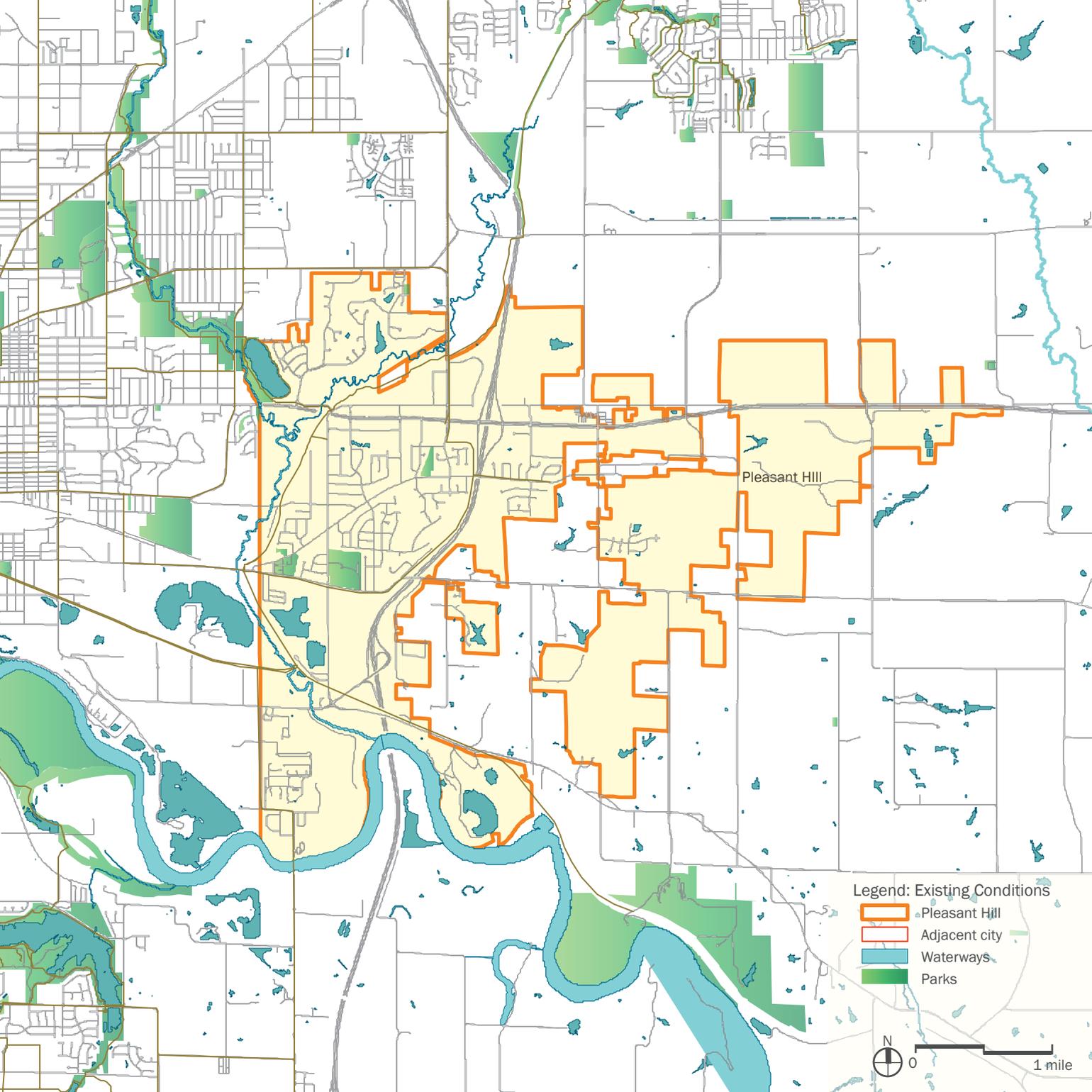
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Appendix:

- Assessment Maps
- Snapshot
- Polk County Demographics
- Polk County Food and Poverty Report
- Retail Trade Analysis Report
- Des Moines Independent and Southeast Polk District Profiles

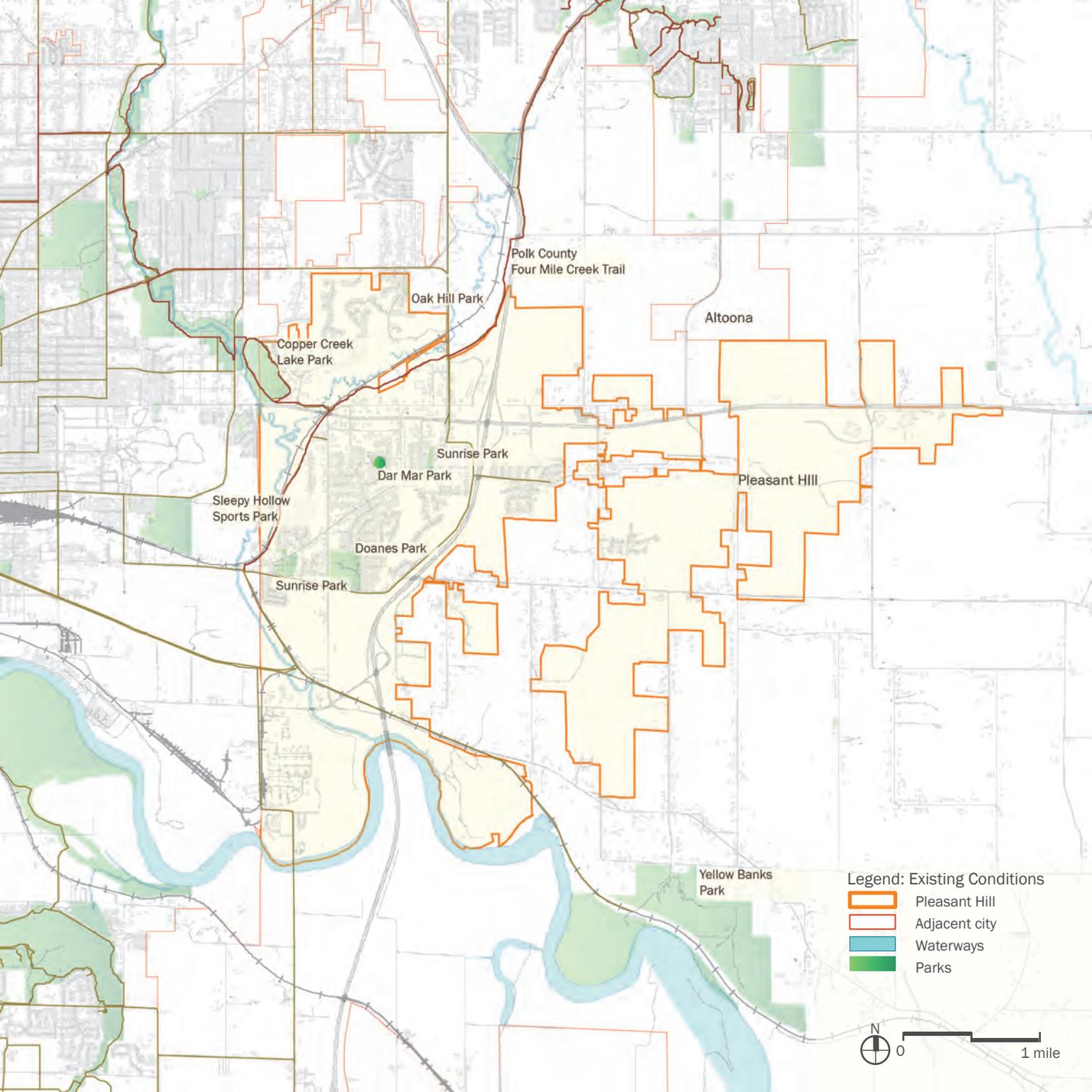


Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks



0 1 mile



Polk County  
Four Mile Creek Trail

Oak Hill Park

Altoona

Copper Creek  
Lake Park

Sunrise Park

Dar Mar Park

Pleasant Hill

Sleepy Hollow  
Sports Park

Doanes Park

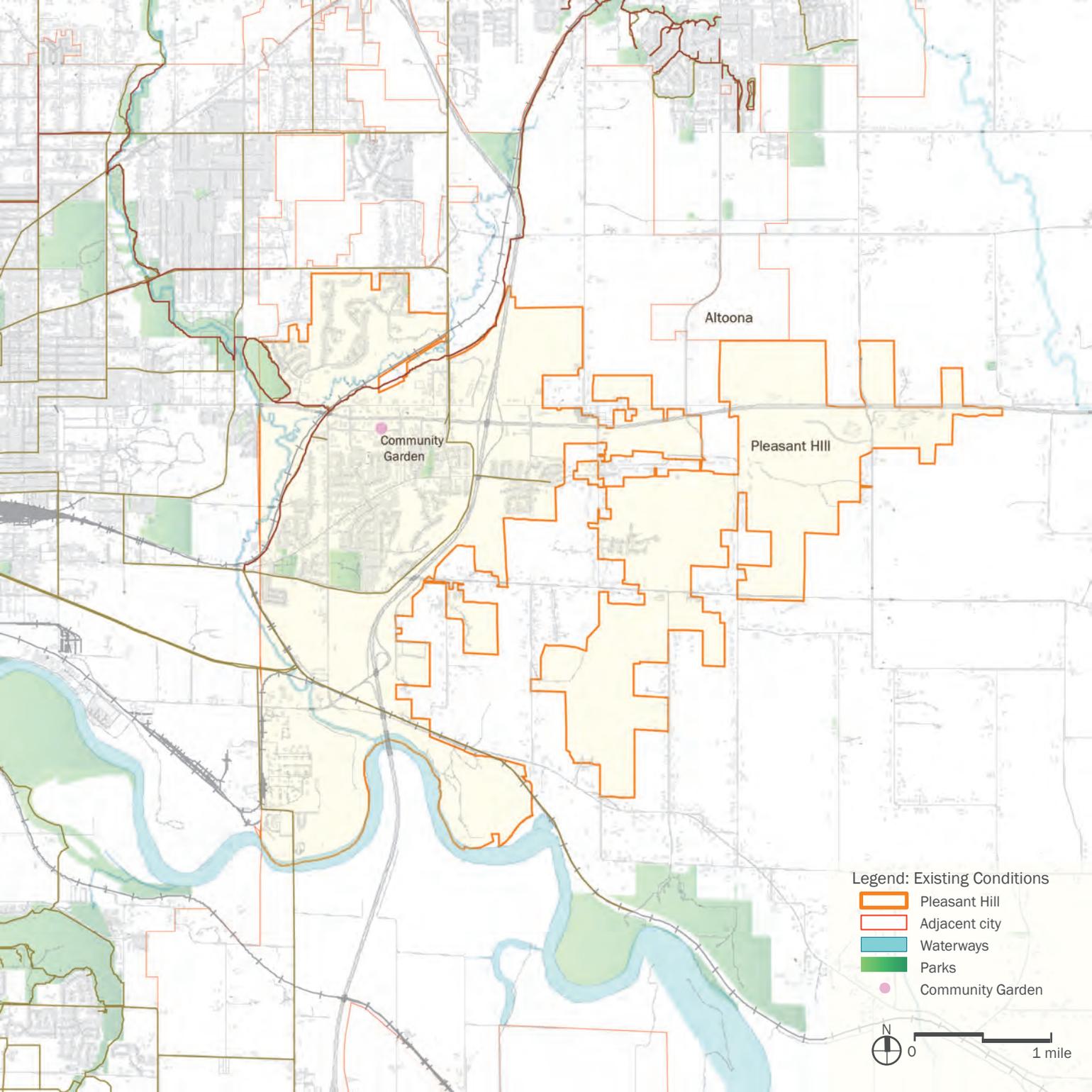
Sunrise Park

Yellow Banks  
Park

Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks





Altoona

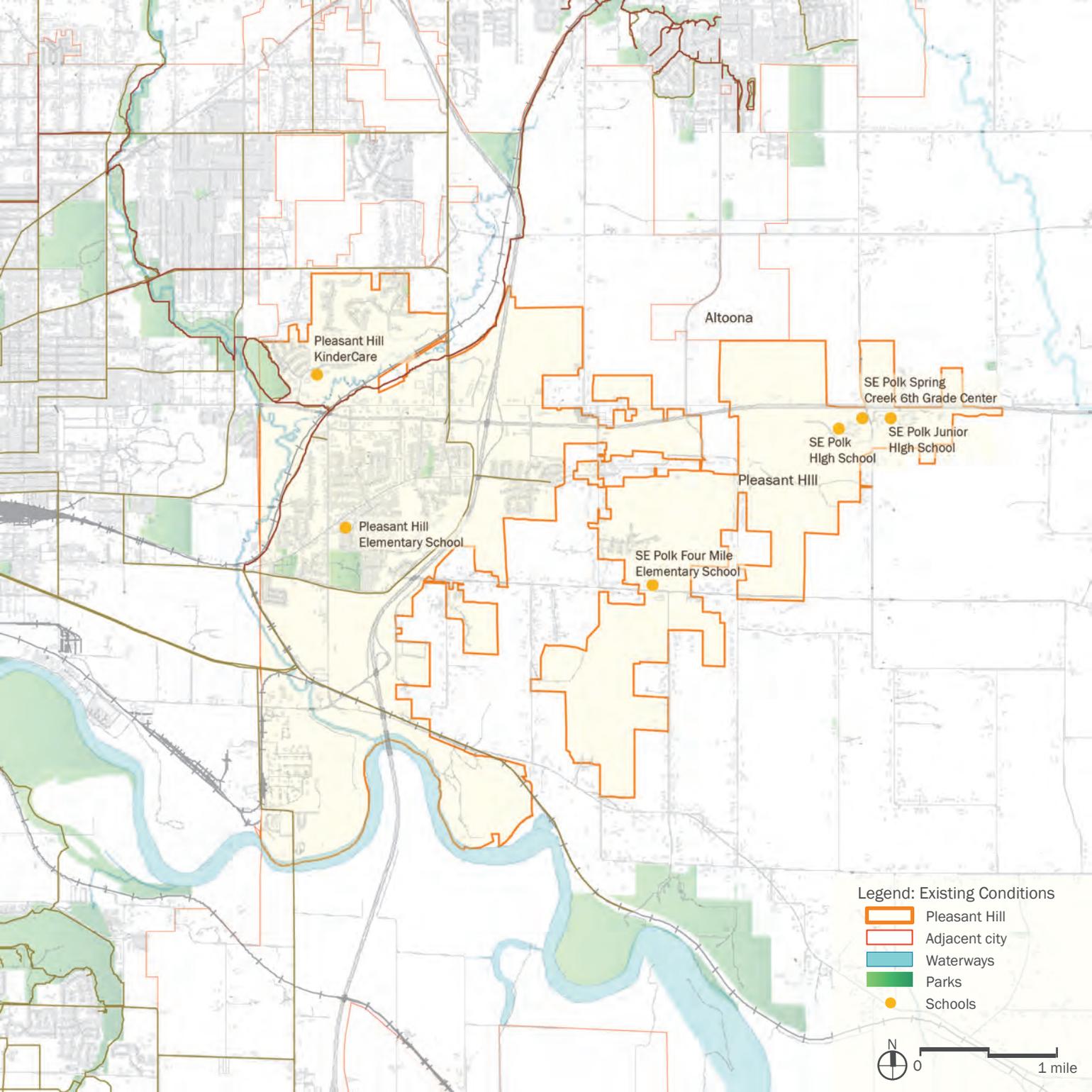
Community Garden

Pleasant Hill

Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Community Garden





Pleasant Hill  
KinderCare

Pleasant Hill  
Elementary School

SE Polk Four Mile  
Elementary School

Altoona

Pleasant Hill

SE Polk  
High School

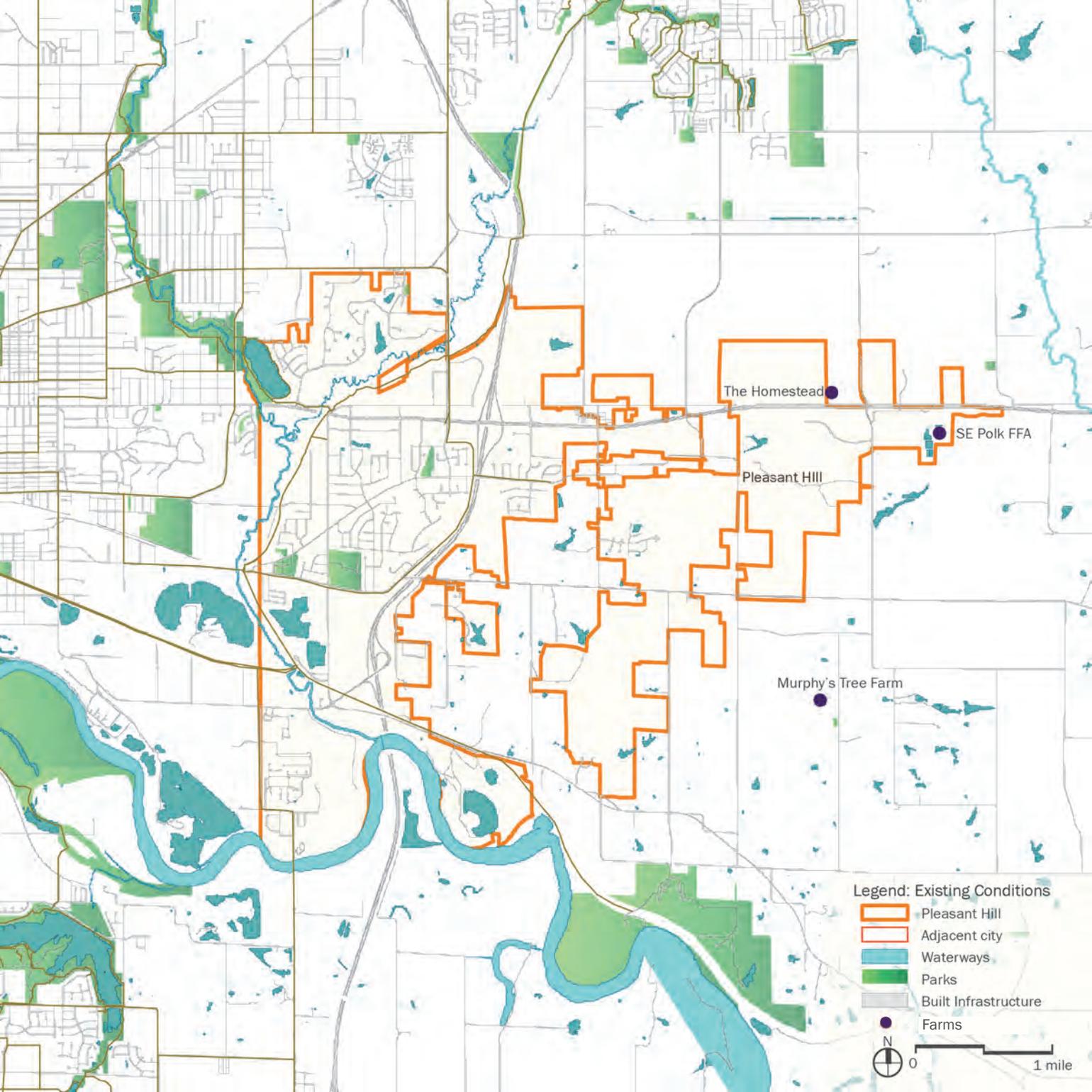
SE Polk Spring  
Creek 6th Grade Center

SE Polk Junior  
High School

Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Schools





Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Built Infrastructure
-  Farms



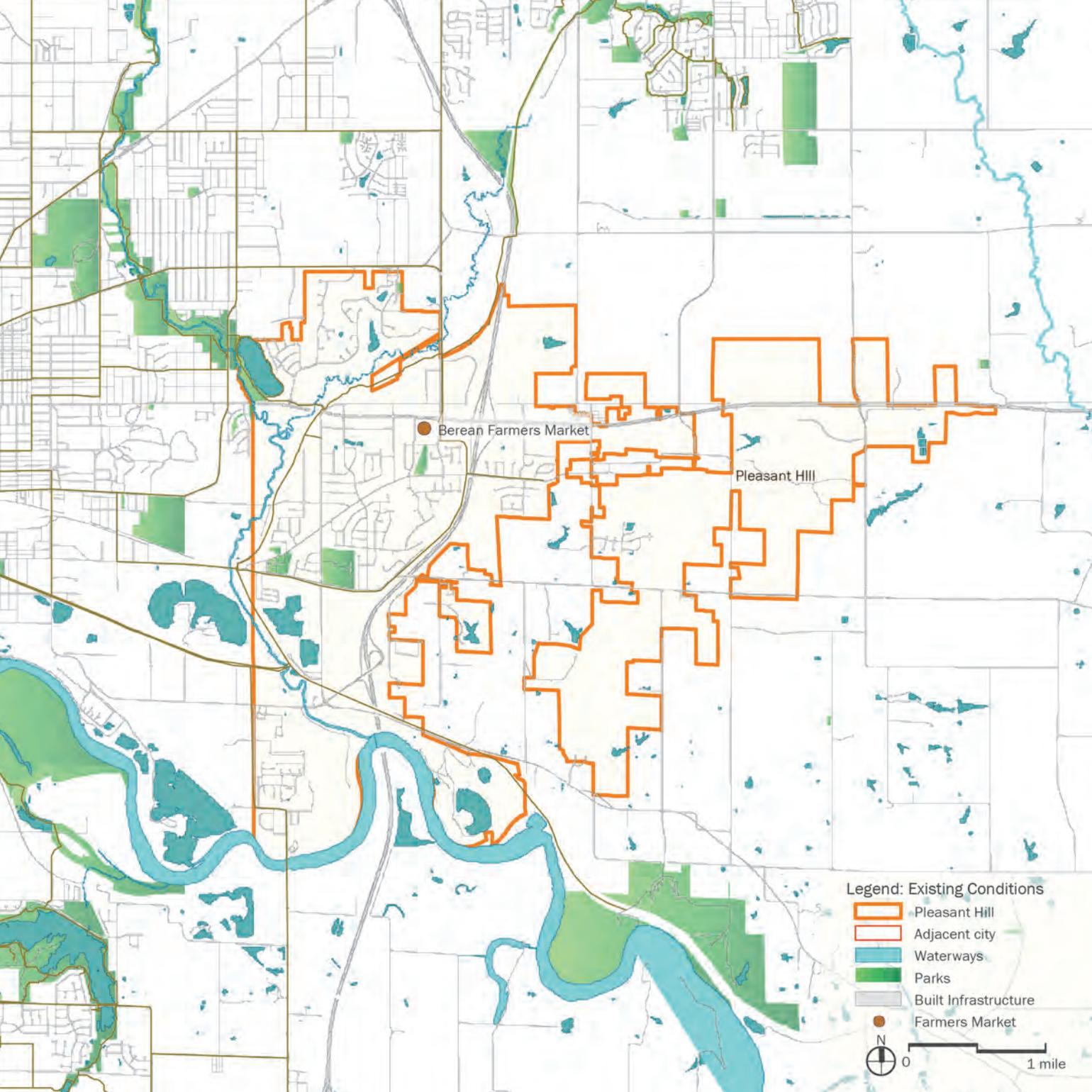
0 1 mile

The Homestead

SE Polk FFA

Pleasant Hill

Murphy's Tree Farm



● Berean Farmers Market

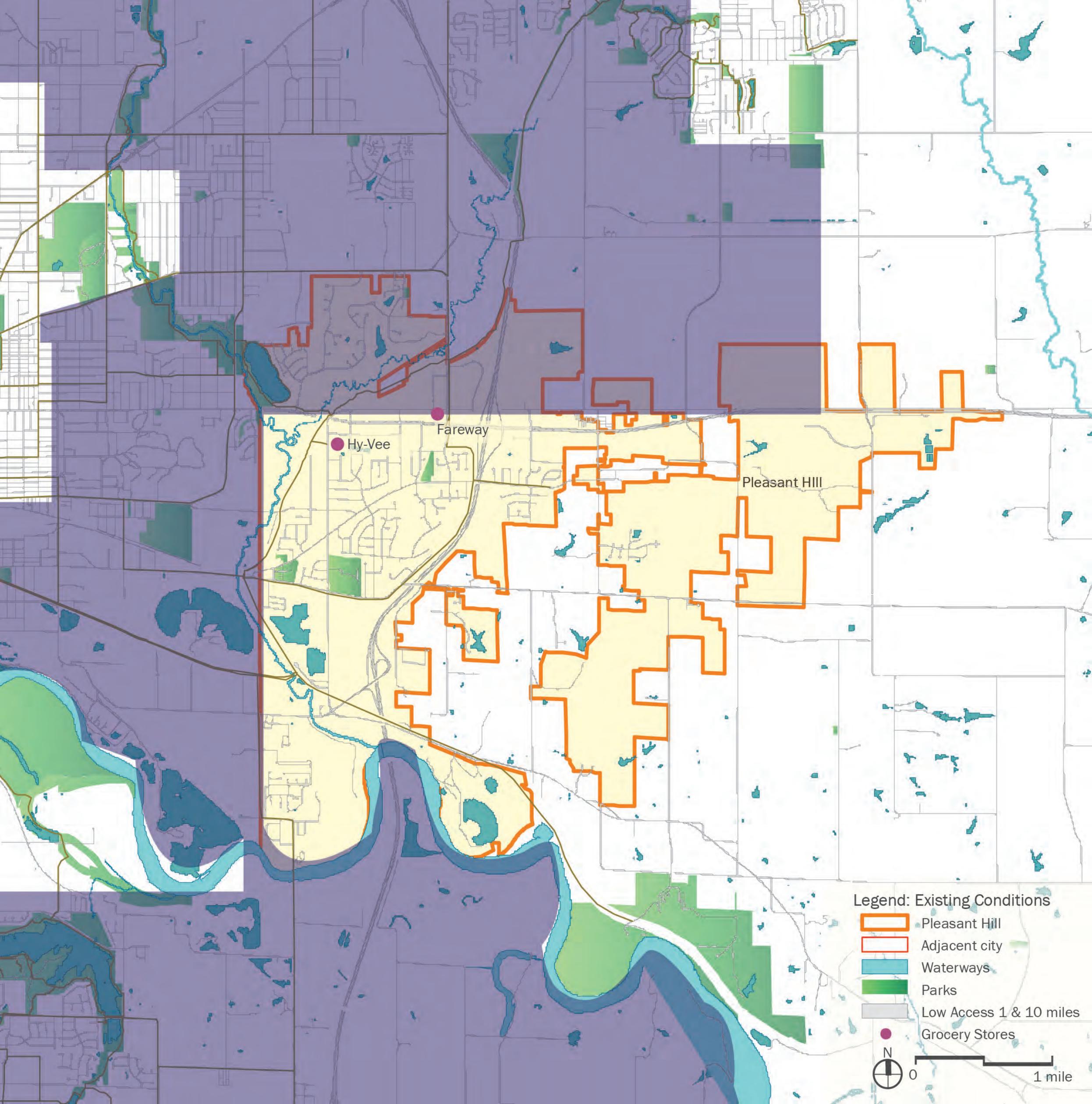
Pleasant Hill

Legend: Existing Conditions

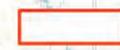
-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Built Infrastructure
-  Farmers Market



0 1 mile

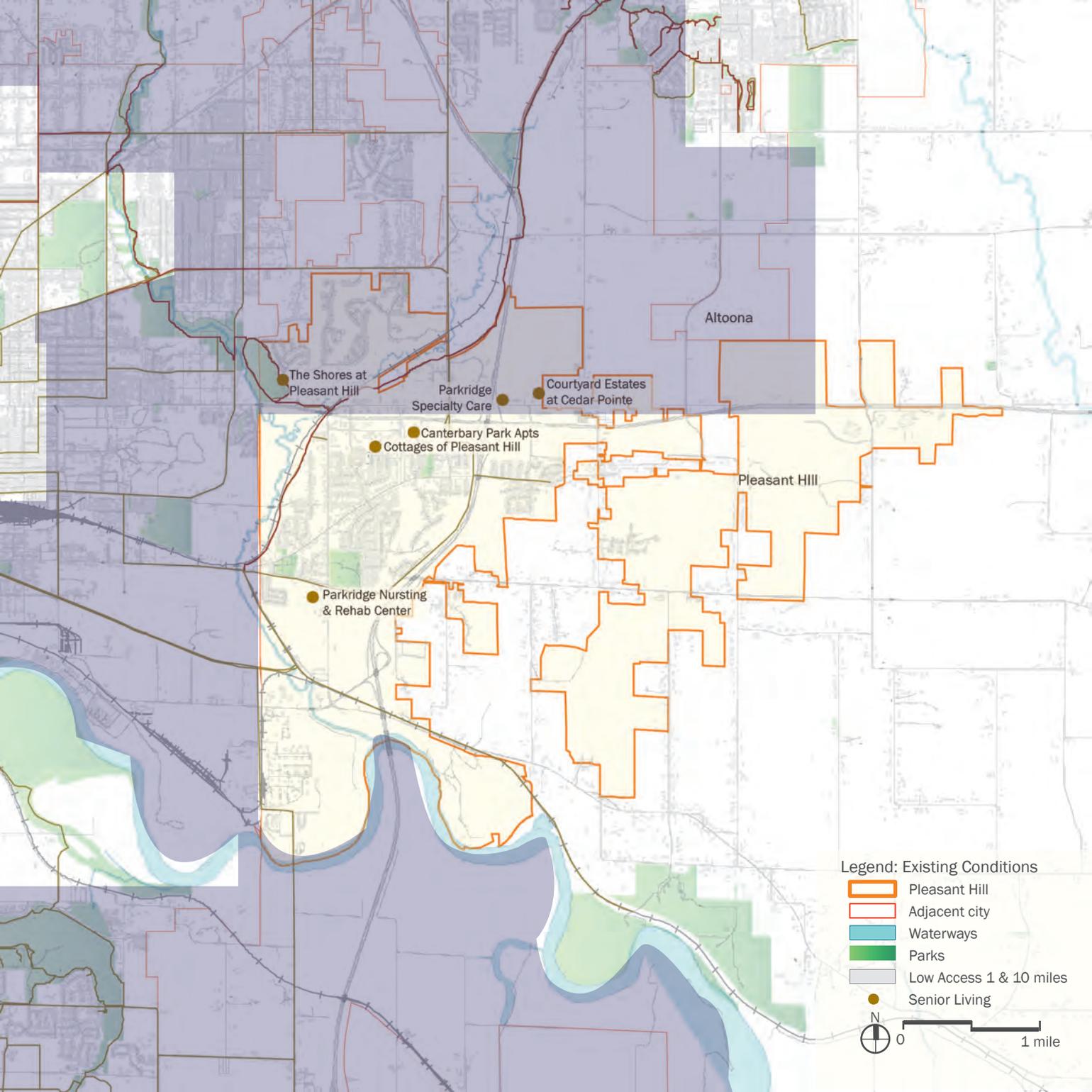


Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Low Access 1 & 10 miles
-  Grocery Stores



0 1 mile



Altoona

The Shores at Pleasant Hill

Parkridge Specialty Care

Courtyard Estates at Cedar Point

Canterbury Park Apts  
Cottages of Pleasant Hill

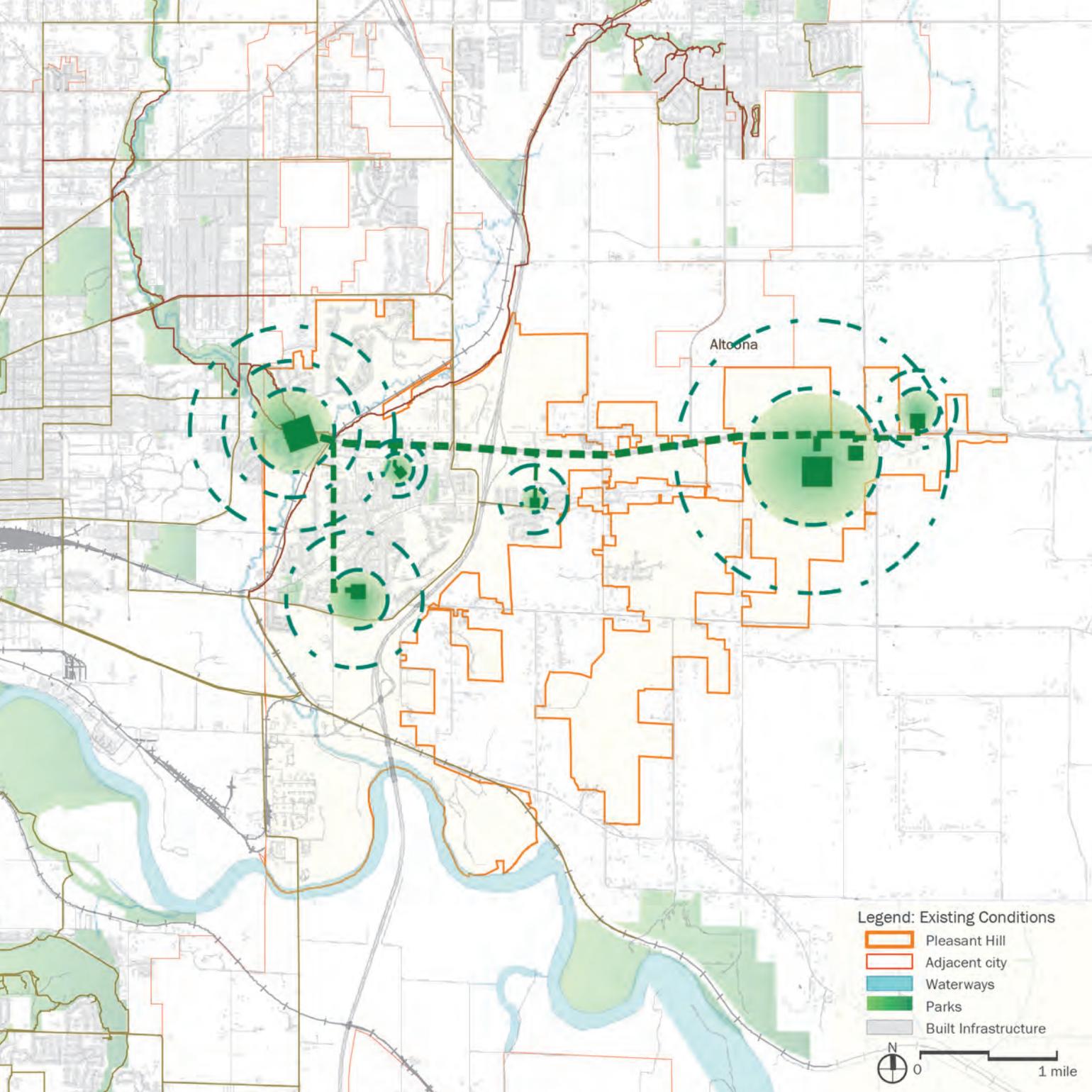
Pleasant Hill

Parkridge Nursing & Rehab Center

Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Low Access 1 & 10 miles
-  Senior Living



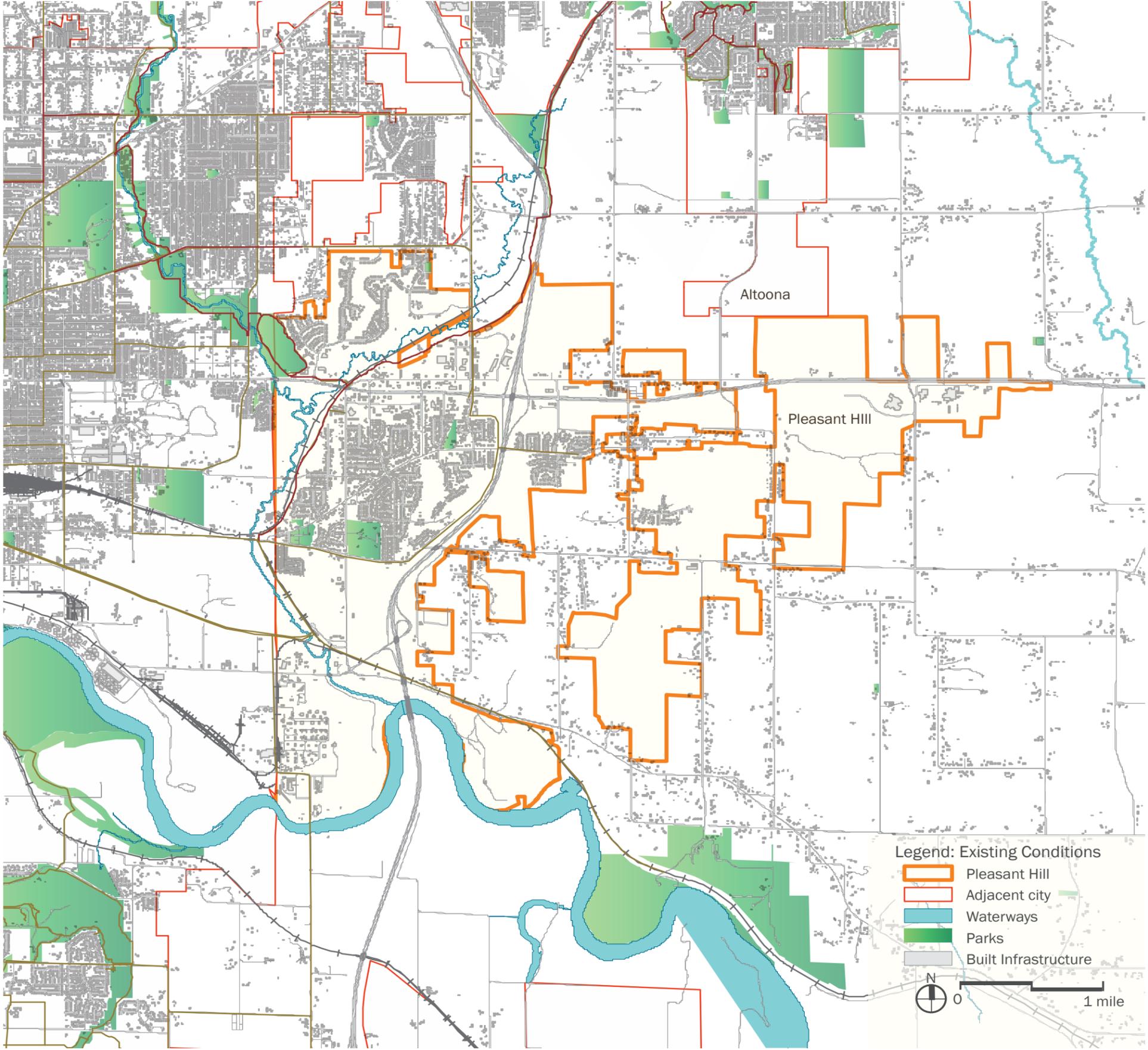


Legend: Existing Conditions

-  Pleasant Hill
-  Adjacent city
-  Waterways
-  Parks
-  Built Infrastructure



# Grow Pleasant Hill Community Food System Assessment



**Mission**

To develop a unique, inter-connected regional community that cultivates health through innovation and thriving economy.

**Vision:**

Grow Pleasant Hill is fostering a unique and creative suburb; promoting quality of life by:

- Partnering with our neighbors;
- Creating a space for food businesses to thrive;
- Offering creative opportunities for everyone to access healthy foods;
- Promoting wellness in education and project collaboration.

**Core Values:**

Collaboration and Partnership: community through relationships based on passion, expertise and skills critical to the development and sustainability for our regional transformation.

Inclusion: access to community food system components, regardless of income, race, gender, or location; encouragement of under-represented people to be leaders in decision-making processes.

Awareness: education and outreach about health, wellness and food systems that encourage all people to advocate and implement priorities

Innovation and Creativity: creative and dynamic opportunities through innovative strategies that will enhance overall quality of life to live and play.

Economic Development: a suburb of choice; attracting residential development and promoting opportunities for businesses related to health and food sectors.

**Partners:**

- City of Pleasant Hill
  - Don Sandor
  - Ben Champ
  - Madeline Sturms
  - Rick Courcier
- Kevin Umphress: Berean Church
- Barb Malone: City Council
- John Lerdal: Pleasant Hill Public Library
- Penny Thomsen: Parks and Recreation Commission
- The Homestead:
  - Ashley Bonell
  - Robbie Morris Riley
- Kelly Hanson: IAEYC
- Brittney Garvey: Riley Resource Group
- Bob Riley, Riley Resource Group
- Deb Calvert: Mid American Energy
- Matt Eddy, Southeast Polk School District
- Mark Ackelson, Planning & Zoning Commission
- Andrea Love: Personal Chef

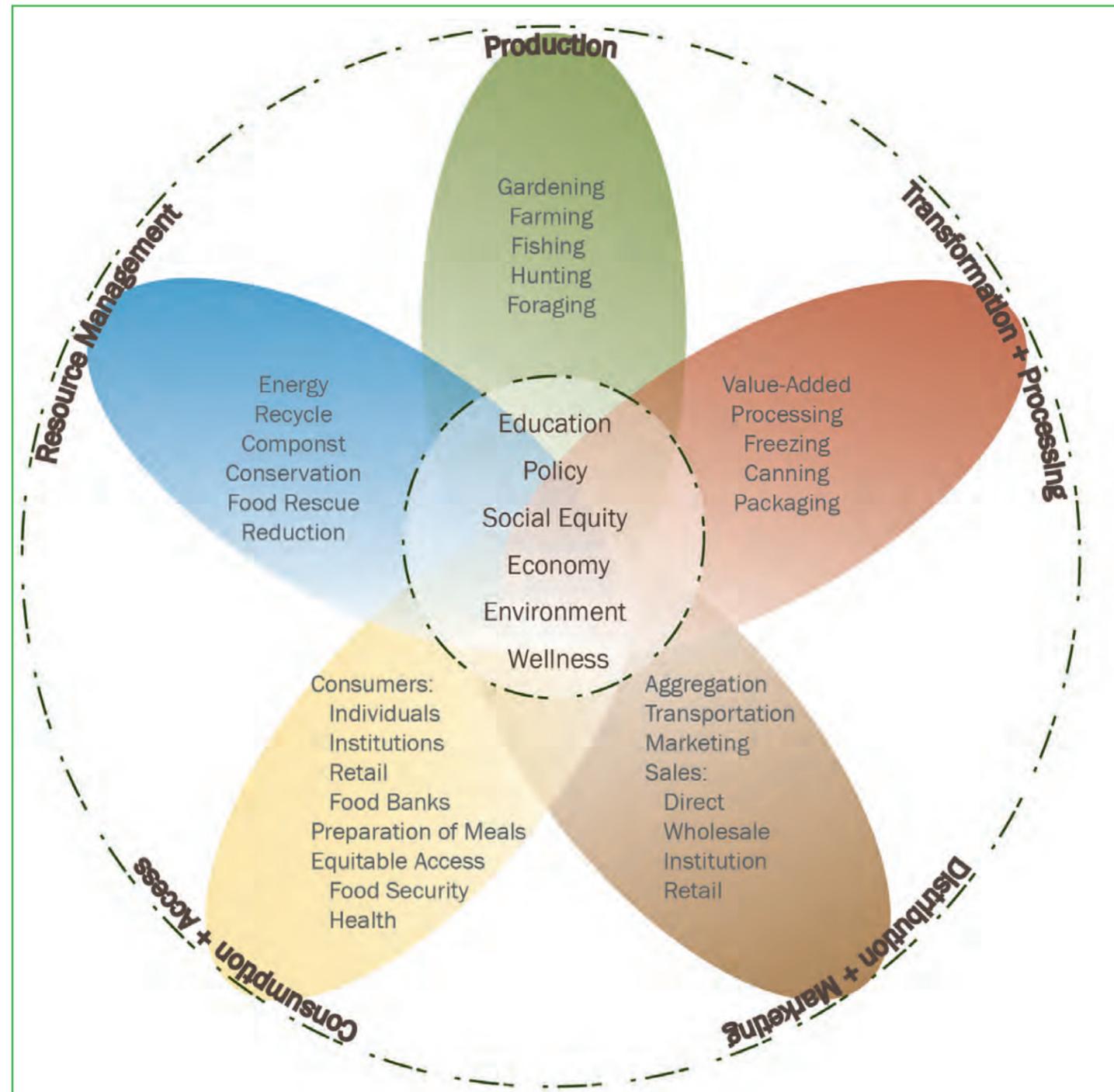
# Assessment Explanation

The snap-shot assessment is formatted as an overview of input received from public meetings and coalition discussions about the community food system in Pleasant Hill. The snapshot highlights both existing projects and programs that currently exist, as well as interest from new partners for collaboration. After reviewing this document, our goal is to have you help in the decision making for creative food system development projects.

The following sections will include:

- Abstract of each sector: production, transformation, distribution, consumption, and waste
- Abstract for each key impact area: health, equity, education, policy, and community and economic development.
- Snap Shot of each tactic within the sectors
- Votes: include on-line survey and facebook page; bullets include input from surveys and public input session

**After reading the snapshot- please participate in the priority project survey: [goo.gl/BSduLb](http://goo.gl/BSduLb)**



# Table of contents

## Community Food System Tactics :

<b>Production</b>	
Backyard Gardens	Grow your own, at home: integrate food plants with ornamental plants; promote healthy lifestyle by growing fresh plants or having small livestock in your backyard.
Community Gardens	Grow your own: designed public space for individuals and families to grow their own food; many different options exist: rentable plots, open to all, giving gardens for donation, etc.
School Gardens	Grow, Teach and Share: Students and teachers participate in activities in the environment and engage in growing food. This offers education to multiple disciplines: math, sciences, English, and nutrition.
Public Edible Landscapes	Eat and play: community areas transformed to offer edible option; ranging from parks to sidewalks, organization lawns to front yards; fruit trees and shrubs, annual vegetables and more.
Urban Farms	Farm in the city: City land maximized to offer land, buildings and rooftops for growing food. This allows for local food outputs in the city, and new opportunities for farmers and consumers
Rural Farms	Sustainable farms: Farms often operate at a larger scale than urban farms, and care essential to our food system for production and growth; promote environmental, and stewardship practices.
Agrihoods	Live local and sustainable; an agrihood is a residential development that connects the community with nature and a food supply through gardening, farming and planned conservation spaces.
<b>Transformation + Processing:</b>	
Shared-Use Kitchens	Create and sell: typically licensed commercial kitchens that allow for local food entrepreneurs to rent space for development of product for personal use or sale.
Brewery	Drink local: brewery and tap rooms benefit local entrepreneurs and business opportunities
Bakery	Bake local:
Food Enterprise Centers	Create food businesses: Opportunities for entrepreneurial investments in local food, creating a self-financed, sustainable model for food entrepreneurs to create unique products.
<b>Distribution + Marketing:</b>	
Community Supported Agriculture	Farm by membership; Community Supported Agriculture relies on membership supported farming, paying up front to assist in fees with return of weekly product shares
Farmers' Markets	Support your neighbor with your purchasing power; Farmers Markets operate in a transformed community space where local businesses sell farm products, crafts, and other unique items.
Public Markets	Enhance opportunities to buy local: Year round markets provide space for grocers and retailers to sell their goods; providing customers with high quality products while building community infrastructure.
Grocery Stores	Buy local: Food purchases can happen at convenience stores, grocery stores, and health food stores. Within the local realm, a common goal of these stores is to offer local products.
Food Boxes	Buy by membership: Offer multiple products from farmers (meat, vegetables, fruit, etc.) in a weekly box delivery, allowing customers easy access to local and regional food.
Food Hubs	Farm to Table Distribution: bridging the gap between consumers, buyers, producers, and food businesses by managing aggregation, distribution, and marketing of products from local producers.
Cooperatives	Member owned, community driven; member owned businesses offering different high quality products from their members, educational and business opportunities, and support for local communities.
<b>Consumption + Access:</b>	
Restaurants	Support farmers and food businesses, buy local: Local foods restaurants combine two opportunities to support local: increasing farmer sales by buying product, and supporting local food entrepreneurs.
Food Trucks	Restaurant on wheels; Food trucks offer a business model with relatively low start-up costs, that can transform a parking lot, street, or park into an eatery over breakfast, lunch or dinner.
Farm to School	Promote local in schools: procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening; kids have an opportunity to learn through hands-on experience.
Awareness Campaigns	Think local, act local; an awareness campaign brings to light activities going on in a community that support a collective purpose, thus bringing visibility and attention to a specific cause.
Food Banks + Pantries	Food access for all: Many food banks serve partner agencies: pantries, soup kitchens, and shelters. Pantries offer needed food supply for all families, and typically take donations from gardens, etc.
Food System Policy Councils	Develop sustainable community policy: collective group that of diverse members from activists to urban and rural planners, governments as partners to create local food initiatives and policy change.
<b>Resource Management:</b>	
Food Recovery	Grow and Donate: Opportunities for donations from farm, gardens, or other locations to donate food to people in need.
Community Compost	Prevent Food Waste: Opportunities for food waste to be captured in institutions, residential areas or on farm and be turned into a useful resource of compost for resale or donation
Conservation Programs	Develop sustainable environments: conservation programs, pollinator habitats, and many other types of systems offer sustainable solutions for water and air quality and general environmental health.

# PRODUCTION

Need more education on effective methods to garden in small spaces

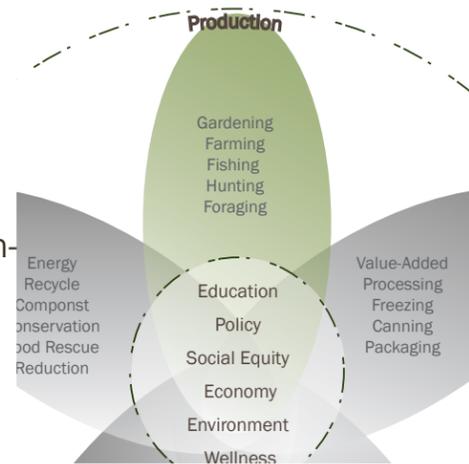


Community Gardens that exist are full and I, personally, would be interested in a plot or, perhaps, two

## Pleasant Hill Community Garden

The community garden is at full capacity for rent, and offers plots for individuals and families looking to garden; there is currently a need for additional community garden plots

Food sector that contains production of food from small scale gardening to large scale commodity crops. This sector includes community projects, programs, businesses, farming etc. that involve raising of food (gardening, hunting, fishing, foraging and farming) of food.



# TRANSFORMATION

Personal chef looking for space to expand business



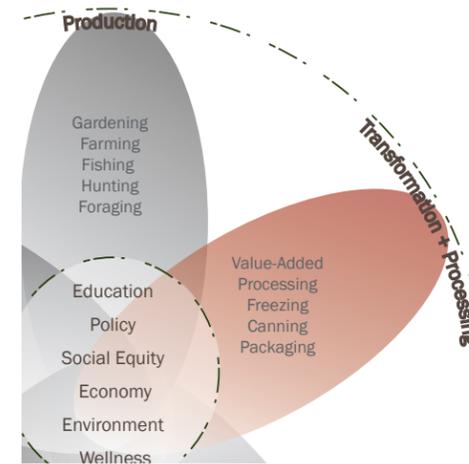
Need area that CSA users can share and put it together

<http://www.nydailynews.com/life-style/eats/demand-local-beef-butchers-cut-article-1.2139884>

## Amend Packing Company- Des Moines, Iowa:

For over 100 years, Amend Packing has served quality beef that includes: dry aged beef, beef halves, beef front and hind quarters, and custom beef processing.

Food sector that contains transformation or processing of food. This includes community projects, businesses, and organizations that offer preparation of fresh food products for markets, including processing, packaging, labeling and marketing of food.



# DISTRIBUTION

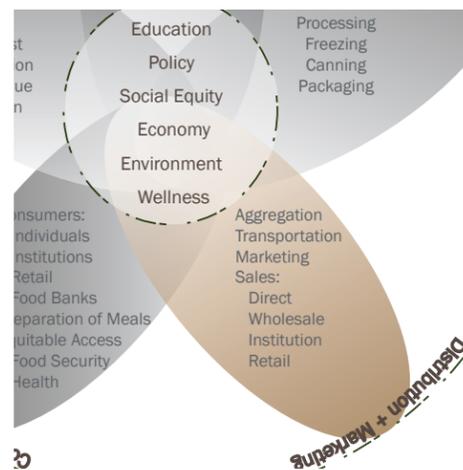
Need to show the entire food supply. This is a great way to bring community back to the farm



Create a food hub near Copper Creek Lake that serves many purposes—shared-use kitchen, edible landscape, community gathering space, an attractive place for people to hang out

Iowa Food Cooperative: Drop Site, Pleasant Hill  
Available every other Thursday from 5-6 pm at the Pleasant Hill library. The Co-op offers an online grocery store of local products that are delivered to you on a bi-weekly basis.

Food sector that pertains to the distribution and retail of food products. This includes community projects, businesses, and organizations that involve distribution and retail, such as: wholesale, distribution, warehousing, transportation, restaurants and retail markets of food products.



# CONSUMPTION

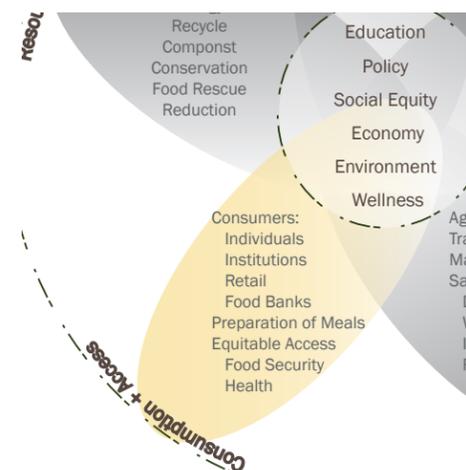
We lived in OKC, watched them grow a food truck park over the past 3 years. Great sport for family entertainment and supporting local small businesses



I would support a farm to table, local restaurant  
<https://www.facebook.com/Great-Caterers-Of-Iowa>

Great Caterers of Iowa is a catering company that works with surrounding communities to offer unique meals; they will cater locally sourced products when available.

Food sector that pertains to food access and consumption. This includes community projects, businesses, and organizations that involve education, preservation, preparing, food assistance, and building awareness of food.



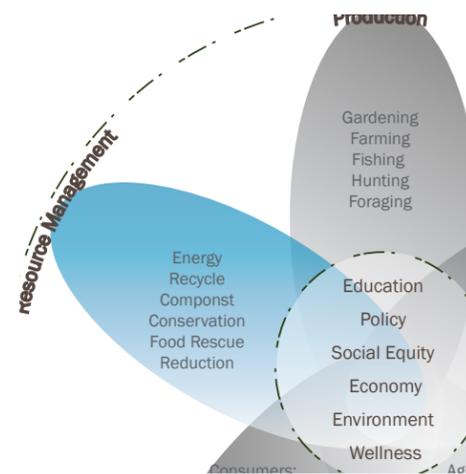
Community compost- I have lots of food scraps and would like to not throw away



Would sense possible with open land near and a population with many retirees, that a garden to supply a food bank would be a viable possibility near pleasant hill

Caring Hands: A food pantry that offers individuals the opportunity to receive free food when in need. Individuals and organizations can donate to the program and offer their fresh produce and other products.

Food sector that pertains to waste and nutrient management. This includes community projects, businesses, and organizations that promote recycling, reducing food waste, recovering, reusing, and composting food products or promoting other natural methods of waste recovery and nutrient management.



## EDUCATION

promoting experiences and programming related to food systems and health for a deeper understanding and increased opportunities to build skills

### Interviews in School System:

#### Matthew Eddy:

Students currently assist with entrepreneurial projects like mowing, etc

They also can be placed in projects for experience; SE Polk has 2100 students in HS

Current projects involved in: Greenhouse: SE Polk- currently having product go back into school;

Aquaculture- Aquaponics- Iowa First; Annual plant sale- plants: Mitchellville and Altoona

There may also be opportunities to collaborate with the FFA: there are 150-175 students each year -vernacular for FFA to promote curriculum + engage in learning opportunities

#### Amy O'Hearn:

Director of Food and Nutrition for SE Polk: 8 elementary schools, 2 middle schools, and 1 high school

Currently do not have school gardens, but if teachers or principals wanted to, they could add them

Is interested in doing more farm to school stuff or food rescue programs in the future

### Iowa Association for the Education of Young and Children

Creating a coalition of state-wide partners to implement a farm to school model in elementary or pre-school classrooms

### Public Input Sessions

Many responses asked for educational programs or events around personal gardening, composting, or general agriculture basics courses

### Existing Programs:

School Districts: Southeast Polk and Des Moines

Altoona Kids Cafe: Serves lunch to SE Polk kids during summer hours

DNR "Edible Outdoors" Program: group learning for foraging, hunting, and fishing

Fresh Conversations (Aging Resources of Central Iowa): exercises, recipes and games for older adults

SE Polk FFA: Aquaculture, Flood Table Irrigation, Hydroponics, Ag Biotech Lab

SE Polk Ram Garden Club: 26,000 square foot garden in 2014- donates to Caring Hands

## POLICY

principles or actions that have been adopted by governments, businesses and individuals to guide decisions and achieve rational outcomes.

### Interviews in Policy:

#### Mayor Sara Kurovski

How does local food system development relate to the new comprehensive plan? Can this help with policy and planning?

How do we deal with urban chickens? What are the opportunities for community chickens-- code issues and policy issues?

**There is an existing Political Action Committee that advocates for food political activity and is interested in current issues.**

## SOCIAL EQUITY

offering same status and equal access to social goods, services, property, freedom of speech; including equal opportunity for access to a healthy and good quality of life.

**POLK COUNTY: 30% OF POLK COUNTY HAVE A 30% LOW ACCESS TO GROCERY STORES ACCORDING TO USDA. HOWEVER, FAREWAY AND HY-VEE IN PLEASANT HILL ARE WIC-APPROVED VENDORS.**

	Overall Food Insecurity Rate	Child Food Insecurity rate	Estimated number food insecure children	Likely ineligible for federal nutrition programs	Income-eligible for nutrition programs
Polk County	12.5%	17.6%	19,870	44%	56%

	Food insecurity rate	# of Food insecure people	% below SNAP threshold of 160% poverty	% between 160-185% poverty	% above other nutritional program threshold of 185% poverty	Additional money required to meet food needs in 2011	Average cost of a meal
Polk County	12.5%	55,630	52%	5%	43%	\$27,726,000	\$2.82

Feeding America- 2016

	District Enrollment	# Eligible Free Lunch	# Eligible Reduced Lunch	# Free or Reduced Lunch	% Eligible Free and Reduced Lunch
Des Moines	31,939	19,649	4,013	23,662	74.08%
SE Polk	6,723	1,615	287	1,902	28.29%
Iowa	481,588	164,985	33,900	198,885	41.3%

Iowa Department of Education- 2017

### Interviews in Equity and Access

#### Caring Hands:

A collaboration between 10 church ministries that assists SE Polk and Bondurant Districts as an emergency food pantry and clothing site

The site has storage with refrigeration, freezer, and dry storage space.

Master Gardeners, farmers and business can donate product

They would like to expand to a satellite location in Pleasant Hill with more area to include healthier food choices

#### Altoona Kids Cafe:

Offers summer school programming with USDA school lunch program

Fireside Grill and Sugar Shack help provide meals for kids

Over the last 3 years have expanded from 60 kids/ day to over 120 students. The program offers transportation for students with 9 different pick up locations.

They are currently looking to build upon their 2 hour daily program and are looking for program partnerships for consistent programming, curriculum ideas, and training opportunities for educators.

#### Growing Bolder:

Connecting seniors to nutritional programming

Seniors have talked about constraints with transportation, language barriers, and cultural needs

Also work with SNAP-Ed to offer senior nutrition component, and have Senior vouchers for Farmers Markets

## ECONOMY

wealth and resources of a community or region that relate to the development and consumption of goods and services

### **Interviews with Economic Development: East Polk Innovation Collaborative (EPIC):**

Serves Pleasant Hill, Mitchellville, Bondurant, and Altoona.

Current Programs:

Home Base Iowa: Offer retail incentives of 10% off for veterans, and Pleasant Hill is a Veteran friendly community

Business Retention and Expansion Program: Helping with the growth of current businesses and providing incentives for additional training or grants and loans. They work to advocate for businesses and network with local developers

### **Agrihood Development:Trenton Grundmeyer and Happe Homes:**

Partnership with several entities in central Iowa- looking to develop property in Pleasant Hill or surrounding suburb of Des Moines for a neighborhood development around farm and open space  
Currently have talked to Veterans in Agriculture, Beginning Farmer Center, SE Polk, and many other partners for collaboration. Happe Homes is the current proposed developer for Trent's vision.  
Next steps are to reach out to landowners.

### **City of Pleasant Hill**

Would like to see Community Economic Development programs

Ideas include: Food Truck showdown, event, etc.; restaurants, farmers market expansion, and potential development including food systems programming

How do you build programming - what is the process or barriers to entry for unique, place-based businesses?

### **Mid American Energy:**

Regional Economic Development Representative: seeks to have an economic advantage and highlights safety, education and STEM for specialty project funding

May also fund economic development potential for region

Highly networked among businesses in the region

**Many existing partnerships can drive the development of new businesses or neighborhood developments in Pleasant Hill to reach the vision that Grow Pleasant Hill has- to become a unique, inter-connected regional community that cultivated innovation.**

## WELLNESS

health status of a community, and individuals that live in it, as it relates to access to affordable and effective options for quality of life.

### **Community Health Needs Assessment**

Polk County Priority Goals:

Promote Healthy Living:

“Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

### **Interviews with Wellness Unity Point**

Connection to Unity Point Clinics- potential partnership on nutrition education, and expansion of programming; generally would like to be more involved in place-making in communities

Sharing the social benefits of gardens:

-potential to co-locate gardens with mental health services; opportunities for social connections

### **Healthy Altoona Partnership:**

Offer Bountiful Baskets Food Box program

Started a community garden and kids club in Altoona

**Environment and Wellness have direct ties in regards to connection to outdoor spaces and recreation or healthy living. Input sessions eluded to the desire for additional educational programs regarding both production and wellness activities.**

## ENVIRONMENT

Built and natural surrounding conditions that include both natural environment and built space in which a person or animal lives

**Pleasant Hill currently offers a community garden, but there is need for expanded infrastructure for more plots**

**Pleasant Hill has 6 parks, with less than half within a 1/2 mile walking distance**

**Pleasant Hill is part of the Fourmile Creek Watershed Study- of which one of the top goals is to support productive land use**

**Also a part of Mud, Camp, Spring Creek WMA**

### **Interviews with Environment: Snyder and Associates:**

Four Mile Creek Greenway Master Plan: what else should occur in the area? Will include regional trails and public access areas, educational opportunities, habitat protection, and economic development

### **Polk Soil and Water Conservation:**

Organization placed on watershed- work closely with NRCS and FSA

Have employees that work with both rural and urban populations on watershed management

In regards to greenbelt- would like to see some acres put in for specialty crop production

## Backyard Gardens

An area individually owned, typically in a residential neighborhood that is part of a personal yard. Gardens can be utilized for various growing purposes and can also be shared among neighbors if appropriate. They promote personal access to food and aesthetic, beautiful spaces.

### Public input:

- Education on how and where to start gardens in my yard
- Community compost- I have lots of food scraps and would like to not throw away
- Of course, everywhere: Victory gardens ReDUX- make it fashionable and affordable
- How to garden topics

### Potential Community Impact:

Hosting educational programs for gardens for gardening, composting, and nutrition would assist in many different community impacts for improved wellness.

**“Community Compost- I have lots of food scraps and would like to not throw them away”**

## Community Gardens

A public garden that promotes a cross section between public and private entities open to all, or identified users for food access or educational opportunities. Community gardens can be created in a diverse spaces including: rural and urban settings, vacant lots, pocket parks, and local business plots

**“Need more education on effective methods to garden in small spaces”**

### Public input: (1 Vote | 3 Votes)

- Need more education on effective methods to garden in small spaces
- Next door to Apartments (make a part of zoning requirements): good for apartment dwellers
- Community Gardens that exist are full and I, personally, would be interested in a plot or, perhaps, two
- More options for community gardens
- Expand the Community Garden to include perennial beds like strawberries, raspberries, etc.

### Potential Community Impact:

Community gardens have shown opportunities for self-reliance, access to more nutritious foods thus creating lower food budget costs



Pleasant Hill Community Garden

## School Gardens

Gardens that assist schools in promotion of alternative learning opportunities for Math, Science, English, and Nutrition. School gardens foster growth and knowledge about where food comes from and nourishes healthy living habits. School gardens show children that they are a part of something bigger in their community and school system.

**“Four mile school: Hands on learning about growing and eating fresh food”**



SE Polk High School  
<http://www.southeastpolk.org/vnews/display.v/ART/51dac6b1be898>

### Youth Fruit Consumption: consuming at least 5 / day

Polk County	6th Grade	8th Grade	11th Grade	All Grades	6th Grade	8th Grade	11th Grade	All Grades
County Males	9%	6%	7%	8%	7%	5%	5%	6%
County Females	8%	5%	4%	6%	2%	3%	3%	4%
State Males	9%	7%	5%	7%	5%	5%	4%	5%
State Females	7%	5%	4%	6%	5%	4%	3%	4%

Iowa Youth Survey 2017: The University of Iowa

### Vegetable Consumption:

### Potential Community Impact:

After participating in School Gardens or Farm to School programs, students are more willing to taste fruits and vegetables; 98% of children enjoy tasting new fruits and vegetables, and 90% have stated they enjoy working in the garden.

## Edible Landscapes

Combine form and function to create practical and edible environments in communities. Edible landscapes build up the environment, increase diversity, and improve food security and horticulture therapy through a connection to nature. Edible landscapes are unique because they incorporate various forms of food such as: fruit trees, berries, herbs, and vegetables with ornamentals.

### Public input: (1 vote | 5 votes)

- Riley Resource Group: Front landscape and back of building- partnership to utilize our own fertilizer
- On all parking: Vines - Grapes up and down the streets!
- City Parks- Edible Tree Products

### Potential Community Impact:

Currently only 37% of households nationwide have gardens, by offering public access to foods it can improve food security and decreased miles traveled for fruits and vegetables; opportunity to connect with park systems and vacant plots for food access



Doanes Park- Pleasant Hill

## Urban Farms

Urban land utilized to maximize local food outputs and assists in meeting needs for local food production and community food security. Farms enhance communities by providing a sustainable food source within city limits develops community capacity; and promoting food access within city limits. Farming in the city enhances the built environment.

### Public input:

- *Preparing for a crisis, with neighborhood greenhouse*
  - *Altoona’s Facebook Development Area; use all the heat that comes off those buildings to heat greenhouses and grow winter veggies!*
- \*\*Altoona Master Gardeners are looking for land for a new greenhouse

**“Preparing for a crisis with neighborhood greenhouses”**

### Potential Community Impact:

With every \$1 invested in an urban farm or garden, \$6 are generated in worth of vegetables. Assist in mitigating soil erosion in urban centers and can assist in decreasing carbon footprint by lowering the amount of miles traveled to market

## Sustainable Agriculture

Contributes vast amount of products into the local and regional food system with practices that are typically environmentally conscious practices, socially equitable, and humane to animals. Rural and Sustainable farms are most often operating at a larger scale than urban settings and can thus provide larger quantities into the food system through various means of retail and wholesale marketing, aggregation, or direct sales.

### Public input:

- Iowa is Rural Ag and we need to continue to educate the community. Ag is much more than gardens
- Increased agro-business development in Pleasant Hill
- Organic production

**“Increased agro-business development in Pleasant Hill”**

	2012			
	Number of Farms: 1-9 acres	Number of farms 10-49 acres	Number of Farms 50-179	Number of farms 180-499
Polk County	121	275	164	89

Irrigation from U.S. Bureau of Reclamation	Alley cropping or silvopasture	Biomass for Energy	Rotational or Intensive Grazing	Direct Market to Retail	Sold Value-Added Products	CSA	Sold Veal or Calves	On-farm Packing Facility
-	-	3	51	23	26	4	-	13

### Potential Community Impact:

Continuation of rural farming preserves family legacy and natural heritage of the land

## Agrihood

Planned residential development that connects the community with nature and a food supply. Many agrihoods also take into consideration conservation programs, gardening, and social gathering spaces. Agrihoods can range in what they offer, but typically they include livestock, orchards, vineyards and crops. Resident housing can range from 100-1000 residents, however, smaller examples exist with up to 12 homes on the development.

### Public input: (2 vote | 3 votes)

- *Since we have open areas not developed this would be the first one*
  - *New developments: zoning changes with a mandate: butterfly, bugs, open spaces, gardens– in new development*
  - *Agrihoods*
- \*\*There is a developer currently interested in creating an agrihood in Pleasant Hill, and has been doing much work to prepare
- \*\*Altoona Master Gardeners are looking for land for a new greenhouse

**New development: zoning changes that mandate ...open spaces, and gardens”**

### Potential Community Impact:

An Agrihood could be the catalys for Polk County’s Health Improvement Plan to: “Establish more vibrant communities and neighborhoods characterized by mixed and joint-use spaces and facilities that are accessible and available to everyone, including public gathering places for diverse and integrated engagement, and designs that promote healthy lifestyles.”

## Shared-Use Kitchens

Shared-use kitchens have the opportunity to bridge a full range of issues in the local food system, including access to healthy foods. Shared-use kitchens provide comprehensive and diverse approaches to offering opportunities to value-added product, and cook from a shared-location to create a self-financed, sustainable business model.

**Public input:** (1 votes | 3 votes)

- Personal chef looking for space to expand business
- So CSA users can share and put it together
- Shared-Use Kitchen Space

*\*\*Potential interested business developers for Shared-Use Kitchen space*

**“Personal Chef looking for space to expand business”**

## Brewery

**Public input:** (3 votes)

- *Would really like to see a local brewery on the trail system*

## Bakery

**Public input:** (1 vote)

## Food Enterprise Center

Food Enterprise Centers build businesses through entrepreneurial investments in local food, approaching scaling up the food system through a self-financed, sustainable profitable model. Many of these programs work hard to include shareholder loyalty by including options to buy into the company or provide memberships. This strategy a market base and assists in community capacity and financial sustainability.

**Pleasant Hill- place food and farm producers along watershed management drainage: local food with all value-added kept right here. Create public spaces and farm markets along farmsteads along water management area**

**Potential Community Impact:**

Opportunity for many new businesses and beginning entrepreneurs to start new business and develop potential new products utilizing local ingredients

## Community Supported Agriculture

A partnership between farmers and community members working together to create a local food system. There is shared risk of production, allowing for producers to concentrate on growing food and caring for the land and for consumers to receive ultra-fresh, and often times, unique produce and recipes for cooking.

**“Growth of Community Supported Agriculture Partnerships”**

**Public input:** (2 votes)

- *Need to show the entire food supply. This is a great way to bring community back to the farm*
- *Homestead: Double Output with city help*
- *Growth of Community Supported Agriculture Partnerships*

**Potential Community Impact:**

Consumers can save up to %39 by purchasing from CSA vs. supermarkets, and the sale goes to a member in the community, with a high likelihood that those dollars will also stay within the community. 13 farms currently marketing through a CSA: may be opportunity to continue to grow direct markets.

## Farmers Markets

Existing city space is re-used as a market for all individuals to socialize and purchase fresh and affordable products that reflect regional and community diversity. Farmers Markets bridge social gaps and create access to affordable, healthy food choices in urban and rural communities.

**“Need more accessible local foods than just once a week at a Farmers Market”... “How do we focus on getting more local food to high number of low-income individuals?”**

**Public input:** (4 votes | 8 votes)

- *An expanded farmers market in Pleasant Hill- at different times than the Saturday morning in Des Moines- We would use it!*
- *Saturday Afternoon in Pleasant Hill- bring downtown produce left over and sell here at discount*
- *Improve Farmers Market*
- *Farmers Market*
- *Expanding the Local Farmers Market*
- *Continuation/ expansion of Farmers Market*
- *Year Round Farmers Market*
- *Expansion of farmers market*
- *A more organized, larger local farmers market with a food coop*
- *Larger more diverse farmers market*
- *Year round farmers market*

**Potential Community Impact:**

Farmers Markets host several opportunities to bridge community economic development, producer profitability, consumer wellness, and policy change in one setting.



The Homestead CSA



Pleasant Hill Farmers Market

## Public Markets

Public Markets build grocers and retailers that benefit the local economy and deliver seasonal and as-sorted product, improve their carbon footprint and increase options for natural and organic production. Offering retail products allows for an additional benefit of consumers being able to celebrate regional and cultural food from their home.

### Public input:

- As Pleasant Hill grows and develops more of a community center, this would be a great idea
- Health Food Market
- Health food type of market

### Potential Community Impact:

Offers space for business incubators, and typically hosts shared-use kitchens for start-ups as well as business programming. This impacts the community by offering space for both farmers and food businesses to develop partnerships and support the local food system from start to finish.

## Grocery Stores

Stores come in many sizes and shapes and offer various specialties in regards to retail products. Smaller format stores include convenience stores, delicatessens, greengrocers, and health food stores. Within the local food realm, a common goal is also to enhance community economic development. Local grocers can assist in this movement by offering retail products that celebrate regional and cultural food.

### More Local Produce in Grocery Stores

### Potential Community Impact:

Grocery stores offer opportunities for use of Women Infant and Children as well as Supplemental Nutrition Assistance Programs. There are 33 stores within the region that are Iowa WIC approved. Opportunities for both locally owned businesses, promotion of local produced goods, and continued promotion of supplemental programs exist within grocery stores.

**“As Pleasant Hill grows and develops more of a community center, this would be a great idea”**



Pleasant Hill Fareway  
<http://www.desmoinesregister.com/story/money/business/new-business/2014/01/14/fareway-opens-today-in-pleasant-hill/4475327/>

## Food Box

Aggregate products from producers or farmers (meat, vegetables, fruit, etc.) into a box that allows customers to have easy access to local and regional food. Boxes are typically offered on a weekly basis for customer. Allow for community members of in all income levels to enjoy fresh, healthy, regionally-sourced products at a retail rate.

**“Love to pair this with education and Hello Fresh Style Cooking Education”**

### Potential Community Impact:

Opportunity to build new business and source from multiple farmers within the region; In 2007, nearly 3,000 farmers sold \$16.5 million of local products direct to consumer; compared to 2,455 farmers who sold \$11.6 million in products in 2002

## Food Hubs

Food Hubs are a bridge between consumers, buyers, producers and food businesses. They provide a middle ground for the food system. This business or organization manages aggregation, distribution, and marketing of products that are primarily from local or regional producers.

**Create a food hub near Copper Creek Lake that serves many purposes- shared-use kitchen, edible landscape, community gathering space, an attractive place for people to hang out**

### Potential Community Impact:

Fill a gap from the current distribution industry that distributes 80 percent of wholesale products from typically large scale producers.

Additional markets allow for job growth: A Leopold Center at Iowa State University evaluation found that 74 bulk food buyers that purchased \$8,934,126 of local food in 2012 also reported 36 new jobs related to food systems work

## Cooperatives

Typically in the shape of a grocery store, market, or distribution hub, cooperatives are collectively-owned by workers and/or customers. The goal of being cooperatively owned is to bring the highest quality and best value to members of the business. Many cooperatives offer education opportunities to members, high quality product, member decision making and control, and support for their local communities.

### Public input: (4 Votes)

### Potential Community Impact:

- Offer opportunities for mutual benefit within the community and enhances options for community and economic development
- Cooperative businesses stabilize communities because they are community-based business anchors



Iowa Food Cooperative: Pleasant Hill

## Restaurants

Builds infrastructure for effective local food shed by increasing the availability of local food from producers to consumers. The demand for local food is rising as customers are embracing the need for increased local food options. Customers are demanding locally sourced protein and produce, environmentally sustainable options, healthy meals, and many restaurants even have their own personalized gardens.

### “Farm to Table Restaurant featuring locally grown food”

**Public input:** (7 votes | 13 votes)

- Would love to have a restaurant in the area that uses locally grown foods
- I would support a restaurant that used local food
- Farm to Table Type restaurant featuring locally grown food
- Locally Sourced Restaurant
- Farm to Table Restaurant
- Start-up restaurants, unique food experiences beyond fast food

Interview: Great Caterers of Iowa/ Rib Shack of Knoxville

Would like to have a restaurant in Pleasant Hill- have looked at a few sites -source several products local and grow some produce during the summer Also looking to expand current site for refrigeration storage

### Potential Community Impact:

The National Restaurants Association is noticing more interest in what people are eating and where it comes from, thus leading to increased purchases from local and regional producers.

Opportunity for education for producers, business owners and consumers on seasonality and what grows local

## Food Trucks

Food trucks promote food access through creative ways: restaurants on wheels; they also provide a strong cultural identity for the community. Food trucks offer unique ways of incorporating economic development into the food system through incorporation of mobile food vending for diverse backgrounds and cultural experiences.

### “Food Truck Park- great family entertainment”

**Public input:** (2 Votes | 10 Votes)

• We lived in OKC, watched them grow a food truck park over the past 3 years. Great sport for family entertainment and supporting local small businesses

- Food Truck Events
- Food Trucks and ethnic food options
- Food truck park

### Potential Community Impact:

The average food truck start-up requires between \$55,000-75,000: about \$200,000- 400,000 less than bricks and mortar.

• Economic Development Generation: In 2012 \$650 million in revenue was generated from food trucks-approximately 1 percent of the total U.S. restaurant sales. It is expected that by 2017, food trucks will generate 3-4 percent of the revenue, or about \$2.7 billion

Food trucks offer a business model with relatively low start-up cost that assists persons with diverse backgrounds and socioeconomic status



Social Eats and Crafts  
<https://www.facebook.com/socialiowa>

## Farm to School

Implementation for farm to school can include procurement from local farmers, education on agriculture, food, health and nutrition, and school gardening where kids have an opportunity to learn through hands-on experiences. The goal for farm to school is for children, producers and communities to be vibrant.

### K-12 Agricultural- Food Supply Education

#### Potential Community Impact:

Financial opportunity for producers and processors by opening the door to an institutional market; average 5% increase in income from farm to school sales for individual farmers

Provides education on nutrition, high quality local food for children and enhances classroom education through hands-on learning

Reduces carbon footprint and enhances environmental quality through school gardens and composting programs

## Awareness Campaign

Marketing campaigns build public support for a particular issue that an organization seeks to resolve or get behind. Typically, the campaign is a comprehensive effort between multiple partners. A campaign should speak to a targeted audience and seek out a particular action. for social behavior improvements.

**Public input:** (3 Votes)

- Sweet corn feed
- Food Festival
- Festival for locals and their food recipes
- Discover Iowa Commodities Day

### Discover Iowa Commodities Day

#### Potential Community Impact:

Awareness campaigns can effect behaviors of individuals, or build relationships that change lives. Strategic development of campaigns can have lasting positive impacts on building awareness for a particular organization, initiative, or topic.

## Food Banks

Offer dry, cooled and freezer storage space for distribution to individuals. Many food banks serve partner agencies (pantries, soup kitchens, and shelters). Food within the food banks are donated from food drives, individual donations, retail donations and other sources. Food banks store and have direct service programs and partner agencies to give out food to individuals in need.

- **Mobile Pantries: people could take their extra gardens produce**

### Public input:

- Would like to be involved- working with world hunger organizations, local organizations: Andrea Love
- Mobile Pantries: people could take their extra gardens produce
- Iowa Food Bank- get commodity groups involved for steady flow
- Would sense possible with open land near and a population with many retirees, that a garden to supply a food bank would be a viable possibility near pleasant hill

Interview with Caring Hands:

Interested in finding additional ways to partner and broaden reach of program\*

### Potential Community Impact:

Food banks are community leaders and assist people in need. Food banks are also able to advocate for programs that are at the root causes of poverty.

Food banks provide meals by looking into opportunities for wasted food; provide services for disaster release and targeted programs for children and seniors, and lead in the fight against hunger by raising awareness, advocating for food-insecure individuals and conducting research.



Caring Hands Outreach Center

## Community Compost Programs

Bridge between food waste and fighting hunger. Food recovery works to offer opportunities for individuals, organizations, and farmers to donate food that is not used rather than throwing it away. This can be done through gleaning programs at farms or supermarkets where non-sold goods are donated to food banks; or can be offered through new programs like phone applications where individuals and businesses can link up with food banks and food pantries for needed donations of food.

### Public input:

- Community compost- I have lots of food scraps and would like to not throw away
- Community Compost

### Potential Community Impact:

Allow for additional venues for volunteer programs and organizations to give back to their community. Promote sustainability and using food in all of its potential.

## Conservation Programs

### Public input:

- Create conservation nursery

**“Important to lay the framework to have educated leaders”**

## Food System Policy Councils

Bring together multiple community sectors around common goals for the community food system. Food policy councils support communities in their efforts to rebuild, with existing community assets, local and regional food systems. This collaboration assists partners within various scales of communities to move forward in food system change through coordinated efforts for policy change. Food policy councils defend and articulate the priorities of the community that inform local and regional policies to continue to enhance the opportunity for implementation of local food systems.

### Public input:

- Interested in good policy and access
- As Phill grows, important to lay the framework to have educated leaders
- Create a policy that all new residential development set aside 1/4 acre for community gardening with deer fence and maintained by homeowners association

### Potential Community Impact:

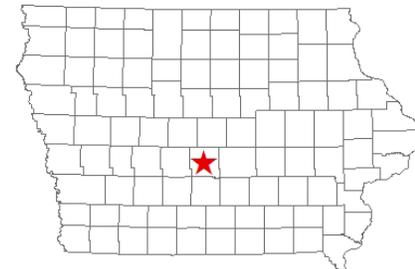
Number of food policy councils nearly doubled from 111 councils in 2010 to 193 councils in 2012: representing and advocating for health, environmental sustainability, economic viability and socially just food systems.

The snap-shot assessment is formatted as an overview of input received from public meetings and coalition discussions about the community food system in Northern Iowa. In addition, a snapshot of existing projects and programs that currently exist have been shown to allow for creative decision making for food system development projects.

**After reading the snapshot- please participate in the priority project survey: [goo.gl/BSduLb](http://goo.gl/BSduLb)**

# Census 2010 Demographic Profile

Pleasant Hill



## Overview

This demographic profile describes characteristics of the local and state population based on results from the 2010 Census.

The decennial census is an official enumeration, or count, of all residents on April 1st of the census year. The results of the census provide us with information about basic demographic characteristics of the population, including age, race, ethnicity, household composition, housing occupancy, and housing tenure.

## Statewide Demographic Trends

Iowa's official population count on April 1, 2010, was 3,046,355 residents. The state's total population grew by 4.1 percent between 2000 and 2010, although the growth was unevenly distributed across the state. Two-thirds of Iowa's 99 counties and 600 of its 947 incorporated cities experienced population losses for the decade.

Iowa's population reflects a slightly older age distribution compared to a decade ago. The state's median age has increased to 38.1 years compared to 36.6 years in 2000. Elderly residents, ages 65 years and older, now account for nearly 15 percent of the total population.

Children under the age of 18 years represent about 24 percent of the population.

The racial and ethnic composition of Iowa's population reflects growing minority group shares. Residents who report any race other than white alone now comprise nearly 9 percent of Iowa's population. Hispanic/Latino residents, who may be of any race, are now 5 percent of the total population.

The average size of an Iowa household in 2010 was 2.4 persons, only slightly smaller than the average in 2000.

The total number of housing units in Iowa grew by 8.4 percent from 2000 to 2010.

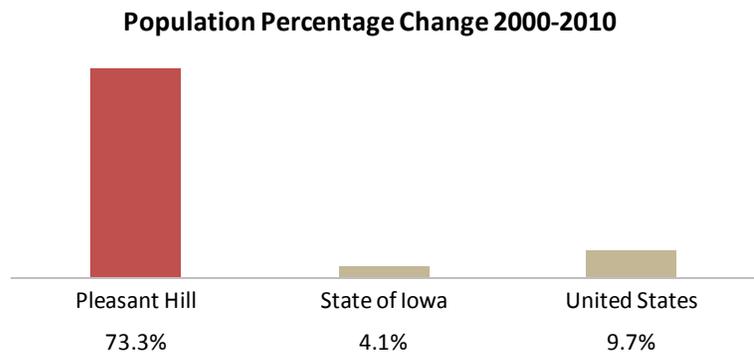
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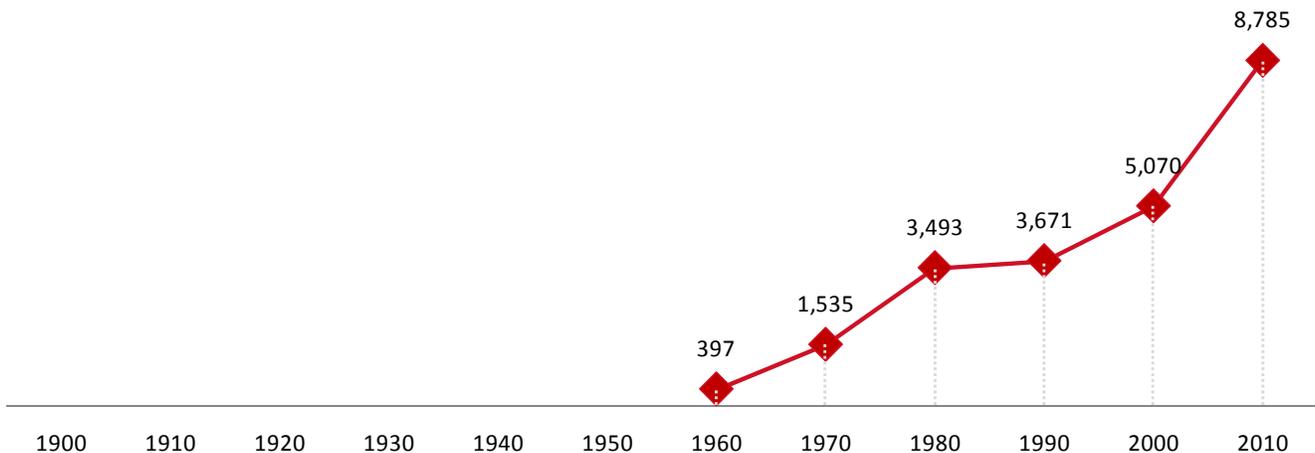
## Total Population in 2010 and 2000

<b>Pleasant Hill:</b>	<b>2010</b>	<b>2000</b>	<b>Change</b>	
Total population.....	8,785	5,070	3,715	<i>Residents of correctional facilities, nursing homes, dormitories, and other types of group quarters are counted among the total population.</i>
In households.....	8,710	4,997	3,713	
In group quarters.....	75	73	2	
Institutionalized.....	71	73	(2)	
Noninstitutionalized.....	4	-	4	
<b>State of Iowa.....</b>	<b>3,046,355</b>	<b>2,926,324</b>	<b>120,031</b>	
<b>United States.....</b>	<b>308,745,538</b>	<b>281,421,906</b>	<b>27,323,632</b>	

*Iowa's population surpassed 3 million residents during the last decade, while the population of the United States topped 300 million residents. Iowa's 4.1 percent rate of growth for the decade was less than half the national average rate.*



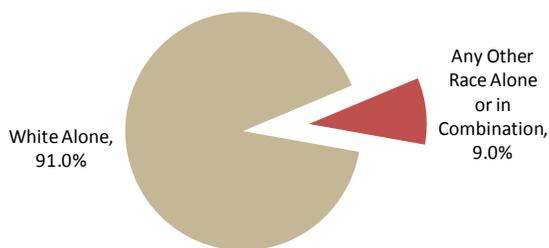
## Local Population Trend 1900-2010



# Population by Hispanic/Latino Origin and Race

2010 Population:	Number	Pleasant Hill	State of Iowa	United States
		Percentage	Percentage	Percentage
Hispanic/Latino, any race.....	397	4.5%	5.0%	16.3%
White alone.....	250	2.8%	2.6%	8.7%
Black alone.....	0	0.0%	0.1%	0.4%
American Indian/Alaska Native alone.....	3	0.0%	0.1%	0.2%
Asian alone.....	6	0.1%	0.0%	0.1%
Native Hawaiian/Pacific Islander alone.....	0	0.0%	0.0%	0.0%
Other race alone.....	74	0.8%	1.8%	6.0%
Two or more races.....	64	0.7%	0.4%	1.0%
Not Hispanic/Latino.....	8,388	95.5%	95.0%	83.7%
White alone.....	7,741	88.1%	88.7%	63.7%
Black alone.....	235	2.7%	2.9%	12.2%
American Indian/Alaska Native alone.....	25	0.3%	0.3%	0.7%
Asian alone.....	214	2.4%	1.7%	4.7%
Native Hawaiian/Pacific Islander alone.....	0	0.0%	0.1%	0.2%
Other race alone.....	6	0.1%	0.1%	0.2%
Two or more races.....	167	1.9%	1.4%	1.9%
Total Population:.....	8,785	100.0%	100.0%	100.0%

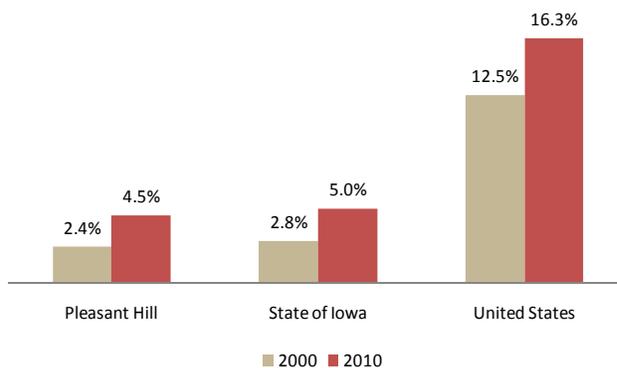
Local Composition by Race 2010



Change in Racial Composition 2000-2010

Pleasant Hill:	2010	2000
White Alone.....	91.0%	95.0%
Other Race Alone or in Combination.....	9.0%	5.0%
Black Alone.....	2.7%	0.8%
American Indian/Alaska Native alone.....	0.3%	0.3%
Asian Alone.....	2.5%	1.7%
Native Hawaiian/Pacific Islander alone.....	0.0%	0.2%
Some Other Race Alone.....	0.9%	1.1%
Two or More Races.....	2.6%	0.8%

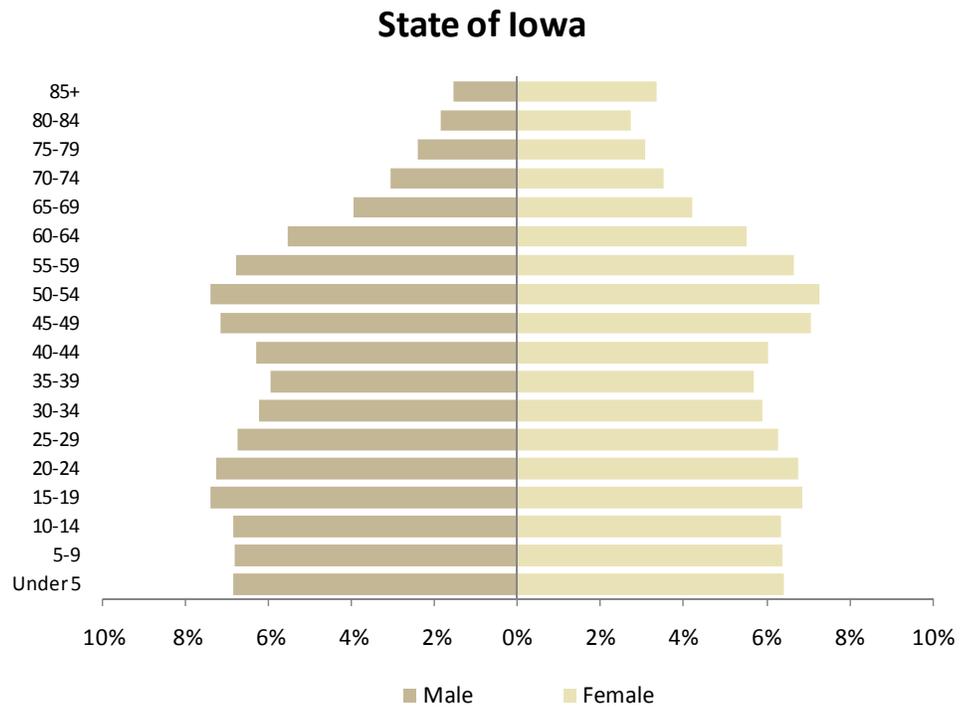
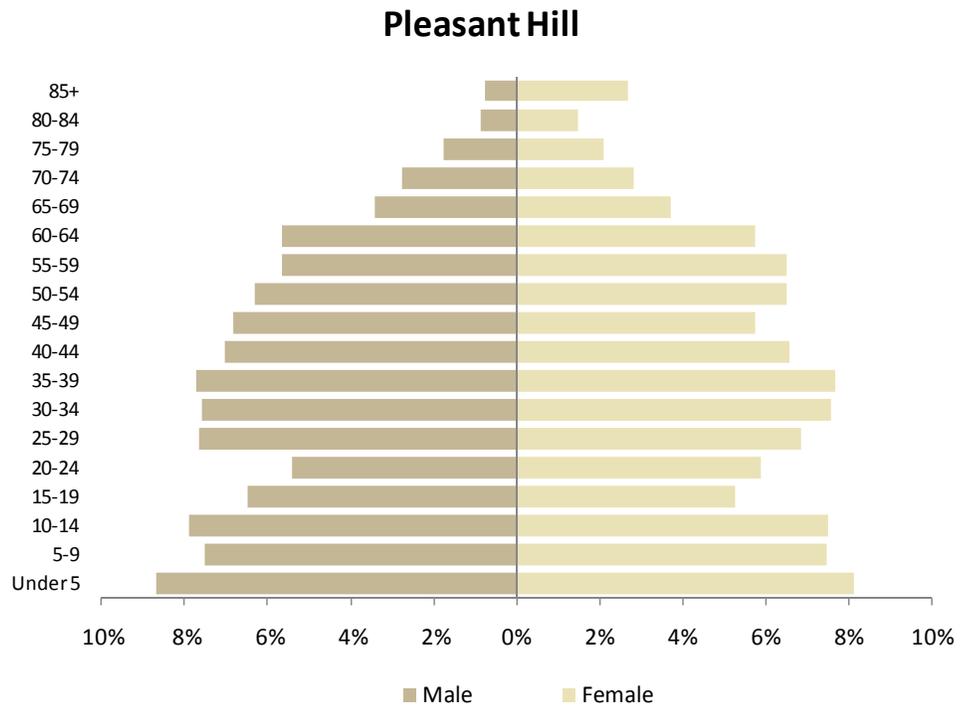
Change in Hispanic/Latino Percentage 2000-2010



*The U.S. Census Bureau defines Hispanic or Latino origin as an ethnicity, not as a race. A person of Hispanic or Latino origin may be of any race, including white.*

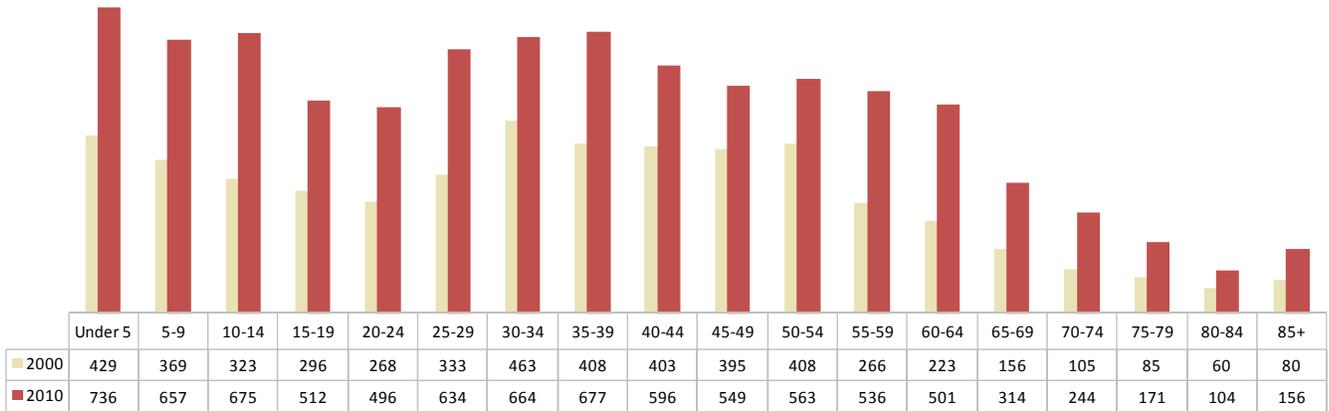
# Distribution of the Population by 5-Year Age Group: 2010

These population pyramids illustrate the percentage distribution of the population by 5-year age group and gender.



Note: The horizontal scale for this state chart may differ from that used for the local population distribution shown above.

## Total Population by 5-Year Age Group: 2010 and 2000



## Median Age of the Population by Sex

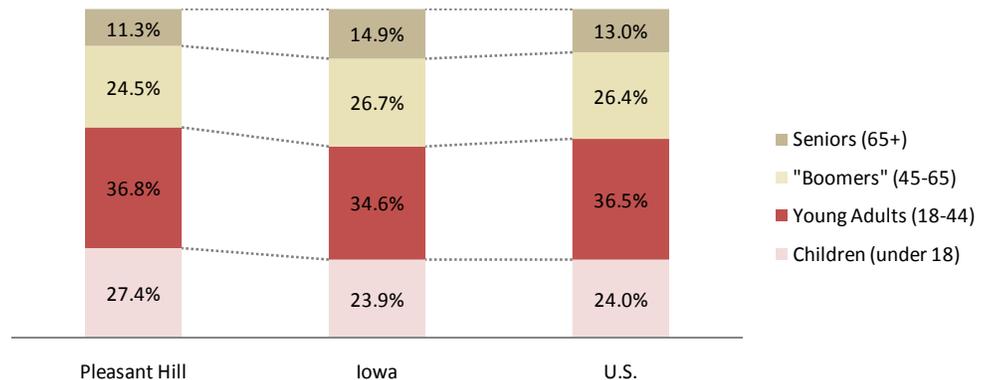
*In 2010, the median age of the population in the United States was 37.2 years for all persons, 35.8 for males, and 38.5 for females.*

Median Age in Years:	Pleasant Hill		State of Iowa	
	2010	2000	2010	2000
Total population.....	35.1	35.6	38.1	36.6
Male population.....	34.1	33.8	36.6	35.2
Female population.....	36.0	37.4	39.5	38.0

*Median age describes the midpoint of the population distribution. Half of the population is younger than the median age and half of the population is older.*

## Percentage of the Population in Selected Age Groups

*Most members of the so-called "Baby Boom" generation were between 45 and 64 years of age when the 2010 Census was conducted.*



## Households and Families by Type

2010 Households:	Number	Pleasant Hill	State of Iowa
		Percentage	Percentage
Total households.....	3,395	100.0%	100.0%
Family households.....	2,426	71.5%	64.7%
Husband and wife families.....	1,910	56.3%	51.2%
With own children under 18 years.....	854	25.2%	20.0%
Male householder with no wife present.....	139	4.1%	4.2%
With own children under 18 years.....	91	2.7%	2.5%
Female householder with no husband present.....	377	11.1%	9.3%
With own children under 18 years.....	254	7.5%	5.9%
Nonfamily households.....	969	28.5%	35.3%
Householder living alone.....	769	22.7%	28.4%
Male householder living alone.....	276	8.1%	12.8%
65 years or older.....	51	1.5%	2.9%
Female householder living alone.....	493	14.5%	15.7%
65 years or older.....	225	6.6%	8.1%
Other nonfamily households.....	200	5.9%	6.9%

## Relationship of the Population Living in Households

2010 Population:	Number	Pleasant Hill	State of Iowa
		Percentage	Percentage
Total population in households.....	8,710	100.0%	100.0%
Householder.....	3,395	39.0%	41.4%
Spouse.....	1,910	21.9%	21.2%
Child.....	2,677	30.7%	28.1%
Own child under 18 years.....	2,243	25.8%	22.7%
Other relative.....	317	3.6%	3.4%
Other relative under 18 years.....	141	1.6%	1.4%
Other relative 65 years or older.....	39	0.4%	0.4%
Nonrelative.....	411	4.7%	5.9%
Nonrelative under 18 years.....	25	0.3%	0.5%
Nonrelative 65 years or older.....	14	0.2%	0.2%
Unmarried partner.....	248	2.8%	2.8%

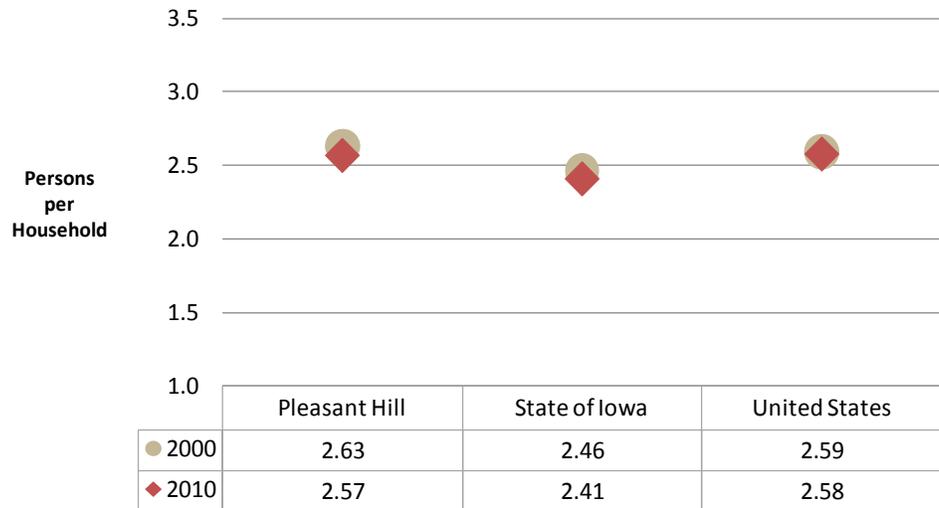
# Changes in Household Composition: 2010 and 2000

	Pleasant Hill		State of Iowa	
	2010	2000	2010	2000
<b>Number of households.....</b>	3,395	1,900	1,221,576	1,149,276
<b>Percentage of households:</b>				
Family households.....	71.5%	76.4%	64.7%	67.0%
Married couple families with own children under 18.....	25.2%	29.1%	20.0%	23.9%
Single parent families with own children under 18.....	10.2%	6.4%	8.4%	7.5%
Male householder, no wife present.....	2.7%	1.9%	2.5%	1.9%
Female householder, no husband present.....	7.5%	4.5%	5.9%	5.6%
Householder living alone.....	22.7%	18.4%	28.4%	27.2%
Households with an individual under age 18.....	38.1%	38.1%	30.6%	33.3%
Households with an individual age 65 or older.....	20.0%	16.1%	25.5%	25.4%

*Note: The number of family households is equal to the number of families in census tabulations. The U.S. Census Bureau defines a family as a group of two or more people who reside together and who are related by birth, marriage, or adoption.*

# Average Household Size: 2010 and 2000

*A century ago, an average of 4.5 people lived in each household in the United States. The average U.S. household size has declined gradually through the decades, falling below 4 persons between 1930-1940, and dropping below 3 persons between 1970-1980.*

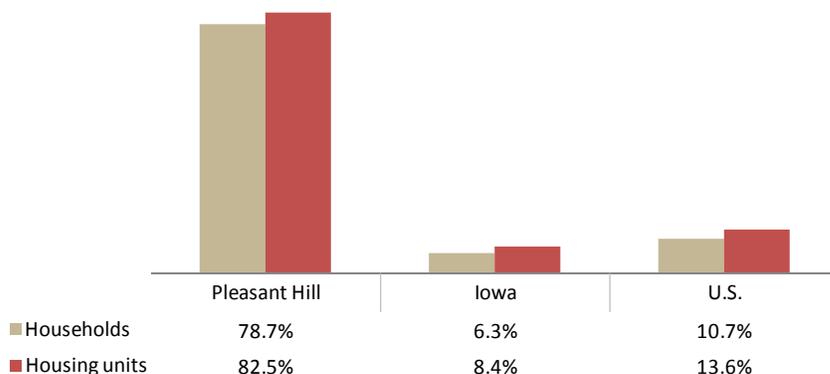


## Housing Units by Occupancy and Tenure in 2010 and 2000

<b>Pleasant Hill:</b>	<b>2010</b>	<b>2000</b>	<b>Change</b>	
Total housing units.....	3,587	1,966	1,621	<i>Vacant housing units include units for sale or rent; units that were rented or sold but unoccupied; units for seasonal or recreational use, and other units that were vacant at the time of enumeration.</i>
Vacant.....	192	66	126	
Occupied.....	3,395	1,900	1,495	
Owner-occupied.....	2,443	1,492	951	
Renter-occupied.....	952	408	544	
<b>State of Iowa.....</b>	<b>1,336,417</b>	<b>1,232,511</b>	<b>103,906</b>	
<b>United States.....</b>	<b>131,704,730</b>	<b>115,904,641</b>	<b>15,800,089</b>	

### Percentage Change in Households and Housing Units 2000-2010

Growth in the number of housing units well outpaced the growth in total households during the last decade, both nationally and in Iowa. On average, the U.S. housing stock increased by 1.41 units per each new household. In Iowa, the ratio was 1.44 housing units per new household.



## Vacancy and Ownership Rates 2010 and 2000

	<b>Pleasant Hill</b>		<b>State of Iowa</b>		<b>United States</b>	
	<b>2010</b>	<b>2000</b>	<b>2010</b>	<b>2000</b>	<b>2010</b>	<b>2000</b>
Percentage of total units vacant.....	5.4%	3.4%	8.6%	6.8%	11.4%	9.0%
Homeowner vacancy rate.....	2.3%		2.0%		2.4%	
Rental vacancy rate.....	7.8%		8.5%		9.2%	
Owner-occupied % of all occupied units.....	72.0%	78.5%	72.1%	72.3%	65.1%	66.2%
% of population in owner-occupied units.....	75.6%	82.4%	72.8%	73.1%	65.2%	66.8%

## Regional Economics & Community Analysis Program

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... and justice for all

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## Other Sources for Detailed Census Data

The decennial census has traditionally been a rich source for socio-economic data far more detailed than the basic demographic characteristics presented in this report. The detailed information was collected via a "long form" survey that was administered to a sampled subset of the total population. The long form sample provided the basis for detailed portraits of income, educational attainment, employment, housing, and many other characteristics of the population in our communities.

The 2010 Census was the first since 1940 not to include the detailed long form data sample. The U.S. Census Bureau has replaced the long form sample with a new, rolling sample of U.S. households that is administered on a continuous basis rather than once every 10 years. This new survey, called the American Community Survey (ACS), will now serve as the primary source of socio-economic data for our neighborhoods, cities, and counties.

ACS data for all census geographies down to the block group level are currently available for the period covering 2005-2009. The next release of small-area ACS data will describe the 5-year period from 2006-2010.

Iowa State University will continue to release new reports based on future data releases from the 2010 Census, the ACS, and other Census data programs. Data may also be obtained directly via the World Wide Web from the U.S. Census Bureau and the State Data Center of Iowa.

- American FactFinder  
U.S. Census Bureau  
[www.factfinder.census.gov](http://www.factfinder.census.gov)

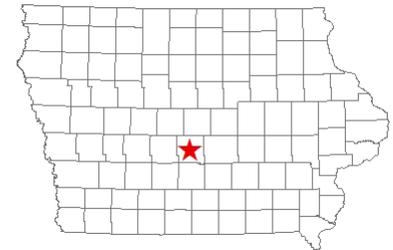
- State Data Center of Iowa  
State Library of Iowa  
[www.iowadatecenter.org](http://www.iowadatecenter.org)



# Poverty And Food Needs

## Polk County, Iowa

Poverty and food insecurity impact the welfare of individuals, families, and communities. This profile describes several indicators of poverty and food insecurity and related measures of general economic well-being in Polk County, Iowa.



### Poverty

People living in poverty have annual incomes insufficient to meet their basic needs. The Federal government determines the poverty status of individuals and families using money income thresholds that vary by family size. The thresholds are based on three times the cost of the official USDA Low-Cost Food Plan that includes a nutritious diet of meals and snacks prepared at home. See Page 15 for current Federal poverty guidelines.

The incidence of poverty varies among individuals and families with different socio-economic characteristics. Table 1 (following page) displays poverty rates by age, race and ethnicity, work experience, and family type in Polk County and the state. The data describe average poverty characteristics during a five-year survey measurement period.

For each poverty measure, Table 1 includes a point estimate and a margin of error (MOE) value associated with that estimate. Adding and subtracting the margin of error to the point estimate yields a confidence interval that is 90% likely to contain the actual number or percentage of individuals or families in poverty.

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# Poverty

**Table 1. Poverty Status of Individuals and Families, 2010-2014**

	Polk County Estimates				Statewide	
	Number	MOE (+/-)	% Rate	MOE (+/-)	% Rate	MOE (+/-)
<b>Poverty Status of Individuals</b>						
Total population in poverty.....	54,642	2,425	12.5%	0.6%	12.6%	0.2%
<i>Individuals in Poverty by Age</i>						
Under 18 years.....	19,605	1,397	17.6%	1.2%	16.1%	0.4%
Age 5 and under.....	7,651	658	19.9%	1.6%	18.4%	0.6%
Age 6 to 17.....	11,954	839	16.4%	1.1%	15.0%	0.4%
Age 18 to 64.....	31,776	1,298	11.5%	0.5%	12.4%	0.2%
Age 65 and up.....	3,261	444	6.8%	0.9%	7.4%	0.2%
Age 64 to 75.....	1,631	261	5.9%	0.9%	6.1%	0.3%
Age 75 and older.....	1,630	249	8.0%	1.2%	9.0%	0.3%
<i>Individuals in Poverty by Race and Hispanic Origin</i>						
White alone.....	36,335	1,990	9.8%	0.5%	11.1%	0.2%
Other race alone or in combination.....	18,307	1,652	28.6%	2.4%	28.4%	1.1%
Hispanic or Latino, any race.....	8,735	1,030	25.5%	3.0%	25.5%	1.2%
<i>Individuals in Poverty by Work Status in the Past 12 Months</i>						
All persons ages 16 years and older.....	36,740	1,462	10.9%	0.4%	11.5%	0.2%
Worked full-time, year-round.....	3,820	534	2.2%	0.3%	2.4%	0.1%
Worked part-time or part-year.....	15,450	856	18.3%	0.9%	19.1%	0.4%
Did not work.....	17,470	955	21.7%	1.1%	19.5%	0.3%
<b>Families at Selected Ratios of Income to Poverty Level</b>						
<i>Income at or below 100% of the poverty threshold:</i>						
All families.....	10,246	679	9.0%	0.6%	8.2%	0.2%
With related children under 18 years.....	8,705	702	14.4%	1.0%	13.9%	0.3%
Married couple family.....	2,510	339	6.1%	0.8%	5.5%	0.3%
Single parent or guardian, no spouse present.....	6,195	615	31.8%	2.7%	33.0%	0.9%
Female parent or guardian.....	5,078	554	34.8%	3.3%	39.1%	1.0%
<i>Income under 130% of threshold:</i>						
All families.....	13,828	808	12.1%	0.7%	11.9%	0.2%
With related children under 18 years.....	11,541	805	19.1%	1.3%	19.5%	0.4%
Married couple family.....	3,670	457	9.0%	1.1%	8.9%	0.3%
Single parent or guardian, no spouse present.....	7,871	663	40.4%	2.7%	43.1%	0.9%
Female parent or guardian.....	6,405	598	43.9%	3.3%	50.0%	1.0%
<i>Income under 185% of threshold:</i>						
All families.....	23,071	1,068	20.3%	0.9%	20.2%	0.3%
With related children under 18 years.....	17,802	1,019	29.5%	1.6%	30.5%	0.5%
Married couple family.....	6,466	632	15.8%	1.5%	17.1%	0.5%
Single parent or guardian, no spouse present.....	11,336	799	58.1%	2.9%	60.3%	1.0%
Female parent or guardian.....	8,990	707	61.6%	3.4%	67.2%	1.0%

**MOE** Add or subtract the MOE (margin of error) to obtain a 90% confidence interval for the estimated number or rate.

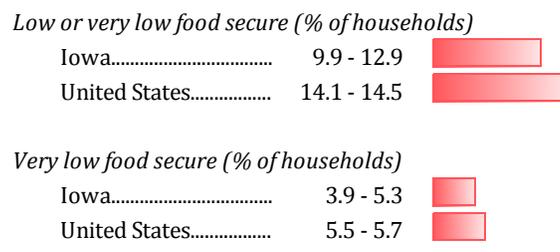
Sources this page: American Community Survey Tables S1701, S1702, B17001, B17010, and B17022, U.S. Census Bureau.

# Food Insecurity

In food insecure households, access to food is limited by a lack of money or other resources. The U.S. Department of Agriculture (USDA) defines two levels of food insecurity for households: low food secure and very low food secure.

Low food secure households have difficulty at some time during the year providing enough food for all their members. In very low food secure households, the food intake of some household members is reduced and normal eating patterns are disrupted at times during the year due to limited resources. The chart at right illustrates USDA estimates of the incidence of very low food security and low to very low food security among Iowa households compared to the United States.

***A food secure household has access to enough food for an active, healthy life for all household members.***



## County-Level Estimates of Food Insecurity

While the Federal government does not publish county-level data on food insecurity, some hunger-related interest groups produce their own sub-state estimates. The estimates in Table 2 showing the incidence of food insecurity among individuals and children in Polk County were produced by the hunger-relief charity Feeding America.

Individuals with income below 185% of the poverty threshold may be eligible for certain food and family assistance programs (see Pages 9-11). Table 2 includes estimates by household income level for individuals and children to help gauge the size of the food-insecure population who may not be eligible for federal assistance.

**Table 2. Estimated Number and Percentage of Individuals Living in Food Insecure Households**

	<u>Polk County</u>	<u>Statewide</u>
<b>Individuals who are food insecure</b>		
Number of persons.....	54,080	389,250
% of total population.....	12.3%	12.6%
Number with incomes <= 185% of poverty.....	31,907	235,107
% of total population.....	7.3%	7.6%
Number with incomes > 185% of poverty.....	22,714	153,754
% of total population.....	5.2%	5.0%
<b>Children &lt;18 years of age who are food insecure</b>		
Number of children.....	20,810	139,850
% of all children.....	18.7%	19.3%
Number who are likely income-ineligible for federal nutrition assistance.....	12,070	82,512
% of all children.....	10.8%	11.4%



Sources this page: "Prevalence of Household-Level Food Insecurity and Very Low Food Security, Average 2012-14," Household Food Security in the United States in 2014, Economic Research Service, U.S. Department of Agriculture, ERR-194, September 2015 (for state and national food insecurity by level); and "Map the Meal Gap 2015," Feeding America [online]. [accessed February 2016]. URL: <http://www.feedingamerica.org/hunger-in-america/our-research/map-the-meal-gap/data-by-county-in-each-state.html> (for county and state food insecurity estimates).

# Access to Food Stores

## Number and Types of Food Stores



Many types of stores sell food for consumption at home.

At right are the number and types of retail food establishments located in Polk County.

Some small stores, such as those with no paid employees other than the owner(s), may be excluded from the establishment counts.

### Retail Food Establishments in Polk County, 2013

<i>Number</i>	<i>Store Type</i>	<i>Typical Product Lines</i>
75	Supermarkets	A full line of fresh produce, fresh meat and poultry, dairy, dry and packaged foods, and canned and frozen foods.
177	Convenience Stores	A limited line of products that generally include milk, bread, soda, and snacks. May be connected to a gasoline station.
34	Specialty Food Stores	Narrow line of specialty products such as meat, fish, fruits and vegetables, baked goods, or other foods.
9	Warehouse Clubs & Supercenters	A general line of groceries along with other types of merchandise including apparel and household goods.

## Distance to Grocery Stores

Access to healthy food may be limited in towns or neighborhoods without a grocery store, especially in areas where public transportation is unavailable. The U.S. Department of Agriculture (USDA) measures access using distance to the nearest supermarket, superstore, or other grocery store selling all major categories of food. Households more than one mile from a grocery store in urban areas and 10 miles in rural areas are considered to have low access.\*

Table 3 shows USDA estimates of the number and percentage of individuals, children, seniors, low-income individuals (income at or below 200 percent of the Federal poverty threshold), and certain households with low access.

**Table 3. Estimated Number of Individuals and Households With Low Access to Grocery Stores, 2010**



	<u>Polk County</u>	<u>Statewide</u>
<b>Individuals with low access to grocery stores</b>		
Number of persons.....	87,818	598,387
Under 18 years of age.....	23,522	144,580
Age 65 years and older.....	9,044	91,240
Percentage of total population.....	20.4%	19.6%
% of population under 18 years.....	21.4%	19.9%
% of population 65 years and older.....	19.4%	20.1%
<b>Low income individuals with low access to grocery stores</b>		
Number of persons.....	26,484	178,560
% of total population.....	6.2%	5.9%
<b>Households with no vehicle and low access to grocery stores</b>		
Number of households.....	2,571	21,494
% of total households.....	1.5%	1.8%

\*USDA estimates exclude grocery stores with sales below \$2 million per year.

Sources this page: 2012 County Business Patterns, U.S. Census Bureau (for number and types of retail food stores); and Food Environment Atlas, Economic Research Service, U.S. Department of Agriculture [online]. URL: <http://www.ers.usda.gov/data-products/food-environment-atlas.aspx> (for access to grocery stores).

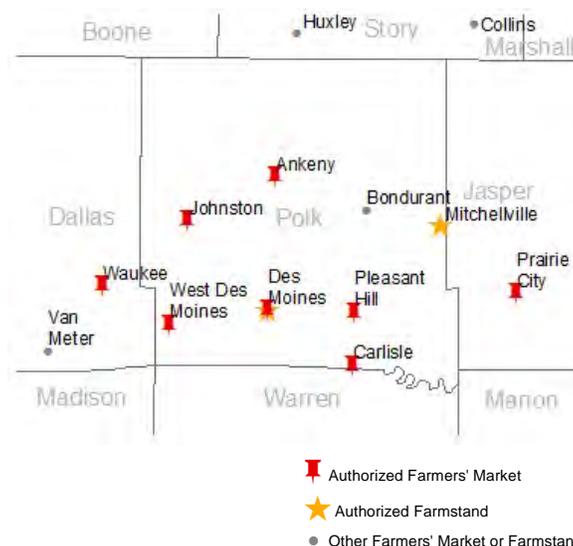
# Nutrition

## Fresh Fruits and Vegetables

A healthy diet includes fresh fruits, vegetables, and other produce, many of which are available fresh in season from local farmers' markets and farmstands. The Iowa's Farmers' Market Nutrition Program (FMNP) promotes access to fresh fruits and vegetables by children, pregnant women, and seniors. Eligible participants may use FMNP checks to purchase fresh produce at authorized farmers' markets and farmstands. The map at right shows the locations of authorized farmers' markets and farmstands near Polk County as of 2015.



FMNP-Authorized Farmers' Markets and Farmstands

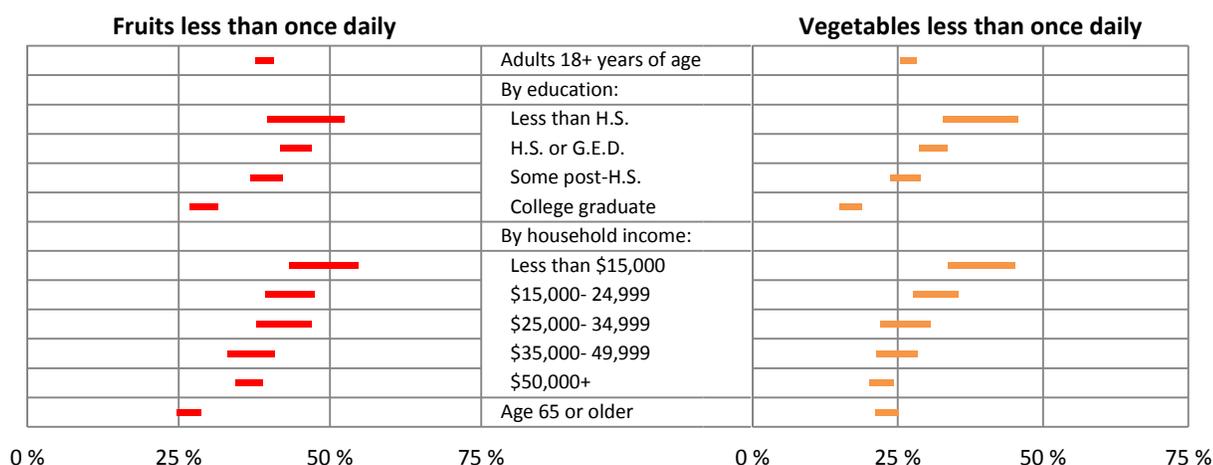


A comparatively small amount of Iowa's cropland acres are devoted to fruit and vegetable production. Farm operators in Polk County reported a total of 685 crop acres used for vegetable, fruit, or tree nut production in 2012. That averages out to just 1.5 acres per 1,000 residents in the county, compared to averages of 3.7 acres for Iowa and 31.8 acres for the United States.

## Fruit and Vegetable Consumption

Fewer than three out of four of Iowa adults consume fruits and vegetables *at least* one time per day. Adults with lower educational attainment and lower income are even less likely to consume fruits and vegetables on a regular basis, as illustrated below. Estimated rates for Iowa adults are shown using 95 percent confidence intervals.

### Percentage of Iowa Adults Who Consume Fruits and Vegetables LESS than Once Daily, 2013



Sources this page: Iowa Department of Agriculture and Land Stewardship (for locations of FMNP-authorized markets); ISU Estimates based on 2012 Census of Agriculture, U.S. Department of Agriculture (for fruit and vegetable production acres); and Behavioral Risk Factor Surveillance System, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. BRFSS Prevalence & Trends Data [online]. [accessed February 2016]. URL: <http://www.cdc.gov/brfss/brfssprevalence> (for fruit and vegetable consumption rates).

# Nutrition, continued

## Nutrition in Schools

Schools provide an important source of nutrition education and guidance for children and adolescents. Surveys of school principals by the Centers for Disease Control and Prevention (CDC) reveal variation in nutrition policies, practices, and education in the nation's secondary schools. Table 4 includes several nutrition-related indicators for Iowa's secondary schools. The reported values reflect the estimated percentage of secondary schools that meet each indicator. The median percentage values for all states are included for comparison.

**Table 4. School Performance Measures Related to Nutrition in Secondary Schools, 2014**

Percentage of Secondary Schools, Selected Sites	All States	Iowa Schools	
	Median %	%	Rating
Allowed snack foods or beverages available for sale from vending machines, school store, canteen, or snack bars:	66.2	68.2	
<i>Less healthy foods</i>			
Chocolate candy	18.2	7.0	✓
Other candy	21.9	10.8	✓
Salty snacks	25.7	8.7	✓
Cookies or other baked goods	27.3	14.2	✓
Soda pop or fruit drinks	23.8	14.3	✓
Sports drinks	43.7	48.1	✗
Did not sell any of the 6 items listed above	45.3	45.8	✓
<i>Healthier foods</i>			
Nonfat or 1% low-fat milk (plain)	35.4	37.1	✓
100% fruit or vegetable juice	45.7	50.8	✓
Fruits (not juice)	26.8	26.6	✗
Vegetables (not juice, not fried)	17.3	16.0	✗
Always or almost always offered fruits or non-fried vegetables at school celebrations	33.2	20.7	✗
Placed fruits or vegetables near the cafeteria cashier, where they are easy to access	75.8	68.2	✗
Used attractive displays for fruits and vegetables in the cafeteria	68.5	59.2	✗
Offered a self-serve salad bar to students	46.0	66.6	✓
Labeled healthful foods with appealing names	35.4	28.6	✗
Prohibited sale of less nutritious foods and beverages for fundraising purposes	29.1	23.8	✗
Priced nutritious foods and beverages at a lower cost while increasing price of less nutritious foods and beverages	10.3	12.6	✓

✓ Better than half of all states  
 ✗ Needs work

Source this page: *School Health Profiles 2014: Characteristics of Health Programs Among Secondary Schools, U.S. Department of Health and Human Services, Centers for Disease Control and Prevention. URL: [http://www.cdc.gov/healthyyouth/data/profiles/pdf/2014/2014\\_profiles\\_report.pdf](http://www.cdc.gov/healthyyouth/data/profiles/pdf/2014/2014_profiles_report.pdf).*

# Health Status

## Chronic Health Conditions in Iowa and the U.S.

Nutrition is an important factor in the incidence and management of many chronic health conditions. The prevalence of selected health conditions in Iowa and the U.S. is compared at right. Age-adjusted rates are displayed with 95 percent confidence intervals.

Overweight and obese are defined using Body Mass Index, a ratio of weight divided by height. Being overweight (BMI = 25.0-29.9) or obese (BMI  $\geq$ 30.0) increases the risk for heart disease, stroke, hypertension, type 2 diabetes, osteoarthritis, and certain cancers.

High cholesterol: High fat intake, diabetes, and obesity have been associated with elevated levels of serum cholesterol. High cholesterol may increase risk for coronary heart disease and stroke.

High blood pressure: High sodium intake, insufficient potassium intake, and excessive weight may affect blood pressure. High blood pressure may raise the risk for coronary heart disease and stroke.

Diabetes: Diet is an important factor in the management of diabetes and the risk of developing Type II diabetes. Diabetes can increase risk of blindness, kidney failure, heart disease, stroke, and other circulatory problems.

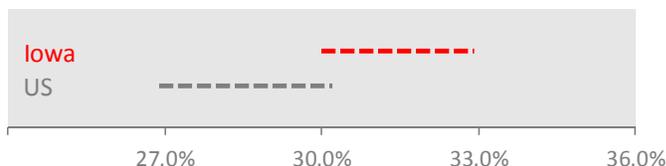
Cardiovascular disease: Poor nutrition is a modifiable risk factor for cardiovascular disease, which is the leading cause of death in the U.S. Coronary heart disease and stroke are two of many types of cardiovascular disease.

*Notes: With the exception of mortality from cardiovascular disease, the rates shown are based on the self-reported percentage of adults ever told by a doctor that they have these conditions. Diabetes and high blood pressure rates exclude women diagnosed during pregnancy. U.S. rates reflect median values for all states. Mortality rates are based on vital records for 2010, all other rates derive from Behavioral Risk Factor Surveillance System data for 2013.*

*Source this page: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Division of Population Health. Chronic Disease Indicators [online]. [accessed January 2016]. URL: <http://www.cdc.gov/CDI/>.*

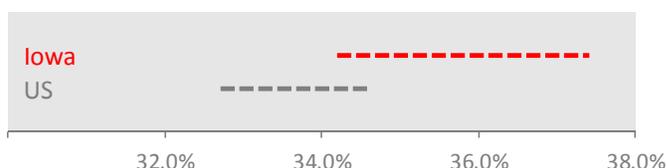
### Overweight or obese

(age-adjusted incidence among adults 18+ years)



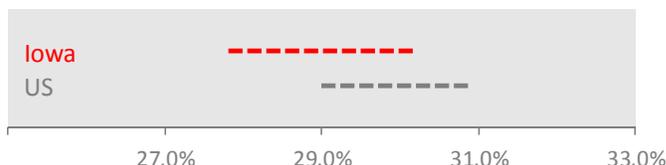
### High cholesterol

(age-adjusted incidence among adults 18+ years)



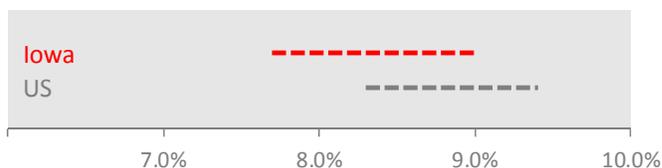
### High blood pressure

(age-adjusted incidence among adults 18+ years)



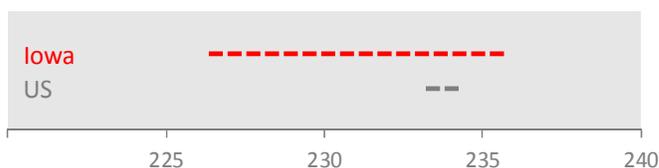
### Diabetes

(age-adjusted incidence among adults 18+ years)



### Deaths from total cardiovascular disease

(age-adjusted rate per 100,000 population)

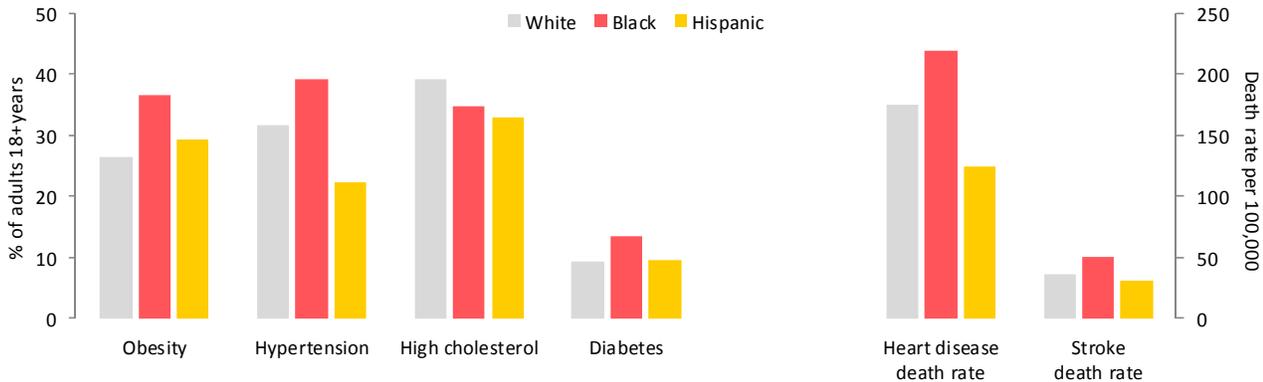


# Health Status, continued

## Socio-economic Factors

The risk for some nutrition-related health conditions varies by race and ethnicity. Following are recent statistics showing the national incidence of selected conditions among non-Hispanic white, non-Hispanic black, and Hispanic/Latino adults.

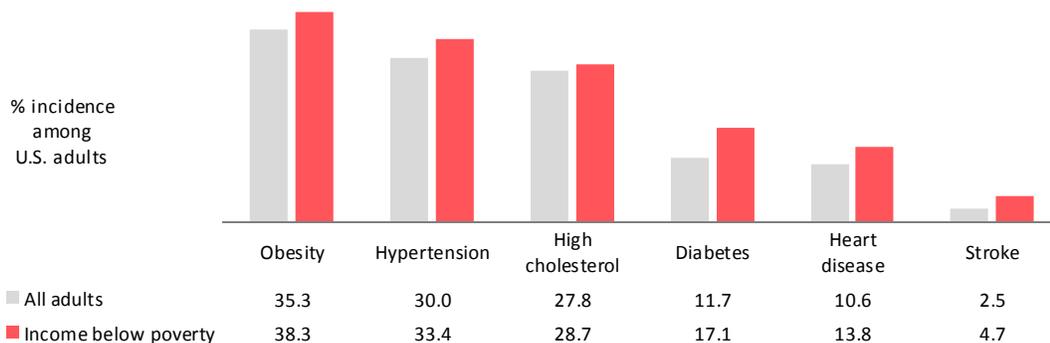
**Incidence of Selected Health Conditions by Race and Ethnicity in the U.S.**



**Several chronic health conditions related to diet are more prevalent among individuals in poverty.**

Risk profiles for these chronic health conditions also vary by income and educational attainment. Socioeconomic groups with higher incidence of poverty also tend to face higher risk for nutrition-related health problems. Incidence rates for U.S. adults in poverty are compared to overall rates below.

**Incidence of Selected Chronic Health Conditions Among U.S. Adults With Incomes Below Poverty**



Sources this page: Rates by race/ethnicity are age-adjusted and based on self-reported data from Behavioral Risk Factor Surveillance System (2011-12) and the National Vital Statistics System (2011), obtained from Sortable Risk Factors and Health Indicators, Centers for Disease Control and Prevention [online]. [accessed February 2016]. URL: <http://www.cdc.gov/sortablestats/>. Rates by income level for obesity, hypertension, high cholesterol, and diabetes (2009-12) among adults 20+ years and for heart disease and stroke (2012-13) among adults 18+ years of age are based on age-adjusted National Health and Nutrition Examination Survey data from Health, United States, 2014 (Tables 42, 44, 60, 61, and 64), Centers for Disease Control and Prevention, National Center for Health Statistics. URL: <http://www.cdc.gov/nchs/data/hus/hus14.pdf>.

# Food and Family Assistance Programs

## Program Participation Levels and Trends

Food and family assistance programs available to Iowa households and families include the Food Assistance Program, referred to at the Federal level as Supplemental Nutrition Assistance Program (SNAP); the Family Investment Program (FIP); the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); and Free and Reduced School Meals Program. Recent county and statewide participation levels in these programs are illustrated in Table 5 below and charts on the following page. Data sources are described on the following page.

### FOOD ASSISTANCE PROGRAM

The Food Assistance Program helps low-income individuals and families buy the food they need for good health. To be eligible, a household's monthly income must be within applicable gross and net limits for its size. Net monthly income is calculated by subtracting certain allowable deductions from gross monthly income. Some exceptions to the income guidelines apply. Households in which everyone receives Supplemental Security Income or Family Investment Program assistance do not have to meet gross or net monthly income guidelines. Households with an elderly (age 60 or over) or disabled person do not have to meet gross income guidelines. Households that do not meet the published income guidelines might be eligible if their monthly income is not more than 160% of the federal poverty level. Most households do not have to meet an asset test. If they do, their home and the value of at least one vehicle are excluded. For more information, go to <http://www.dhs.iowa.gov/food-assistance>.

### FAMILY INVESTMENT PROGRAM (FIP)

Iowa's Family Investment Program provides cash assistance, along with employment and training services, to needy families in return for an agreement that recipients will work toward self-sufficiency. Eligibility requirements are relatively complex and depend on a number of factors including income, assets (e.g., cash, bank accounts, etc.), having a minor child, having a Social Security number, cooperating with the Child Support Recovery office, being a resident of Iowa and cooperating with PROMISE JOBS, the Department's work and training program. FIP assistance has a federal lifetime limit of 60 months of assistance received in all states. For more detailed information, see <http://www.dhs.iowa.gov/cash-assistance>.

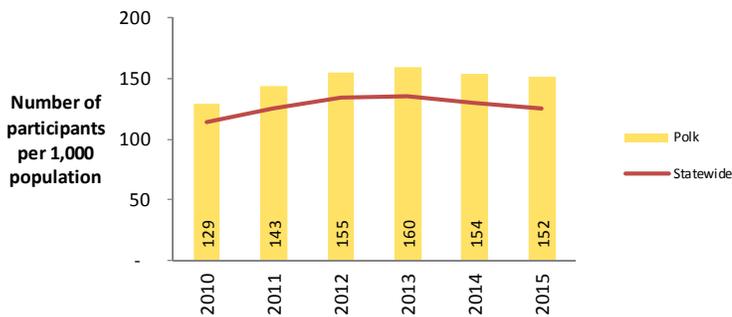
Table 5. Participation Levels, 2015

	<u>Polk County</u>	<u>Statewide</u>
<b>Food Assistance Program</b>		
<i>Average monthly participation</i>		
Number of recipients.....	69,782	387,781
Payment per recipient (\$).....	117	110
<i>Participants per 1,000 population</i>		
Calendar year 2015.....	151.7	124.8
Latest 3-year average.....	155.2	130.1
<b>Family Investment Program</b>		
<i>Average monthly participation</i>		
Number of recipients.....	5,134	27,022
Payment per recipient (\$).....	129	132
<i>Participants per 1,000 population</i>		
Calendar year 2015.....	11.2	8.7
Latest 3-year average.....	12.5	10.1
<b>WIC</b>		
<i>Unduplicated Annual Participation*</i>		
Infants and Children.....	11,838	76,532
Women.....	5202	32,219
<i>Participants per 1,000 population</i>		
Federal fiscal year 2015.....	37.1	35.0
Latest 3-year average.....	36.8	35.6
<b>Free or Reduced School Lunch</b>		
<i>Number of eligible students</i>		
Free lunch.....	28,211	166,350
Reduced-price lunch.....	5,006	34,310
<i>Eligible percentage of enrollment.....</i>		
2015-2016.....	45.4%	41.8%
Latest 3-year average.....	44.7%	41.3%

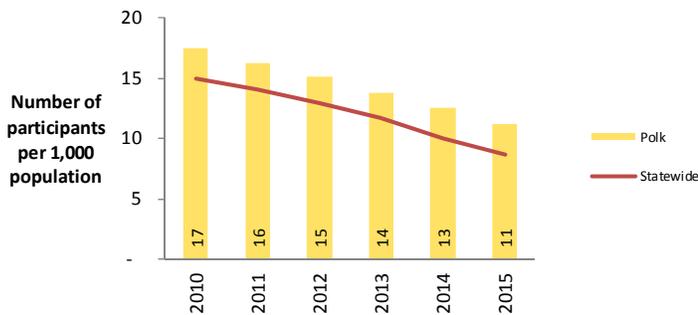
\* Unduplicated counts of persons issued food benefits during the federal fiscal year, with each participant counted only once each year.

# Food and Family Assistance Programs, continued

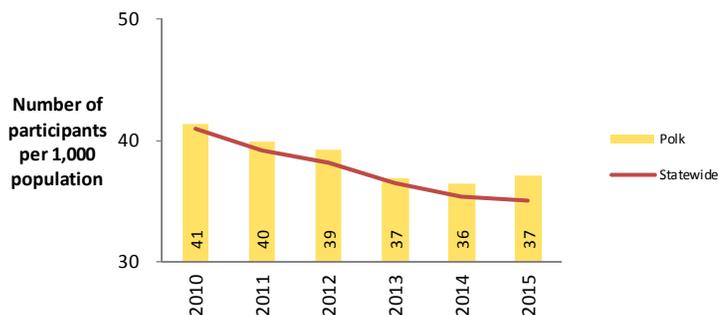
**Food Assistance Program Participation**



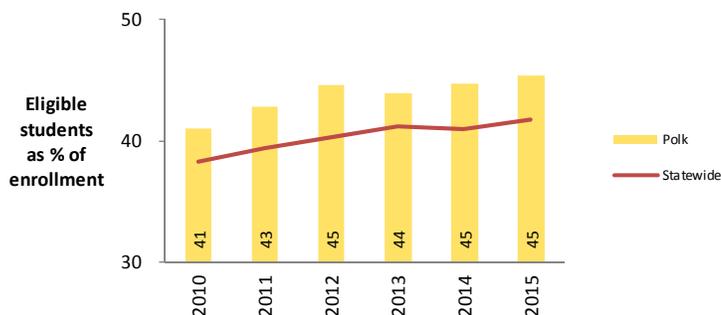
**Family Investment Program Participation**



**WIC Program Participation**



**Eligibility for Free or Reduced School Meals**



## SPECIAL SUPPLEMENTAL NUTRITION PROGRAM FOR WOMEN, INFANTS, and CHILDREN (WIC)

USDA provides federal grants to states to provide supplemental foods, health care referrals, and nutrition education for individuals at nutritional risk. To be eligible for WIC in Iowa, individuals must live in the state and be included in one of the eligible participant categories: pregnant, breast-feeding (up to one year), postpartum (up to six months), or infants or children up to the age of five. Eligible participants must be in households that have income at or below 185% of the Federal Poverty Level. They also must have a medical or nutrition need as determined at the certification appointment. For more information, go to <http://www.idph.iowa.gov/wic>.

## SCHOOL MEALS

The National School Lunch Program and the School Breakfast Program provide reimbursement to schools for nutritionally balanced, low-cost or free meals to children. State law requires all public schools to offer the National School Lunch Program to all students in school for 4 hours or more each day. Iowa schools are not required to offer School Breakfast, although many do. Children in households with incomes at or below 130 percent of the poverty level are eligible for free lunches and breakfasts. Children in households with incomes between 130 percent and 185 percent of the poverty level are eligible for reduced-price lunches and breakfasts, for which no more than 40 cents may be charged. The Iowa Department of Education provides data on school enrollment and the number of students eligible for free and reduced-price school meals. For more information visit: <https://www.educateiowa.gov/pk-12/nutrition-programs/national-school-lunch-program>.

*Data Sources: Food Assistance Program and Family Investment Program data were obtained from the Iowa Department of Human Services and compiled by the State Data Center of Iowa. Unless otherwise noted, Food Assistance and FIP program data reflect calendar year averages. WIC program data were provided courtesy of the Iowa Department of Public Health and reflect federal fiscal year averages. Free/Reduced School Meals data were obtained from the Iowa Department of Education and reflect academic year averages (e.g. 2015 describes the 2015-2016 school year).*

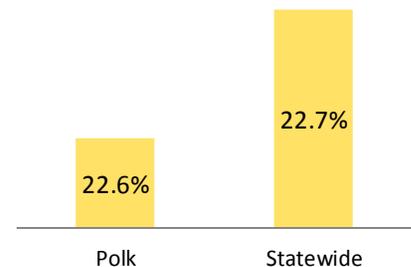
# Food and Family Assistance Programs, continued

## SUMMER FOOD SERVICE PROGRAM

The Summer Food Service Program (SFSP) was established to ensure that low-income children and teens aged 18 and under continue to receive nutritious meals and snacks when school is not in session. The SFSP operates during school vacations, primarily May through August. Free meals that meet Federal nutrition standards are provided to all children at approved SFSP sites located in areas with significant concentrations of low-income children. Sites may be located in schools, churches, community centers, parks, libraries, swimming pools, medical clinics, farmers markets and more. USDA's Food and Nutrition Service administers the program at the national and regional level. The program is administered at the state level by the Iowa Department of Education. Sponsoring organizations receive Federal reimbursement to cover the administrative and operating costs of preparing and serving the meals and snacks provided. A sponsoring organization may be a public or private nonprofit school; a public or private non-profit college or university, a public or private non-profit residential summer camp; a unit of local, county, municipal, State, or Federal government; or any other type of private non-profit organization. For more information visit: <https://www.educateiowa.gov/pk-12/nutrition-programs-0>. Average daily participation totals for all sites within the county are shown at right, expressed as a percentage of the number of students in the county who were eligible for free/reduced school meals during the 2015-2016 academic year.

### Summer Food Service Program

Average daily participation as % of the number of students eligible for free/reduced school meals

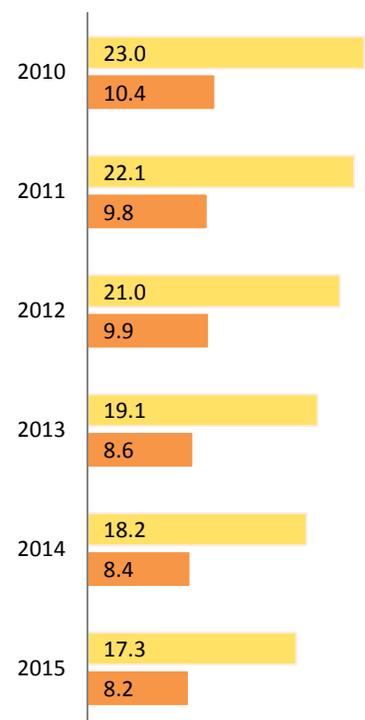


## NUTRITION SERVICES TO SENIORS

The Iowa Department on Aging administers nutrition programs and services through a network of area agencies. The programs are available to individuals 60 years of age and older, with preference given to those at risk for institutionalization or with the greatest economic or social need, such as low-income minority; limited English proficiency; or rural residents. Available services include congregate meals and home-delivered meals. Eligible participants for congregate meals are 60 years of age or older, spouses of eligible individuals, volunteers who assist during meal hours, and individuals with a handicap or disability who meet specific criteria. Home-delivered meals are available to people age 60 or older who are homebound due to illness or disability or who are otherwise isolated. Recent trends in state-level participation in both programs are illustrated at right, with the annual number of registered consumers expressed as a percentage of the statewide population aged 60 years or older.

### Senior Nutrition Program

Statewide participants per 1,000 Iowans aged 60+ years



■ Congregate meals  
■ Home delivered meals

Data Sources: Summer Food Program participation data were provided by the Iowa Department of Education. Senior Nutrition Program participation data were obtained from the Iowa Department on Aging and Area Agencies on Aging, Iowa Aging Services Consumer Counts by Fiscal Year, Age Group, and Service, via the Iowa Open Data Portal [online]. [accessed February, 2016]. URL <https://data.iowa.gov/>.

# Local Income Characteristics

## Household Income

Median household and family income values and median worker earnings are shown in Table 6. Household income describes the annual, pre-tax income from all sources (earnings, Social Security, public assistance, etc.) for all members in a household. Earnings include wages, salaries, and net self-employment income. Values are shown using 90 percent confidence intervals.

**Table 6. Income Statistics, 2010-2014**

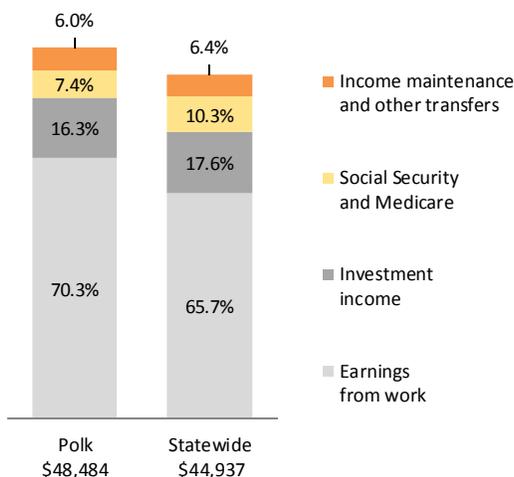
	<u>Polk County</u>	<u>State of Iowa</u>
<b>Median Incomes (\$)</b>		
All households.....	58,982 - 60,706	52,445 - 52,987
Families.....	72,824 - 75,378	66,427 - 67,231
Non-family households.....	36,124 - 38,096	29,639 - 30,353
<b>Median Earnings of Full-Time, Year-Round Workers (\$)</b>		
Males.....	50,118 - 51,442	46,152 - 46,600
Females.....	40,462 - 41,602	35,684 - 36,104

## Personal Income by Source

Total personal income is the income received by all persons from all sources. Its major components include the earnings of workers and incomes of proprietors; rental, dividend, and interest income from investments; and government and other transfer payments. The chart below illustrates Polk County's average per capita income in dollars and the average percentage contributed by each major source.

Transfer payments, which include Social Security, Medicare, income maintenance and other assistance programs, are an important source of local personal income. The fraction of local income derived from government assistance programs provides a relative measure of need. Table 7 shows detailed flows of income maintenance and other transfer payments into Polk County compared to statewide per capita averages.

**Per Capita Personal Income: Percentage Contribution by Source and Annual Average in Dollars (2014)**



**Table 7. Transfer Payments Per Capita (2014)**

	<u>Polk County</u>	<u>Statewide</u>
<b>Retirement and Disability</b>		
Social Security (OASDI).....	\$2,374	\$2,888
Non-OASDI disability and related.....	39	74
<b>Medical</b>		
Medicare.....	1,237	1,734
Medicaid and related.....	1,390	1,363
Military medical.....	16	17
<b>Income Maintenance</b>		
Supplemental Security Income (SSI)....	109	104
Earned Income Tax Credit.....	154	154
SNAP (Food Assistance).....	217	169
Other income maintenance*.....	202	199
<b>Other Transfers</b>		
Veterans benefits.....	203	208
Unemployment insurance.....	154	134
Education and training assistance.....	158	187
All other.....	255	252

Sources this page: American Community Survey Table DP-03, U.S. Census Bureau (for household income and earnings); and Local Area Personal Income and Employment Tables CA1-3, CA04, and CA35, U.S. Bureau of Economic Analysis (for personal income and transfers by source).

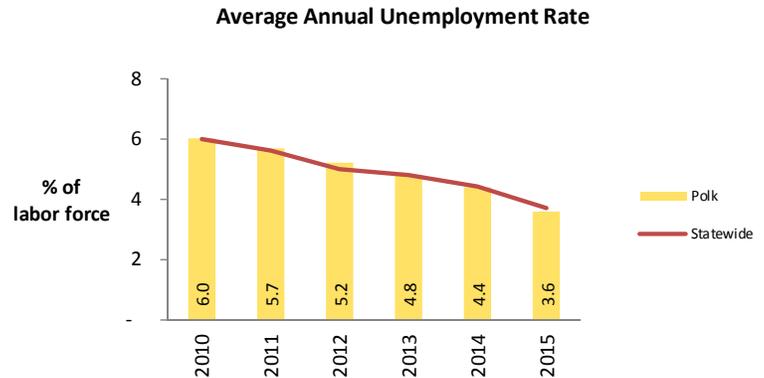
\*Includes Temporary Assistance to Needy Families (TANF), energy assistance, foster care and adoption assistance, WIC payments, and general state and local assistance to low-income individuals and families.

# Measures of Household Economic Stress

Due to the many competing demands on household budgets, the risk for poverty and food insecurity may increase during periods of economic stress caused by job loss, illness or injury, and other changes in household conditions.

## Unemployment

The loss of wages and other benefits due to unemployment may contribute to individual and family economic stress. The chart at right shows recent average, annual unemployment rates in the county and state. The unemployment rate measures the percentage of the civilian labor force that is unemployed. The labor force consists of all persons aged 16 or older who either are currently employed or actively seeking work.



## Health Insurance

The cost of obtaining health care services may require families, especially those lacking health insurance coverage, to make trade-offs between health care and food. Table 8 shows the estimated number and percentage of individuals without health insurance. The displayed ranges reflect 90% confidence intervals for each measure.

**Table 8. Health Insurance Coverage Estimates, 2009-2013**

	<u>Polk County</u>	<u>State of Iowa</u>
<b>Uninsured Population</b>		
All persons under 65 years.....	33,722 - 39,460	235,600 - 251,492
Children 18 years and younger.....	3,655 - 5,861	28,837 - 36,567
<b>Estimated % Uninsured</b>		
All persons under 65 years.....	8.6% - 10.0%	9.3% - 9.9%
Children 18 years and younger.....	3.2% - 5.0%	3.9% - 4.9%

## Housing Costs

Housing costs typically represent a large fraction of a family's budget, and may constrain the amount of income available for purchasing food. Table 9 shows the estimated median value for homes and median gross rent for housing units in the county and state. Also shown are estimated percentages of households whose housing costs exceed 30 percent of their monthly income. The displayed ranges reflect 90% confidence intervals for each measure.

**Table 9. Estimated Housing Costs, 2010-2014**

	<u>Polk County</u>	<u>State of Iowa</u>
<b>Housing Values &amp; Rents</b>		
Median home value (\$)	154,090 - 156,710	125,670 - 126,930
Median gross rent (\$)	782 - 802	685 - 693
<b>% of Households With Housing Costs &gt;=30% of Income</b>		
Homeowners with a mortgage.....	22.7% - 24.8%	22.0% - 22.8%
Homeowners without a mortgage.....	11.4% - 13.6%	10.9% - 11.5%
Renters.....	43.6% - 46.5%	44.4% - 45.7%

Sources this page: Local Area Unemployment Statistics (for unemployment rates), U.S. Bureau of Labor Statistics; Small Area Health Insurance Estimates, U.S. Census Bureau (for health insurance coverage); and American Community Survey Table DP-04, U.S. Census Bureau (for housing costs).

# Population Profile

## Age Distribution by Race and Ethnicity

Recent U.S. Census Bureau population estimates by age, race, and Hispanic origin for Polk County are shown in Table 10 below. The Census Bureau defines Hispanic as an ethnicity, not a race. Individuals of Hispanic origin may be of any race.

**Table 10. Population Estimates, 2014**

<i>Group</i>	<b>Polk County Population by Age</b>					<b>Racial/Ethnic Group % of Population</b>	
	<i>Under 20</i>	<i>20 to 44</i>	<i>45 to 64</i>	<i>65 years</i>	<i>All Ages</i>	<i>Polk</i>	<i>Statewide</i>
Total Population.....	126,989	164,582	114,566	53,725	459,862	100.0	100.0
White alone.....	102,411	140,658	104,095	50,577	397,741	86.5	92.1
Black alone.....	11,440	11,794	5,680	1,741	30,655	6.7	3.4
American Indian/Alaska Native alone.....	738	740	353	69	1,900	0.4	0.5
Asian alone.....	5,761	8,523	3,671	1,141	19,096	4.2	2.2
Any other race or combination.....	6,639	2,867	767	197	10,470	2.3	0.1
Hispanic (of any race).....	16,420	14,539	5,004	1,031	36,994	8.0	5.6

## Educational Attainment and English Language Ability

Individuals with lower educational attainment may have limited employment and earnings opportunities that contribute to household economic stress. Table 11 displays the percentage of the adult population by their highest degree attained. Educational attainment is reported for the adult aged population after their education is largely complete (25 years of age or older). Values are displayed using 90% confidence intervals.

Language barriers may hinder programming and other local efforts to assist area families and individuals in need. Table 10 below shows the number and percentage of individuals ages 5 years and older who report speaking English less than “very well.”

**Table 11. Education and English Language Ability, 2010-2014**

	<u>Polk County</u>	<u>State of Iowa</u>
<b>Adults by Highest Degree Attained</b>		
% Less than 9th grade.....	2.9% - 3.5%	3.4% - 3.6%
% High school diploma.....	91.6% - 92.2%	91.2% - 91.4%
% Bachelor's degree or higher.....	34.7% - 36.1%	26.2% - 26.6%
<b>Population with Limited English-Speaking Ability (Age 5 and Older)</b>		
Number of persons.....	22,290 - 24,794	85,647 - 90,125
Percentage of population.....	5.4% - 6.0%	3.0% - 3.2%



Sources this page: 2014 Annual Population Estimates, U.S. Census Bureau (for age distribution by race, and ethnicity); and American Community Survey Table DP-02, U.S. Census Bureau (for educational attainment and English language ability).

## Federal Poverty Guidelines

The U.S. Census Bureau determines the poverty status of the non-institutionalized population based on family size and income level. If a family's total annual income is below the threshold level appropriate for that family size, every member of the family is considered poor. The U.S. Department of Health and Human Services (HHS) annually publishes poverty guidelines by family size that are based on Census Bureau poverty thresholds. At right are recent HHS poverty guidelines as published in the Federal Register.

Source: *Federal Register*, Document Number 2016-01450, January 25, 2016 [online]. [accessed February 2016]. URL: <https://www.federalregister.gov/articles/2016/01/25/2016-01450/annual-update-of-the-hhs-poverty-guidelines>.

## Federal HHS Poverty Guidelines, 2016

Family Size	Annual Family Income (\$)		
	Percentage of Poverty Threshold		
	100%	130%	185%
1	11,880	15,444	21,978
2	16,020	20,826	29,637
3	20,160	26,208	37,296
4	24,300	31,590	44,955
5	28,440	36,972	52,614
6	32,580	42,354	60,273
7	36,730	47,749	67,951
8	40,890	53,157	75,647

## Other Information Sources

- Poverty: Poverty rate data in this report were obtained from the U.S. Census Bureau's American Community Survey. Other sources for poverty data include the Small Area Income and Poverty Estimates Program and the Current Population Survey, both of which are administered by the U.S. Census Bureau.
- Food insecurity: The U.S. Department of Agriculture (USDA) publishes estimates of food insecurity at the national and state levels using data collected from a special annual supplement to the Current Population Survey. The county-level data in this report were obtained from Map the Meal Gap, Feeding America (<http://feedingamerica.org/>). Readers are encouraged to visit their web site for more information about their methodology and data sources.
- Access to food stores: This report utilized county-level statistics from the Food Access Research Atlas, Economic Research Service, USDA. The Centers for Disease Control and Prevention provides an alternative source with data at the census tract level. For more information, see the publication, "Access to Healthier Food Retailers — United States, 2011," available at <http://www.cdc.gov/mmwr/preview/mmwrhtml/su6203a4.htm>.
- Resources for families and communities: Please visit the ISUEO Families and Communities Web page at: <http://www.extension.iastate.edu/humansciences/reducing-poverty-families-communities>.

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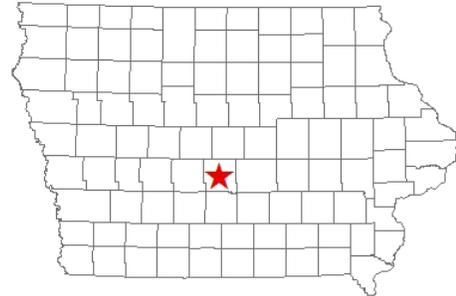
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# Retail Trade Analysis Report

## Fiscal Year 2016

Pleasant Hill



Iowa State University  
Department of Economics

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## Overview

This report examines local retail sales and related economic trends in Pleasant Hill, Iowa, using a variety of comparative performance measures.

The retail analysis is based on state-reported sales of goods and services that are subject to Iowa's statewide sales tax. Please refer to the Data Notes section for detailed information about the types of retail activity included in taxable sales. The data notes also include definitions and guidelines for interpreting retail measures and other indicators in this report.

Except where otherwise noted, retail sales data for preceding years have been adjusted for inflation and are stated in Fiscal Year 2016 dollar equivalents. The 2016 fiscal year began on July 1, 2015, and ended on June 30, 2016.

### About Pleasant Hill:

- Pleasant Hill is located within Polk County, Iowa.
- Pleasant Hill is part of the Des Moines-West Des Moines, IA Metropolitan Statistical Area.
- Pleasant Hill recorded a total population of 8,785 residents in the 2010 Census, including 75 residents in group quarters such as skilled nursing facilities and group homes.

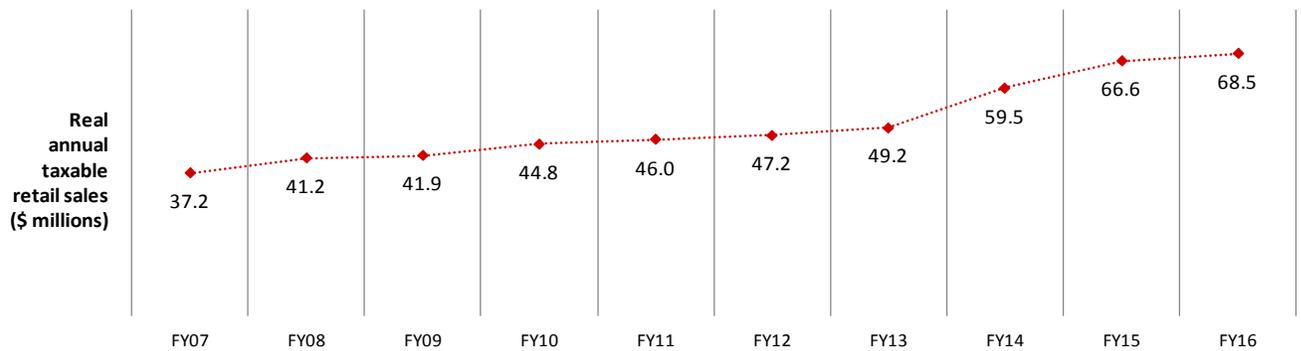
## Key Retail Indicators for Pleasant Hill

Pleasant Hill	FY2015	FY2016	% Change
Real total taxable sales (\$)	66,559,867	68,478,665	2.9% ▲
Number of reporting firms (annualized)	176	187	6.3% ▲
Population	9,247	9,383	1.5% ▲
Average sales per capita (\$)	7,198	7,298	1.4% ▲
Average sales per firm (\$)	378,181	366,686	-3.0% ▼

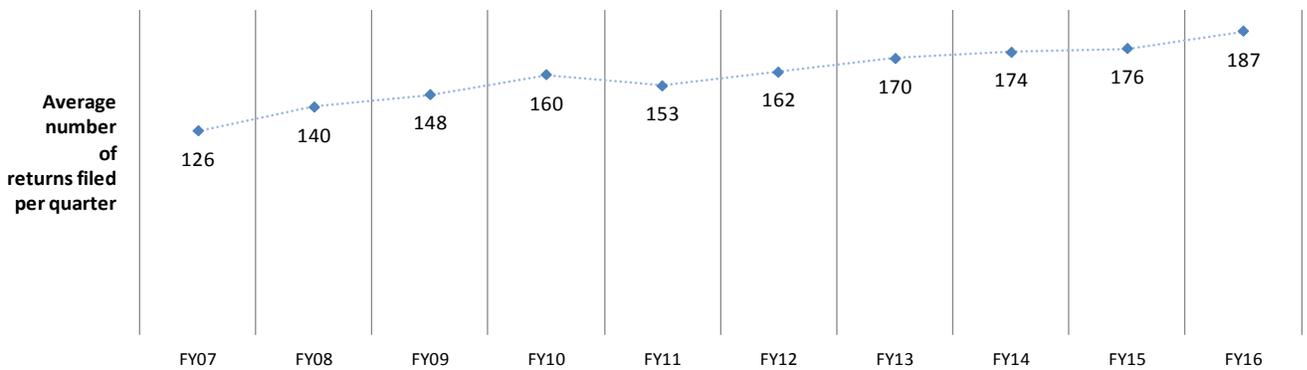
*No distinctions are made between households and group quarters residents in the calculation of per capita sales and related indicators.*

# 10-Year Summary Retail Sales Tax Statistics

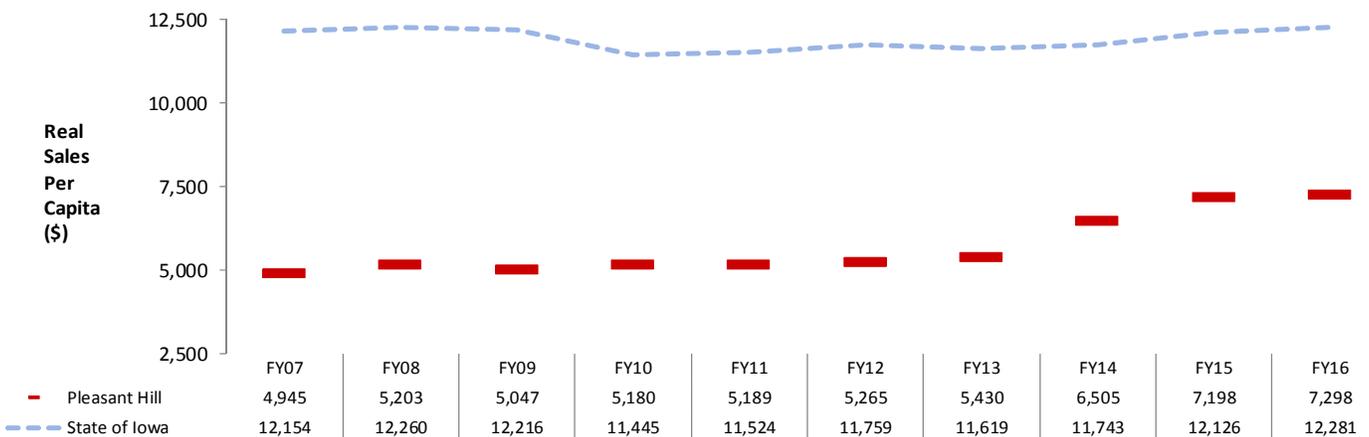
## Real Total Taxable Sales in Pleasant Hill



## Annualized Number of Reporting Firms in Pleasant Hill



## Taxable Retail Sales Per Capita



# Local Economic Trends

## Population

Population change is a key factor influencing local retail sales performance. From one year to the next, area population gains or losses alter the number of potential shoppers in the region. In the longer term, population trends reflect the general economic climate of the region. Population growth suggests a more favorable retail environment, while population decline may be an indication of area economic stress.

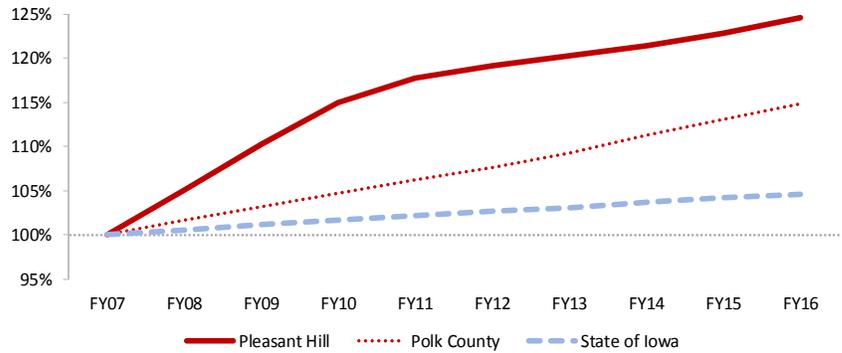
The top chart at right shows annual population estimates for Pleasant Hill, Polk County and the state indexed to baseline values from ten years ago. The population in any given year is expressed in percentage terms compared to the base year population.

The middle chart at right compares population change in Pleasant Hill to the trend for similarly-sized cities in Iowa. See Pages 20-22 for a list of cities included in the peer group for Pleasant Hill.

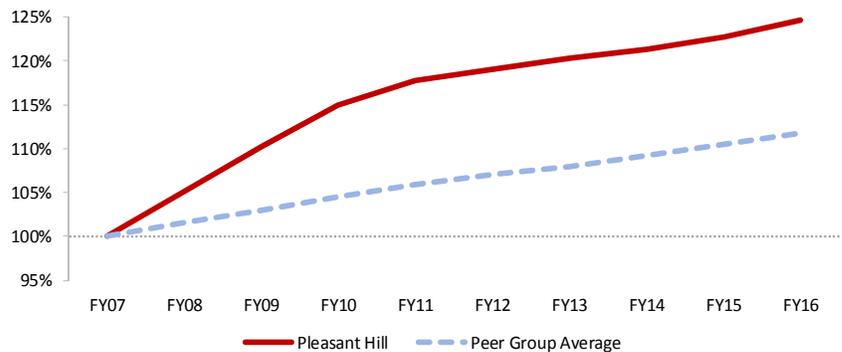
## Average Wages

The local demand for retail goods and services also depends on the income level of area residents. Major sources of personal income include wages and salaries, returns to proprietors, investment income, and government transfer payments. Wages and salaries comprise the majority of personal income and provide the most stable indicator of local conditions. The chart at right illustrates recent, inflation-adjusted average earnings per wage and salary job in Polk County and the state.

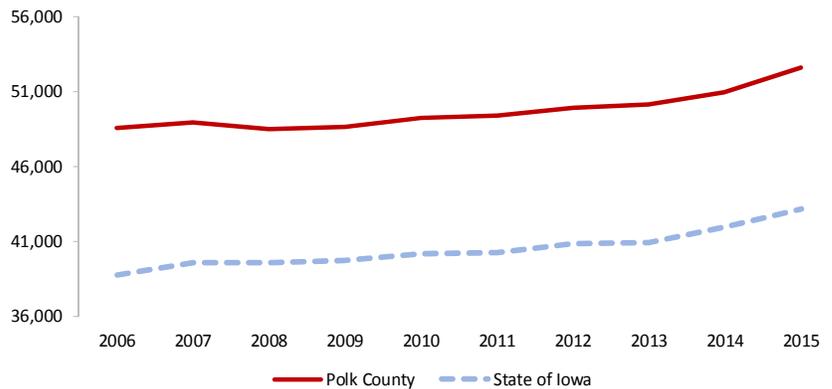
**Population Trends**  
(Annual estimates as a percentage of 2007 population)



**Population Trend for Peer Cities**  
(Annual estimates as a percentage of 2007 population)



**Real Wages and Salaries Per Job (\$)**



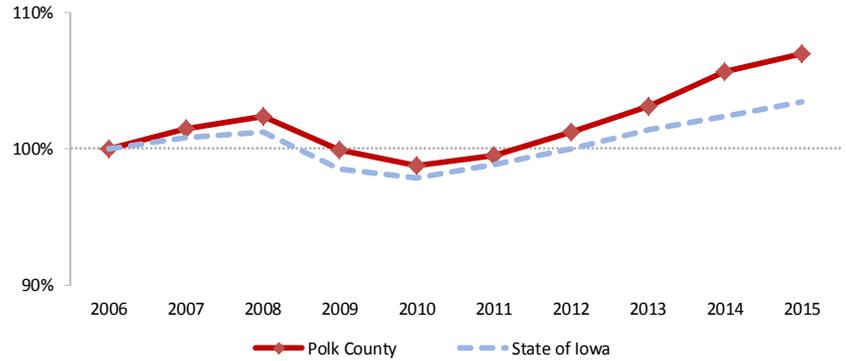
## Employment

Area job growth creates earnings opportunities for current residents and also helps to attract new residents to the region. Conversely, lagging employment growth rates may indicate a decline in the region's competitive strength.

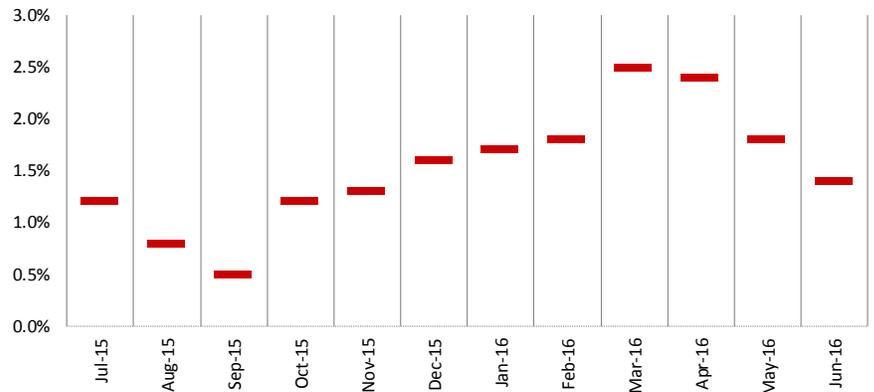
The chart at top right shows the 10-year trend in wage and salary employment in Polk County. Each year's employment, which counts full-time and part-time jobs equally, is expressed as a percentage of baseline year employment. The statewide trend is included for comparison.

The middle chart shows more recent job gains and losses in Polk County. The chart illustrates the percentage gain or loss in jobs during Fiscal Year 2016 on a month-by-month basis, with each month's employment compared to the same month in the prior fiscal year.

**Employment Trends**  
(Annual employment as a percentage of 2006 employment)



**Recent Job Gains or Losses: Polk County**

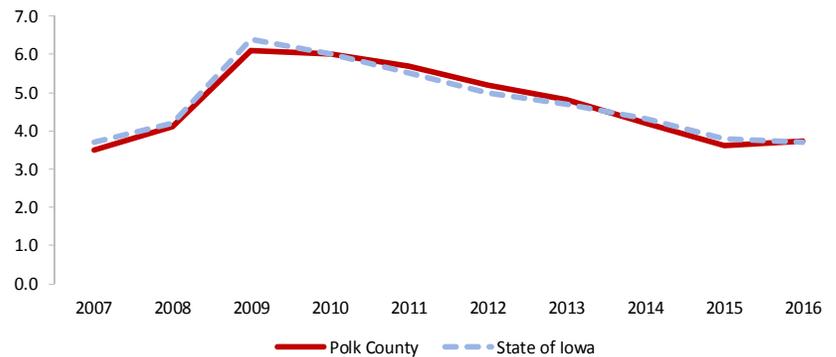


## Unemployment

Rising or persistently high levels of unemployment may contribute to household economic stress within the region and may ultimately reduce aggregate household spending levels.

The chart at right shows recent Polk County and statewide unemployment rate trends. The unemployment rate is defined as the percentage of the labor force that is unemployed but actively seeking work.

**Unemployment Rate**  
(Unemployed percentage of the labor force)



# Peer Group Analysis

Iowa's 946 cities vary in the level and types of retail activity they can support. A given city's retail prospects depend not only on its own population size, but also on the urbanization patterns and competitive characteristics of the surrounding area. With no two of Iowa's cities exactly alike in these respects, how might a particular community benchmark its own retail performance? Peer group analysis, which involves comparisons among a group of cities sharing similar characteristics, can provide a reasonable basis for evaluating local retail performance.

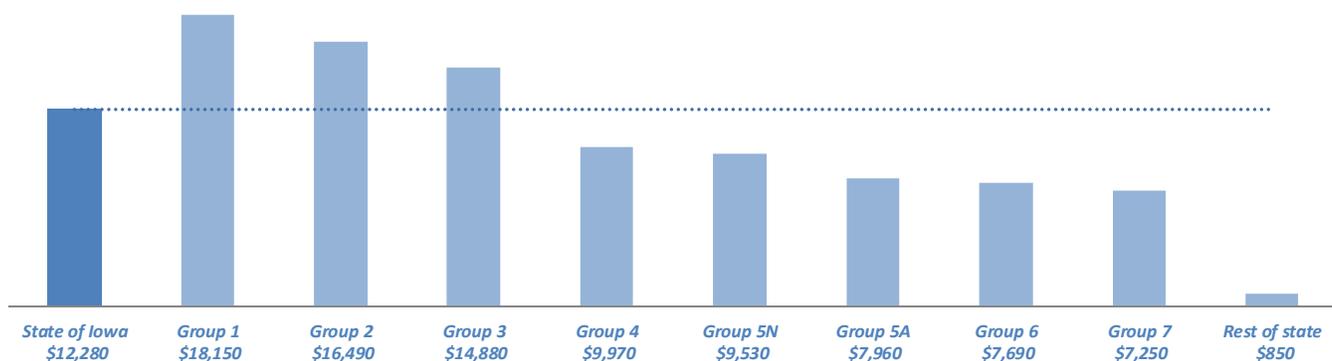
In general, retail sector size and diversity tends to increase with community size and population density of the surrounding area. Metropolitan cities, for example, have access to a large pool of potential customers living within a geographically concentrated area, allowing them to offer a wider range of retail goods and services than most smaller communities can support. The diversity of their retail offerings tends to attract non-resident shoppers from a broad geographic area, often at the expense of smaller communities in outlying areas. In contrast, small communities located in remote, rural locations tend to have retail sectors that serve primarily local markets.

This retail analysis report assigns all cities in Iowa to peer groups based on their population size and the urbanization characteristics of their host county. The peer groups are listed in the following table, with the relevant peer group for Pleasant Hill highlighted in blue (see Pages 20-22 for a complete list of member cities by peer group). The chart at the bottom of this page illustrates the comparative sales performance for all of the city peer groups during Fiscal Year 2016.

## Peer Group Definitions

Peer Group	City Population Size	Metropolitan Status of the County	Number of Cities	% of State Taxable Sales
Group 1	10,000 or greater	Core county of a metropolitan statistical area (MSA)	21	60.0%
Group 2	10,000 or greater	Non-core MSA county or non-metropolitan county	17	12.7%
Group 3	2,500 to 9,999	Non-metropolitan county	62	11.7%
<b>Group 4</b>	<b>2,500 to 9,999</b>	<b>Metropolitan county</b>	<b>33</b>	<b>5.1%</b>
Group 5N	500 to 2,499	Non-metropolitan county, not adjacent to a MSA	102	2.7%
Group 5A	500 to 2,499	Non-metropolitan county, adjacent to a MSA	117	2.7%
Group 6	500 to 2,499	Metropolitan county	105	2.6%
Group 7	250 to 499	Any county	176	1.1%
Rest of State		Any county		1.5%

## Average Sales Per Capita by City Peer Group, FY 2016



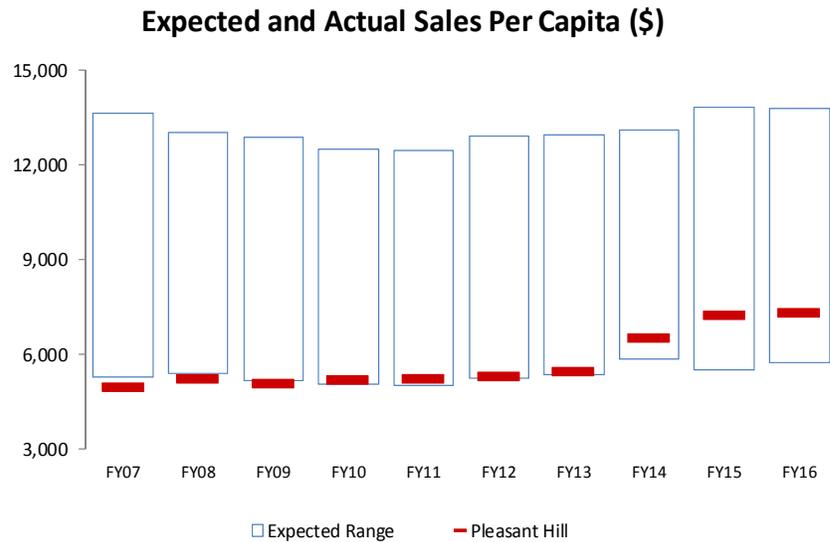
## Expected Range for Local Sales Per Capita

The chart at right compares sales levels in Pleasant Hill to a range of “expected,” or typical, values for cities in its peer group.

The blue rectangles illustrate the range of expected values, defined as any value between the 25th to the 75th percentile values for the peer group in each year.

The red dashes show the actual per capita sales performance by Pleasant Hill.

In Fiscal Year 2016, per capita sales in Pleasant Hill were within the expected range.

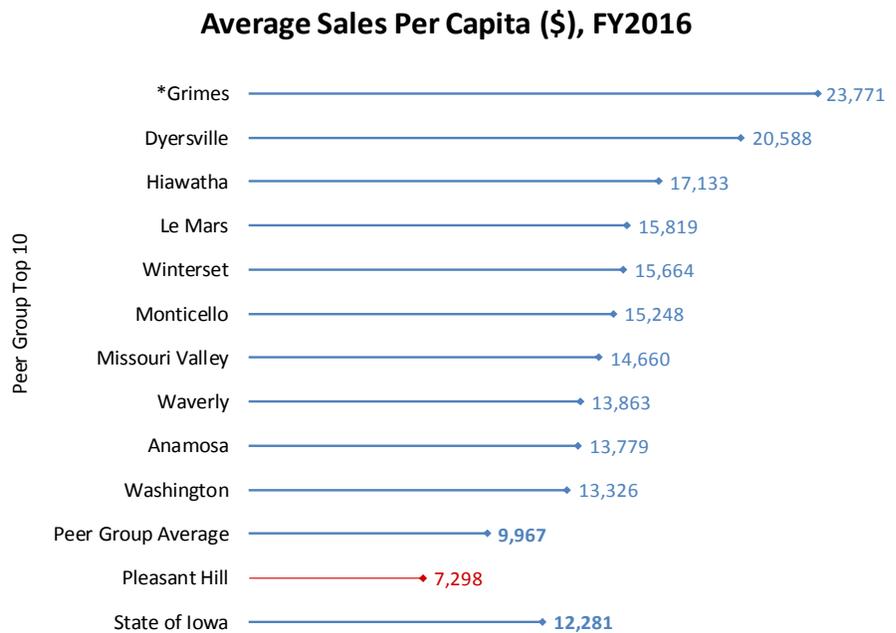


## Top 10 Peer Group Cities Ranked by Sales Per Capita

Among the 33 peer cities reporting data in the most recent fiscal year, Pleasant Hill ranked number 23 in per capita sales.

The peer group’s top performers, measured by their average sales per capita in Fiscal Year 2016, are listed in the chart at right.

Sales levels in some cities may be inflated by the presence of a regional utility or other regional retail anomaly that may not be replicable in other communities. In general, values exceeding the peer group average by two or more standard deviations should be viewed with caution. Any such cities are indicated at right with an asterisk (\*).



See Pages 20-22 for a complete listing of cities by peer group.

# Pull Factor Analysis

This section introduces three related measures for assessing retail sales performance: trade surplus or leakage, trade area capture, and the pull factor ratio. All three measures are based on a hypothetical “self-sufficiency” level of sales at which the city’s retail sector satisfies all of the retail needs of its own residents. This hypothetical sales value might also be viewed as “break-even” level where any sales lost from non-local spending by residents are exactly offset by sales to non-residents.

## Trade Surplus or Leakage

Trade surplus or leakage measures the dollar difference between the city’s actual sales and the total sales it could generate if residents satisfied all their retail needs locally, i.e. its self-sufficiency or breakeven sales level. Sales above the breakeven level imply a net surplus arising from sales to non-residents. Leakage, or sales below the breakeven level, suggests that local residents’ spending outside the city exceeds local firms’ sales to non-residents.

Below are trade surplus or leakage estimates for Pleasant Hill. To estimate the breakeven level of sales, the dollar amount of statewide average per capita spending on taxable goods and services is adjusted up or down by a factor that reflects local income characteristics, and is then multiplied by the city’s population size. The breakeven sales target represents an estimate of Pleasant Hill residents’ total spending on taxable goods and services that are purchased anywhere within Iowa.

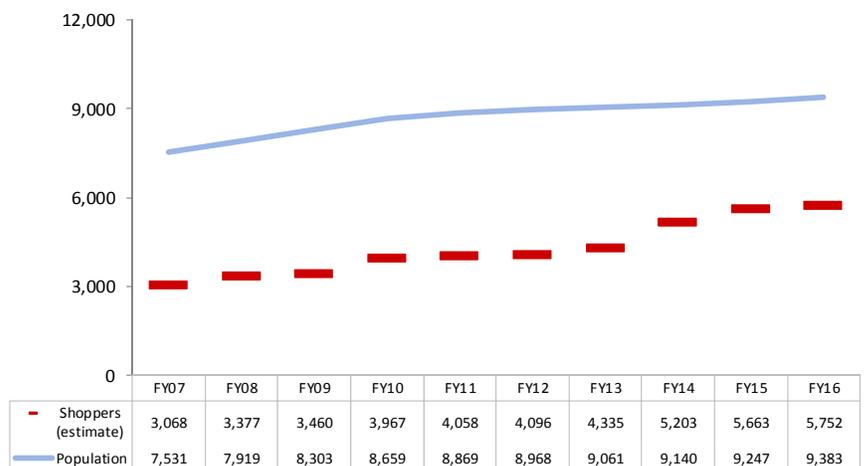
Pleasant Hill Breakeven Analysis	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16
Statewide average per capita spending (\$)	12,154	12,260	12,216	11,445	11,524	11,759	11,619	11,743	12,126	12,281
x Local income adjustment	1.00	1.00	0.99	0.99	0.98	0.98	0.98	0.97	0.97	0.97
= Average spending (anywhere) by residents (\$)	12,138	12,200	12,111	11,305	11,340	11,529	11,349	11,426	11,754	11,905
x City population estimate	7,531	7,919	8,303	8,659	8,869	8,968	9,061	9,140	9,247	9,383
= Breakeven sales target (\$000s)	91,414	96,610	100,560	97,888	100,579	103,388	102,830	104,432	108,692	111,702
City actual sales (\$000s)	37,241	41,205	41,902	44,850	46,017	47,217	49,202	59,453	66,560	68,479
Surplus estimate (\$000s)	-	-	-	-	-	-	-	-	-	-
Leakage estimate (\$000s)	(54,174)	(55,405)	(58,657)	(53,039)	(54,562)	(56,171)	(53,628)	(44,979)	(42,132)	(43,223)

## Trade Area Capture

The extent of a city’s “trade area” can be approximated by estimating the number of customers whose annual retail needs it satisfies. If that number exceeds the resident population, the city’s geographic trade area likely extends beyond its borders. If below, the city’s trade area likely overlaps or is subsumed by that of a nearby community.

Trade area capture is estimated by dividing the city’s actual total sales by the expected average, annual retail requirements of its residents. The chart at right illustrates the city’s trade area capture in relation to its population size.

**Estimated Trade Area Capture**  
(annualized number of shoppers)



## The Pull Factor Ratio

A city's pull factor ratio is calculated by dividing its trade area capture measure by its resident population.

A pull factor ratio equal to 1.0 suggests that the city's merchants are just satisfying the retail demands of local residents. This is equivalent to the "break even" sales level where the city is experiencing neither a surplus or leakage of sales.

A pull factor ratio greater than 1.0 suggests that the city's merchants are attracting shoppers from outside the city. For example, a city whose retail customer base is 25 percent larger than its population would have a pull factor of 1.25.

A pull factor ratio less than 1.0 indicates that the city's retail sector cannot satisfy all of the retail needs of its own residents.

Pull factor ratios may vary widely from one city to the next, even among cities in the same peer group. For any particular city, a comparison with the peer group's median pull factor value provides a reasonable performance benchmark.

The chart below shows recent trends in pull factor ratios for Pleasant Hill and its peer group. The city's pull factor values are indicated with red circles.

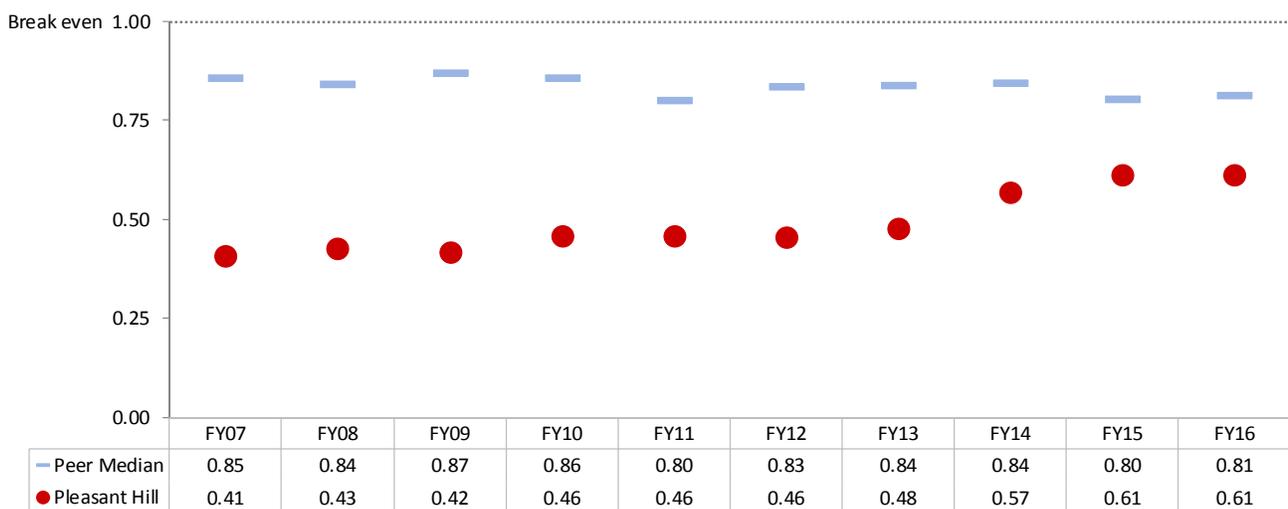
The blue dashes indicate the median pull factor for the peer group in each year. If the city's pull factor exceeds the group median, it ranks among the top half of its peer group. If its pull factor is below the median value, then it ranks among the bottom half of cities in its peer group.

Caution is urged in the interpretation of pull factors, especially for smaller communities.

For example, a high pull factor doesn't necessarily indicate retail self-sufficiency across all categories of retail sales. A city's pull factor could be inflated by the presence of one or more retail establishments that serve as a regional draw in a particular sales category, even if the city is experiencing substantial leakage of sales in other retail categories.

Similarly, a low pull factor does not necessarily suggest untapped sales potential in the local retail sector. Most small cities should expect to lose a at least a fraction of their residents' spending to larger trade centers.

**Pull Factor Comparison With Peer Group**



# Regional Competition

Communities within a region compete with each other for shares of overall regional economic activity. This section explores some of the competitive forces at work in the area surrounding Pleasant Hill. First, the distribution of trade among cities in Polk County is assessed. Next, important interactions with surrounding cities and counties are examined using data on worker commuting flows. Finally, retail trade patterns in the broader region are illustrated by comparing average per capita sales and pull factor ratios for nearby cities and counties.

## Role Within the County

The relative contributions of Pleasant Hill as a trade and population center within Polk County are illustrated at right. The left-most chart shows the percentage of Polk County taxable sales occurring within the city of Pleasant Hill. The right-most chart displays the percentage of Polk County residents who live within Pleasant Hill.

**Pleasant Hill Percentage Shares of Polk County Totals**



## Other Trade and Population Centers Within the County

The table at right lists cities in Polk County with reported taxable sales activity during Fiscal Year 2016. Data for cities with 10 or fewer permit-holders filing sales tax returns are suppressed. Sales amounts for those smaller jurisdictions are included within the “other areas in county” values.

Amounts shown for each city reflect the population and reported sales for the city as a whole, regardless of whether it crosses into a neighboring county. Any cities with reporting firms that fall within a neighboring county are indicated with an asterisk (\*), and the neighboring county’s portion of sales, if any, are noted below the table.

**Polk County Jurisdictions Reporting Taxable Retail Sales in FY 2016**

Area Name	Population	Average # Filers	Sales \$millions
<b>Polk Total</b>	<b>470,367</b>	<b>10,651</b>	<b>8,073.5</b>
Alleman	444	13	1.1
Altoona	16,898	369	552.5
Ankeny	56,834	1,176	924.8
Bondurant	5,180	107	17.9
Carlisle*	4,153	132	23.7
Clive*	17,630	515	470.0
Des Moines	211,265	4,901	3,789.3
Elkhart	734	26	4.7
Grimes	10,554	265	250.9
Johnston	21,587	388	151.9
Mitchellville	2,287	47	6.6
Pleasant Hill	9,383	187	68.5
Polk City	4,458	108	18.5
Runnells	520	61	6.7
Urbandale*	44,427	1,037	752.5
West Des Moines*	65,285	1,729	1,768.9
Windsor Heights	4,903	118	39.2
Other areas in Polk County		54	26.1
*Neighboring county portions		(578)	(800.5)

## Commuting Patterns

Regional commuting flows represent possible sources of sales surplus or leakage for the local retail sector. Worker inflows from neighboring communities help to expand the potential customer base. When residents commute elsewhere for work, the likelihood that they will shop locally, especially during traditional business hours, decreases.

The city's overall rate of out-commuting is compared to the average for similarly-sized cities below. The rates express the percentage of working residents who commute somewhere outside the city for work.

### Worker Out-Commuting Rates

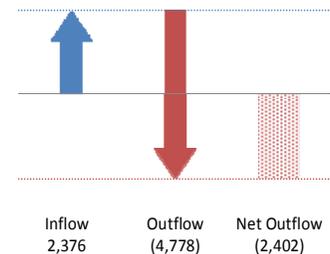
Pleasant Hill	96.8%
Peer Cities	81.9%

## Pleasant Hill Commuting Summary, 2014

Residence	Workplace		Local = Jobholders
	Pleasant Hill	+ Elsewhere	
Pleasant Hill	160	4,778	4,938
+ Elsewhere	2,376		
= Local Jobs	2,536		

The table above describes local employment, workforce size, and area employment flows by residence and workplace locations for wage and salary workers in the region.

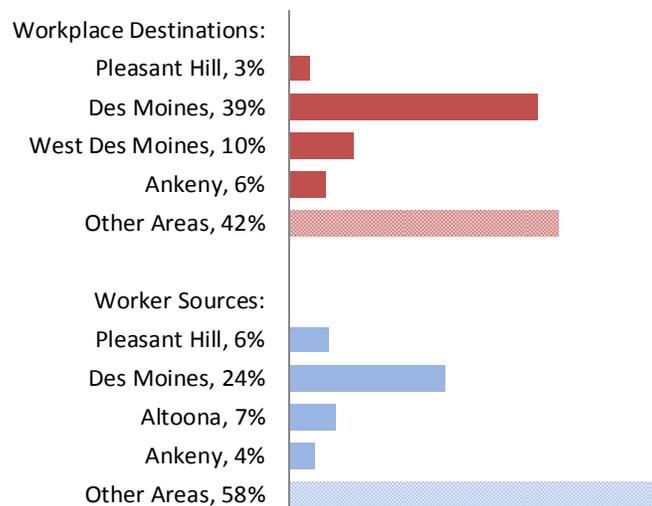
The figure at right compares the relative magnitude of worker flows to and from Pleasant Hill and its estimated net commuting flow in 2014.



## Key Commuting Relationships for Pleasant Hill: Top 3 Sources and Destinations of Workers

Worker commuting patterns also reveal broader regional relationships that influence local economic conditions.

The chart at right identifies the top three workplace destinations for Pleasant Hill residents and the top three cities supplying the greatest number of Pleasant Hill workers in 2014. The chart measures these flows as percentages of the city's total workforce size and total employment, respectively.



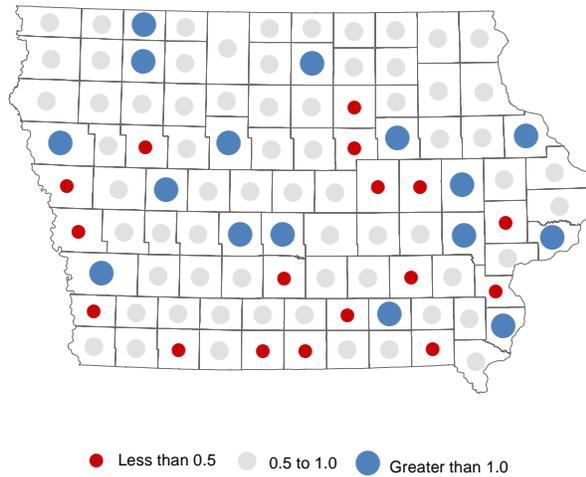
NOTE: The commuting charts on this page are based on 2014 worker commuting flow data published by the U.S. Census Bureau. In cases of small place-to-place commuting flows, the Census Bureau masks the data in order to protect the confidentiality of individual workers and/or business firms. Therefore, the actual size and destinations of the city's commuting flows may differ slightly from those shown here.

## Regional Trade Patterns

Regional shopping patterns may be inferred from relative trade levels in surrounding counties and cities. The graphics on this page illustrate which counties and cities in the region serve as regional magnets for retail trade activity.

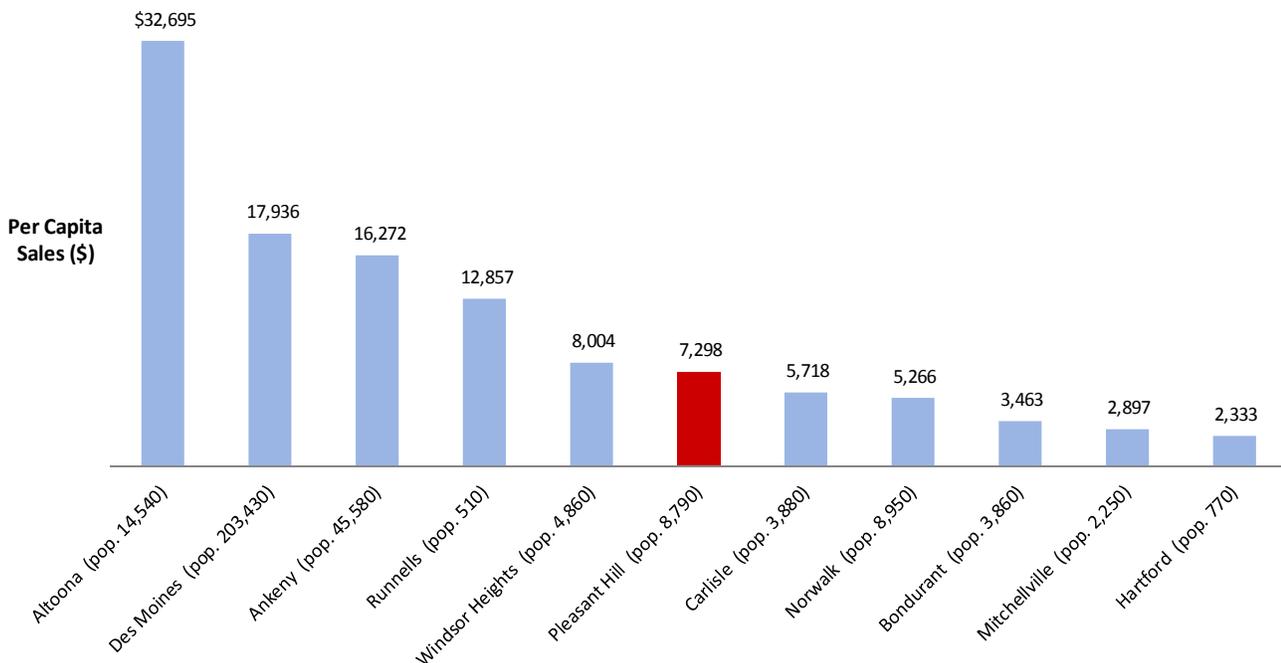
The map at right illustrates county retail pull factors for Fiscal Year 2016 (see Page 8 for a definition of pull factors). The counties with a pull factor exceeding 1.0, identified in the map with large blue dots, are likely exerting a strong retail influence on trade centers in neighboring counties. Counties with pull factors below 1.0 are leaking sales on a county-wide basis, but might still contain one or more strong local trade centers.

### County Pull Factors, Fiscal Year 2016



The bar graph below compares Fiscal Year 2016 per capita sales in Pleasant Hill to average sales in neighboring communities with 500 or more residents. The comparison group includes the ten communities nearest to Pleasant Hill, as measured from the center of each city. The cities are listed from left to right in descending order by their average per capita sales. Population sizes for each city, as of the 2010 Census, are also indicated.

### Neighboring Community Comparison of Per Capita Retail Sales



# Historical Trends in Taxable Sales

Historical retail sales statistics for Pleasant Hill and the State of Iowa are presented below. Real total taxable sales and real average sales per firm and per capita have been adjusted for inflation and are shown in Fiscal Year 2016-equivalent dollars.

\*\*NOTE: Values for Fiscal Year 2009 and later measure retail activity during a July 1-June 30 fiscal year period. Values for Fiscal Years 2008 and earlier were compiled on an April 1-March 31 fiscal year basis.

## Historical Statistics for Pleasant Hill:

Fiscal Year	Reporting Firms	Total Taxable Sales (\$)		Real Average Sales (\$)		Statewide Real Average (\$)	
		Nominal	Real	Per Firm	Per Capita	Per Firm	Per Capita
1976						369,909	10,500
1977						381,378	11,119
1978						375,750	11,365
1979						381,083	11,873
1980						373,810	11,841
1981						332,662	10,752
1982	11	1,700,596	3,802,817	362,173	1,079	319,872	10,348
1983						310,945	10,228
1984						304,559	10,143
1985	10	2,488,885	4,925,644	492,564	1,374	301,174	10,119
1986	10	3,157,366	6,063,278	591,539	1,680	295,243	10,104
1987						312,211	10,539
1988						313,731	10,598
1989	13	4,030,926	6,997,083	528,082	1,860	318,893	10,693
1990	19	5,096,489	8,509,537	442,054	2,218	322,994	10,799
1991	23	5,616,862	8,994,712	386,869	2,275	324,455	10,738
1992	26	5,897,104	9,196,688	360,654	2,241	324,921	10,832
1993	27	6,316,942	9,598,017	362,189	2,267	325,220	10,967
1994	28	6,383,885	9,492,795	345,193	2,184	332,114	11,204
1995	36	7,268,099	10,574,585	297,876	2,361	339,024	11,430
1996	42	7,416,085	10,581,261	253,443	2,294	339,983	11,685
1997	51	8,633,671	12,062,934	235,374	2,548	357,412	11,877
1998	59	10,787,355	14,906,676	254,815	3,067	359,783	12,084
1999	55	12,289,382	16,819,792	308,620	3,363	385,030	12,590
2000	55	14,441,056	19,355,295	353,521	3,774	392,384	12,648
2001	73	18,211,651	23,831,229	326,455	4,449	393,246	12,685
2002	85	21,577,834	27,889,287	327,147	4,889	394,632	12,535
2003	88	23,752,052	30,121,349	341,318	4,980	412,176	12,390
2004	85	24,815,509	30,847,316	361,845	4,830	419,433	12,271
2005	100	24,892,665	30,149,240	301,492	4,467	417,764	12,200
2006	109	28,114,684	33,028,481	303,014	4,626	428,763	12,290
2007	126	32,420,558	37,240,572	296,738	4,945	420,788	12,154
2008	140	36,970,948	41,204,627	293,794	5,203	421,423	12,260
2009**	148	38,055,845	41,902,355	283,603	5,047	413,200	12,216
2010	160	41,151,462	44,849,745	280,750	5,180	396,892	11,445
2011	153	42,965,366	46,017,100	300,275	5,189	411,718	11,524
2012	162	45,161,255	47,217,043	291,463	5,265	419,954	11,759
2013	170	47,780,792	49,201,772	288,997	5,430	414,539	11,619
2014	174	58,547,680	59,452,524	341,191	6,505	431,060	11,743
2015	176	66,125,869	66,559,867	378,181	7,198	448,317	12,126
2016	187	68,478,665	68,478,665	366,686	7,298	454,924	12,281

## Sales by Business Group

Areas of strength or weakness in the local retail sector may be revealed through a comparative analysis of sales by specific types of businesses. The following table presents taxable sales statistics by business group for Polk County. **NOTE: Sales data by business group are not available for individual cities (see Page 23 for more information).**

The top section shows the annualized number of reporting firms (average returns filed per quarter), taxable sales, and average sales per firm in 12 types of retail businesses. The bottom section shows sales by business group on a per capita basis. Real averages for the prior 3-year period are provided to identify areas of recent growth or decline. Median values for similar counties and statewide averages for the current fiscal year are also provided for benchmarking purposes. County data are suppressed for business groups that did not meet a minimum threshold for number of reporting firms.

Sales by business group should not be confused with sales by merchandise category. The business group sales data reflect the broad business classification of the firms making the sales, not the specific goods and services that were sold. See Page 15 for a more detailed list of the types of firms included within each business group.

### Polk County Taxable Sales Summary by Business Group

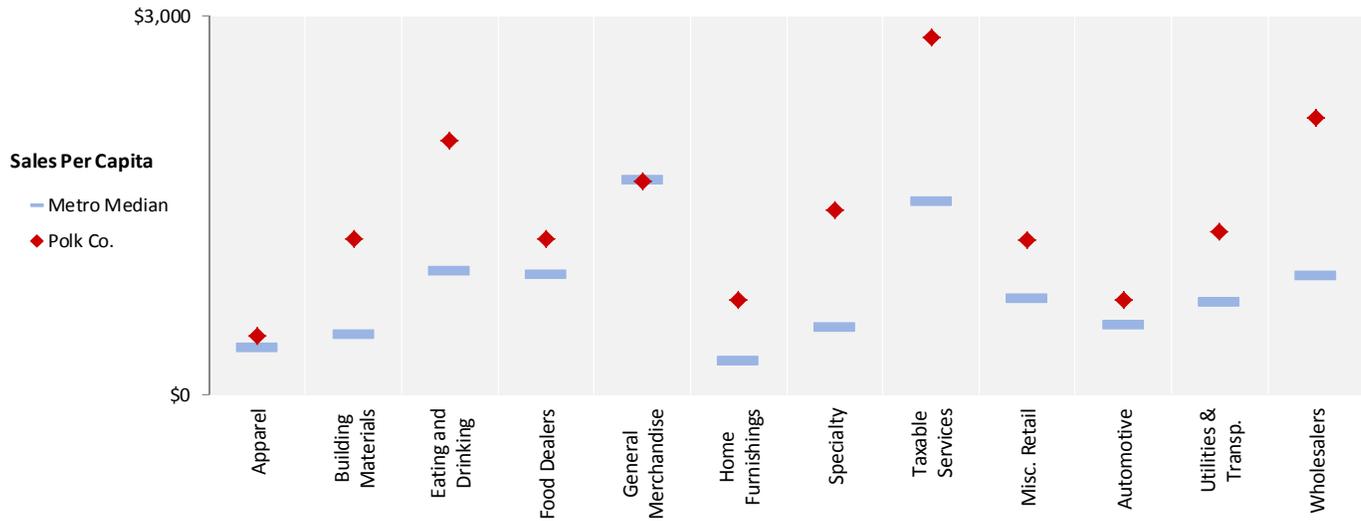
Type of Firm	Total Sales (\$)	Polk County FY16 Totals		Average Sales Per Firm (\$)	
		Reporting Firms	Polk County	Polk County	State of Iowa
Apparel Stores	221,027,216	262	845,228	685,784	
Building Materials Stores	579,842,210	154	3,759,107	1,859,909	
Eating and Drinking Establishments	947,917,042	1244	761,838	557,036	
Food Stores (excluding non-taxable food items)	580,012,350	377	1,539,515	1,093,430	
General Merchandise Stores	795,548,559	87	9,144,236	6,143,479	
Home Furnishings Stores	355,526,975	200	1,777,635	835,356	
Specialty Retail Stores	688,236,298	1766	389,770	217,690	
Service Establishments	1,332,915,073	4239	314,478	167,836	
Miscellaneous Retail Firms	576,032,593	1319	436,885	247,806	
Automotive and Related Stores	355,057,534	234	1,515,721	796,628	
Utilities and Transportation Services	607,401,468	303	2,002,973	1,038,577	
Retail Sales by Wholesale Firms	1,034,011,445	467	2,212,973	907,981	

Type of Firm	Polk County Trends		FY16 Benchmark Values	
	prior 3-year average FY13 - FY15	FY16	Metropolitan Median	State of Iowa
Apparel Stores	460	470	378	341
Building Materials Stores	1,153	1,233	484	883
Eating and Drinking Establishments	1,852	2,015	989	1,352
Food Stores (excluding non-taxable food items)	NA	1,233	960	1,112
General Merchandise Stores	1,855	1,691	1,714	1,509
Home Furnishings Stores	756	756	278	395
Specialty Retail Stores	1,454	1,463	547	976
Service Establishments	2,658	2,834	1,537	1,702
Miscellaneous Retail Firms	1,130	1,225	768	985
Automotive and Related Stores	NA	755	557	595
Utilities and Transportation Services	1,279	1,291	738	1,173
Retail Sales by Wholesale Firms	2,024	2,198	952	1,259

## Per Capita Sales by Business Group

The chart below compares per capita sales by business group in Polk County with the median value for all 21 metropolitan counties in Iowa (see table on previous page for underlying data). Polk County per capita values are shown with red dots. The metropolitan median values appear as blue dashes. County data are suppressed for any business groups that did not meet a minimum threshold for number of reporting firms.

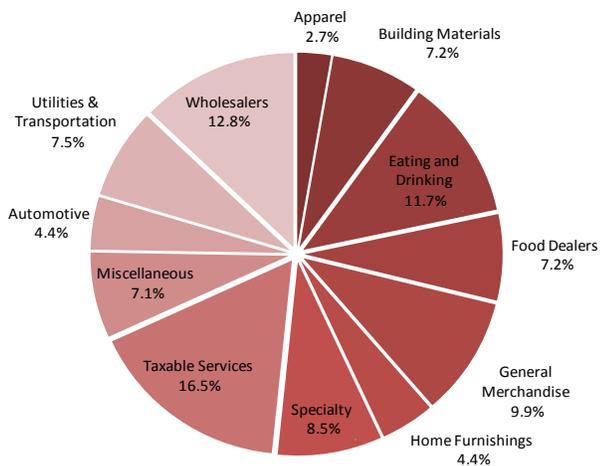
*Note: Sales values for the Wholesalers group reflect only the retail portion of sales by wholesale firms.*



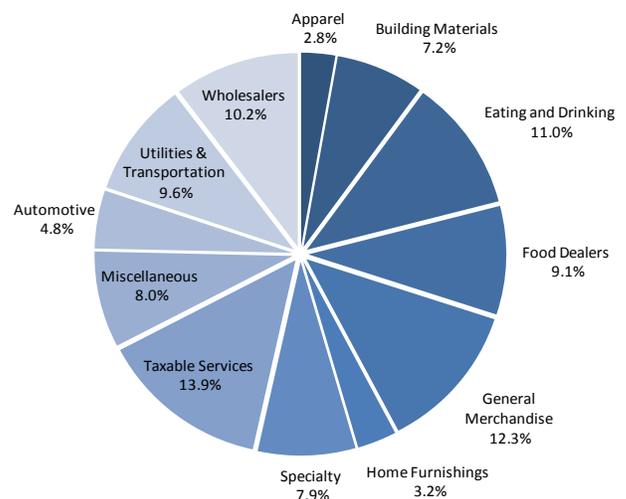
## Distribution of Taxable Sales by Business Group

The following charts illustrate the percentage distribution of Polk County and statewide total taxable sales across the major retail business groups. County data are suppressed for any business groups that did not meet a minimum threshold for number of reporting firms. Sales in suppressed categories are aggregated into a single percentage value and labeled with an asterisk (\*).

**Polk County**



**State of Iowa**



## Statewide Average Per Capita Sales by Detailed Business Type, FY 2016

Business Type and Per Capita Sales (\$)			
<b>Apparel Group</b>	<b>\$341</b>	<b>Services Group</b>	<b>\$1,702</b>
Clothing and Clothing Accessories Stores	291	Auto Repair	347
Shoe Stores	50	Hotels and All Other Lodging Places	305
		Other Business Services	222
<b>Automotive and Related Firms</b>	<b>\$595</b>	Arts and Entertainment	193
New and Used Car Dealers	293	Beauty/Barber Shops	129
Automotive Parts and Accessories	218	Miscellaneous Repairs	94
Recreational and All Other Motorized Vehicles	83	Other Personal Services	79
		Auto Rental and Storage	59
<b>Building Materials Group</b>	<b>\$883</b>	Motion Picture and Video Industries	52
Building Material Dealers	638	Laundry and Floor Cleaning	41
Hardware Stores	131	Finance, Insurance, Real Estate and Leasing	40
Garden Supply Stores	80	Electronic and Precision Equipment Repair & Maintenance	37
Paint and Glass Stores	33	Other Services	29
Mobile Home Dealers	2	Funeral Service and Crematories	23
		Education and Athletic Events	19
<b>Eating and Drinking Places Group</b>	<b>\$1,352</b>	Photographic Studios	14
Restaurants, Taverns, and Bars	1,352	Employment Services	14
		Upholstery and Furniture Repair	2
<b>Food Dealers Group</b>	<b>\$1,112</b>	Watch, Clock, Jewelry Repair	0
Grocery Stores and Convenience Stores	559	Footwear and Leather Repair	0
Gas Stations/Convenience Stores With Gas	536		
Specialized Groceries	16	<b>Miscellaneous Group</b>	<b>\$985</b>
		Plumbing and Heating Contractors	151
<b>General Merchandise Group</b>	<b>\$1,509</b>	General Contractors	143
Department Stores	966	Agricultural Production and Services	134
Miscellaneous Merchandise Stores	537	Other Special Trade Contractors	114
Variety Stores	6	Industrial Equipment Manufacturers	84
		Miscellaneous Manufacturers	60
<b>Home Furnishings And Appliances Group</b>	<b>\$395</b>	Food Manufacturers	54
Appliances and Entertainment Equipment	152	Electrical Contractors	51
Furniture Stores	147	Non-Metallic Product Manufacturers	47
Home Furnishing Stores	97	Furniture, Wood and Paper Manufacturers	39
		Publishers Of Books & Newspapers and Commercial Printers	33
<b>Specialty Retail Stores Group</b>	<b>\$976</b>	Carpentry Contractors	25
Other Specialty	281	Unclassified	25
Sporting Goods	183	Mining	13
Beauty and Health (Includes Pharmacies & Drug Stores)	166	Painting Contractors	11
Direct Sellers	74	Apparel and Textile Manufacturers	2
Hobby and Toy	62		
Jewelry	60	<b>Wholesale Goods Group</b>	<b>\$1,259</b>
Book and Stationery Stores	41	(retail sales by wholesale firms)	1,259
Used Merchandise Stores	25		
Stationery, Gift, Novelty	25	<b>Utilities and Transportation Group</b>	<b>\$1,173</b>
Vending Machine Operators	23	Electric and Gas	454
Liquor Stores	18	Communications	447
Florists	15	Water and Sanitation	193
Fuel and Ice Dealers	1	Transportation and Warehousing	79
Electronic Shopping and Mail Order Houses	1		
		<b>All Business Groups</b>	<b>\$12,281</b>

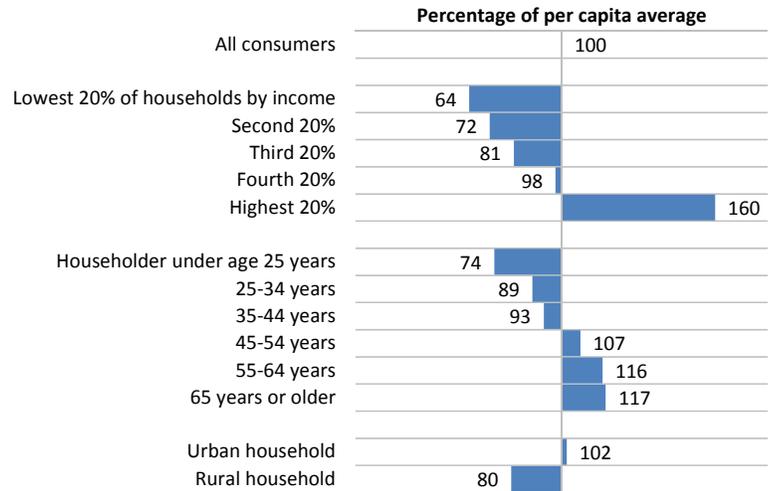
# Consumer Characteristics

## U.S. Consumer Spending Patterns by Income and Age

Consumer spending patterns vary with age, income level, and other consumer characteristics. The chart at right illustrates differences in U.S. consumer spending on a selected bundle of goods and services that are taxable in Iowa: food away from home, telecommunications services, household supplies and furnishings, apparel, entertainment, automobile repair and maintenance, and personal services.

In the chart, average annual spending levels of consumers within each group are expressed as percentages of the all-consumer average. Differences are most apparent by income level, with persons in the highest household income quintile spending more than twice the average of persons in the lowest income quintile. Per person spending also tends to increase with householder age. Spending is lower on average in rural households than urban households.

**U.S. Consumer Spending on Selected Goods and Services That are Taxable in Iowa, by Type of Consumer**



## Local Income and Age Distributions

Recent county-level statistics may be used to profile the income and age distributions of area residents. If the county deviates strongly from statewide averages on these measures, one might expect some differences in local residents' spending compared to the average spending levels by all Iowa residents.

The table at right shows the county's median household income level and estimated poverty rate compared to the state. A lower median income level, a higher poverty rate, or both suggest that the percentage of county residents in low income brackets exceeds the statewide average. In these cases, comparatively lower retail spending levels may be anticipated locally.

The bottom half of the table illustrates the percentage distribution of the county's population by age group in years, relative to the comparable statewide percentages. Strong differences in the regional age distribution likely affect both the mix and levels of retail goods and services demanded by area residents.

**Polk County Profile**

Median Household Income (\$)	Polk	State of Iowa
Estimate	60,436	54,843
90% Confidence Interval	58,480 - 62,390	54,080 - 55,610

Poverty Rate (%)	Polk	State of Iowa
Estimate	11.9	12.1
90% Confidence Interval	10.7 - 13.1	11.8 - 12.4

Population (% of total)	Polk	State of Iowa
Under 5 years	7.3%	6.3%
Age 5 to 17	17.9%	17.0%
Age 18 to 24	8.9%	10.3%
Age 25 to 44	29.1%	24.3%
Age 45 to 64	24.9%	26.0%
Age 65 years and over	12.0%	16.1%
Median age	35.2	38.1

▶ Higher than state  
◀ Lower than state

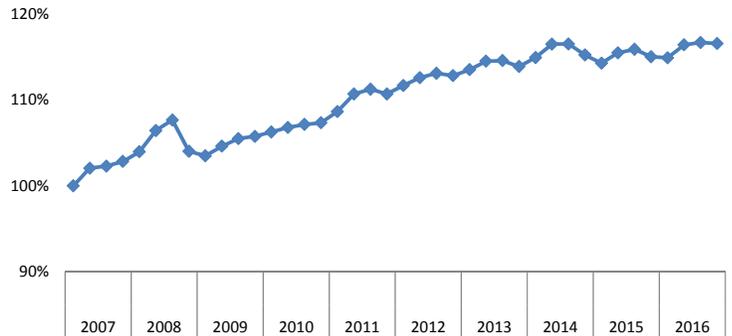
# Other Factors Influencing Retail Sales

## Inflation

The rate of inflation measures changes over time in the purchasing power of the dollar. When price levels rise faster than earnings and other income, consumers may have to reduce or reallocate their spending.

The pace of U.S. inflation during the last 10 years is illustrated at right. This chart shows quarterly changes in the Midwest Consumer Price Index for All Urban Consumers, using first quarter of 2007 as the benchmark period.

**Midwest Consumer Price Index**  
(100% = Price Levels in 1st Quarter 2007)



## Consumer Confidence

Consumer confidence refers to how favorably consumers view prospects for the economy and their own financial situation. Pessimism about the economy can have a dampening effect on household discretionary purchases, while optimism can boost the likelihood of purchases.

The chart at right illustrates a quarterly index of consumer confidence benchmarked to the first quarter of 2007. Source data were obtained from the Index of Consumer Sentiment, University of Michigan Surveys of Consumers, via the Federal Reserve Bank of St. Louis.

**U.S. Consumer Sentiment**  
(100 = Index Value in 1st Quarter 2007)

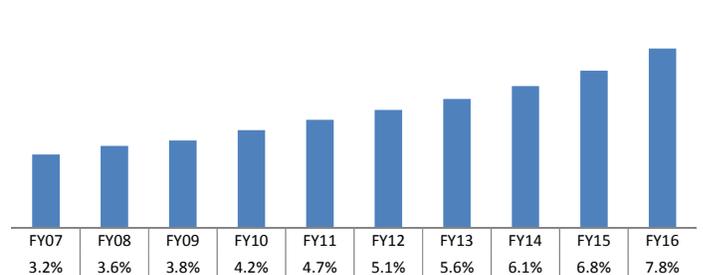


## Internet and Catalog Sales

E-commerce represents a rapidly-growing share of retail activity in the United States. While presenting a potential sales growth channel for many retailers, e-commerce also poses a threat as yet another source of sales leakage from Iowa's communities.

The chart at right shows the growing share of total U.S. retail sales that are transacted through e-commerce. E-commerce, which includes internet and catalog sales, describes transactions in which an order is placed and/or price and terms of sale are negotiated over an internet or other online system.

**E-Commerce Sales in the U.S.**  
(as a Percentage of Total Retail Sales)



## Iowa's Retail Sales Tax Reporting

The state of Iowa imposes a tax on the gross receipts from sales of taxable tangible personal property and taxable services. In general, merchandise goods are taxable unless specifically exempted and services are taxable if specifically enumerated by the state.

Retailers file sales tax returns to the Iowa Department of Revenue on a semi-monthly, monthly, quarterly, or annual basis depending on their amount of sales.

The Department of Revenue compiles the data from sales tax returns and publishes quarterly and annual retail sales tax reports that provide the primary source of data for this report.

Iowa's sales tax reporting process may lead to occasional anomalies in retail sales data reported at the local level. The state compiles these data primarily for fiscal management purposes, and only secondarily for analytical purposes.

Certain accounting and other administrative constraints may result in the under-reporting or no reporting of sales activity for individual communities.

**Confidentiality.** In order to protect the confidentiality of individual filers, the Iowa Department of Revenue only reports data from localities with a minimum of 10 tax returns filed for a quarter or 40 returns per year. Sales data for localities not meeting this threshold level are reported for the county in which they are located.

Recent changes in the administration of Iowa's sales tax include the following:

- July 1, 2004. Iowa revised its sales tax laws to meet Streamlined Sales Tax Project (SSTP) requirements. SSTP improves uniformity in sales tax laws across states, thereby encouraging businesses to collect and remit sales tax in every state in which they make taxable sales.

- January 1, 2006. The tax on certain types of energy was reduced to 0% after a 4-year phased decline.
- July 1, 2008. Iowa's sales tax rate increased from 5% to 6%.
- July 1, 2008. The Iowa Department of Revenue adopted a new fiscal year reporting period to align with the state fiscal year that runs from July 1 through June 30 of each year.
- July 1, 2013. The Iowa Department of Revenue changed the business class assignment for approximately 12 percent of Iowa's retailers.
- July 1, 2013. Taxable sales in the Convenience Stores and Gas Stations business class were reclassified from the Automotive and Related Group to the Food Dealers Group.

## Notable Exemptions and Exclusions from Iowa's Retail Sales Tax

Many retail transactions, because they are exempt or otherwise excluded from the state's sales tax, are not included in the taxable sales values reported in this report. Following are some notable exemptions from Iowa's sales tax. More detailed documentation is available from the Iowa Department of Revenue.

**Exempt or Excluded Goods.** Goods that are exempt from the sales tax include certain foods used for home consumption, prescription drugs, and medical devices. Sales of gasoline, subject to a separate fuel tax, are excluded from taxable retail sales. Taxable retail sales also exclude the sale or lease of new or used vehicles that are subject to registration. Vehicle purchases are taxed separately under the state's one-time registration fee.

**Exempt Services.** Unlike tangible goods, services are exempt from tax unless specifically enumerated. Professional

services such as medical and legal services are not subject to the sales tax.

**Utilities.** The state has phased out taxes on sales of metered gas, electricity, and fuel used as energy in residential dwellings, apartment units and condominiums. Specific exemptions may also apply to certain businesses and industries.

**Sales to Agriculture, Manufacturing, and Other Industries.** The state exempts sales of many goods and services that are used as inputs to agriculture and other industrial processes.

Sales tax exemptions for agriculture apply to the purchase of feed, seed, fertilizer, farm machinery and equipment, fuels and utilities, and some services.

Exemptions to manufacturing include purchases of tangible inputs that become an integral part of manufactured goods ultimately sold at retail; fuels, chemicals,

and other inputs that are consumed during production processes; industrial machinery, equipment, and some computer equipment; and many services.

The state has created additional exemptions targeted toward specific industries such as wind energy and information technology. See the Department of Revenue Web site for more detailed information about exempt sales to industry and business.

**Sales to Tax-Exempt Organizations.** Local and state government entities are exempt from the sales tax. Sales to private nonprofit educational institutions for educational purposes are also exempt. Sales from fund-raising activities are exempt from sales tax if the proceeds are used for educational, religious, or charitable purposes.

## Cautions for Interpreting Reported Sales Data

**Non-Taxable Goods & Services.** The sales information presented in this report provides only a partial picture of retail and service sector activity in Iowa's communities, due in part to the data reporting practices and sales tax exemptions listed on the previous page.

**Large Public Institutions.** The presence of large public institutions such as correctional facilities or universities may distort local sales measures, as their institutional purchases are excluded from taxable sales but their residents are included in local population estimates.

**Sales or Service Territories.** Some cities' reported sales values may appear inflated if they are home to the business office or headquarters of a firm with a broad, geographically-defined service territory such as a rural telecommunications or cable television provider.

## Definitions of Retail Measures

**Retail Sales.** This term refers to the reported sales of goods and services that are subject to Iowa's retail sales tax.

**Reporting Firms.** This value reflects the average number of tax returns filed each quarter during the year, and it serves as a proxy for the number of local retail firms.

**Real Sales.** "Real" dollar values have been standardized to reflect the purchasing power of a dollar in the current fiscal year, thus removing the effects of price inflation.

**Nominal Sales.** Nominal sales are the dollar amounts reported in the year the transactions actually took place. These values have not been adjusted for inflation.

**Sales Per Firm.** Per firm sales are calculated by dividing the annual dollar value of sales by the average number of reporting firms in that year.

**Sales Per Capita.** Per capita (or "per person") sales are calculated by dividing the dollar value of sales by the estimated population for the subject place, including group quarters residents.

**Expected Per Capita Spending.** An expected value for residents' average spending on taxable retail goods and services is used in the calculation of trade surplus and leakage, trade area capture, and pull factor values. This measure is sensitive to local income levels. For more information on the derivation of this measure, please contact the author.

**Sales by Business Group.** Sales tabulations by business group describe the types of firms where retail transactions occurred. They do *not* describe the type of merchandise that was sold.

## Other Data Notes

**City-to-County Assignments:** The incorporated territory of many Iowa cities crosses the boundaries of two or more counties. For this report, all cities are assigned to the county that contained the greatest percentage of its population in the 2010 Census.

**Commuting Flows:** Local Employment Dynamics Program, U.S. Census Bureau. These commuting flows describe the place of work and place of residence of wage and salary workers in 2014. Self-employed individuals such as sole proprietors and partners are excluded from these data.

**Consumer Spending Patterns:** Consumer Expenditure Survey, U.S. Bureau of Labor Statistics.

**Consumer Sentiment:** Surveys of Consumers, University of Michigan, University of Michigan: Consumer Sentiment®, retrieved from FRED, Federal Reserve Bank of St. Louis <https://research.stlouisfed.org/fred2/series/UMCSENT>, 04/12/17.

**E-commerce Sales:** US. Bureau of the Census, E-Commerce Retail Sales as a Percent of Total Sales, retrieved from FRED, Federal Reserve Bank of St. Louis <https://research.stlouisfed.org/fred2/series/ECOMPCTSA>, 04/12/17.

**Employment:** U.S. Bureau of Economic Analysis (annual) and U.S. Bureau of Labor Statistics (monthly). Employment includes full-time and part-time wage and salary jobs, with all jobs counted equally.

**Household Income and Poverty:** Small Area Income and Poverty Estimates, U.S. Census Bureau.

**Inflation Rate:** Midwest Region Consumer Price Index for All Urban Consumers, All Items, U.S. Bureau of Labor Statistics.

**Average Wages and Salaries per Job:** U.S. Bureau of Economic Analysis.

**Population:** Iowa State University estimates, based on data released through the Population Estimates Program, U.S. Census Bureau. With each annual data release, the U.S. Census Bureau may revise its estimates from prior years. This report incorporates the most recently available estimates and revisions. Population-based statistics published in this report may not reconcile with those appearing in earlier retail trade analysis reports. In most cases, the discrepancies are minor.

**Price Deflators:** Except where otherwise noted in this report, the dollar values for all retail sales and personal income data have been adjusted for inflation using the Implicit Price Deflator for Personal Consumption Expenditures published by the U.S. Bureau of Economic Analysis.

**Unemployment:** Local Area Unemployment Statistics, U.S. Bureau of Labor Statistics.

## Peer Group 1-4 Cities and Their 2010 Census Population Size

1	Altoona.....	14,541	Coralville.....	18,907	Marion.....	34,768
	Ames.....	58,965	Council Bluffs.....	62,230	North Liberty.....	13,374
	Ankeny.....	45,582	Davenport.....	99,685	Sioux City.....	82,684
	Bettendorf.....	33,217	Des Moines.....	203,433	Urbandale.....	39,463
	Cedar Falls.....	39,260	Dubuque.....	57,637	Waterloo.....	68,406
	Cedar Rapids.....	126,326	Iowa City.....	67,862	Waukee.....	13,790
	Clive.....	15,447	Johnston.....	17,278	West Des Moines...	56,609

2	Boone.....	12,661	Indianola.....	14,782	Oskaloosa.....	11,463
	Burlington.....	25,663	Keokuk.....	10,780	Ottumwa.....	25,023
	Carroll.....	10,103	Marshalltown.....	27,552	Pella.....	10,352
	Clinton.....	26,885	Mason City.....	28,079	Spencer.....	11,233
	Fort Dodge.....	25,206	Muscatine.....	22,886	Storm Lake.....	10,600
	Fort Madison.....	11,051	Newton.....	15,254		

3	Albia.....	3,766	Fairfield.....	9,464	Onawa.....	2,998
	Algona.....	5,560	Forest City.....	4,151	Orange City.....	6,004
	Atlantic.....	7,112	Garner.....	3,129	Osage.....	3,619
	Bloomfield.....	2,640	Grinnell.....	9,218	Osceola.....	4,929
	Camanche.....	4,448	Hampton.....	4,461	Red Oak.....	5,742
	Centerville.....	5,528	Harlan.....	5,106	Rock Rapids.....	2,549
	Chariton.....	4,321	Hawarden.....	2,546	Rock Valley.....	3,354
	Charles City.....	7,652	Humboldt.....	4,690	Sheldon.....	5,188
	Cherokee.....	5,253	Independence.....	5,966	Shenandoah.....	5,150
	Clarinda.....	5,572	Iowa Falls.....	5,238	Sibley.....	2,798
	Clarion.....	2,850	Jefferson.....	4,345	Sioux Center.....	7,048
	Clear Lake.....	7,777	Jesup.....	2,520	Spirit Lake.....	4,840
	Cresco.....	3,868	Knoxville.....	7,313	Tama.....	2,877
	Creston.....	7,834	Madrid.....	2,543	Tipton.....	3,221
	Decorah.....	8,127	Manchester.....	5,179	Waukon.....	3,897
	Denison.....	8,298	Maquoketa.....	6,141	Webster City.....	8,070
	De Witt.....	5,322	Marengo.....	2,528	West Burlington....	2,968
	Eagle Grove.....	3,583	Milford.....	2,898	West Liberty.....	3,736
	Eldora.....	2,732	Mount Pleasant.....	8,668	Williamsburg.....	3,068
	Emmetsburg.....	3,904	New Hampton.....	3,571	Wilton.....	2,802
	Estherville.....	6,360	Oelwein.....	6,415		

4	Adel.....	3,682	Grimes.....	8,246	Perry.....	7,702
	Anamosa.....	5,533	Grundy Center.....	2,706	Pleasant Hill.....	8,785
	Asbury.....	4,170	Hiawatha.....	7,024	Polk City.....	3,418
	Belle Plaine.....	2,534	Huxley.....	3,317	Robins.....	3,142
	Bondurant.....	3,860	Le Claire.....	3,765	Sergeant Bluff.....	4,227
	Carlisle.....	3,876	Le Mars.....	9,826	Story City.....	3,431
	Carter Lake.....	3,785	Missouri Valley.....	2,838	Vinton.....	5,257
	Dyersville.....	4,058	Monticello.....	3,796	Washington.....	7,266
	Eldridge.....	5,651	Mount Vernon.....	4,506	Waverly.....	9,874
	Evansdale.....	4,751	Nevada.....	6,798	Windsor Heights....	4,860
	Glenwood.....	5,269	Norwalk.....	8,945	Winterset.....	5,190

## Peer Group 5 Cities and Their 2010 Census Population Size

5N	Agency.....	638	Dows.....	538	Latimer.....	507	Pocahontas.....	1,789
	Albert City.....	699	Early.....	557	Laurens.....	1,258	Pomeroy.....	662
	Allerton.....	501	Eddyville.....	1,024	Lenox.....	1,407	Primghar.....	909
	Alta.....	1,883	Eldon.....	927	Leon.....	1,977	Riceville.....	785
	Alton.....	1,216	Everly.....	603	Lovilia.....	538	Rockford.....	860
	Armstrong.....	926	Farmington.....	664	Manilla.....	776	Rockwell.....	1,039
	Arnolds Park.....	1,126	Fonda.....	631	Manly.....	1,323	Rockwell City.....	1,709
	Badger.....	561	Fremont.....	743	Manning.....	1,500	Rolfé.....	584
	Bancroft.....	732	Gilmore City.....	504	Manson.....	1,690	Ruthven.....	737
	Bedford.....	1,440	Glidden.....	1,146	Mediapolis.....	1,560	Sac City.....	2,220
	Belmond.....	2,376	Goldfield.....	635	Montezuma.....	1,462	St. Ansgar.....	1,107
	Boydén.....	707	Gowrie.....	1,037	Montrose.....	898	Sanborn.....	1,404
	Britt.....	2,069	Graettinger.....	844	Moravia.....	665	Schaller.....	772
	Brooklyn.....	1,468	Hartley.....	1,672	Moulton.....	605	Schleswig.....	882
	Buffalo Center.....	905	Hospers.....	698	Mount Ayr.....	1,691	Seymour.....	701
	Burt.....	533	Hull.....	2,175	Newell.....	876	Sheffield.....	1,172
	Calmar.....	978	Ireton.....	609	New Sharon.....	1,293	Sioux Rapids.....	775
	Charter Oak.....	502	Kanawha.....	652	Nora Springs.....	1,431	Sutherland.....	649
	Coon Rapids.....	1,305	Keosauqua.....	1,006	Northwood.....	1,989	Swea City.....	536
	Corning.....	1,635	Klemme.....	507	Odebolt.....	1,013	Thompson.....	502
	Corydon.....	1,585	Lake City.....	1,727	Okoboji.....	807	Ventura.....	717
	Dakota City.....	843	Lake Mills.....	2,100	Orleans.....	608	Wall Lake.....	819
	Danville.....	934	Lake Park.....	1,105	Ossian.....	845	West Bend.....	785
	Dayton.....	837	Lakeside.....	596	Otho.....	542	West Point.....	966
	Donnellson.....	912	Lake View.....	1,142	Paullina.....	1,056	Whittemore.....	504
	Dow City.....	510	Lamoni.....	2,324				

5A	Ackley.....	1,589	Essex.....	798	Keota.....	1,009	Radcliffe.....	545
	Adair.....	781	Exira.....	840	Lansing.....	999	Richland.....	584
	Afton.....	845	Fairbank.....	1,113	Larchwood.....	866	Russell.....	554
	Albion.....	505	Fayette.....	1,338	Le Grand.....	938	Sabula.....	576
	Alden.....	787	Fontanelle.....	672	Lime Springs.....	505	Scranton.....	557
	Allison.....	1,029	Fredericksburg.....	931	Lowden.....	789	Shelby.....	641
	Anita.....	972	Fruitland.....	977	McGregor.....	871	Shell Rock.....	1,296
	Aplington.....	1,128	Garnavillo.....	745	Mapleton.....	1,224	Sidney.....	1,138
	Audubon.....	2,176	Garwin.....	527	Marcus.....	1,117	Sigourney.....	2,059
	Aurelia.....	1,036	George.....	1,080	Maynard.....	518	Stanton.....	689
	Battle Creek.....	713	Gilman.....	509	Mechanicsville.....	1,146	Stanwood.....	684
	Baxter.....	1,101	Gladbrook.....	945	Melbourne.....	830	State Center.....	1,468
	Bellevue.....	2,191	Grand Junction.....	824	Melcher-Dallas.....	1,288	Stratford.....	743
	Clarence.....	974	Grand Mound.....	642	Monona.....	1,549	Strawberry Point.....	1,279
	Clarksville.....	1,439	Grandview.....	556	Monroe.....	1,830	Sully.....	821
	Clermont.....	632	Greene.....	1,130	Morning Sun.....	836	Tabor.....	1,040
	Colfax.....	2,093	Greenfield.....	1,982	Murray.....	756	Toledo.....	2,341
	Columbus Junction.....	1,899	Griswold.....	1,036	Nashua.....	1,663	Traer.....	1,703
	Delmar.....	525	Guttenberg.....	1,919	New Albin.....	522	Victor.....	893
	Doon.....	577	Hamburg.....	1,187	New Hartford.....	516	Villisca.....	1,252
	Dumont.....	637	Hazleton.....	823	New London.....	1,897	Wapello.....	2,067
	Durant.....	1,832	Hedrick.....	764	North English.....	1,041	Wayland.....	966
	Dysart.....	1,379	Holstein.....	1,396	Ogden.....	2,044	West Branch.....	2,322
	Earlville.....	812	Hopkinton.....	628	Parkersburg.....	1,870	West Union.....	2,486
	Edgewood.....	864	Hubbard.....	845	Pleasantville.....	1,694	What Cheer.....	646
	Elgin.....	683	Ida Grove.....	2,142	Postville.....	2,227	Wheatland.....	764
	Elkader.....	1,273	Inwood.....	814	Prairie City.....	1,680	Whiting.....	762
	Elk Horn.....	662	Jewell Junction.....	1,215	Preston.....	1,012	Winfield.....	1,134
	Ellsworth.....	531	Kellogg.....	599	Quasqueton.....	554	Winthrop.....	850
	Elma.....	546						

## Peer Group 6-7 Cities and Their 2010 Census Population Size

6	Ainsworth, 567	Denver, 1,780	Janesville, 930	Olin, 698	Stuart, 1,648
	Akron, 1,486	De Soto, 1,050	Kalona, 2,363	Oxford, 807	Sumner, 2,028
	Alburnett, 673	Dexter, 611	Keystone, 622	Palo, 1,026	Swisher, 879
	Anthon, 565	Dike, 1,209	Kingsley, 1,411	Panora, 1,124	Tiffin, 1,947
	Atkins, 1,670	Dunkerton, 852	La Porte City, 2,285	Peosta, 1,377	Treynor, 919
	Avoca, 1,506	Dunlap, 1,042	Lawton, 908	Princeton, 886	Tripoli, 1,313
	Blairstown, 692	Earlham, 1,450	Lisbon, 2,152	Raymond, 788	Underwood, 917
	Blue Grass, 1,452	Elkhart, 683	Logan, 1,534	Readlyn, 808	University Heights, 1,051
	Brighton, 652	Elk Run Heights, 1,117	Lone Tree, 1,300	Redfield, 835	Urbana, 1,458
	Buffalo, 1,270	Ely, 1,776	Long Grove, 808	Reinbeck, 1,664	Van Horne, 682
	Cambridge, 827	Epworth, 1,860	Malvern, 1,142	Remsen, 1,663	Van Meter, 1,016
	Carson, 812	Fairfax, 2,123	Maxwell, 920	Riverside, 993	Walcott, 1,629
	Cascade, 2,159	Farley, 1,537	Merrill, 755	Roland, 1,284	Walford, 1,463
	Center Point, 2,421	Gilbert, 1,082	Milo, 775	Runnells, 507	Walker, 791
	Central City, 1,257	Gilbertville, 712	Minden, 599	St. Charles, 653	Walnut, 785
	Coggon, 658	Granger, 1,244	Mitchellville, 2,254	Shellsburg, 983	Wellman, 1,408
	Colo, 876	Guthrie Center, 1,569	Moville, 1,618	Shueyville, 577	Wellsburg, 707
	Conrad, 1,108	Hartford, 771	Neola, 842	Slater, 1,489	Woodbine, 1,459
	Correctionville, 821	Hills, 703	Newhall, 875	Sloan, 973	Woodward, 1,024
	Crescent, 617	Hinton, 928	Norway, 545	Solon, 2,037	Wyoming, 515
	Dallas Center, 1,623	Hudson, 2,282	Oakland, 1,527	Springville, 1,074	Zearing, 554

7	Alleman, 432	Crawfordsville, 264	Ionia, 291	Mallard, 274	Rhodes, 305
	Alta Vista, 266	Crystal Lake, 250	Irwin, 341	Marble Rock, 307	Ridgeway, 315
	Andrew, 434	Cumberland, 262	Kellerton, 315	Marquette, 375	Ringsted, 422
	Arcadia, 484	Cumming, 351	Kelley, 309	Martelle, 255	Rippey, 292
	Arlington, 429	Danbury, 348	Kensett, 266	Martensdale, 465	Riverdale, 405
	Ashton, 458	Dedham, 266	Kimballton, 322	Massena, 355	Riverton, 304
	Atalissa, 311	Deep River, 279	Kiron, 279	Maurice, 275	Rowley, 264
	Auburn, 322	Defiance, 284	Lacona, 361	Menlo, 353	Royal, 446
	Bagley, 303	Delhi, 460	Ladora, 283	Meservey, 256	Rudd, 369
	Batavia, 499	Deloit, 264	Lakota, 255	Middletown, 318	Ryan, 361
	Bayard, 471	Delta, 328	Lamont, 461	Miles, 445	Salem, 383
	Beacon, 494	Diagonal, 330	La Motte, 260	Milton, 443	Salix, 363
	Bennett, 405	Donahue, 346	Lawler, 439	Minburn, 365	Sheldahl, 319
	Bertram, 294	Duncombe, 410	Lehigh, 416	Mingo, 302	Spillville, 367
	Birmingham, 448	Earling, 437	Leland, 289	Modale, 283	Stacyville, 494
	Blakesburg, 296	Elliott, 350	Lester, 294	Mondamin, 402	Stanhope, 422
	Bode, 302	Emerson, 438	Letts, 384	Mystic, 425	Steamboat Rock, 310
	Bonaparte, 433	Farmersburg, 302	Lewis, 433	New Market, 415	Stockport, 296
	Brandon, 309	Farnhamville, 371	Libertyville, 315	New Vienna, 407	Templeton, 362
	Breda, 483	Farragut, 485	Liscomb, 301	New Virginia, 489	Terril, 367
	Bronson, 322	Fenton, 279	Little Rock, 459	Nichols, 374	Thornton, 422
	Bussey, 422	Fertile, 370	Livermore, 384	Ocheyedan, 490	Titonka, 476
	Calamus, 439	Floyd, 335	Lockridge, 268	Orient, 408	Truro, 485
	Callender, 376	Fort Atkinson, 349	Lohrville, 368	Oxford Junction, 496	Union, 397
	Casey, 426	Galva, 434	Lorimor, 360	Pacific Junction, 471	University Park, 487
	Charlotte, 394	Garrison, 371	Lost Nation, 446	Persia, 319	Ute, 374
	Chelsea, 267	Grafton, 252	Low Moor, 288	Peterson, 334	Vail, 436
	Churdan, 386	Granville, 312	Luana, 269	Pierson, 366	Wadena, 262
	Cincinnati, 357	Greeley, 256	Lu Verne, 261	Pisgah, 251	Wahpeton, 341
	Clearfield, 363	Harcourt, 303	Lynnville, 379	Plainfield, 436	Waucoma, 257
	Colesburg, 404	Harpers Ferry, 328	Lytton, 315	Plymouth, 382	Wesley, 390
	Collins, 495	Hawkeye, 449	McCallsburg, 333	Prescott, 257	West Okoboji, 289
	Columbus City, 391	Holland, 282	McCausland, 291	Protivin, 283	Westside, 299
	Conesville, 432	Holy Cross, 374	Maharishi Vedic City, 259	Pulaski, 260	Williams, 344
	Corwith, 309	Humeston, 494	Malcom, 287	Quimby, 319	Worthington, 401
	Coulter, 281				

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Find these retail reports, along with other economic and demographic profiles for Iowa's communities, online at:

[www.icip.iastate.edu](http://www.icip.iastate.edu)



## Frequently-Asked Questions

Following are some of the most frequently-asked questions about the content of this report:

**What happened to the detailed business group sales data for cities?** Long-time users of the Iowa State University (ISU) Retail Trade Analysis reports may notice the absence of city-level sales data by type of business. Beginning in Fiscal Year 2009, the Iowa Department of Revenue ceased publication of detailed business group data at the individual city level in its Annual Retail Sales and Use Tax Report. As a consequence, the ISU Retail Trade Analysis reports now provide analysis of business group sales at the county and state levels only. Subject to strict disclosure limitations, the Iowa Department of Revenue may provide detailed categorical sales data for individual cities upon request.

**Why do historical data in this report differ from previously-published ISU retail reports?** The underlying population and income data used in this report are subject to backward revision by the U.S. Census Bureau and sister agencies, meaning that historical data are revised as new information becomes available. Any revisions to population and income estimates may result in re-statement of per capita retail sales, pull factors, and related measures for prior years. This report incorporates the most recently-revised statistics, and no effort is made to reconcile the historical data with prior versions of the ISU Retail Trade Analysis reports.

**Are the retail sales statistics fully comparable over time?** Users should note that retail statistics in this report describe only taxable, not total, retail sales. Changes to Iowa's sales tax laws have redefined the mix of goods and services included within taxable sales transactions over time. Changes in sales tax reporting practices may also complicate analysis of historical trends at the local or statewide level. Notable recent changes include the following:

- Iowa Department of Revenue reassigned more than 10 percent of Iowa's retailers to different business class codes that better reflect their business focus (FY 2014).
- Iowa Department of Revenue reclassified gasoline stations with convenience stores from the automotive and related group to the food dealers group (FY 2014).

These reclassifications should be noted when comparing sales by business group before and after FY 2014.

**Are the pull factors and other retail measures adjusted for differences in local income?** Yes. In calculating local pull factor ratios and estimating trade surplus/leakage values, this report incorporates small area income data available from the American Community Survey (ACS), U.S. Census Bureau. The ACS income estimates are spatially-smoothed, then used to derive pull factor and related retail measures that account for variations in local income levels.

## Acknowledgements

For more than three decades, Iowa State University has provided analysis and outreach services to describe retail trade patterns in Iowa's cities and counties. In producing this report, we acknowledge the pioneering work of Kenneth E. Stone, now Professor Emeritus, in applied community retail trade analysis.

This project was supported with funding from the Iowa Agriculture and Home Economics Experiment Station, the research program directed by the College of Agriculture and Life Sciences at Iowa State University.

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## Iowa School District Profiles

# Des Moines Independent

### Overview

This profile describes enrollment trends, student performance, income levels, population, and other characteristics of the Des Moines Independent public school district.

The report utilizes publicly-available data from the Iowa Department of Education, the Iowa Department of Management, and the U.S. Census Bureau. Historical trend data have been aggregated and allocated where possible to align with school district consolidations through the years.

### Neighboring District Comparisons



For selected indicators, Des Moines Independent district values are compared to those of neighboring school districts. The comparison group includes the ten public school districts nearest to Des Moines Independent. Those districts are listed below.

#### Neighboring District Comparison Group

Ankeny	Saydel
Carlisle	Southeast Polk
Indianola	Urbandale
Johnston	Waukee
Norwalk	West Des Moines

Except where otherwise noted, average values for the neighboring district comparison group are *unweighted*, meaning that each district's score contributes equally to the average, regardless of its enrollment size.

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### Department of Economics

June 2013

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#### About the District:

- Des Moines Independent had 33,278 students enrolled in grades PK-12 during the 2012-2013 academic year.
- Among Iowa's 348 public school districts, Des Moines Independent ranked #1 in enrollment size in 2012-2013.
- Administrative offices for the district are located in Polk County, Iowa.

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# District Quick Facts<sup>1</sup>

	Des Moines Independent	Neighboring Districts	State of Iowa
<b>Enrollment Size</b>			
Total PK-12 enrollment.....	33,278		
Median enrollment size.....	-	5,335	700
<b>Enrollment by Hispanic/Latino Origin</b>			
Students of Hispanic or Latino origin.....	7,644		
Percentage of PK-12 students of Hispanic or Latino origin.....	23.0	5.8	9.3
<b>Minority Group Enrollment<sup>2</sup></b>			
Students of Hispanic or Latino origin, regardless of race, plus all students of any race other than White alone.....	17,906		
Percentage of PK-12 students in one or more minority groups.....	53.8	14.8	20.2
<b>English Language Learners</b>			
Students with limited English proficiency.....	5,467		
Percentage of PK-12 students with limited English proficiency.....	16.4	3.1	4.8
<b>Eligibility for Free/Reduced School Lunch</b>			
Eligible for free lunch.....	22,196		
Eligible for reduced-price lunch.....	1,663		
Total eligible for free or reduced-price lunch.....	23,859		
Percentage of PK-12 students eligible for free/reduced-price lunch.....	71.7	25.2	40.3
<b>Poverty Estimates<sup>3</sup></b>			
School district total population.....	206,489		
Number of children ages 5 to 17 years.....	34,430		
Children ages 5 to 17 years in families in poverty.....	8,930		
Percentage of children ages 5-17 years in families in poverty.....	25.9	8.7	14.5 - 16.3

## Notes:

- 1) Unless otherwise noted, data in the District Quick Facts tables were obtained from Iowa Department of Education (IDE) tabulations for the 2012-2013 academic year. Readers are encouraged to visit the IDE Web page (at <http://educateiowa.gov/>) for more detailed data and documentation.
- 2) In order to avoid confusion arising from differences between Iowa Department of Education and U.S. Census Bureau practices for reporting race and ethnicity, enrollment figures by specific race group are not reported here. More detailed tabulations of enrollment by race may be obtained directly from the Iowa Department of Education Website (<http://educateiowa.gov/>).
- 3) Small Area Income and Poverty Estimates (SAIPE), U.S. Census Bureau, 2011. SAIPE data are reported using point estimates for district-level poverty rates and a 90-percent confidence interval for the state-level rate. See the Data Notes for more information about the sources of poverty data appearing in this report.

## District Quick Facts, continued

	Des Moines Independent	Neighboring Districts	State of Iowa
<b>Property Tax Rates <sup>4</sup></b>			
School district property tax rate per \$1,000 valuation.....	\$18.35	\$18.12	\$15.01
<b>Teaching Staff <sup>5</sup></b>			
Full-time teachers.....	2,294		
with teaching position codes (TPC).....	2,246		
Part-time teachers.....	37		
All other teachers, including shared positions.....	0		
<b>Student-to-Staff Ratios</b>			
Certified enrollment.....	32,062		
<i>Ratio of certified enrollment to full-time teachers.....</i>	14.0	15.1	14.0
<i>Ratio of certified enrollment to full-time teachers w/TPC.....</i>	14.3	17.5	16.6
<b>Teacher Salaries <sup>6</sup></b>			
Average regular salary (\$) for full-time teachers w/TPC.....	52,787	53,356	51,017
Average total salary (\$) for full-time teachers w/TPC.....	53,635	54,458	52,145
Minimum total salary (\$) for full-time teachers w/TPC.....	32,325	35,524	28,000
Maximum total salary (\$) for full-time teachers w/TPC.....	81,618	81,578	96,823
<b>Teacher Education and Experience</b>			
Number of full-time teachers with advanced degrees.....	1,030		
<i>Percentage of full-time teachers with advanced degrees.....</i>	44.9	39.2	32.8
Average total years of experience for full-time teachers.....	13.2	12.8	14.1
Average age in years of full-time teachers.....	41.5	39.3	41.4
<b>High School Graduation and Dropout Rates <sup>7</sup></b>			
4-year cohort graduation rate for the Class of 2012.....	79.1	95.5	89.3
Dropout rate for students in Grades 9-12 during 2011-2012.....	7.1	1.2	3.2

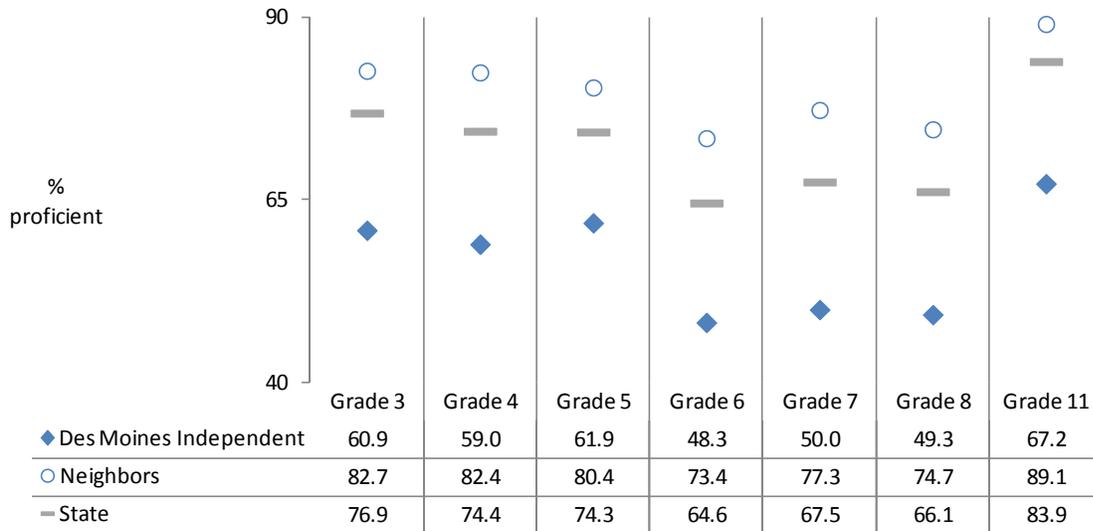
### Notes:

- 4) Valuations for FY 2013 School Budgets, Iowa Department of Management.
- 5) Staff members with teaching position codes (TPC) may also serve in additional administrative or support capacities.
- 6) Regular salary covers direct position responsibilities and includes teacher salary supplement and professional development. Total salary includes regular salary plus extra salary paid for extracurricular and extra duties.
- 7) Graduates in the 4-year cohort include first-time 9th grade students in fall of 2008 who graduated in 2012 or before, plus students who transferred into that cohort and graduated in 2012 or before. Dropout rates measure the percentage of students in grades 9-12 who dropped out during the one-year period beginning October 1, 2011.

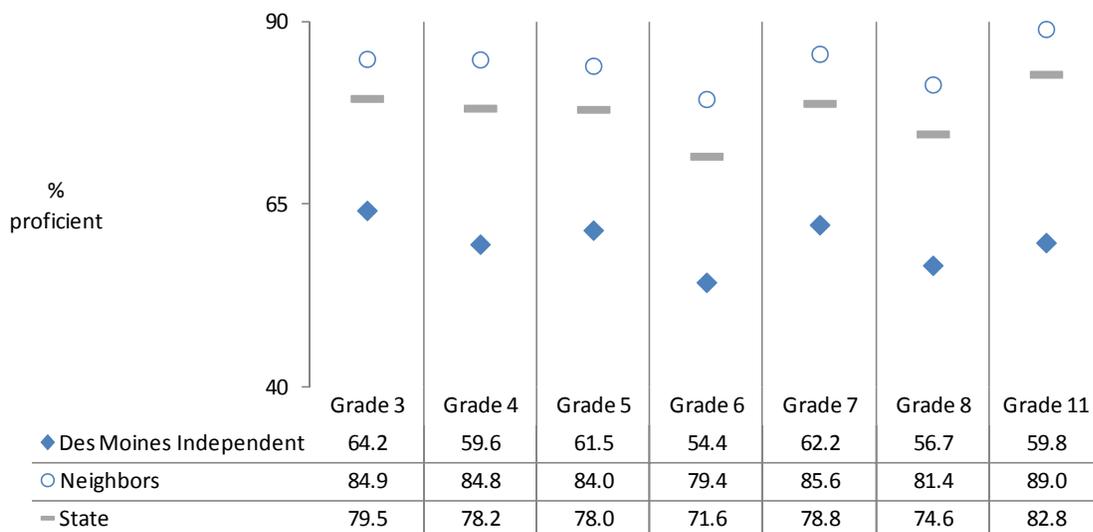
# Adequate Yearly Progress (AYP) in Reading and Math

The Iowa Assessment Reading and Math Tests are used to evaluate adequate yearly progress of students in Iowa’s school districts. The following charts illustrate the percentage of Des Moines Independent students designated as “proficient” or “advanced” in reading and math based on their standardized test scores for 2012. Source data were obtained from the Iowa Department of Education.

## Reading Proficiency by Grade, 2012

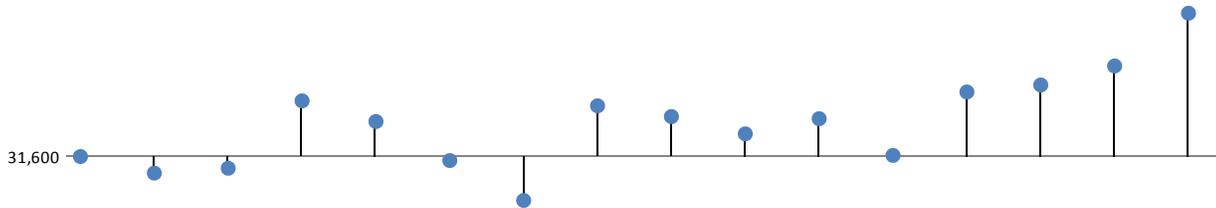


## Math Proficiency by Grade, 2012



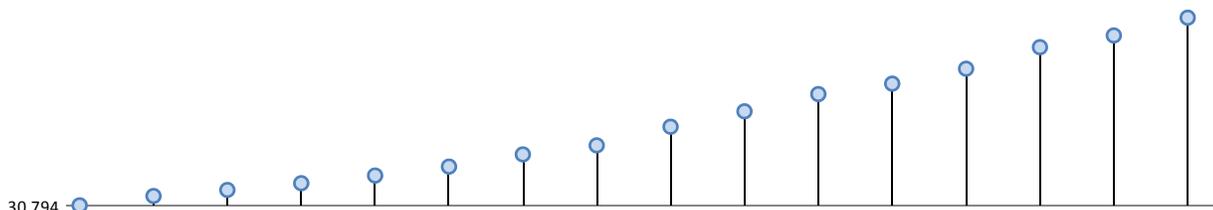
## Recent Enrollment Trends

### Des Moines Independent: PK-12 enrollment benchmarked to 1997-1998



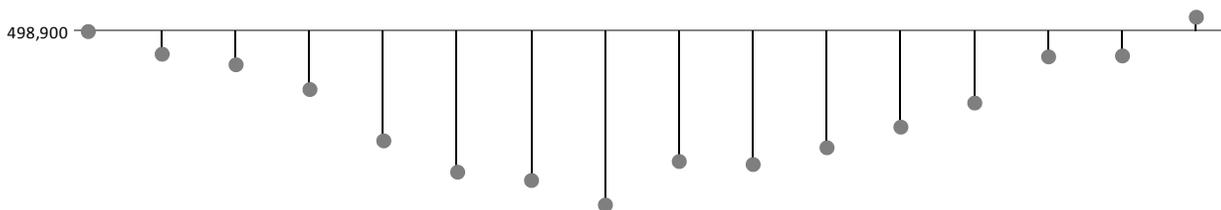
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
●	31,600	31,406	31,463	32,252	32,010	31,553	31,086	32,194	32,068	31,866	32,043	31,613	32,356	32,438	32,660	33,278

### Neighboring Districts (aggregated total): PK-12 enrollment benchmarked to 1997-1998



	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
○	34,779	35,707	36,307	36,974	37,738	38,624	39,832	40,727	42,579	44,106	45,818	46,853	48,334	50,469	51,634	53,399

### State of Iowa: PK-12 enrollment benchmarked to 1997-1998



	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
●	498,900	496,214	494,962	492,022	485,932	482,210	481,226	478,319	483,482	483,122	485,115	487,559	490,417	495,897	496,009	500,601

# Enrollment and Percentage of Enrollment by Grade, 2012-2013

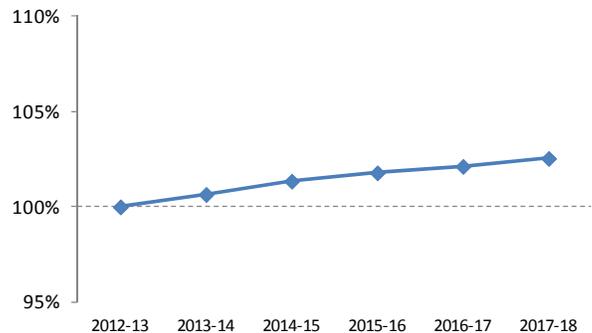
Grade Level	Des Moines Independent			Neighboring Districts	State of Iowa
	Number of students	Percentage of total			
Pre-Kindergarten.....	2,390	7.2		4.0	5.5
Kindergarten.....	2,883	8.7		7.9	8.3
Grade 1.....	2,709	8.1		7.4	7.3
Grade 2.....	2,546	7.7		7.6	7.2
Grade 3.....	2,505	7.5		7.1	7.1
Grade 4.....	2,343	7.0		7.3	7.1
Grade 5.....	2,320	7.0		7.4	7.0
Grade 6.....	2,263	6.8		7.6	7.1
Grade 7.....	2,283	6.9		7.4	7.2
Grade 8.....	2,199	6.6		7.3	7.1
Grade 9.....	2,153	6.5		7.9	7.3
Grade 10.....	2,165	6.5		7.4	7.3
Grade 11.....	2,119	6.4		7.1	7.1
Grade 12.....	2,400	7.2		6.6	7.3
Total enrollment.....	33,278	100.0		100.0	100.0

## Projected Changes in Certified Enrollment (as a percentage of 2012-2013)

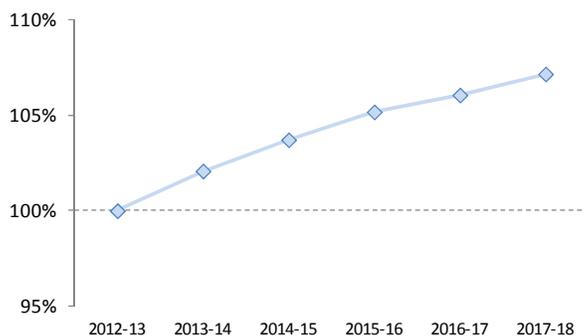
The Iowa Department of Education projects an overall gain of 2.5 percent in Des Moines Independent certified enrollment through the next five academic years, from a baseline of 32,062 students in 2012-2013.

*Note: Certified enrollment may differ from total enrollment values reported elsewhere in this profile. See the Data Notes for more information.*

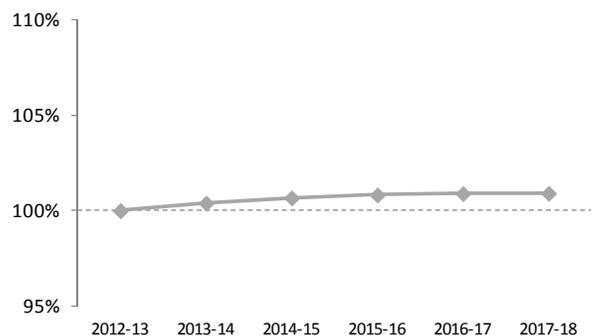
Des Moines Independent



Neighbors (aggregated total)



State of Iowa



## 2010 Census Demographic Summary, U.S. Census Bureau

The decennial population census, last conducted in 2010, provides the most accurate data available on school district population size; population by age, race, and ethnicity; and number and types of households and families. The following table summarizes 2010 Census data for Des Moines Independent.

	Des Moines Independent		Neighboring Districts	State of Iowa
	Number	Percentage		
<b>Total population</b> .....	203,307			
Under 18 years of age.....	49,858	24.5	26.6	23.9
Age 65 years or older.....	23,012	11.3	11.0	14.9
Hispanic or Latino, any race.....	24,128	11.9	3.4	5.0
Race other than White alone, regardless of Hispanic/Latino origin.....	47,211	23.2	7.0	8.7
White alone, not Hispanic or Latino.....	144,125	70.9	90.8	88.7
<b>Households</b> .....	81,642			
In owner-occupied housing units.....	51,437	63.0	78.1	72.1
Family households.....	47,510	58.2	70.8	64.7
Householder age 65 years or older.....	11,544	14.1	15.2	19.3
<b>Families with related children &lt; 18 years of age</b> .....	24,969			
Married couple families.....	14,234	57.0	75.8	69.4
Female householder, no husband present.....	8,022	32.1	17.5	21.7

## American Community Survey Profiles, U.S. Census Bureau

The American Community Survey (ACS) is an ongoing survey of households conducted by the U.S. Census Bureau. The ACS supplements the decennial census program by providing more up-to-date and detailed socio-economic data for the nation, states, and smaller geographic areas. Published ACS estimates for small areas such as school districts represent rolling averages of survey responses received during a five-year data collection period. The most recent ACS data release describes average conditions during 2007-2011.

ACS estimates are derived from a sample of the population, as opposed to a complete enumeration. To reflect the degree of sampling error inherent in the survey process, the Census Bureau reports a margin of error (MOE) value with each published ACS estimate. This report applies the MOE values in two ways: (1) to construct a 90-percent confidence interval showing lower and upper bounds for an estimate's likely values, and (2) to calculate a coefficient of variation (CV) score for each estimate. The CV score, a ratio of the standard error of an estimate to the estimate itself, provides a convenient way to evaluate whether the sampled population was of sufficient size to reasonably represent the true population.

The following tables contain ACS demographic and income data for the district. Readers should evaluate any published ACS estimate within context of its CV score, as indicated by a color-coded data quality flag. Estimates with a CV greater than 50 percent are not recommended for use; however, readers may decide for themselves whether the data quality for a given measure is adequate for their specific needs.

# Demographic Profile, 2007-2011 American Community Survey

See Page 7 for more information about interpreting ACS data.

Des Moines Independent	Point Estimate	Range of Likely Values		Data Quality Flag
		Lower Bound	Upper Bound	
<b>Total population</b> .....	204,130	203,187	... 205,073	?
<b>Age 65 years or older (% of all persons)</b> .....	11.4	11.1	... 11.7	?
<b>Race and ethnicity (% of all persons)</b>				
White alone.....	77.9	77.2	... 78.6	?
Black alone.....	10.1	9.7	... 10.5	?
American Indian/Alaska Native alone.....	0.4	0.3	... 0.5	?
Asian alone.....	4.4	4.0	... 4.8	?
Native Hawaiian/Other Pacific Islander alone.....	0.0	0.0	... 0.1	???
Other race alone.....	4.2	3.6	... 4.8	?
Two or more races.....	3.0	2.6	... 3.4	?
Hispanic, any race.....	11.5	11.0	... 12.0	?
<b>Educational attainment (% of adults age 25 years or older)</b>				
High school diploma or equivalent.....	86.0	85.3	... 86.7	?
Bachelor's degree or higher.....	23.6	22.9	... 24.3	?
<b>Children in households by family type (number of children)</b>				
Total children.....	50,070	49,258	... 50,882	?
In married couple family.....	29,334	28,139	... 30,529	?
Male householder, no wife present.....	4,379	3,673	... 5,085	?
Female householder, no husband present (NHP).....	15,968	14,796	... 17,140	?
Non-family household.....	389	175	... 603	???
<b>Children by employment status of parents</b>				
Number of own children < 6 years with all parents in labor force.....	12,794	11,972	... 13,616	?
Percentage of own children < 6 years with all parents in labor force.....	70.6	67.4	... 73.8	?
Number of own children 6-17 years with all parents in labor force.....	23,010	22,067	... 23,953	?
Percentage of own children 6-17 years with all parents in labor force.....	77.5	75.1	... 79.9	?

## DATA QUALITY KEY

Flag	Degree of uncertainty based on coefficient of variation (CV) score	Guidelines for data use
?	Acceptable degree of uncertainty (CV < 25 percent)	Use data with relative confidence
??	Moderate degree of uncertainty (CV = 25 to 50 percent)	Use data with caution
???	High degree of uncertainty (CV > 50 percent)	Data use is NOT recommended

# Income Profile, 2007-2011 American Community Survey

See Page 7 for more information about interpreting ACS data.

Des Moines Independent	Point Estimate	Range of Likely Values		Data Quality Flag
		Lower Bound	Upper Bound	
<b>Income characteristics (\$)</b>				
Median household income.....	45,040	44,064	... 46,016	?
Mean household income.....	56,924	55,750	... 58,098	?
Median family income.....	55,528	54,104	... 56,952	?
Mean family income.....	67,707	65,784	... 69,630	?
Per capita income.....	23,870	23,342	... 24,398	?
<b>Families in poverty (number of families)</b>				
All families in poverty.....	6,008	5,502	... 100	?
Married couple families in poverty.....	1,387	1,155	... 100	?
Male householder no wife present with related children in poverty.....	609	444	... 100	?
Female householder NHP with related children in poverty.....	3,225	2,833	... 100	?
<b>Families at selected ratios of income to poverty level (number of families)</b>				
Under 130%.....	8741	8163	... 100	?
130% to 149%.....	1946	1617	... 100	?
150% to 184%.....	3700	3261	... 100	?
<b>Poverty rates for selected family types (% in poverty)</b>				
Families with related children under 18 years.....	20.2	18.5	... 21.9	?
Female householder NHP w/related children under 18 years.....	38.1	34.1	... 42.1	?
<b>Child poverty rates* (% in poverty)</b>				
All children.....	24.8	22.7	... 26.9	?
Related children under 5 years of age.....	29.0	25.7	... 32.3	?
Related children ages 5-17 years.....	22.3	20.1	... 24.5	?

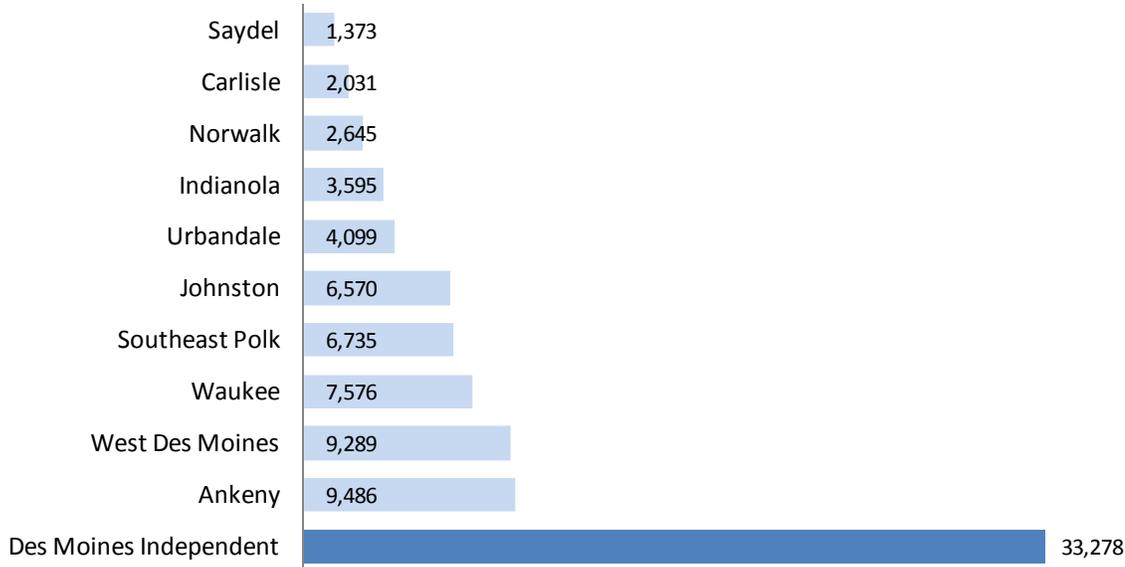
\*Note: The child poverty rates reported above may differ from the single-year estimates reported on Page 2, which were obtained from the Small Area Income and Poverty Estimates (SAIPE) program, U.S. Census Bureau. SAIPE estimates, which the Census Bureau considers more precise, are used for Title I allocations to school districts.

## DATA QUALITY KEY

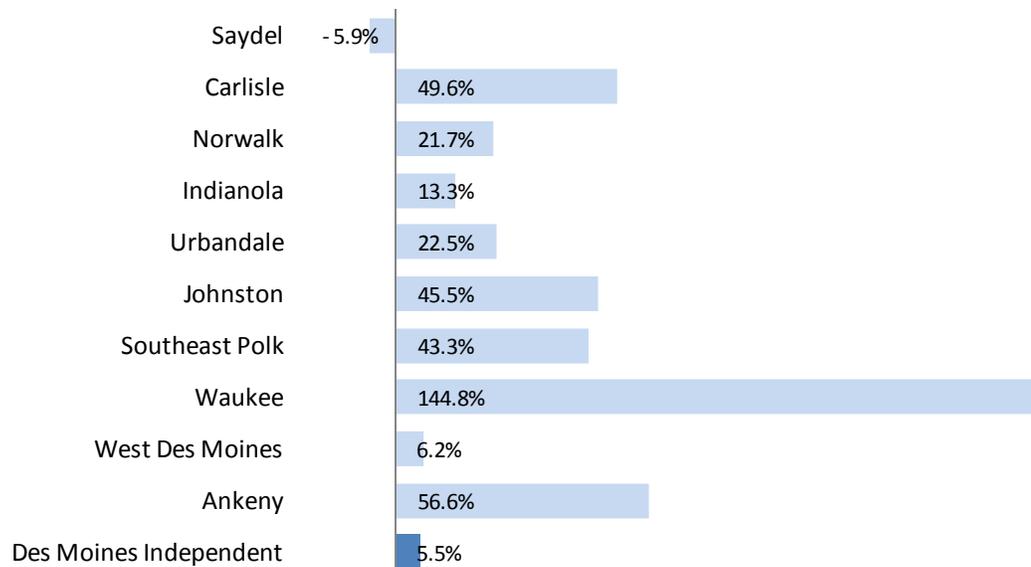
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## Neighboring District Comparison Charts

### Total PK-12 Enrollment, 2012-2013 (Iowa Department of Education)

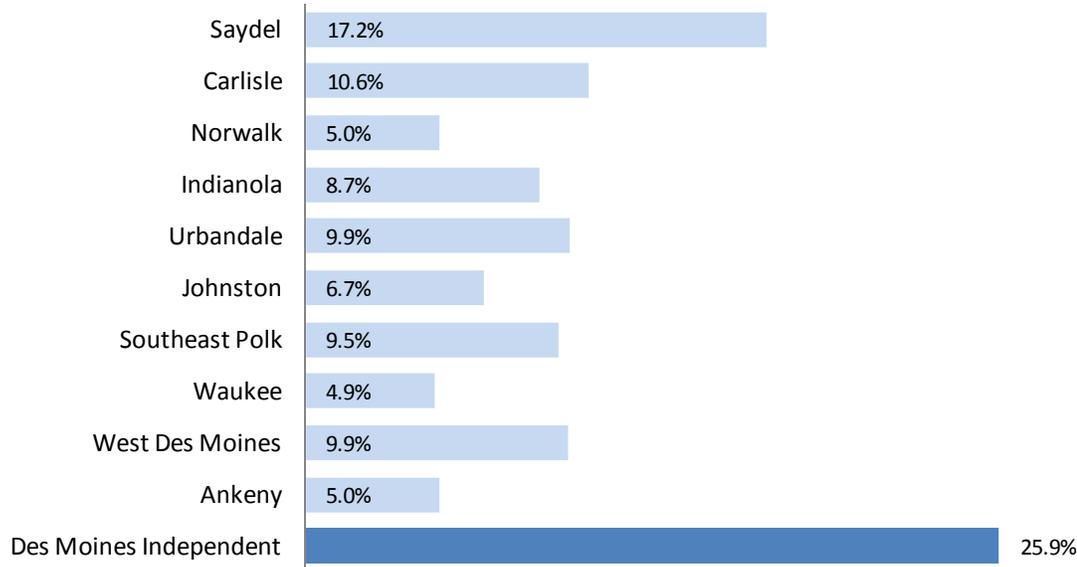


### Ten-Year Percentage Change in PK-12 Enrollment, 2002-2003 to 2012-2013 (Iowa Department of Education)

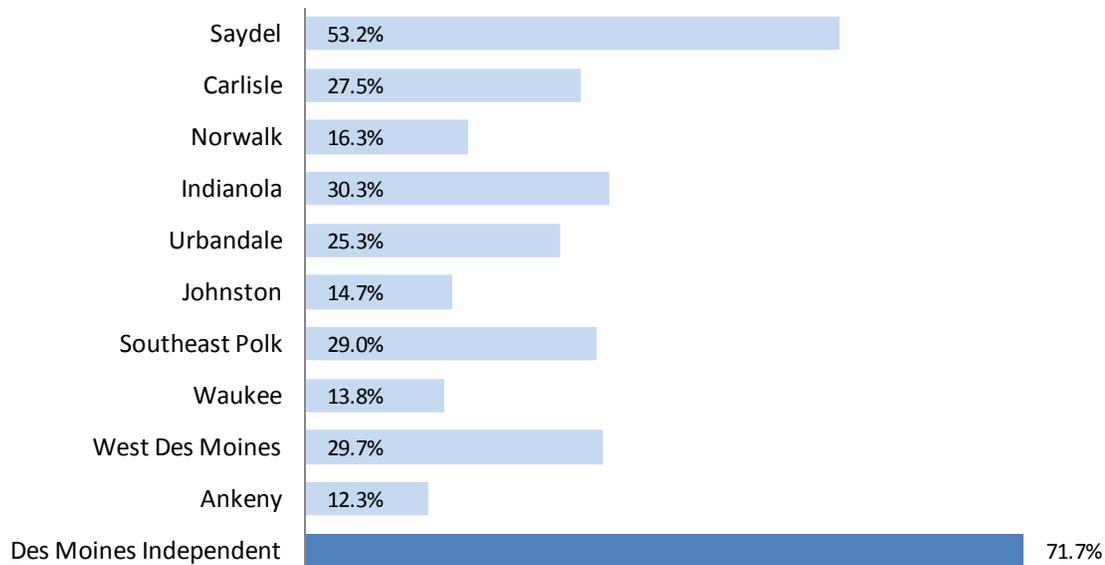


## Neighboring District Comparison Charts

Percentage of School-Age Children in Families in Poverty, 2011  
(SAIPE, U.S. Census Bureau)

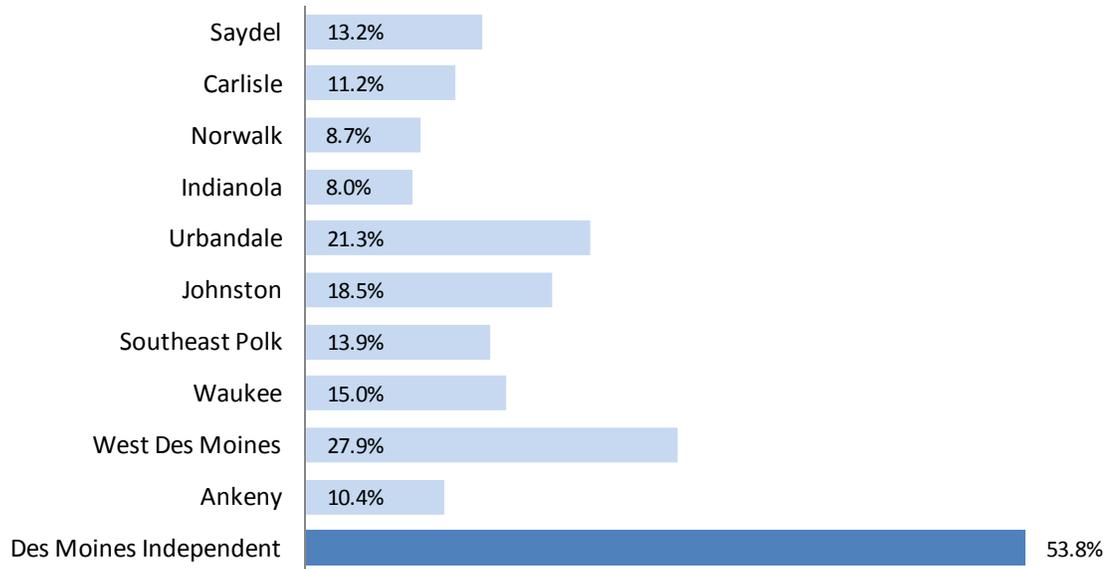


Percentage of Students Eligible for Free or Reduced-Price Lunch, 2012-2013  
(Iowa Department of Education)

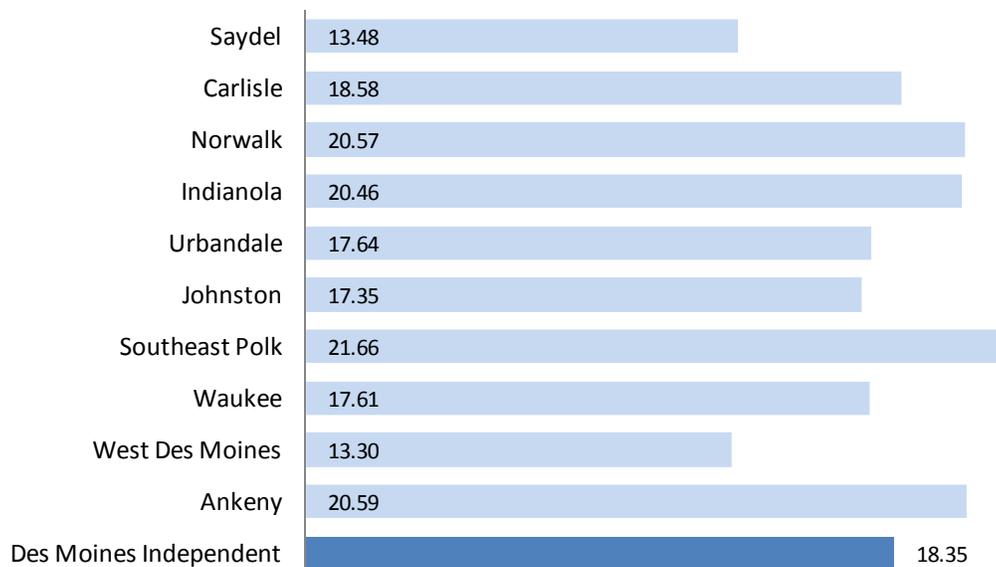


## Neighboring District Comparison Charts

### Minority Group Percentage Share of PK-12 Enrollment, 2012-2013 (Iowa Department of Education)



### School District Property Tax Rate Per \$1,000 Valuation, FY 2013 (Iowa Department of Management)





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## Data Notes and Sources

- **Current and historical enrollment** data were obtained from the Iowa Department of Education's Basic Educational Data Survey (BEDS) tabulations. These values may differ from *certified* enrollment totals, which are used for allocation of state funding and other administrative purposes.
- **Projected enrollment** data, describing expected short-term changes in certified enrollment, were obtained from the Iowa Department of Education.
- **Adequate Yearly Progress (AYP), teaching staff, and student** data such as eligibility for Free or Reduced School Lunch and English language proficiency were obtained from the Iowa Department of Education.
- **Property tax rates** were obtained from the Iowa Department of Management.
- **Poverty** data were obtained from the Small Area Income and Poverty Estimates (SAIPE) and American Community Survey programs, both administered by the U.S. Census Bureau. The SAIPE estimates are preferred for official reporting of student poverty rates and for allocation of Title I funding. The ACS data provide additional detail to help characterize poverty levels among individuals and families within the district.
- **Other population and income data** were obtained from the 2010 Census and the American Community Survey, U.S. Census Bureau.

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## Iowa School District Profiles

# Southeast Polk

### Overview

This profile describes enrollment trends, student performance, income levels, population, and other characteristics of the Southeast Polk public school district.

The report utilizes publicly-available data from the Iowa Department of Education, the Iowa Department of Management, and the U.S. Census Bureau. Historical trend data have been aggregated and allocated where possible to align with school district consolidations through the years.

### Neighboring District Comparisons



For selected indicators, Southeast Polk district values are compared to those of neighboring school districts. The comparison group includes the ten public school districts nearest to Southeast Polk. Those districts are listed below.

#### Neighboring District Comparison Group

Ankeny	Norwalk
Bondurant-Farrar	PCM
Carlisle	Pleasantville
Colfax-Mingo	Saydel
Des Moines Independent	West Des Moines

Except where otherwise noted, average values for the neighboring district comparison group are *unweighted*, meaning that each district's score contributes equally to the average, regardless of its enrollment size.

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### Department of Economics

June 2013

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#### About the District:

- Southeast Polk had 6,735 students enrolled in grades PK-12 during the 2012-2013 academic year.
- Among Iowa's 348 public school districts, Southeast Polk ranked #13 in enrollment size in 2012-2013.
- Administrative offices for the district are located in Polk County, Iowa.

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#### Contents:

District Quick Facts	2-3
AYP Test Scores	4
Enrollment Trends	5-6
Demographic Data	7-8
Income Data	9
Comparison Charts	10-12
Data Notes	13

# District Quick Facts<sup>1</sup>

	Southeast Polk	Neighboring Districts	State of Iowa
<b>Enrollment Size</b>			
Total PK-12 enrollment.....	6,735		
Median enrollment size.....	-	1,821	700
<b>Enrollment by Hispanic/Latino Origin</b>			
Students of Hispanic or Latino origin.....	407		
Percentage of PK-12 students of Hispanic or Latino origin.....	6.0	6.6	9.3
<b>Minority Group Enrollment<sup>2</sup></b>			
Students of Hispanic or Latino origin, regardless of race, plus all students of any race other than White alone.....	934		
Percentage of PK-12 students in one or more minority groups.....	13.9	14.7	20.2
<b>English Language Learners</b>			
Students with limited English proficiency.....	127		
Percentage of PK-12 students with limited English proficiency.....	1.9	3.0	4.8
<b>Eligibility for Free/Reduced School Lunch</b>			
Eligible for free lunch.....	1,556		
Eligible for reduced-price lunch.....	398		
Total eligible for free or reduced-price lunch.....	1,954		
Percentage of PK-12 students eligible for free/reduced-price lunch.....	29.0	32.6	40.3
<b>Poverty Estimates<sup>3</sup></b>			
School district total population.....	32,479		
Number of children ages 5 to 17 years.....	6,574		
Children ages 5 to 17 years in families in poverty.....	623		
Percentage of children ages 5-17 years in families in poverty.....	9.5	11.1	14.5 - 16.3

## Notes:

- 1) Unless otherwise noted, data in the District Quick Facts tables were obtained from Iowa Department of Education (IDE) tabulations for the 2012-2013 academic year. Readers are encouraged to visit the IDE Web page (at <http://educateiowa.gov/>) for more detailed data and documentation.
- 2) In order to avoid confusion arising from differences between Iowa Department of Education and U.S. Census Bureau practices for reporting race and ethnicity, enrollment figures by specific race group are not reported here. More detailed tabulations of enrollment by race may be obtained directly from the Iowa Department of Education Website (<http://educateiowa.gov/>).
- 3) Small Area Income and Poverty Estimates (SAIPE), U.S. Census Bureau, 2011. SAIPE data are reported using point estimates for district-level poverty rates and a 90-percent confidence interval for the state-level rate. See the Data Notes for more information about the sources of poverty data appearing in this report.

## District Quick Facts, continued

	Southeast Polk	Neighboring Districts	State of Iowa
<b>Property Tax Rates <sup>4</sup></b>			
School district property tax rate per \$1,000 valuation.....	\$21.66	\$17.18	\$15.01
<b>Teaching Staff <sup>5</sup></b>			
Full-time teachers.....	396		
with teaching position codes (TPC).....	359		
Part-time teachers.....	10		
All other teachers, including shared positions.....	2		
<b>Student-to-Staff Ratios</b>			
Certified enrollment.....	6,400		
<i>Ratio of certified enrollment to full-time teachers.....</i>	16.2	14.2	14.0
<i>Ratio of certified enrollment to full-time teachers w/TPC.....</i>	17.8	16.5	16.6
<b>Teacher Salaries <sup>6</sup></b>			
Average regular salary (\$) for full-time teachers w/TPC.....	58,306	48,707	51,017
Average total salary (\$) for full-time teachers w/TPC.....	58,836	49,368	52,145
Minimum total salary (\$) for full-time teachers w/TPC.....	32,767	33,927	28,000
Maximum total salary (\$) for full-time teachers w/TPC.....	87,764	71,868	96,823
<b>Teacher Education and Experience</b>			
Number of full-time teachers with advanced degrees.....	121		
<i>Percentage of full-time teachers with advanced degrees.....</i>	30.6	28.7	32.8
Average total years of experience for full-time teachers.....	13.1	13.0	14.1
Average age in years of full-time teachers.....	39.9	39.8	41.4
<b>High School Graduation and Dropout Rates <sup>7</sup></b>			
4-year cohort graduation rate for the Class of 2012.....	96.2	94.9	89.3
Dropout rate for students in Grades 9-12 during 2011-2012.....	1.2	1.6	3.2

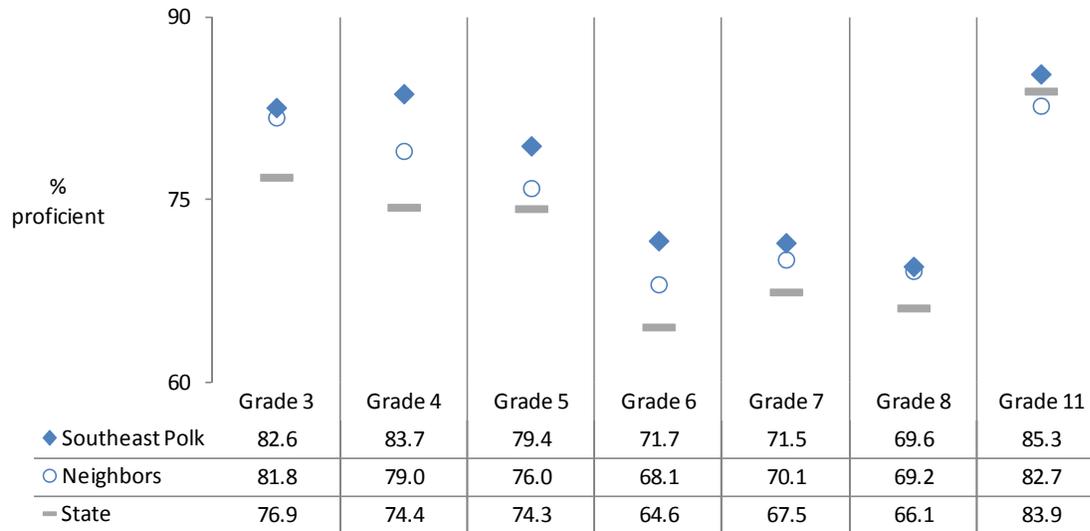
### Notes:

- 4) Valuations for FY 2013 School Budgets, Iowa Department of Management.
- 5) Staff members with teaching position codes (TPC) may also serve in additional administrative or support capacities.
- 6) Regular salary covers direct position responsibilities and includes teacher salary supplement and professional development. Total salary includes regular salary plus extra salary paid for extracurricular and extra duties.
- 7) Graduates in the 4-year cohort include first-time 9th grade students in fall of 2008 who graduated in 2012 or before, plus students who transferred into that cohort and graduated in 2012 or before. Dropout rates measure the percentage of students in grades 9-12 who dropped out during the one-year period beginning October 1, 2011.

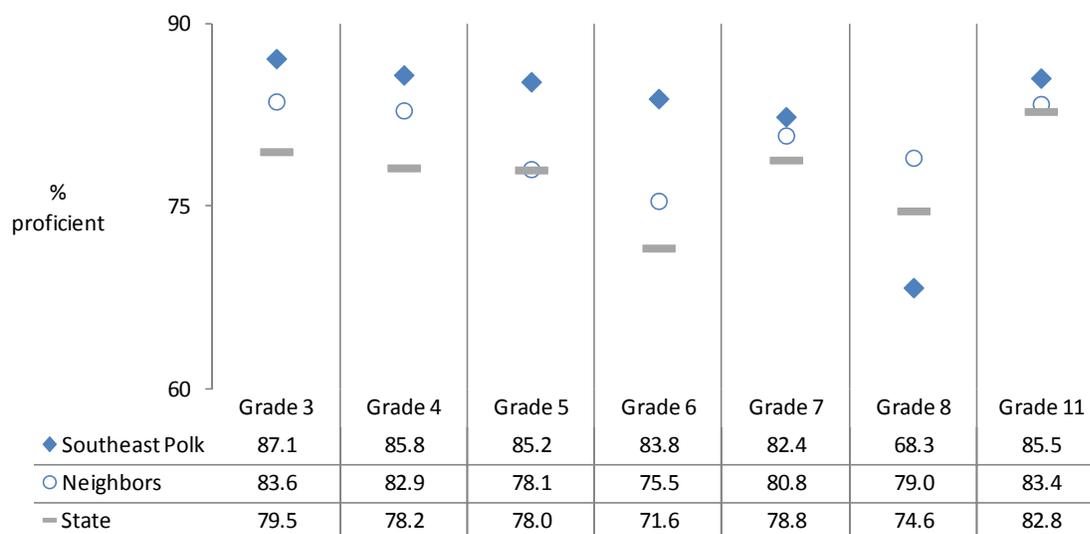
# Adequate Yearly Progress (AYP) in Reading and Math

The Iowa Assessment Reading and Math Tests are used to evaluate adequate yearly progress of students in Iowa’s school districts. The following charts illustrate the percentage of Southeast Polk students designated as “proficient” or “advanced” in reading and math based on their standardized test scores for 2012. Source data were obtained from the Iowa Department of Education.

## Reading Proficiency by Grade, 2012

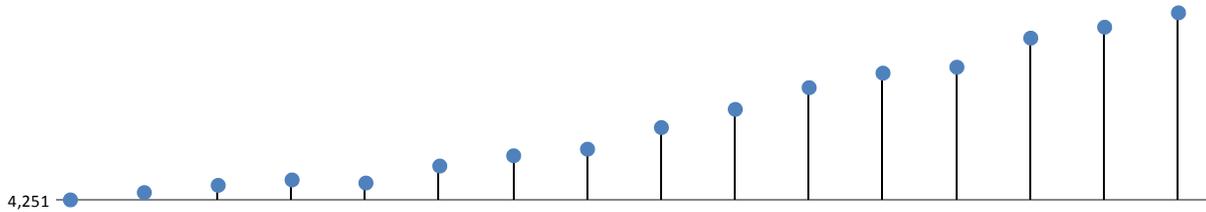


## Math Proficiency by Grade, 2012



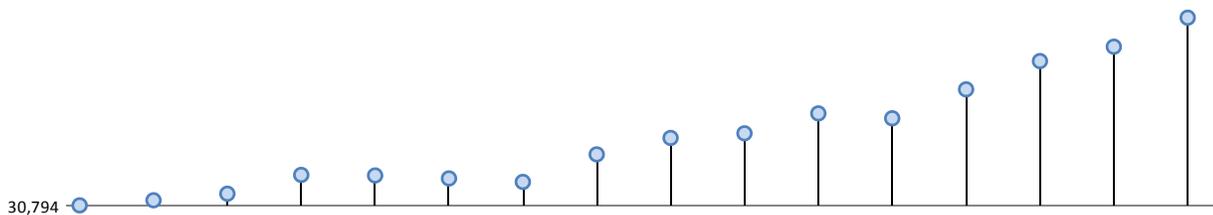
## Recent Enrollment Trends

### Southeast Polk: PK-12 enrollment benchmarked to 1997-1998



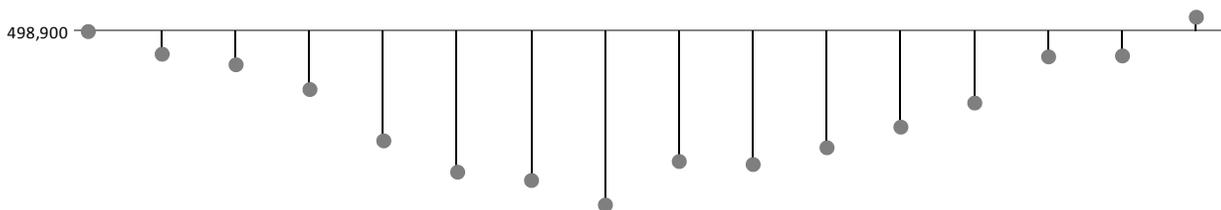
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
●	4,251	4,348	4,444	4,516	4,475	4,700	4,837	4,924	5,211	5,453	5,741	5,934	6,013	6,399	6,544	6,735

### Neighboring Districts (aggregated total): PK-12 enrollment benchmarked to 1997-1998



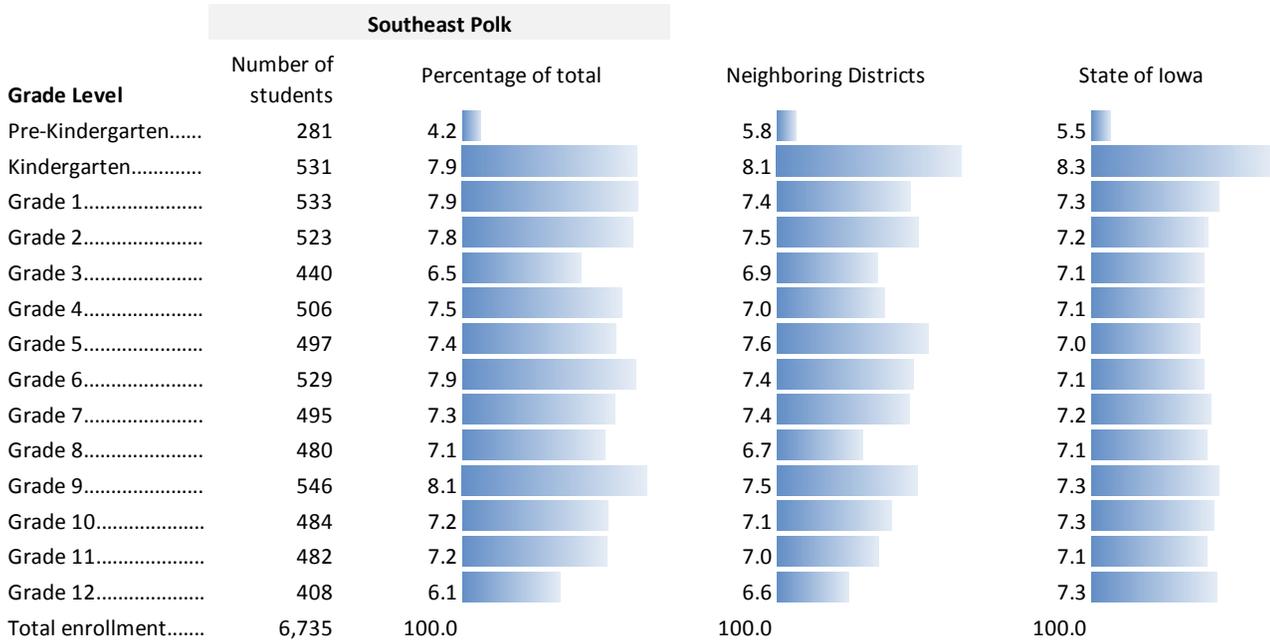
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
○	53,649	53,884	54,187	55,054	55,029	54,892	54,731	56,002	56,761	56,973	57,892	57,666	59,001	60,307	60,969	62,309

### State of Iowa: PK-12 enrollment benchmarked to 1997-1998



	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
●	498,900	496,214	494,962	492,022	485,932	482,210	481,226	478,319	483,482	483,122	485,115	487,559	490,417	495,897	496,009	500,601

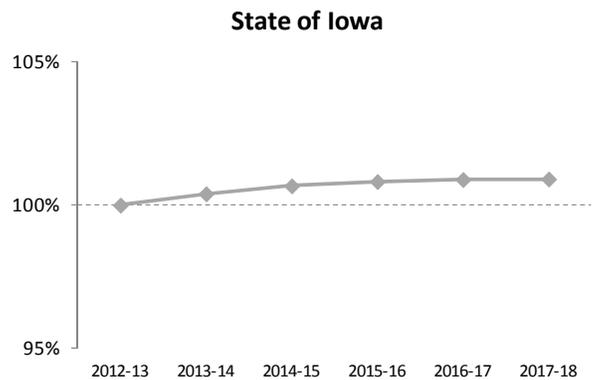
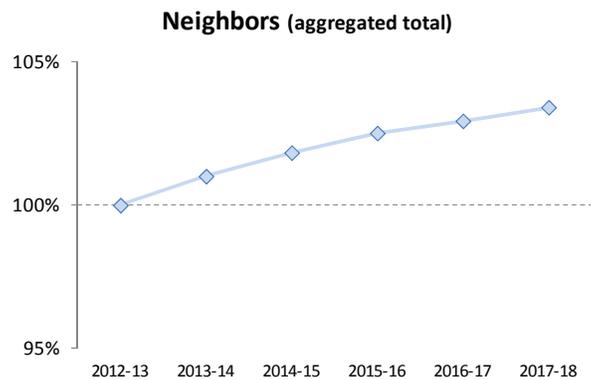
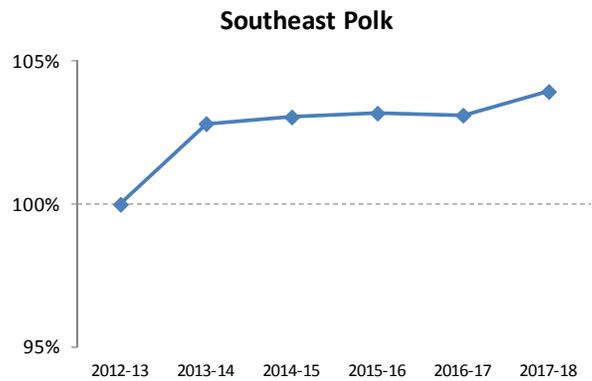
# Enrollment and Percentage of Enrollment by Grade, 2012-2013



## Projected Changes in Certified Enrollment (as a percentage of 2012-2013)

The Iowa Department of Education projects an overall gain of 4.0 percent in Southeast Polk certified enrollment through the next five academic years, from a baseline of 6,400 students in 2012-2013.

*Note: Certified enrollment may differ from total enrollment values reported elsewhere in this profile. See the Data Notes for more information.*



## 2010 Census Demographic Summary, U.S. Census Bureau

The decennial population census, last conducted in 2010, provides the most accurate data available on school district population size; population by age, race, and ethnicity; and number and types of households and families. The following table summarizes 2010 Census data for Southeast Polk.

	Southeast Polk		Neighboring Districts	State of Iowa
	Number	Percentage		
<b>Total population</b> .....	31,979			
Under 18 years of age.....	8,907	27.9	26.3	23.9
Age 65 years or older.....	3,200	10.0	12.1	14.9
Hispanic or Latino, any race.....	978	3.1	3.7	5.0
Race other than White alone, regardless of Hispanic/Latino origin.....	1,952	6.1	6.5	8.7
White alone, not Hispanic or Latino.....	29,423	92.0	91.2	88.7
<b>Households</b> .....	11,750			
In owner-occupied housing units.....	9,267	78.9	78.6	72.1
Family households.....	8,692	74.0	70.4	64.7
Householder age 65 years or older.....	1,656	14.1	17.1	19.3
<b>Families with related children &lt; 18 years of age</b> .....	4,633			
Married couple families.....	3,463	74.7	72.8	69.4
Female householder, no husband present.....	862	18.6	18.9	21.7

## American Community Survey Profiles, U.S. Census Bureau

The American Community Survey (ACS) is an ongoing survey of households conducted by the U.S. Census Bureau. The ACS supplements the decennial census program by providing more up-to-date and detailed socio-economic data for the nation, states, and smaller geographic areas. Published ACS estimates for small areas such as school districts represent rolling averages of survey responses received during a five-year data collection period. The most recent ACS data release describes average conditions during 2007-2011.

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# Demographic Profile, 2007-2011 American Community Survey

See Page 7 for more information about interpreting ACS data.

Southeast Polk	Point Estimate	Range of Likely Values		Data Quality Flag
		Lower Bound	Upper Bound	
<b>Total population</b> .....	31,097	30,370	31,824	?
<b>Age 65 years or older (% of all persons)</b> .....	10.1	9.3	10.9	?
<b>Race and ethnicity (% of all persons)</b>				
White alone.....	95.5	94.1	96.9	?
Black alone.....	1.5	0.7	2.3	??
American Indian/Alaska Native alone.....	0.1	0.0	0.2	???
Asian alone.....	1.1	0.5	1.7	??
Native Hawaiian/Other Pacific Islander alone.....	0.0	0.0	0.1	???
Other race alone.....	0.9	0.1	1.7	???
Two or more races.....	0.8	0.4	1.2	??
Hispanic, any race.....	3.1	2.0	4.2	?
<b>Educational attainment (% of adults age 25 years or older)</b>				
High school diploma or equivalent.....	94.3	93.2	95.4	?
Bachelor's degree or higher.....	28.9	26.5	31.3	?
<b>Children in households by family type (number of children)</b>				
Total children.....	8,019	7,603	8,435	?
In married couple family.....	6,339	5,846	6,832	?
Male householder, no wife present.....	504	280	728	??
Female householder, no husband present (NHP).....	1,147	812	1,482	?
Non-family household.....	29	0	62	???
<b>Children by employment status of parents</b>				
Number of own children < 6 years with all parents in labor force.....	2,143	1,816	2,470	?
Percentage of own children < 6 years with all parents in labor force.....	79.4	71.7	87.1	?
Number of own children 6-17 years with all parents in labor force.....	4,426	3,981	4,871	?
Percentage of own children 6-17 years with all parents in labor force.....	86.1	82.3	89.9	?

## DATA QUALITY KEY

Flag	Degree of uncertainty based on coefficient of variation (CV) score	Guidelines for data use
?	Acceptable degree of uncertainty (CV < 25 percent)	Use data with relative confidence
??	Moderate degree of uncertainty (CV = 25 to 50 percent)	Use data with caution
???	High degree of uncertainty (CV > 50 percent)	Data use is NOT recommended

# Income Profile, 2007-2011 American Community Survey

See Page 7 for more information about interpreting ACS data.

Southeast Polk	Point Estimate	Range of Likely Values		Data Quality Flag	
		Lower Bound	Upper Bound		
<b>Income characteristics (\$)</b>					
Median household income.....	71,255	67,829	...	74,681	?
Mean household income.....	80,775	76,886	...	84,664	?
Median family income.....	82,956	78,852	...	87,060	?
Mean family income.....	92,974	88,069	...	97,879	?
Per capita income.....	30,535	29,110	...	31,960	?
<b>Families in poverty (number of families)</b>					
All families in poverty.....	294	190	...	100	?
Married couple families in poverty.....	74	13	...	100	???
Male householder no wife present with related children in poverty.....	30	0	...	63	???
Female householder NHP with related children in poverty.....	171	85	...	100	??
<b>Families at selected ratios of income to poverty level (number of families)</b>					
Under 130%.....	376	267	...	100	?
130% to 149%.....	106	21	...	100	??
150% to 184%.....	470	314	...	100	?
<b>Poverty rates for selected family types (% in poverty)</b>					
Families with related children under 18 years.....	5.9	3.7	...	8.1	?
Female householder NHP w/related children under 18 years.....	23.2	12.2	...	34.2	??
<b>Child poverty rates* (% in poverty)</b>					
All children.....	8.4	5.7	...	11.1	?
Related children under 5 years of age.....	12.6	5.9	...	19.3	??
Related children ages 5-17 years.....	5.3	3.3	...	7.3	?

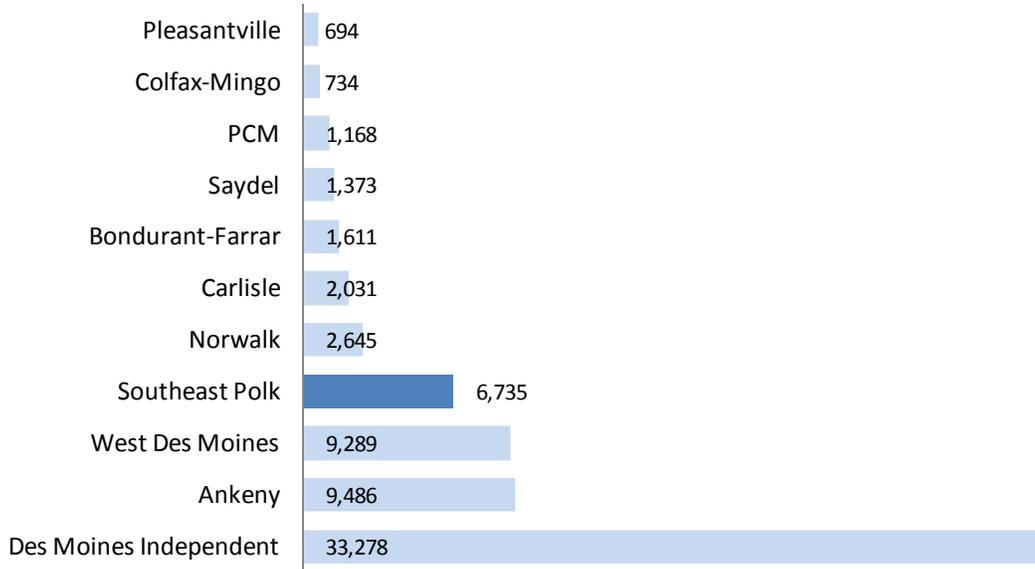
\*Note: The child poverty rates reported above may differ from the single-year estimates reported on Page 2, which were obtained from the Small Area Income and Poverty Estimates (SAIPE) program, U.S. Census Bureau. SAIPE estimates, which the Census Bureau considers more precise, are used for Title I allocations to school districts.

## DATA QUALITY KEY

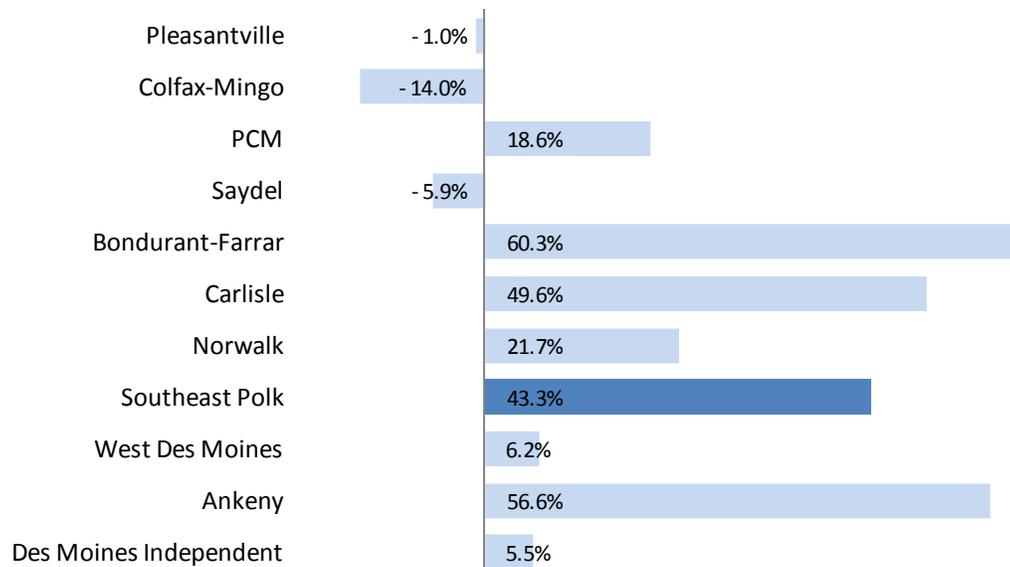
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## Neighboring District Comparison Charts

### Total PK-12 Enrollment, 2012-2013 (Iowa Department of Education)

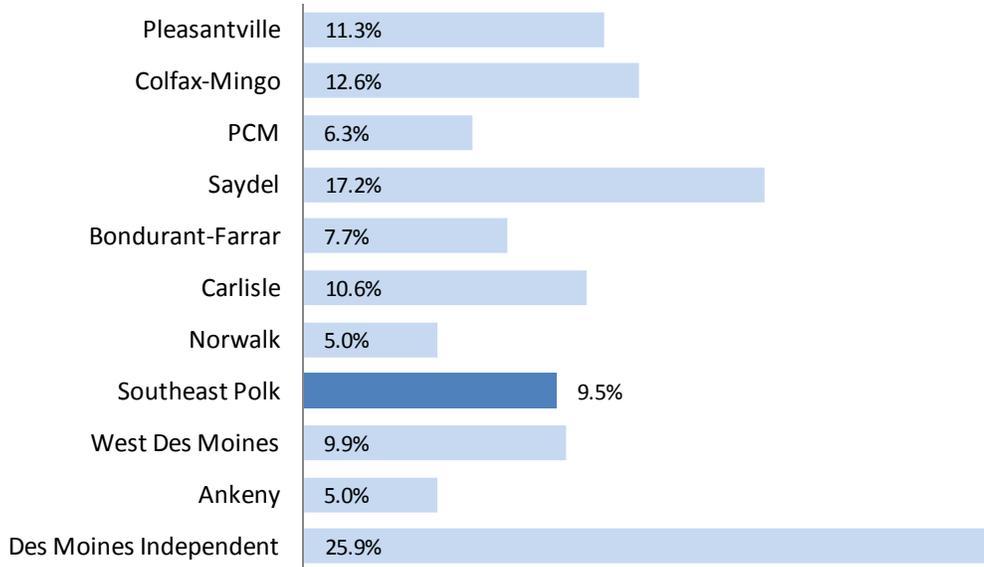


### Ten-Year Percentage Change in PK-12 Enrollment, 2002-2003 to 2012-2013 (Iowa Department of Education)

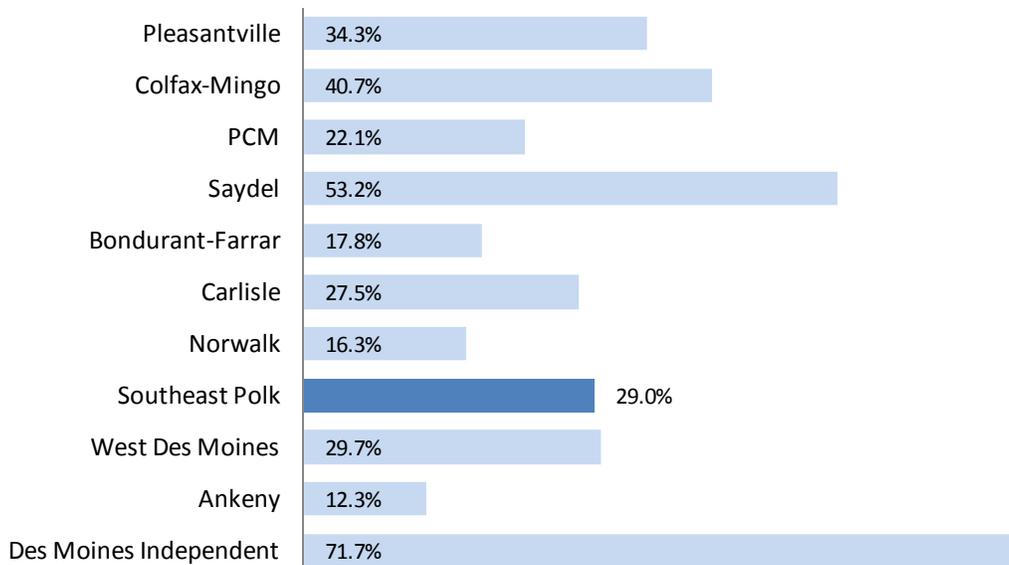


## Neighboring District Comparison Charts

Percentage of School-Age Children in Families in Poverty, 2011  
(SAIPE, U.S. Census Bureau)

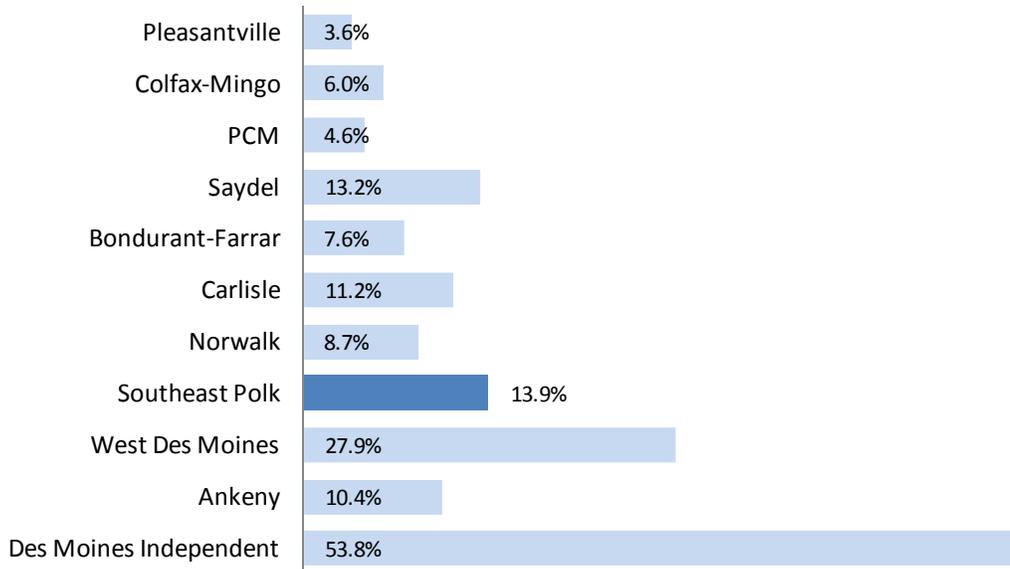


Percentage of Students Eligible for Free or Reduced-Price Lunch, 2012-2013  
(Iowa Department of Education)

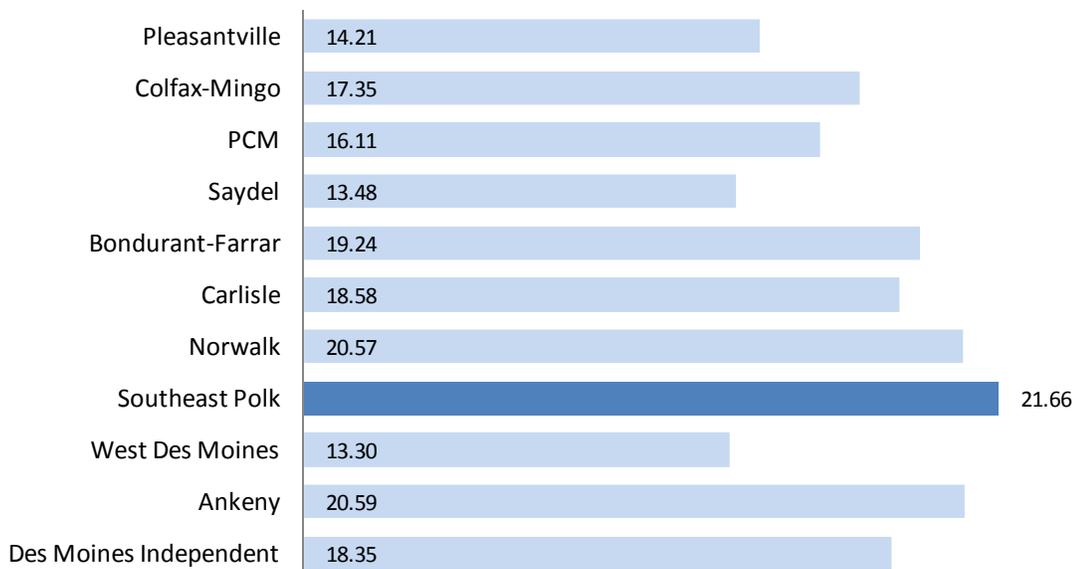


## Neighboring District Comparison Charts

### Minority Group Percentage Share of PK-12 Enrollment, 2012-2013 (Iowa Department of Education)



### School District Property Tax Rate Per \$1,000 Valuation, FY 2013 (Iowa Department of Management)





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## Data Notes and Sources

- **Current and historical enrollment** data were obtained from the Iowa Department of Education's Basic Educational Data Survey (BEDS) tabulations. These values may differ from *certified* enrollment totals, which are used for allocation of state funding and other administrative purposes.
- **Projected enrollment** data, describing expected short-term changes in certified enrollment, were obtained from the Iowa Department of Education.
- **Adequate Yearly Progress (AYP), teaching staff, and student** data such as eligibility for Free or Reduced School Lunch and English language proficiency were obtained from the Iowa Department of Education.
- **Property tax rates** were obtained from the Iowa Department of Management.
- **Poverty** data were obtained from the Small Area Income and Poverty Estimates (SAIPE) and American Community Survey programs, both administered by the U.S. Census Bureau. The SAIPE estimates are preferred for official reporting of student poverty rates and for allocation of Title I funding. The ACS data provide additional detail to help characterize poverty levels among individuals and families within the district.
- **Other population and income data** were obtained from the 2010 Census and the American Community Survey, U.S. Census Bureau.

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