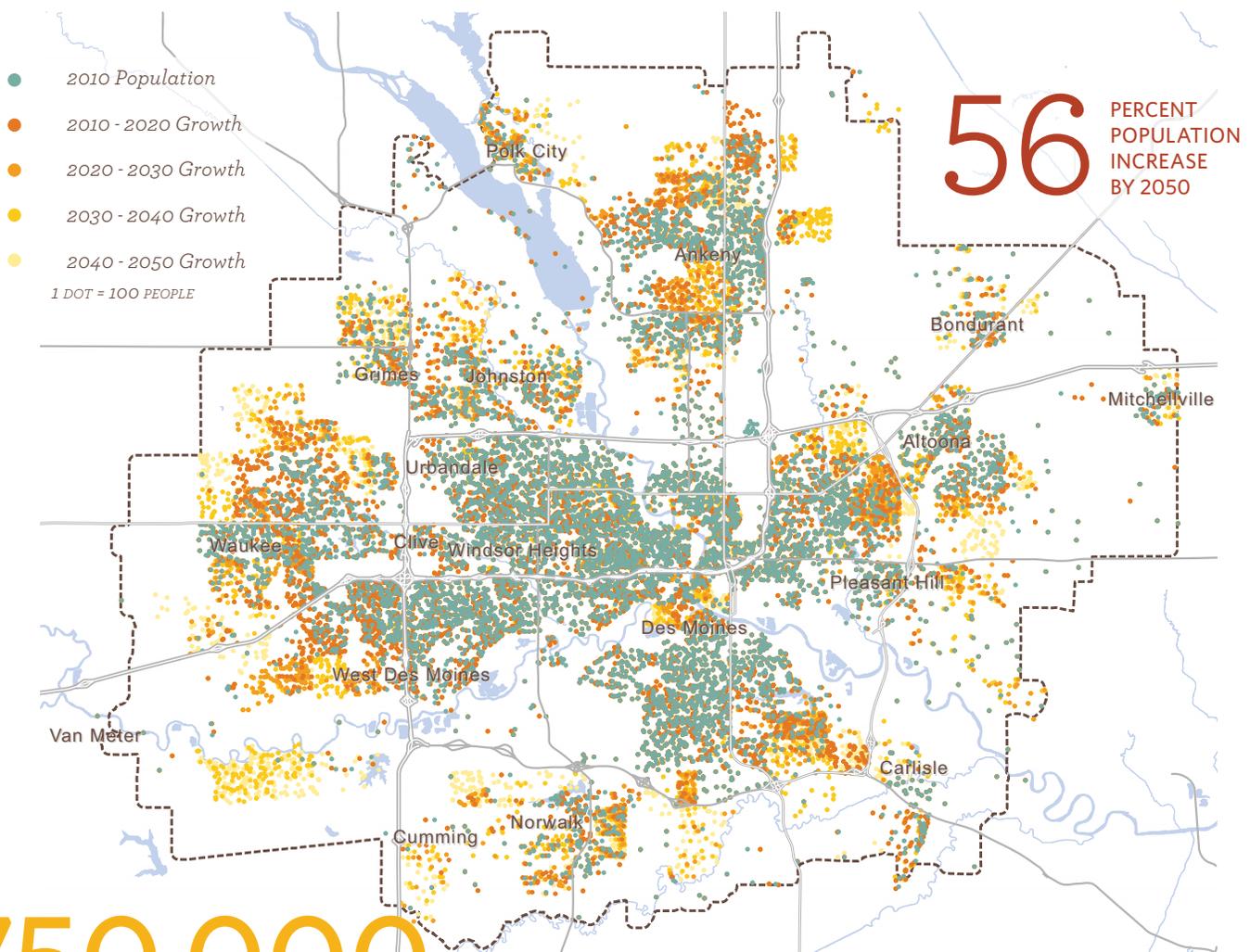


Forecasting Our Growth

Greater Des Moines' population will change dramatically over the next 35 years. The Des Moines Area Metropolitan Planning Organization (MPO) has developed a growth scenario to describe expected increase in population, shifts in demographics, and geographic patterns of the population and employment changes. The growth scenario is used for making informed decisions about which investments and growth patterns will bring the greatest benefit to citizens in the region, reduce

disparities, increase opportunities, and move the region closer to meeting performance goals. Such goals include optimizing the transportation system, improving access to active transportation options (transit, walking, and biking), improving energy efficiency, and providing equitable and safe modes of transportation. By the year 2050, the population is forecasted to increase by 56 percent, adding 750,000 residents to the region.

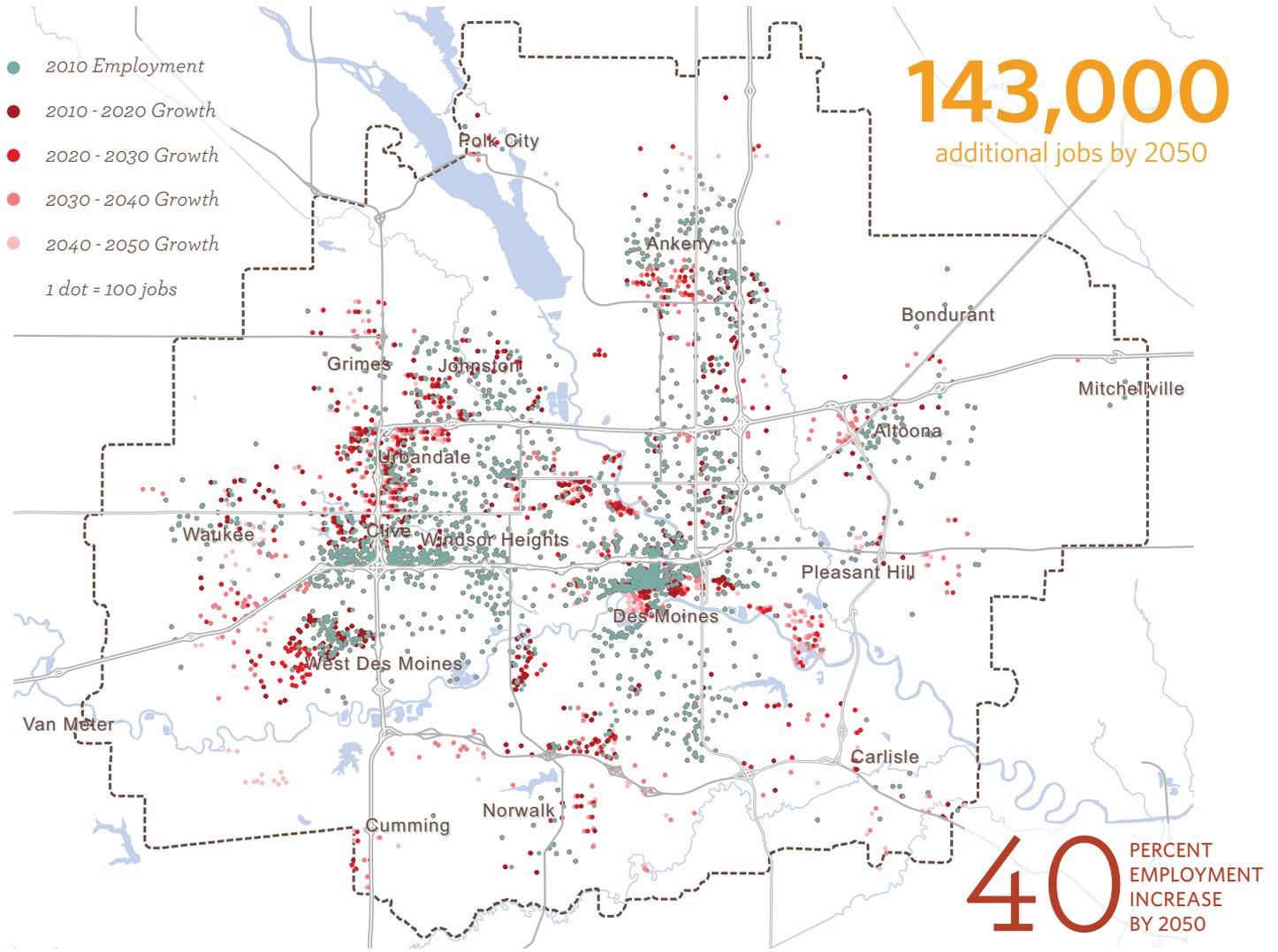
POPULATION GROWTH: 2010 TO 2050



750,000
GREATER DES MOINES RESIDENTS BY 2050

MEASURE	2010	2020	2030	2040	2050
Population	480,000	558,000	614,000	677,000	751,000
Housing Units	202,000	235,000	259,000	285,000	317,000
Households	189,000	220,000	242,000	266,000	296,000

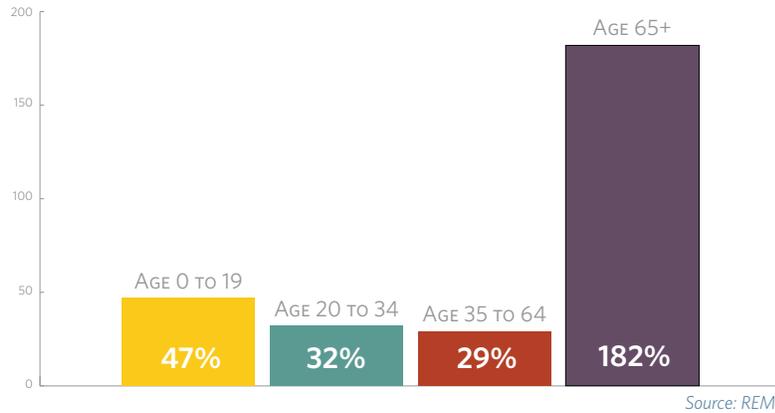
EMPLOYMENT GROWTH: 2010-2050



INDUSTRY SECTOR	2010	2020	2030	2040	2050
Natural Resources and Construction	17,000	26,000	30,000	32,000	33,000
Manufacturing	15,000	15,000	15,000	16,000	15,000
Wholesale Trade	16,000	17,000	17,000	18,000	17,000
Retail Trade	35,000	36,000	37,000	39,000	42,000
Transportation and Utilities	11,000	12,000	14,000	15,000	17,000
Information	9,000	10,000	9,000	9,000	8,000
Financial Activities	48,000	51,000	53,000	54,000	53,000
Professional and Business Services	58,000	69,000	77,000	86,000	90,000
Educational and Health Services	44,000	57,000	66,000	75,000	85,000
Leisure and Hospitality	30,000	33,000	36,000	41,000	44,000
Other Services	17,000	20,000	21,000	24,000	25,000
Government	38,000	42,000	45,000	49,000	52,000
Total Non-Farm	338,000	388,000	420,000	458,000	481,000

CHANGING DEMOGRAPHICS

PERCENTAGE GROWTH IN GREATER DES MOINES BY AGE COHORTS: 2010 TO 2050



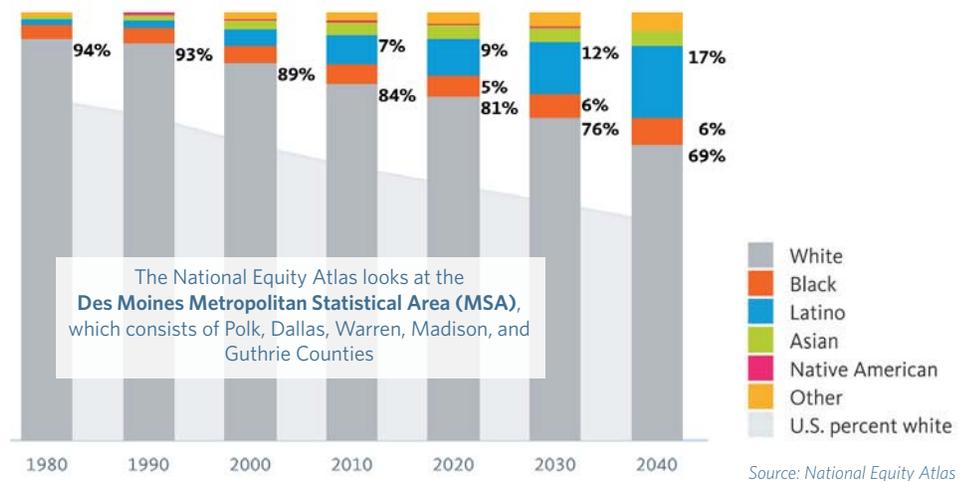
Major demographic shifts call for **more multimodal transportation options**, especially as the over 65 and under 19 age cohorts are generally **driving less**.

NATIONAL EQUITY ATLAS

Increasing Diversity

As the region grows, it is expected to become more racially diverse. A growing, diverse population is a tremendous economic asset for the region's economy. However, rising income inequality and persistent racial gaps in health, wealth, income, employment, education, and opportunity prevent low-income people of color from realizing their full economic potential. As the nation becomes more diverse, the costs of inequity will grow.

RACIAL/ETHNIC COMPOSITION: DES MOINES METROPOLITAN STATISTICAL AREA



Key Challenges:

- Since 1979, income for full-time workers at the 10th percentile decreased by 5 percent while income for those at the 90th percentile increased 12.4 percent in the Des Moines Metropolitan Area.
- Rising inequality disproportionately affects workers of color, who are concentrated in low-wage jobs that provide few opportunities for economic security or upward mobility. In 2012, the median wage for workers of color was \$6 less than the median wage for white workers in the region.
- By 2040, 44.1 percent of jobs will require an Associate's degree or higher. It is important for the health of the regional economy that the education and job-training systems adequately prepare the Latinos, African Americans, and other workers of color who are growing as a share of the workforce.

Visit the National Equity Atlas for more detailed data on profound demographic shifts expected for the region and the impacts on our regional economy.

www.nationalequityatlas.org

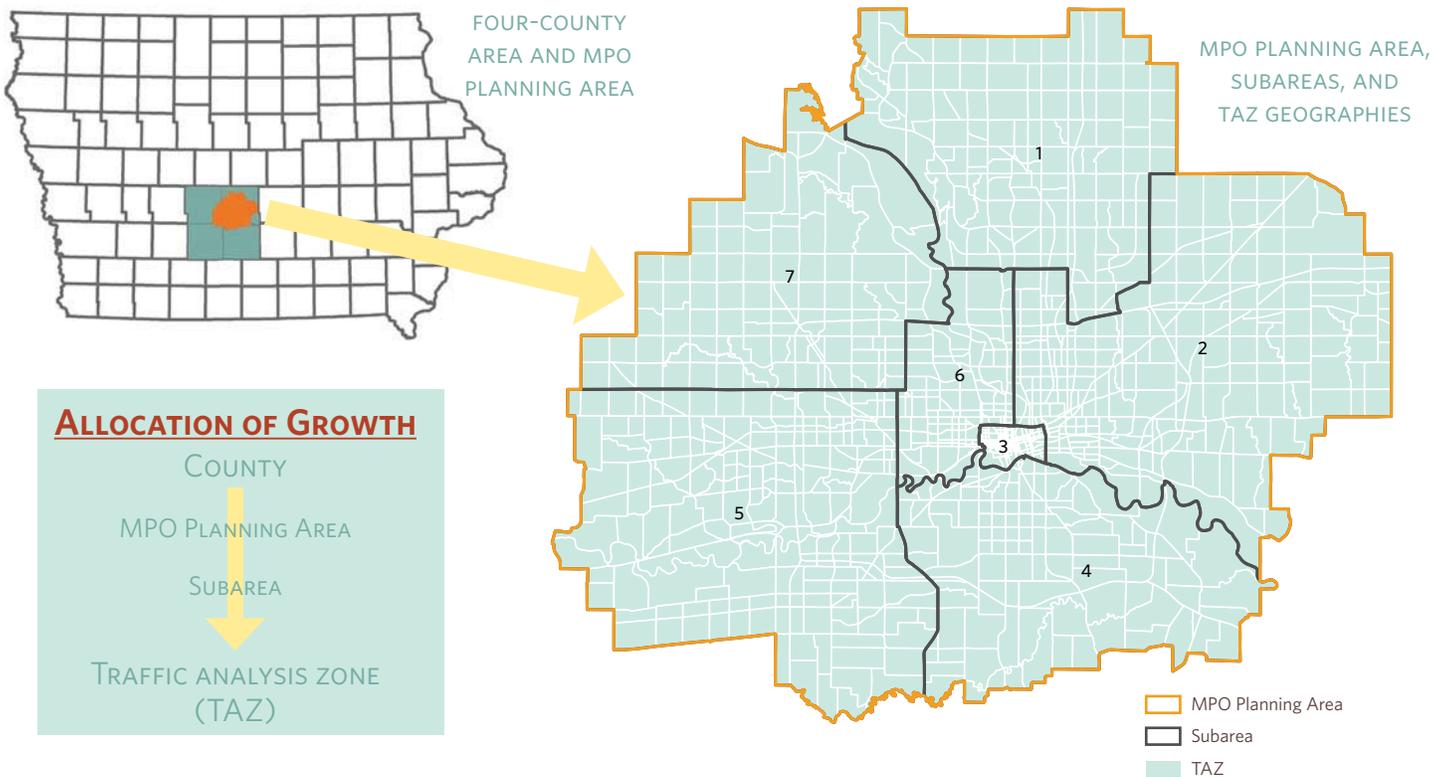
METHODOLOGY

STEPS TO DEVELOP THE 2050 GROWTH SCENARIO



Using REMI Data

The MPO collaborates with the Iowa DOT to obtain Regional Economic Models, Inc. (REMI) data for the counties in the MPO planning area. REMI data contains annual population projections broken down by age cohort and employment projections broken down by industry sector. The county-level data then gets allocated to the MPO planning area and broken down further to the levels seen below.



For more information on the 2050 Growth Scenario, view Appendix C of *Mobilizing Tomorrow*

www.dmampo.org/mobilizing-tomorrow