

# iTOD: Innovation Transit Oriented Development

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*Charleston West Virginia*

# iTOD: Core Concept

Remove Barriers to attracting a modern economy and workforce in Connecticut

Build on existing economic base and clusters and focus on emerging economic base

Strive for a “higher and better” use of transit oriented development

Leverage a billion dollars in intercity rail investment and first regional rapid transit line in state

Retain and attract educated 25-35 year olds

Build on lessons of “lifestyle centers

Build a “green necklace” at major transit stations from New Britain to Hartford to New Haven to Stamford CT

# A Major Opportunity

USA TODAY FRIDAY, APRIL 1, 2011

## Young and educated show preference for urban living

Even shrinking cities see more moving downtown

By Haya El Nasser  
USA TODAY

Educated 20- and 30-somethings are flocking to live downtown in the USA's largest cities — even urban centers that are losing population.

In more than two-thirds of the nation's 51 largest cities, the young, college-educated population in the past decade grew twice as fast within 3 miles of the urban center as in the rest of the metropolitan area — up an average 26% compared with 13% in other parts.

Even in Detroit, where the population shrank by 25% since 2000, downtown added 2,000 young and educated residents during that time, up 59%, according to analysis of Census data by Impresa Inc., an economic consulting firm.

"This is a real glimmer of hope," says Carol Coletta, head of CEOs for Cities, a non-profit consortium of city leaders that commissioned the research. "Clearly, the next generation of Americans is looking for different kinds of lifestyles — walkable, art, culture, entertainment."

In Cleveland, which lost 17% of its population, downtown added 1,300 college-educated people ages 25 to 34, up 49%.

"It tells us we've been on the right track," says David Egner, president and CEO of Detroit's Hudson-Webber Foundation. Three anchor institutions — Wayne State University, Henry Ford Health System, Detroit Medical Center — recently launched "15 by 15," a campaign to bring 15,000 young, educated people to the downtown area by 2015.

Among the lures are cash incentives: a \$25,000 forgivable loan to buy (need to stay at least five years) downtown or \$3,500 on a two-year lease.

Preference for urban living among young adults — especially the well-educated — has increased sharply, data show:

► In 2000, young adults with a four-year degree were about 61% more likely to live in close-in urban neighborhoods than their less-educated counterparts. Now they are about 94% more likely.

► In five metropolitan areas — Boston, Chicago, New York, San Francisco, Washington — about two-thirds of young adults who live in the city center have at least a four-year college degree. Less than a third of the nation's 25- to 34-year-olds do.

"This is no longer anecdotal," Coletta says. "Every metro area has good suburbs, but if you don't have a strong downtown and close-in neighborhoods, then you're not offering a choice that many of them are seeking. Offering that choice is a real competitive advantage for cities."

► Rates in the 51 largest cities, 5A

## Areas attracting the young, educated set

In the 51 largest U.S. metro areas, here is the change from 2000 to 2009 in 25- to 34-year-olds who have a four-year degree or higher and live within 3 miles of a metro area's central business district: (Story 1A)

Metro area	Change	Pct. chg.
St. Louis	2,700	87%
Indianapolis	2,670	83%
Miami-Fort Lauderdale	4,378	68%
Baltimore	8,625	66%
Riverside, Calif.	1,573	65%
Houston	6,519	62%
Atlanta	9,722	61%
Detroit	1,968	59%
Philadelphia	16,092	57%

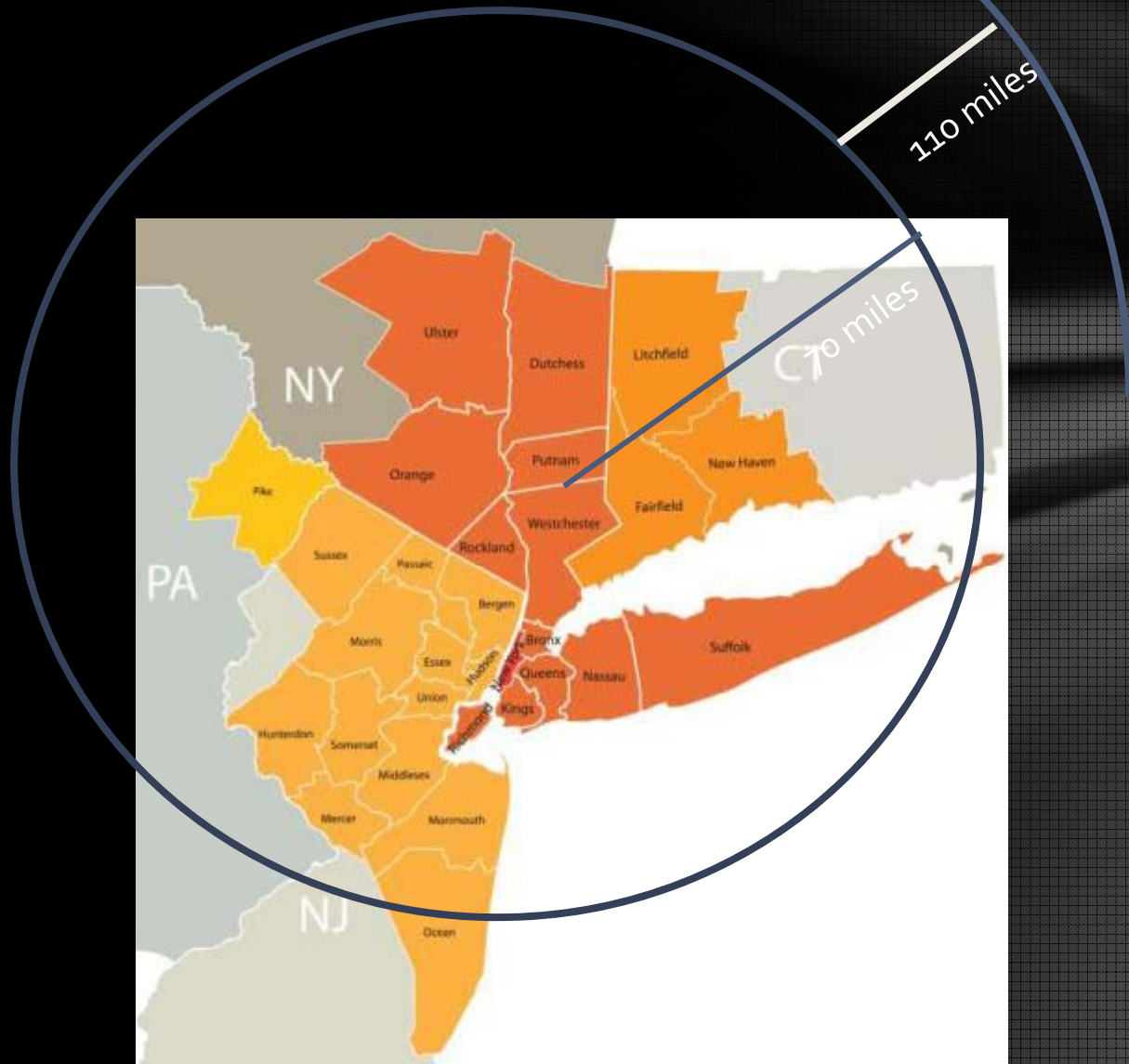
Metro area	Change	Pct. chg.
Dallas-Fort Worth	5,081	56%
Los Angeles	5,695	55%
San Diego	5,638	54%
Kansas City, Kan.-Mo.	1,300	50%
Cleveland	1,302	49%
Columbus, Ohio	4,033	45%
Jacksonville	611	41%
Nashville	1,937	41%
Boston	20,558	40%
Pittsburgh	3,155	40%
Milwaukee	3,656	38%
Providence	3,484	38%
Charlotte	2,180	34%
Chicago	15,887	33%

Metro area	Change	Pct. chg.
Washington	13,610	31%
Cincinnati	2,001	28%
Orlando	1,693	28%
Raleigh, N.C.	1,671	28%
Sacramento	2,054	28%
Buffalo	1,101	27%
Memphis	965	26%
Denver	5,237	25%
Austin	3,726	24%
Seattle	5,696	24%
Minneapolis-St. Paul	4,269	23%
Portland, Ore.	4,083	22%
Salt Lake City	1,903	21%
Tampa-St. Petersburg	974	21%

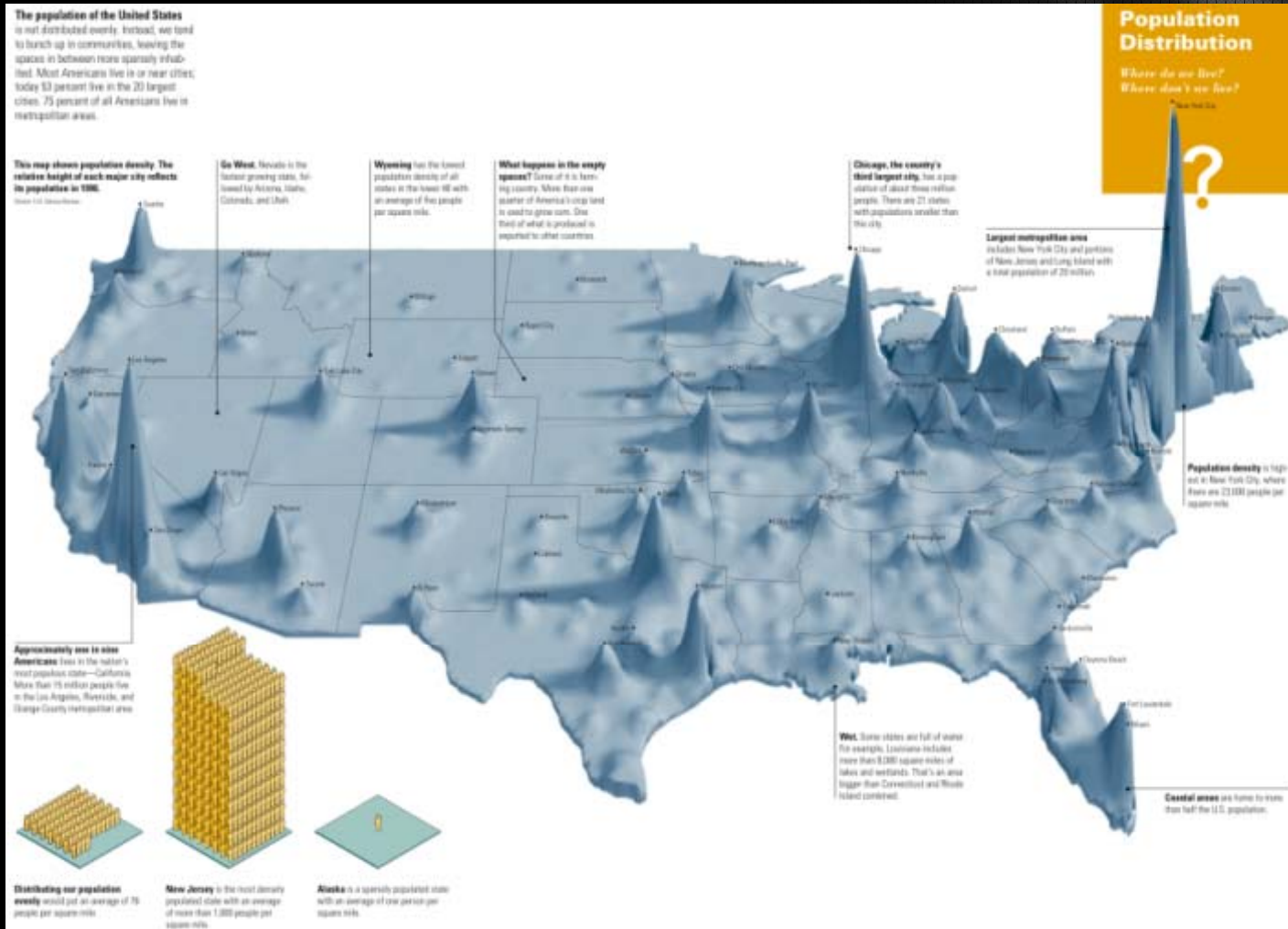
Metro area	Change	Pct. chg.
Las Vegas	304	19%
Richmond, Va.	1,058	16%
Virginia Beach	567	15%
Phoenix	306	14%
New York	26,126	13%
Louisville	444	10%
San Jose	1,201	10%
Hartford, Conn.	427	8%
Rochester, N.Y.	810	8%
San Antonio	147	7%
Oklahoma City	106	5%
San Francisco	3,809	5%
Birmingham, Ala.	-601	-12%
New Orleans	-2,221	-24%

Source: Analysis of data from 2000 Census and 2005-09 American Community Survey by Inprise Inc. for CEOs for Cities

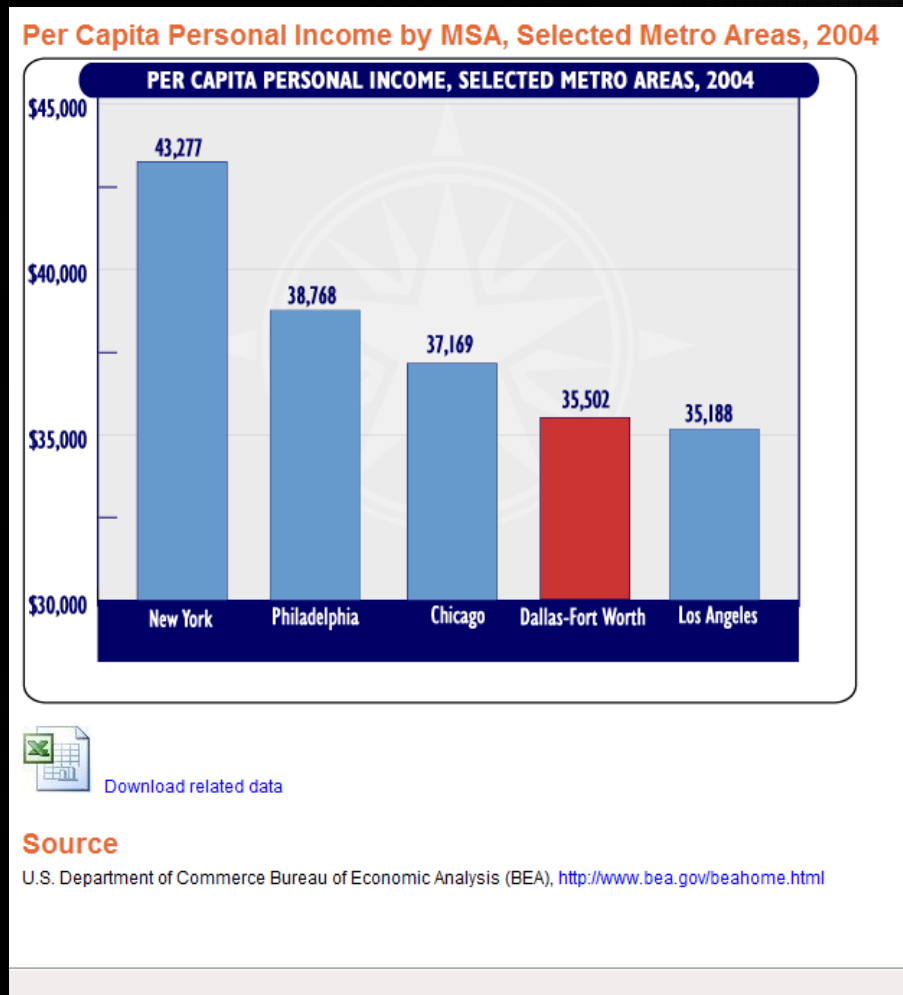
# We Need to Compete for People in this Key Region...



# Not Just Any Region



# Not Just Any Region



# CT Situation Analysis

The success of CT owes much to its being part deeply connected to the New York Metropolitan area

Per capita incomes in Connecticut are the highest in the U.S. (\$56,000 in 2010)

Fairfield County's per capita income is 78 percent above the national norm

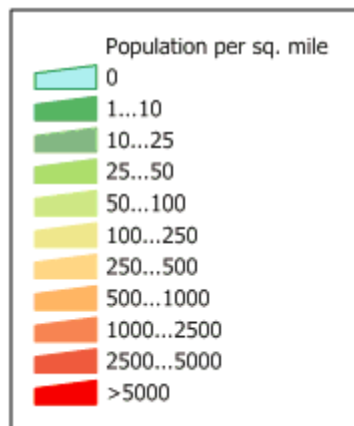
But CT cities, except Stamford, are poor -- Bridgeport is 23 percent below national average

Opportunity to leverage new economic geography connecting hot and cold regions

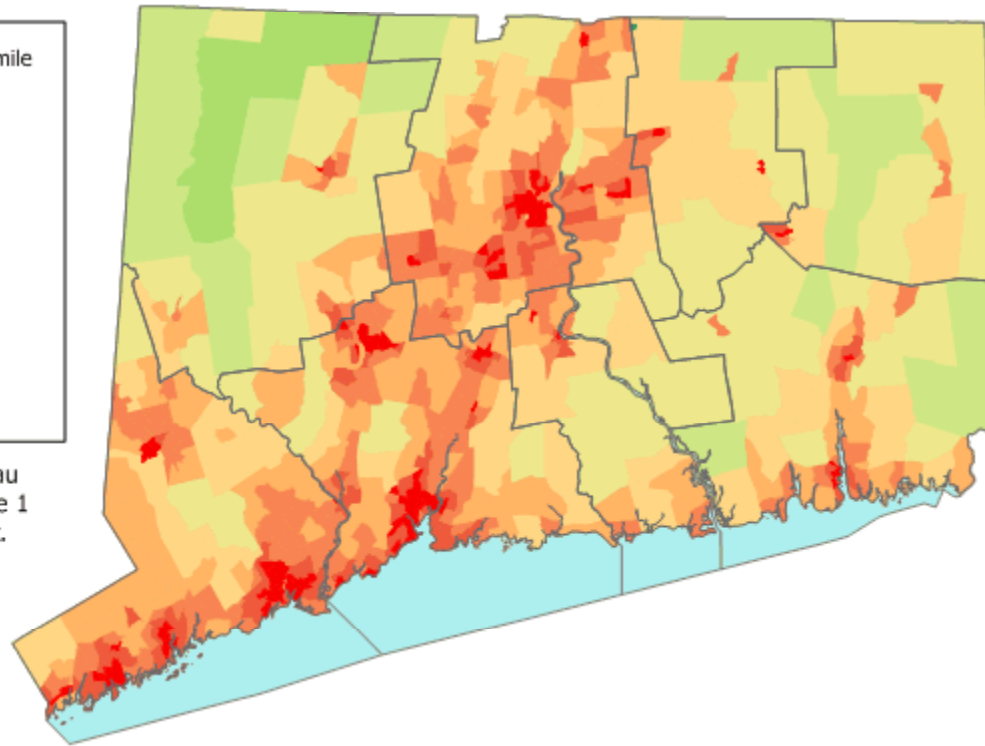
# CT MA Knowledge Corridor



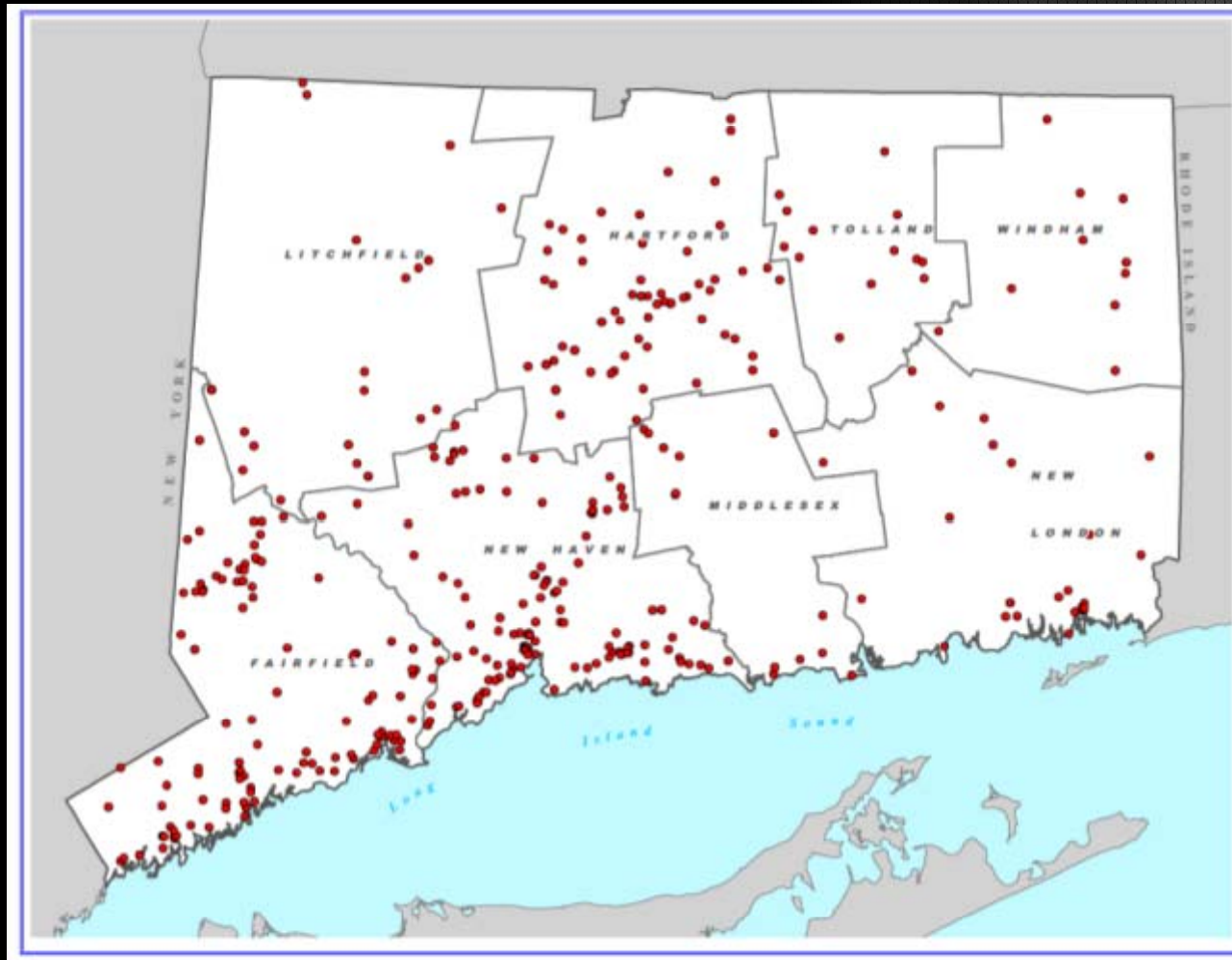
# CT Population Density



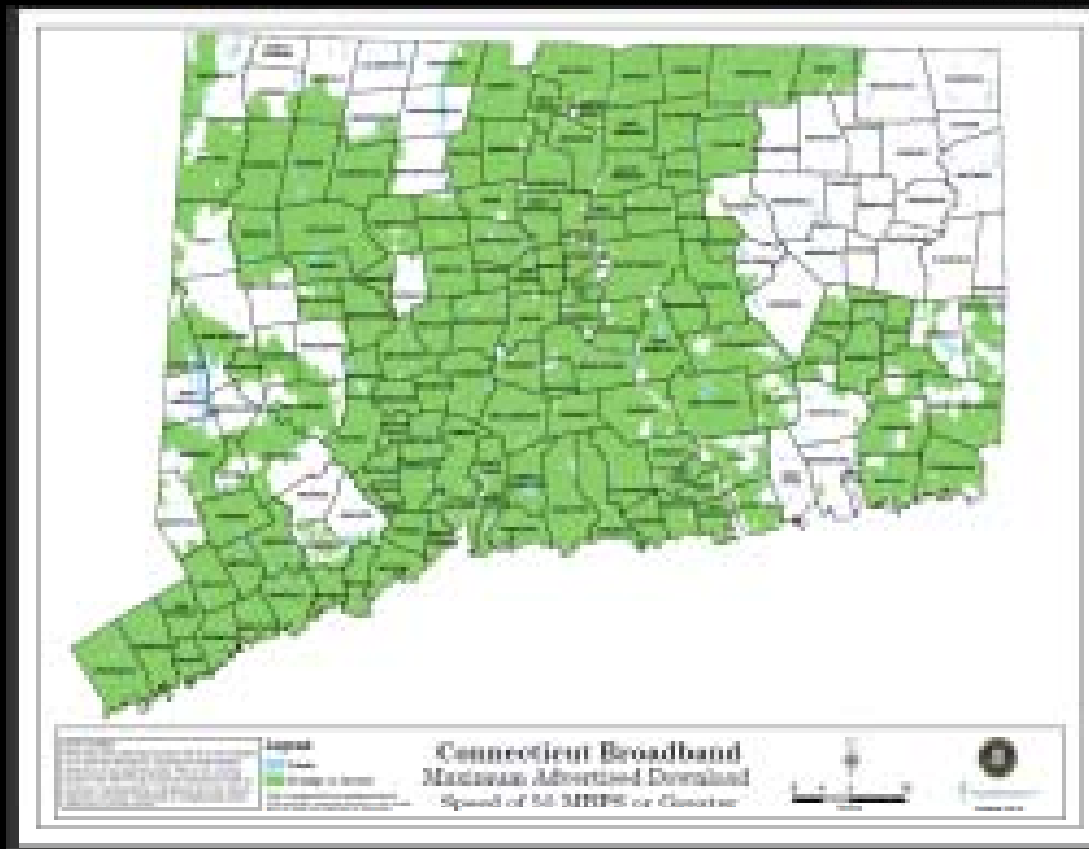
Source: U.S. Census Bureau  
Census 2000 Summary File 1  
population by census tract.



# CT Biomedical Firms



# CT Broadband of 50 MBPS or More



# iTOD Points to Leverage

Proximity to the \$800 million NYC region of I-91 and I-95 corridors

New economic geography of linking colder and hotter economic communities for mutual advantage

CT as amongst the highest worker productivity in the US 787 and A380

Major transit and transportation investments in process which will produce hourly trips to NYC from Hartford and a rapid transit system with 3 to 6 minute service

“Higher and better use” of transit oriented development (TOD) that is beyond parking lots and coffee shops

Economy evolving around regional innovation networks

Emerging preference of young educated people for urban living (USA Today, April 1, 2011)

# Rapid Transit Investments

## BRT: Real Rapid Transit

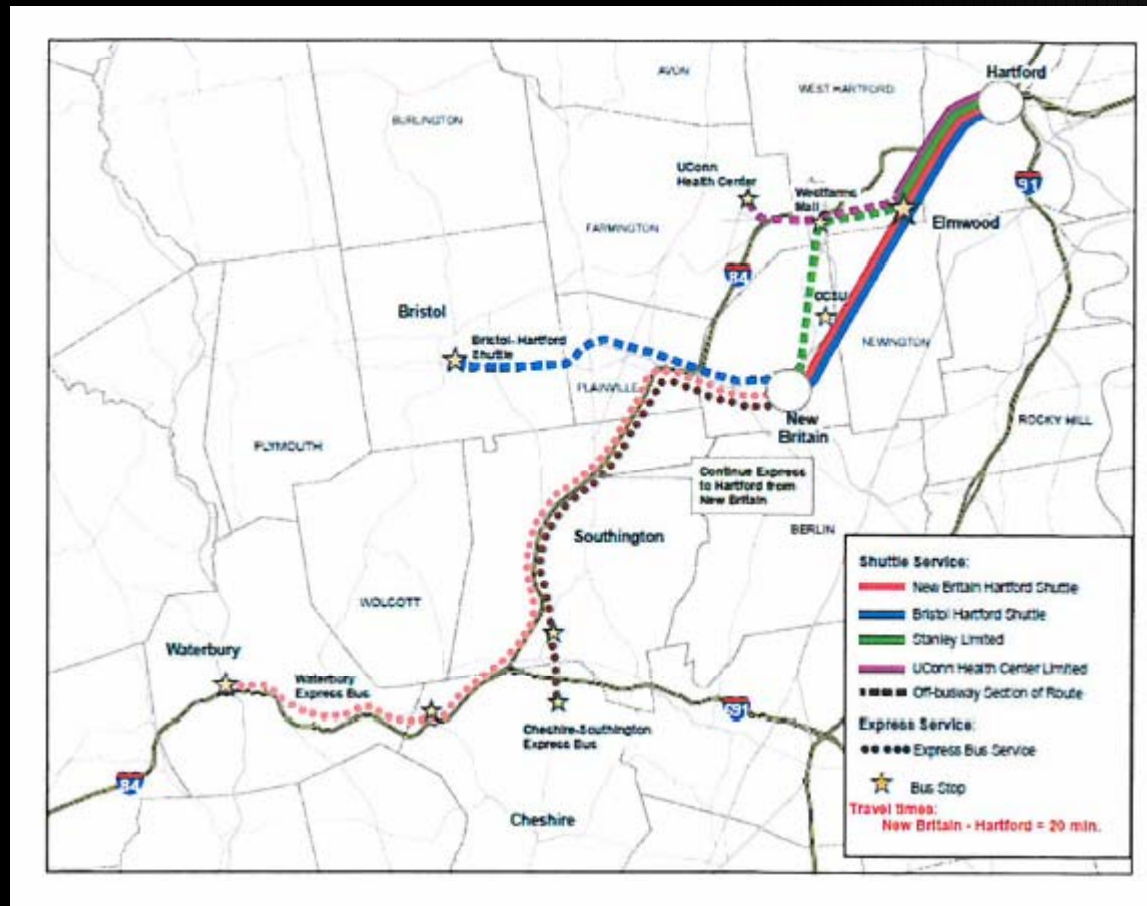
- Real time information



- Level platforms



# Rapid Transit Investments



# Intercity Rail Investments



**Springfield**

**Windsor Locks**

**Hartford**

**Meriden**

**New Haven**

Offers redevelopment opportunities at each station

### Proposed service improvements

#### Intercity stations

- Springfield, Windsor Locks (BDL), Hartford, Meriden, New Haven
- All day service: peak & off-peak
- **Peak Service**
  - intercity trains (every 60-minutes)
    - thru-routed to NYC
  - commuter trains (every 30 minutes)
    - connection in New Haven

# iTOD Vision: The Green Necklace

Six communities in CT linked by rapid transit and frequent rail service to NYC and to each other

Innovation Transit Oriented Development at each of the six stations with a new urban ecology

Focus on emerging business and industry, green infrastructure and buildings, strong regional rapid transit and intercity rail connections, walkable and bikable neighborhood, culture and amenity rich, affordable mixed income rental housing

A number of world class firms in the green infrastructure business in the region

Create the “green necklace” to achieve appropriate density and choices of:

- People
- Housing
- Jobs
- Entrepreneurial space
- Transit options

# iTOD at Union Station Hartford

Theme: “alternative energy and precision manufacturing”

A charter or magnet high school on alternative energy and precision manufacturing in and around the regenerated Union Station

A business incubator for enterprises and processes commercialization

Manufacturing at or near the station

Green infrastructure for water run off, next generation electric generation, hydrogen fueling station, Zipcar station, bicycle parking lot

Nextgen library facility and arts amenities – first public library in the US

Affordable mixed used mixed income rental housing at and near the station

Lifestyle center street amenities (e.g. Caruso Associates)



# iTOD Area Amenities



# iTOD Hartford Opportunities

Hartford region of 1 million people is five years away from hourly train service to NYC with more than \$400 million of investment lined up out of \$900 million to upgrade rail service

Hartford region three years away from first rapid transit line in the state to carry 16,300 passengers a day in a corridor with a university, hospital, and major shopping with 3 to 6 minute service

History of innovation and presence of precision manufacturing and many high value added firms near rail and bus rapid transit line

First art museum, first public library, first daily newspaper

# iTOD Hartford Selling Points

Great lifestyle

Great housing

Tech incubators and space

Soon to have hourly to NYC and great intercity rail and transit connections

# iTOD: The Path Forward

Two national sustainable communities grants of almost \$10 million

CT state money of \$5 million just approved for TOD with hope to get \$1 million for iTOD work

\$1 billion in rapid transit and intercity rail investments committed

History of knowledge corridor working together for a decade with dozens of higher education institutions

# iTOD: The Path Forward

The vision, grand strategy, and execution plan for an iTOD “necklace” of distinct but related and harmonized iTOD station areas

Assembling a working partnership or coalition of actors in the public and private sectors and developing a functional governance mechanism such as a special district

Strategic marketing and communications: Create a unified marketing concept for the cities of Connecticut

Needed: A muscular public benefit entity to carry out “heavy lifting” in planning and execution

# Summary

Need critical mass to attract young high skilled workers

We need to virtually and actually connect our small cities

A green necklace of harmonized iTOD sites

Show how one can move between the other without a car and regional rapid transit

Strategic communications vital: Marketing and web site

Have firms “qualify” to be part of iTOD with membership programs for realtors, companies, transit options, cities

# Thank you!

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