

Activity Center Strategic Investment Plan

The Region Forward Implementation Tool

Project Kickoff Meeting
September, 13 2013

Today's Agenda

I. Project Communication, Schedule and Workflow

II. Project Overview

- Purpose
- Goals and Objectives
- Key Tasks and Timeline

III. Project Outreach

Project Partners

Steering Committee

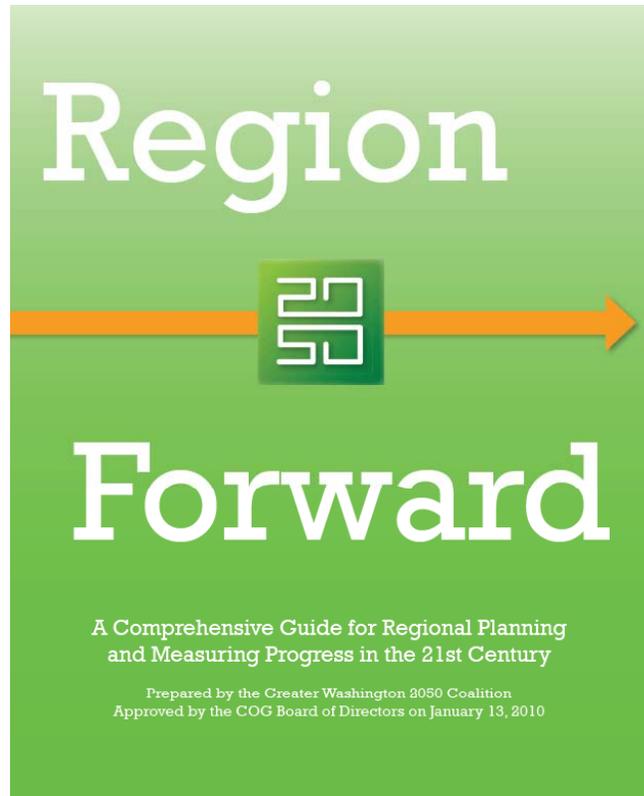
REGION FORWARD COALITION



Project Team



Purpose: Create a Strategy for Phasing and Prioritizing Investments in Activity Centers (AC) to Support Region Forward



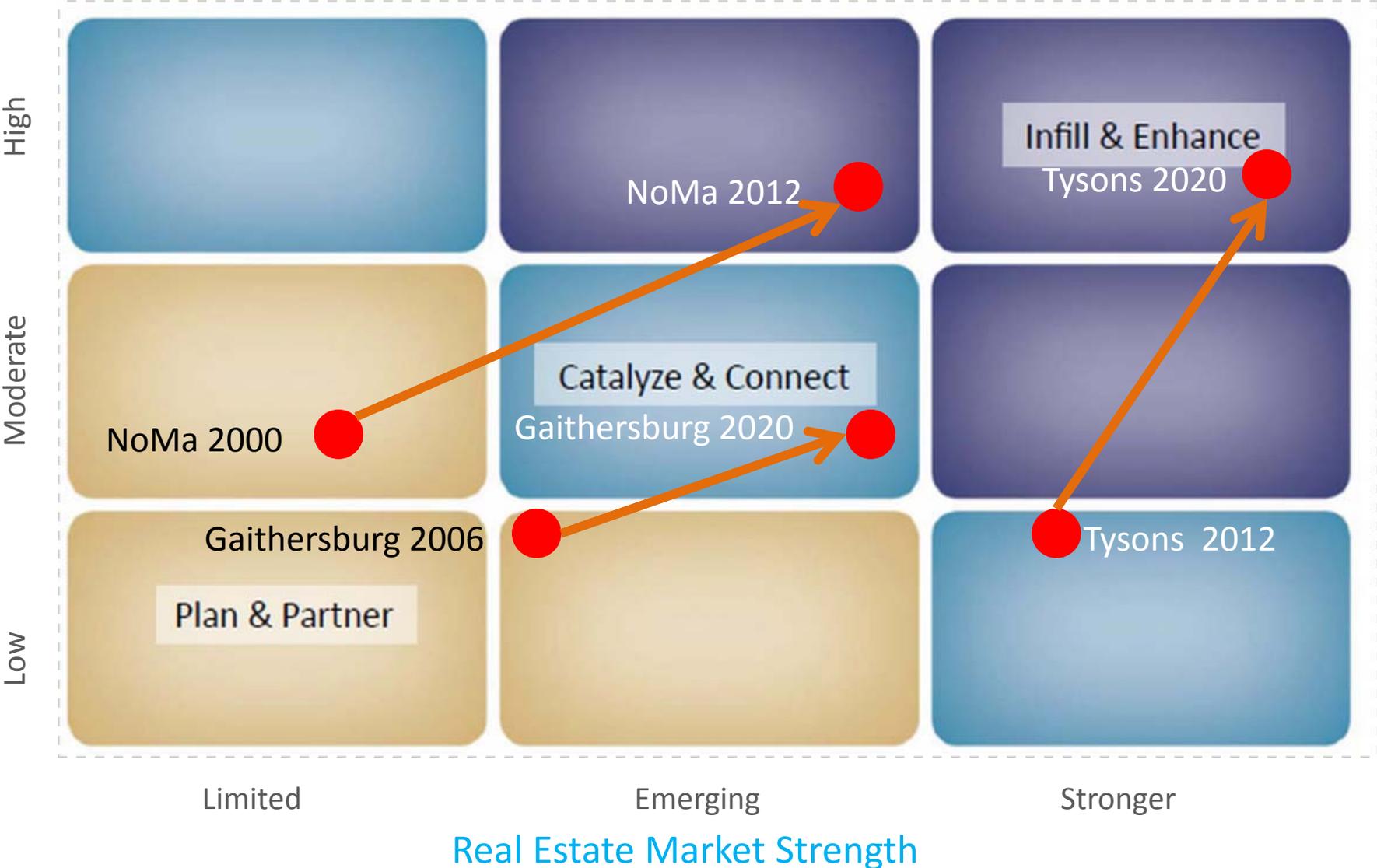
Regional Vision Adopted in 2010

Key Objectives

- 1) ID Common Assets in AC
- 2) ID Stage of Evolution for AC
- 3) ID Investments Appropriate to AC Stage of Evolution
- 4) ID Policies, Programs, and Strategies that Support Improvements to AC

Example Outcome: Investment Typologies

Physical Characteristics (State of Place/IMI)

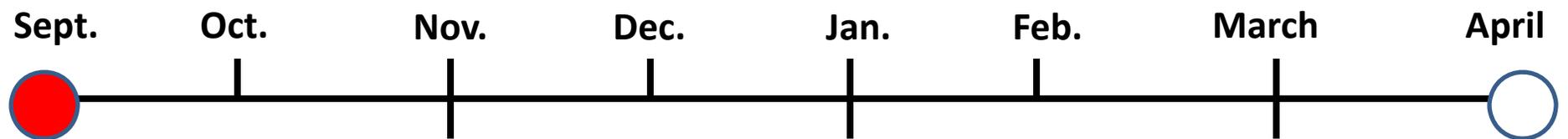


Project Plan and Tasks

- 1 Center Selection and Classification
- 2 Activity Center Physical Attribute Surveys
- 3 Real Estate Market Analysis
- 4 Typology Analysis
- 5 Implementation Strategies
- 6 Final Report and Symposium
- 7 Education and Outreach (throughout)

1

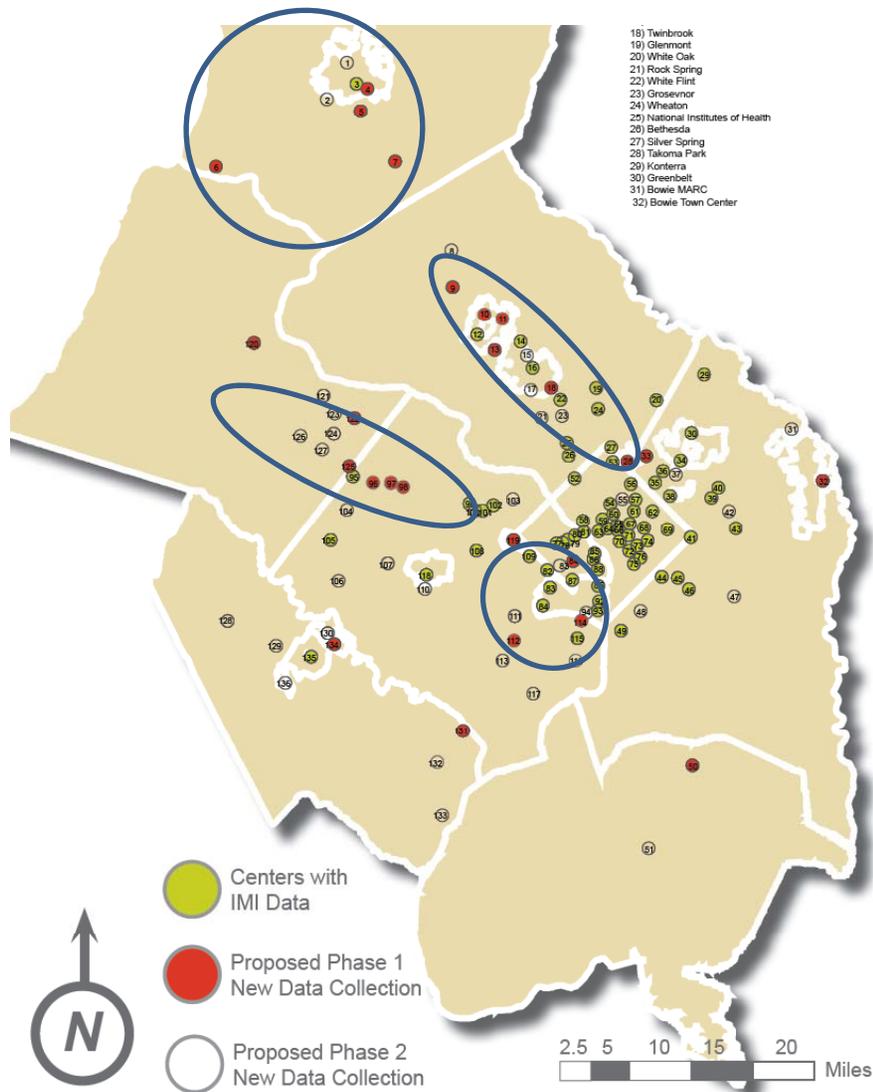
Center Selection and Classification



1

Center Selection and Classification

Identify Centers for Data Collection



- Includes the 68 Activity Centers Surveyed as part of the Brookings *Walk This Way* Study
- Project includes 25 additional Activity Centers

1

Center Selection and Classification

Classify Centers Based on Transit Type or Absence of Transit



Metrorail



Commuter Rail



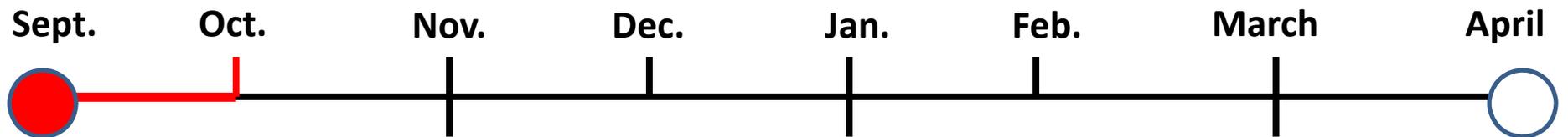
Future Light Rail, Streetcar, BRT



Absence of Transit

2

Activity Center Physical Attribute Surveys



2

Activity Center Physical Attribute Surveys

Sept. 14th Irvine-Minnesota Inventory Training



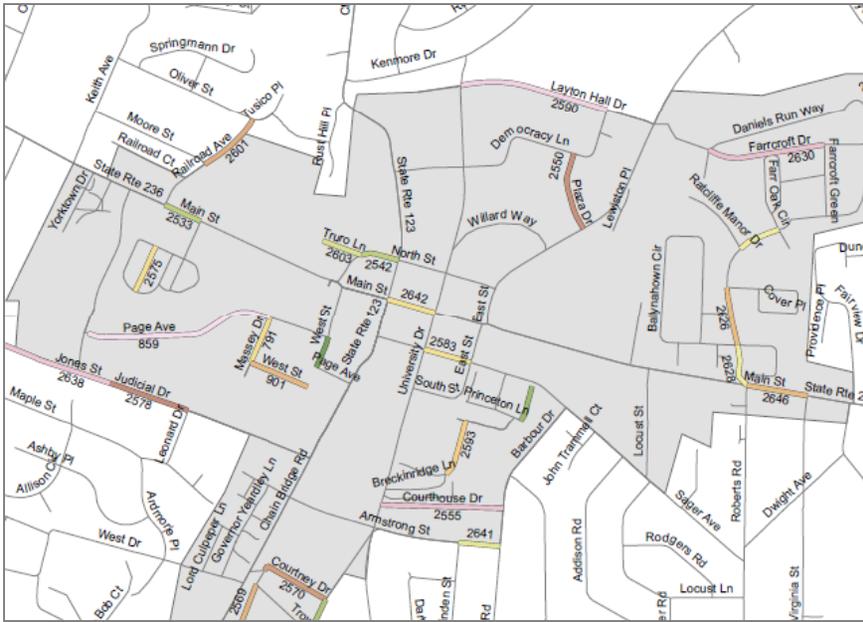
*Training 25 Local
Planners to Survey
Activity Centers*

Lead Partner: Urban Imprint, MWCOG

2

Activity Center Physical Attribute Surveys

Survey Activity Centers



During a three day window local planners and volunteers will survey 25 Activity Centers

25-50 Sample Segments per Activity Center

Surveys will be collected on laptop computers

Lead Partner: Urban Imprint, MWCOG

Survey Dates: Sept. 27th, 28th and 29th

2

Activity Center Physical Attribute Surveys

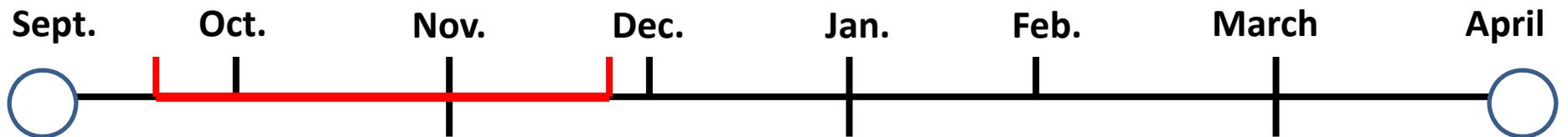


Data will be cleaned,
aggregated and scored

Lead Partner: Urban Imprint

3

Real Estate Market Analysis



3

Real Estate Market Analysis

A. Collect Market Indicators for Activity Centers

- *Office and Retail Rents: CoStar (MWCOG, UI)*
- *Retail Sales: ESRI (MWCOG, RCLCO, UI)*
- *Residential Home sales: Real Quest [Zillow] (MWCOG, RCLCO, UI)*
- *Rental Housing: REIS (MWCOG, RCLCO, UI)*



Partners: RCLCO, Urban Imprint and MWCOG

3

Performance Calibration Regression Analysis

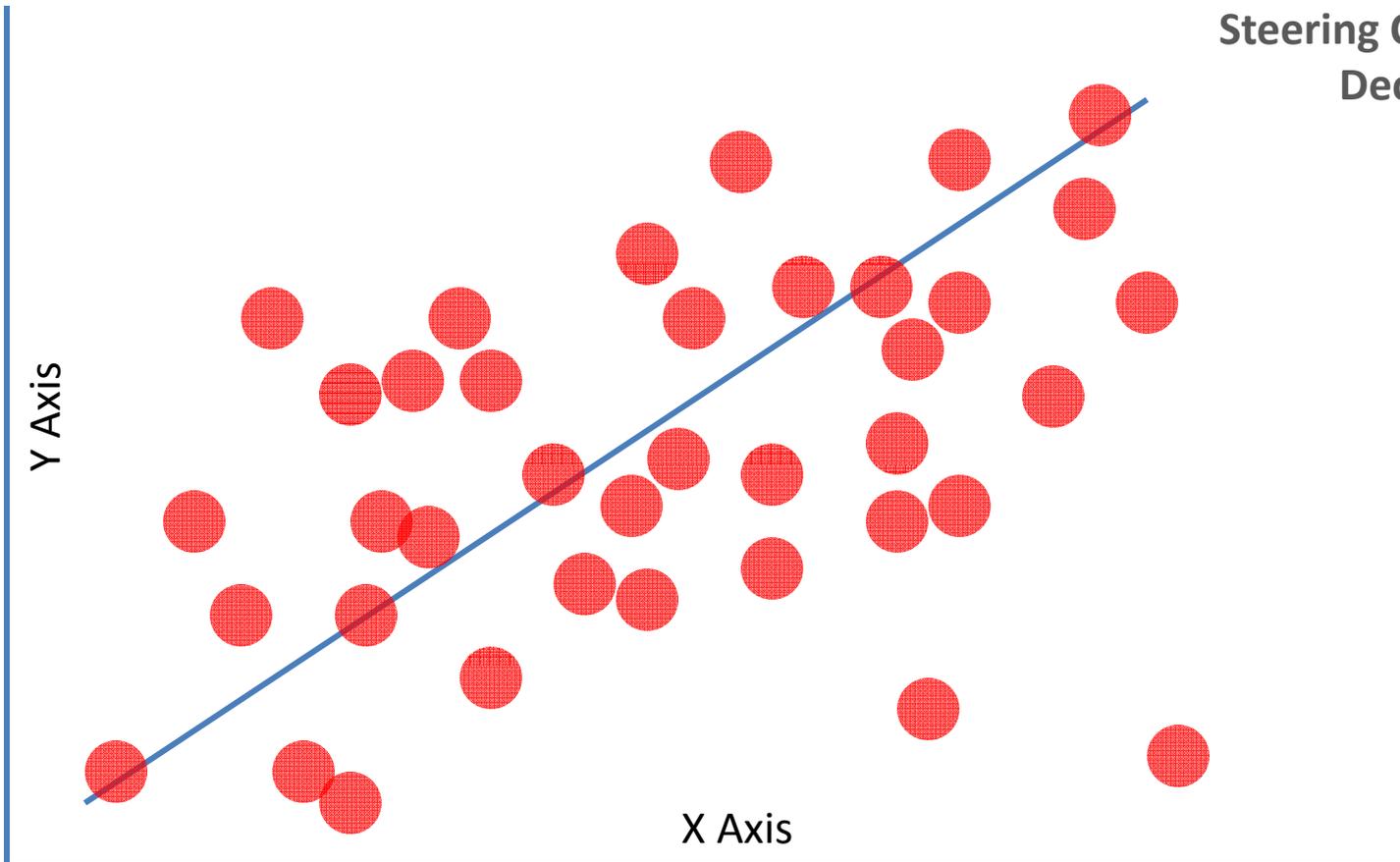
Deliverable

Memo
&
PowerPoint

Steering Committee
Dec. 7th

Physical Characteristics (IMI State of Place)

High
Moderate
Low



Limited

Emerging

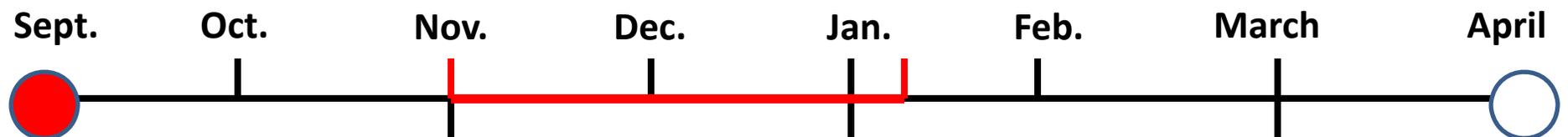
Stronger

Real Estate Market Strength

4

Typology Analysis

Create Typologies Based on Shared Characteristics



4

Typology Analysis - State of Place Community Profiles

Sub Indices

Form/Layout

Density

Proximity

Connectivity

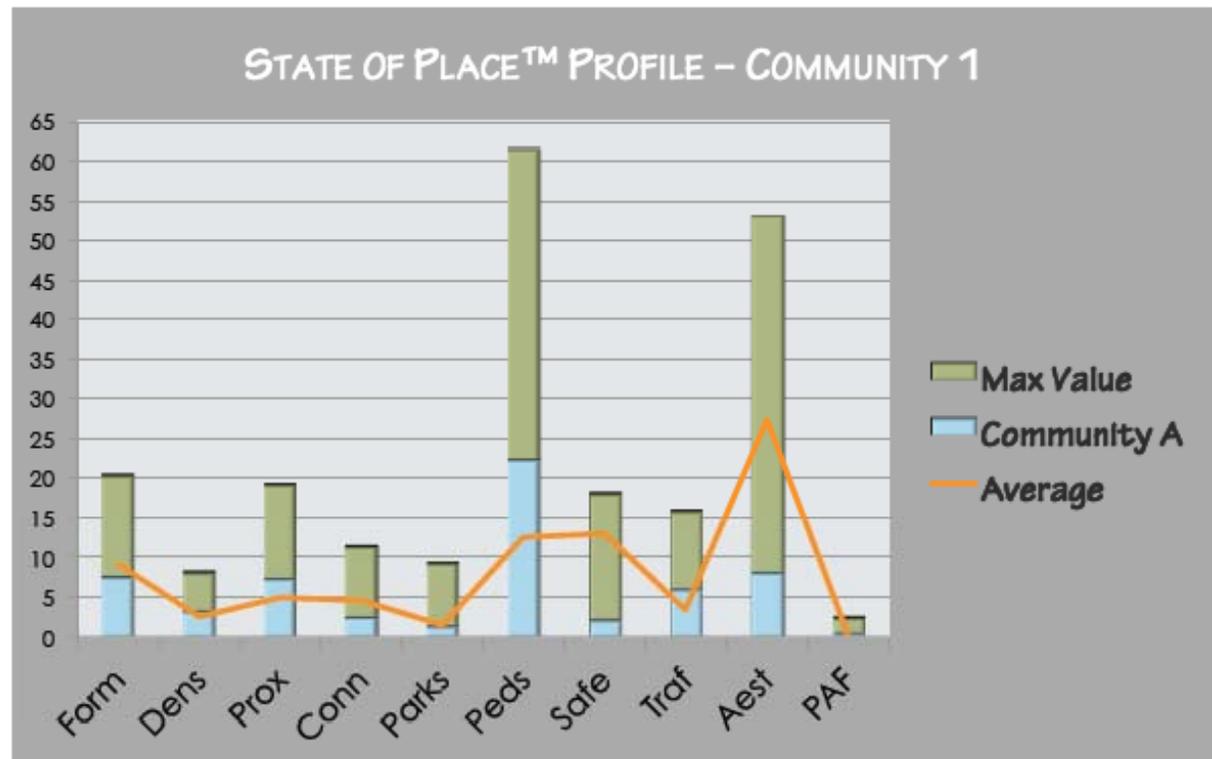
Public Space/Parks

Crime Safety

Traffic Safety

Aesthetics

Physical Activity
Facilities



Lead Partner: Urban Imprint

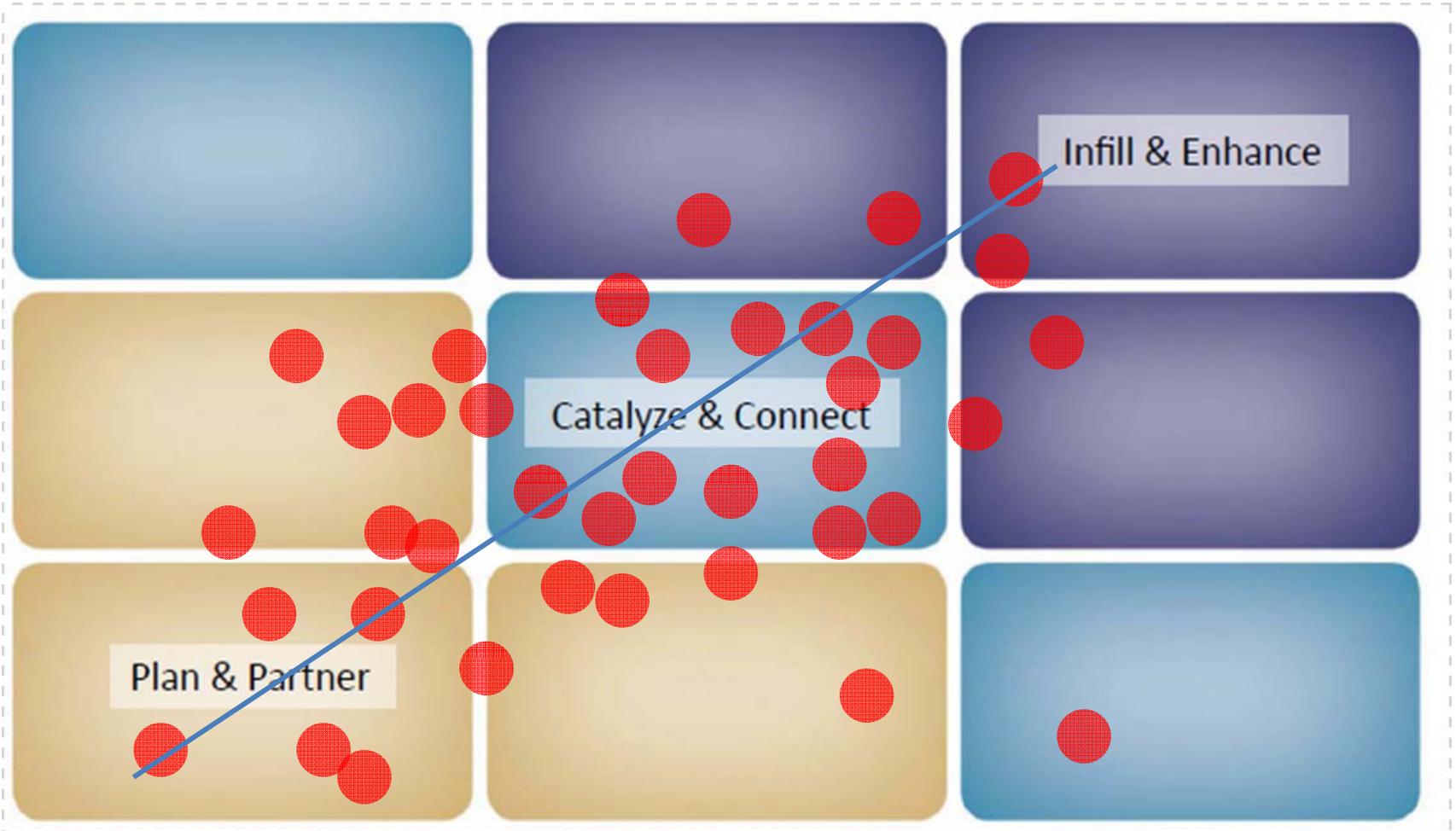
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Typology Analysis

Create Typologies Based on Shared Characteristics

Physical Characteristics (State of Place/IMI)

High
Moderate
Low



Limited

Emerging

Stronger

Real Estate Market Strength

4

Typology Analysis - Mapping

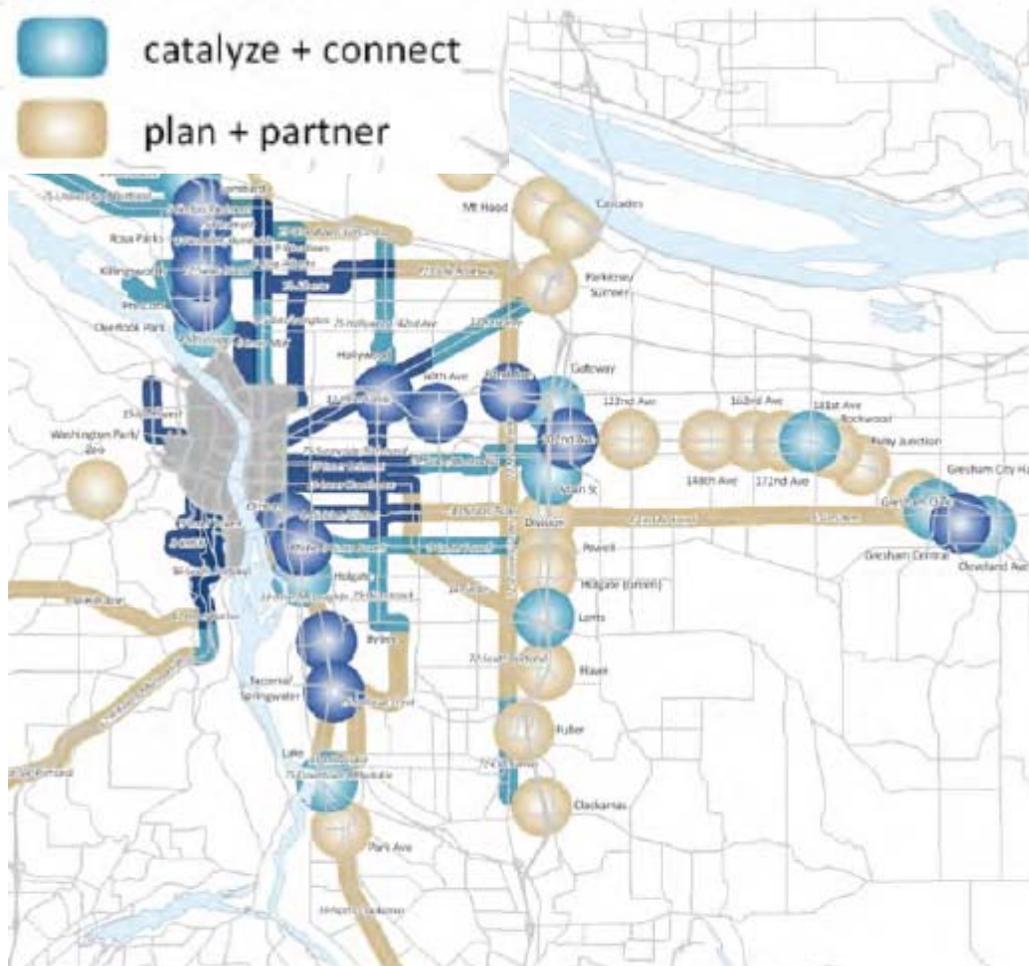
Identify and Map Common Investment Needs for Activity Centers

Clusters

-  infill + enhance
-  catalyze + connect
-  plan + partner

Typology Clusters

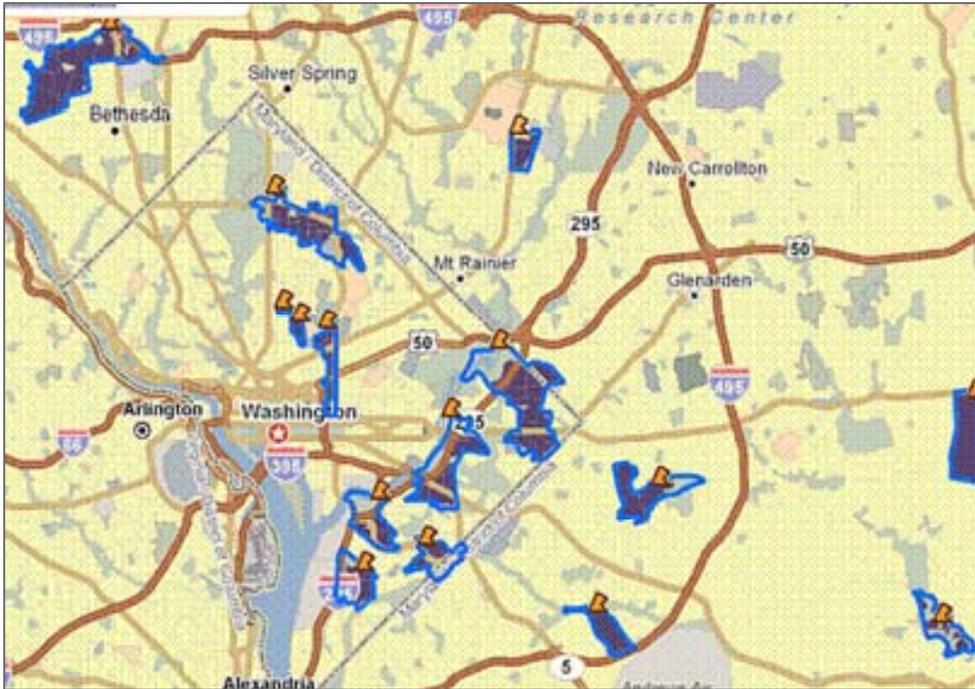
(market + urban form readiness)



-  Identity/Branding
-  Street or Traffic Enhancements
-  Affordable Housing
-  Retail and Sidewalk Amenities
-  Physical Activity Facilities
-  Street Trees or Parks

4

Equity Overlay



Collect Equity Indicators for Activity Centers

- *Income*
- *Educational Attainment*
- *Female Headed Households*
- *Vehicles Per Household*

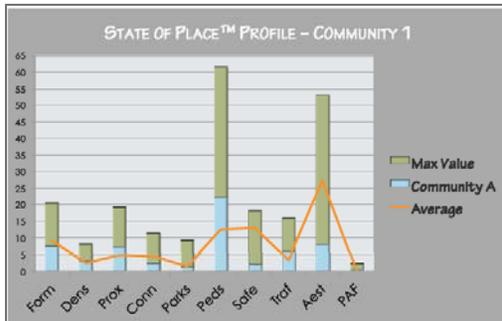
Purpose: Inform Investment Recommendations

Lead Partner: Reconnecting America

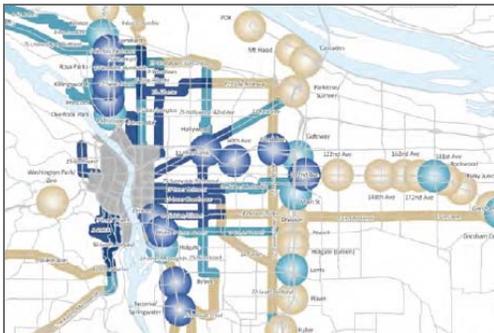
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Typology Analysis - Key Deliverables

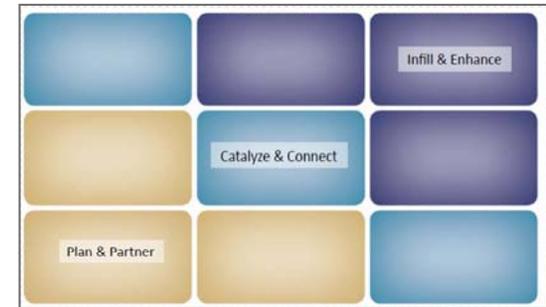
Activity Center Profiles



Maps



Investment Typologies



Equity Overlay

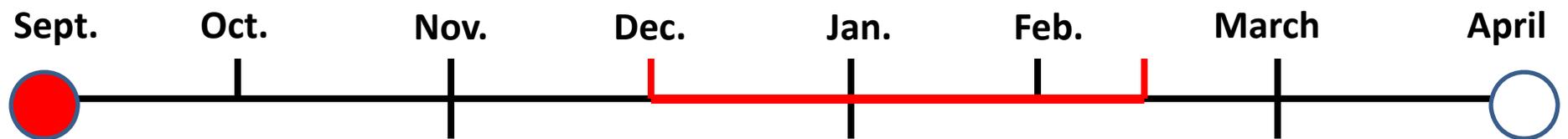


**Memo
&
PowerPoint**

Steering Committee
Jan. 10

Region Forward Coalition
Jan. 25

5 Implementation Strategies



5

Implementation Strategies

Focus Groups



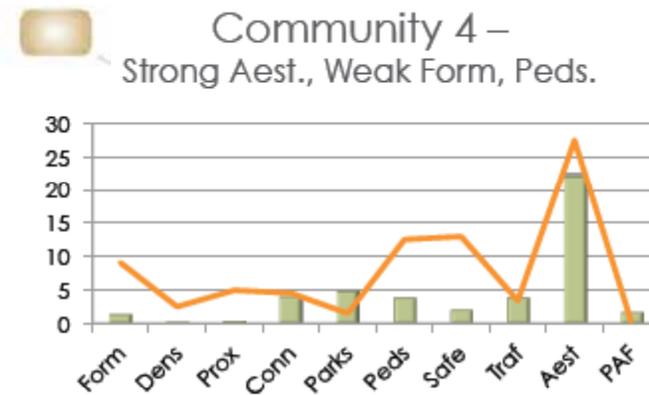
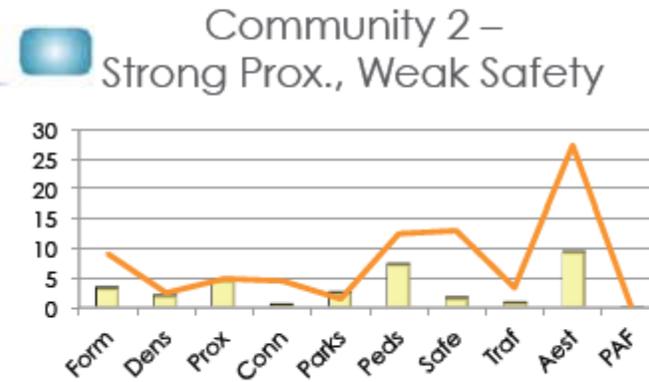
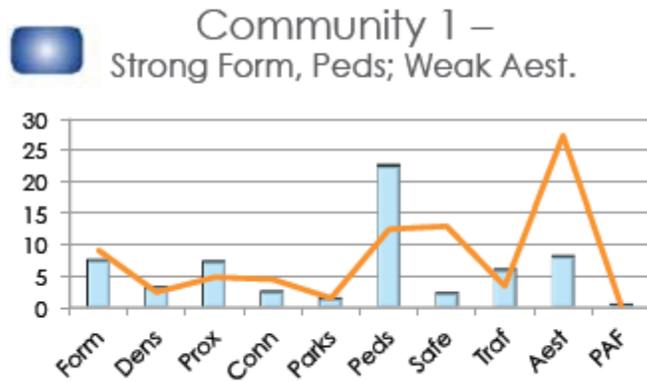
Solicit Implementation Approaches from Key Stakeholders

- *Developers/Investors*
- *Local and Federal Government*
- *Equity Stakeholders*

5

Implementation Strategies

Tailored Intervention and Investment Strategies



5

Implementation Strategies

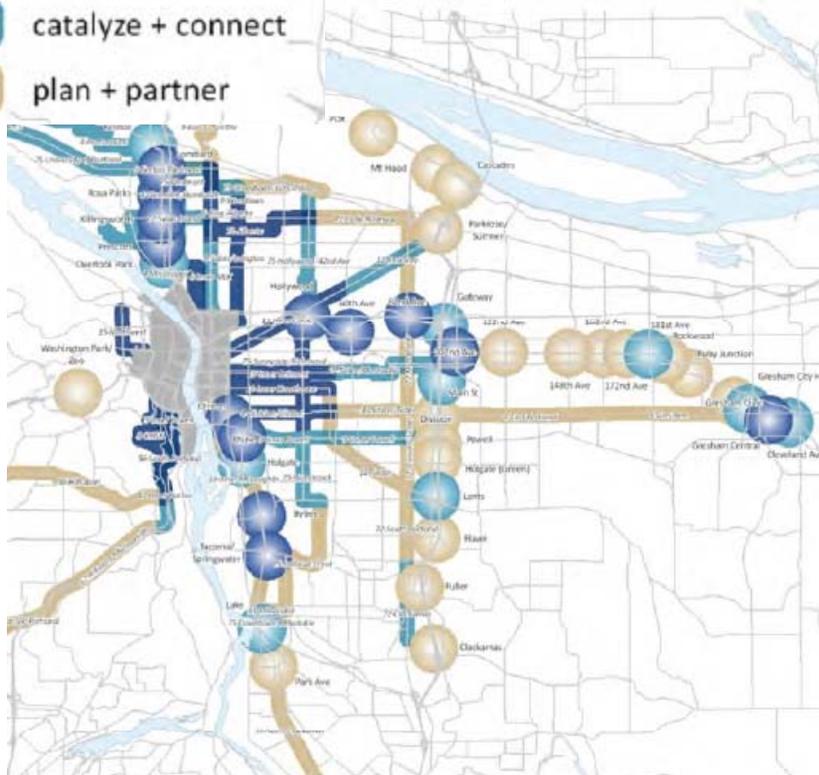
Recommend Policies, Programs or Grants that can support place-based investments

Clusters

- infill + enhance
- catalyze + connect
- plan + partner

Typology Clusters

(market + urban form readiness)



- BID or Community-Based Partnership
- Planning or Infrastructure Grants
- Affordable Housing Programs/Policies
- Zoning/Form-Based Codes
- Urban Forestry Programs

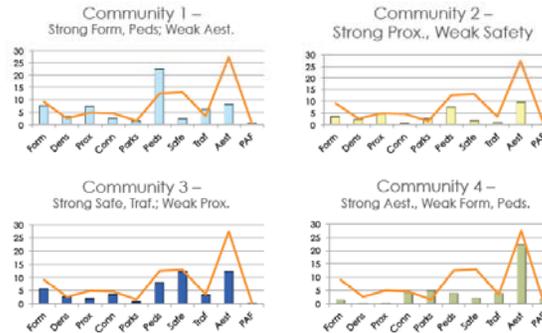
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Implementation Strategies - Key Deliverables

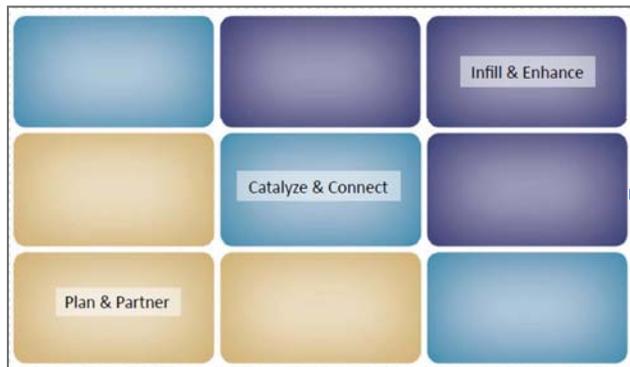
Focus Groups Results



Tailored Interventions



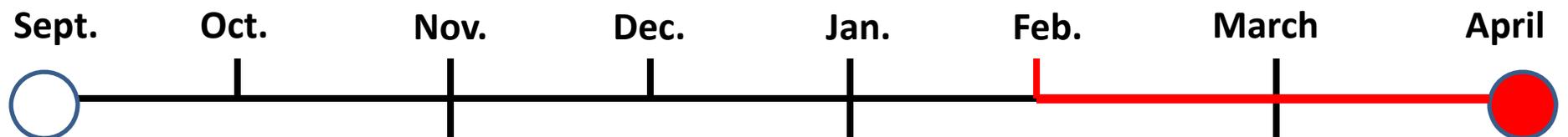
Investment Recommendations



**Memo
&
PowerPoint
Presented to
Steering Committee
on Feb. 22nd**

6

Final Report and Symposium



6

Final Report and Symposium

Writing Final Report



Lead Partner: Reconnecting America and MWCOG



**Draft Presented
to Region
Forward
Coalition on
March 29th**



Public Release at Symposium



Tentative Date: April 26, 2013

Questions?



7

Education and Outreach

Sept.

Oct.

Nov.

Dec.

Jan.

Feb.

March

April



7

Education and Outreach

The goal of the Public Outreach and Communications Strategy is two-fold:

1) Increase knowledge and awareness of Activity Centers:

- *What are Activity Centers? Why are they important? How does this update differ from previous versions?*

2) Explain how Investment Plan will give Activity Centers increased relevance and importance and shape the region's future growth and development:

- *What is the Investment Plan? What is it not? How will it work with local plans? What benefits will the region experience as a result?*

7

Education and Outreach

Public Outreach and Communications Tools

➤ *Traditional Media*

- Op-Eds, Letters to the Editor, Feature Pieces
- Goal: Expanding buy-in and understanding
- Targets: *Washingtonian*, *The Washington Post*, business publications, etc.

➤ *Social Media*

- Blog posts at **www.RegionForward.org** (by staff and guest posts by RFC members and community leaders)
- Shared on Region Forward blog, Facebook and Twitter and with RF supporters
- Goal: Encouraging grassroots participation and promotion

➤ *Videos*

- Development led by **Mobility Lab** in coordination with RF staff
- Goal: Increasing education and awareness

7

Education and Outreach

Social Media Strategy In-Depth

- ***Activity Centers Blog Series (Now through approximately mid-October)***
 - What are Activity Centers? Why are they important? How does this update differ from previous versions?
 - Include profiles of successful, established Activity Centers
 - Series underway with first three posts: http://bit.ly/RF_ActivityCenters, <http://bit.ly/Ov9iO9>, <http://bit.ly/QoYVgC>
- ***Investment Plan Blog Series (mid-October through completion of Plan)***
 - What is the Investment Plan? What is it not? How will it work with local plans? What benefits will the region experience as a result?
 - Include posts on how Investment Plan can help emerging Activity Centers become successful like the established Centers above
- ***Guest Posts will be solicited throughout both series***



Education and Outreach

CALL FOR RFC MEMBER PARTICIPATION

All three primary public outreach and communications tools (traditional media, social media, and video) will have a larger impact if RFC members are involved.

We will be reaching out to you throughout this process for your participation, but please also contact us if a particular relevant issue arises that you would like to focus on. We can help you prepare the content, whether it be for a blog post, a letter to the editor or opinion piece, or a video.

Lewis Miller, Public Affairs Specialist, MWCOG

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