

Southwestern Pennsylvania Commission



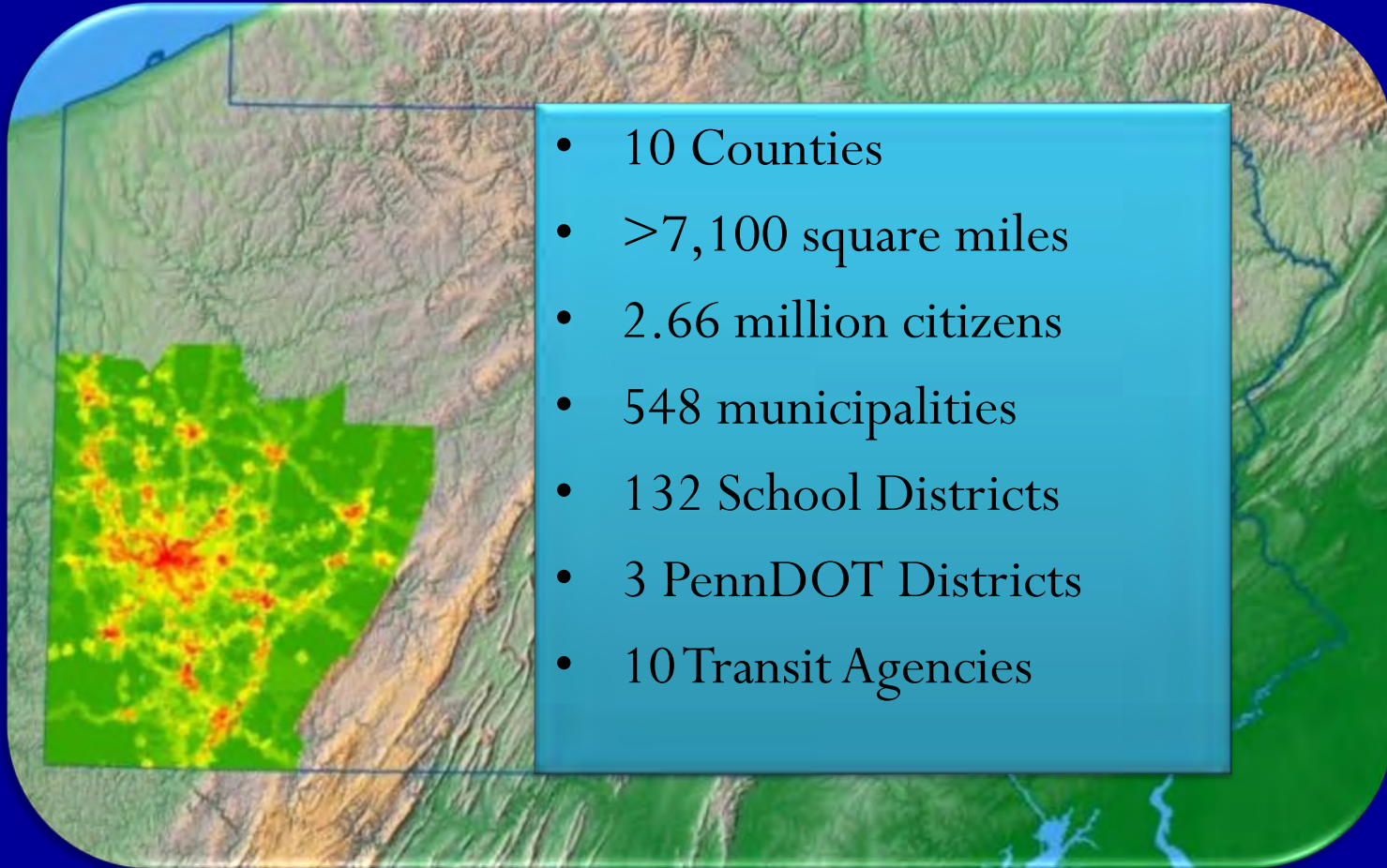
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Livable Regions and Communities in Appalachia

August 16th, 2012

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Southwestern Pennsylvania



Scenario Planning

SCENARIO PLANNING: Imagine Your Possibilities

Participants voted on their preferences
in six categories:

Draft Scenarios



development density
amount of land developed
households near transit
households near highway interchanges
regional travel
infrastructure cost



Vision Statement

- **The Regional Vision: Transportation and land use that supports and enhances the regional economy and the communities within it.**

Regional Places

- Revitalization and redevelopment of the region's existing communities is a priority.
- Investment in infrastructure improvements will be coordinated and targeted at the corridor level to optimize the impact of the investment.
- The region will focus on the identification and development of industrial sites with special attention given to well situated brownfield locations.

Regional Connections

- Maintenance of the existing transportation system will be a regional priority.
- Transportation and development choices will reflect a priority on safe and secure multimodal and intermodal networks for both people and goods.
- The region's transportation system will be actively managed and operated to allow the system to function at its full potential.
- The region's transit system will connect people with resources throughout the entire region.
- The entire region will have access to broadband communications infrastructure.
- The region's infrastructure system will be designed to protect and enhance public health and the environment.

Regional Activities

- The region will place a priority on business development with a focus on existing business retention and expansion.
- The region will support initiatives designed to improve both the quality and quantity of the region's workforce to meet emerging industry demands.
- The region will support identified strategic industry clusters.
- The region will place a priority on programs and services to attract and retain a diverse population with a particular focus on young adults and immigrants.
- The region will proactively support the emerging role of colleges and universities in economic development.
- The region will preserve, promote and develop the tourism and hospitality industries by capitalizing on historic, cultural, recreational and ecological assets.
- The region will preserve and develop its agricultural industry.

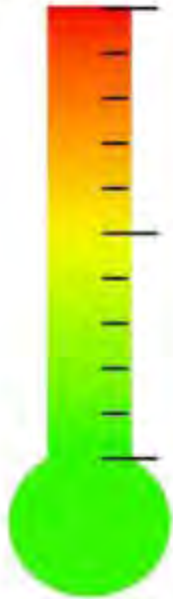
How Do We Use Them?

- Geospatial Analysis
 - Directly as Part of Project Evaluation
 - Overall Program Implementation
 - Program Development
- Policy Analysis
 - Directly as Part of Project Evaluation
 - Overall Program Implementation
 - Program Development

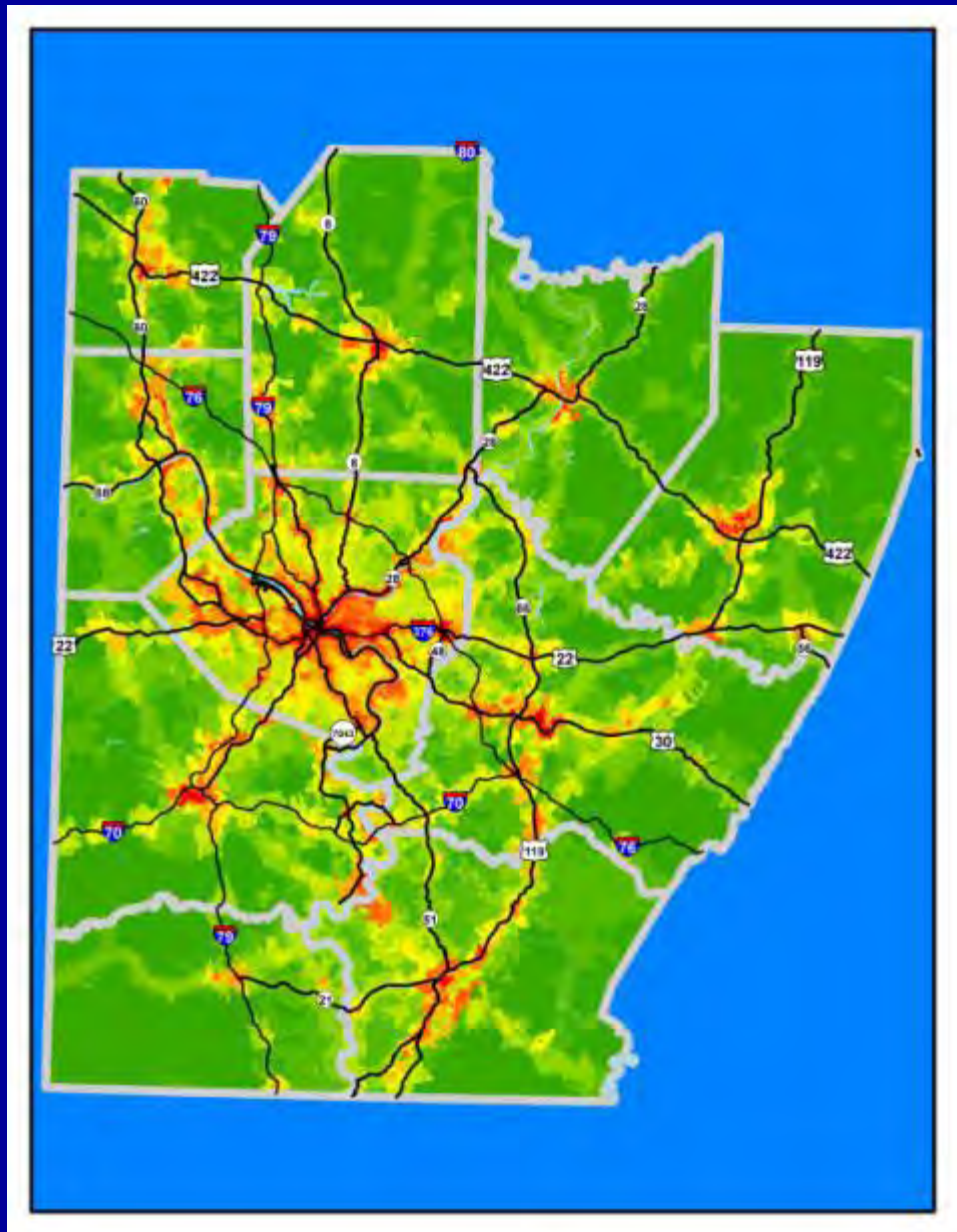
Project Evaluation Geospatial

Vision Scenario

More
Conductive

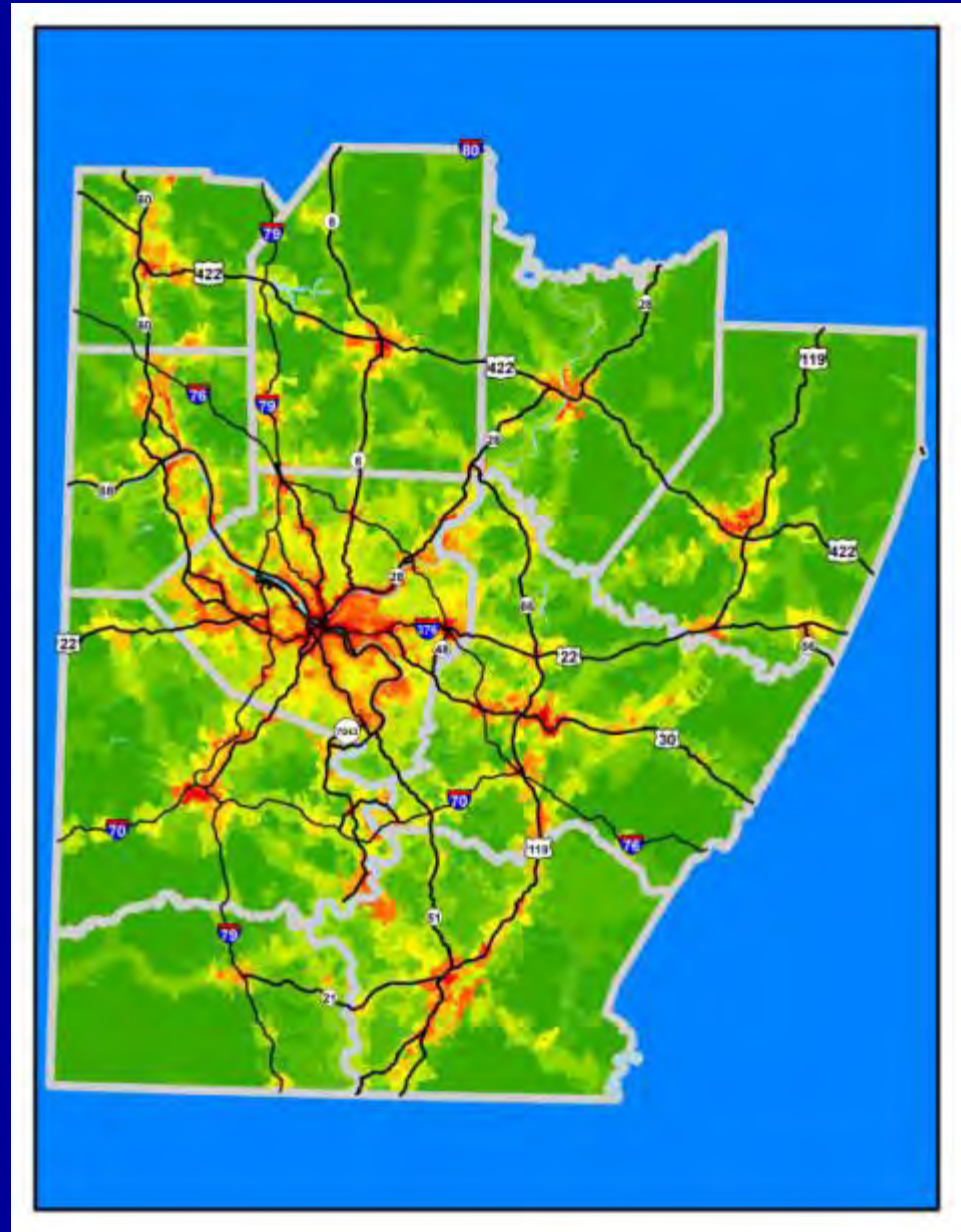


Less
Conductive



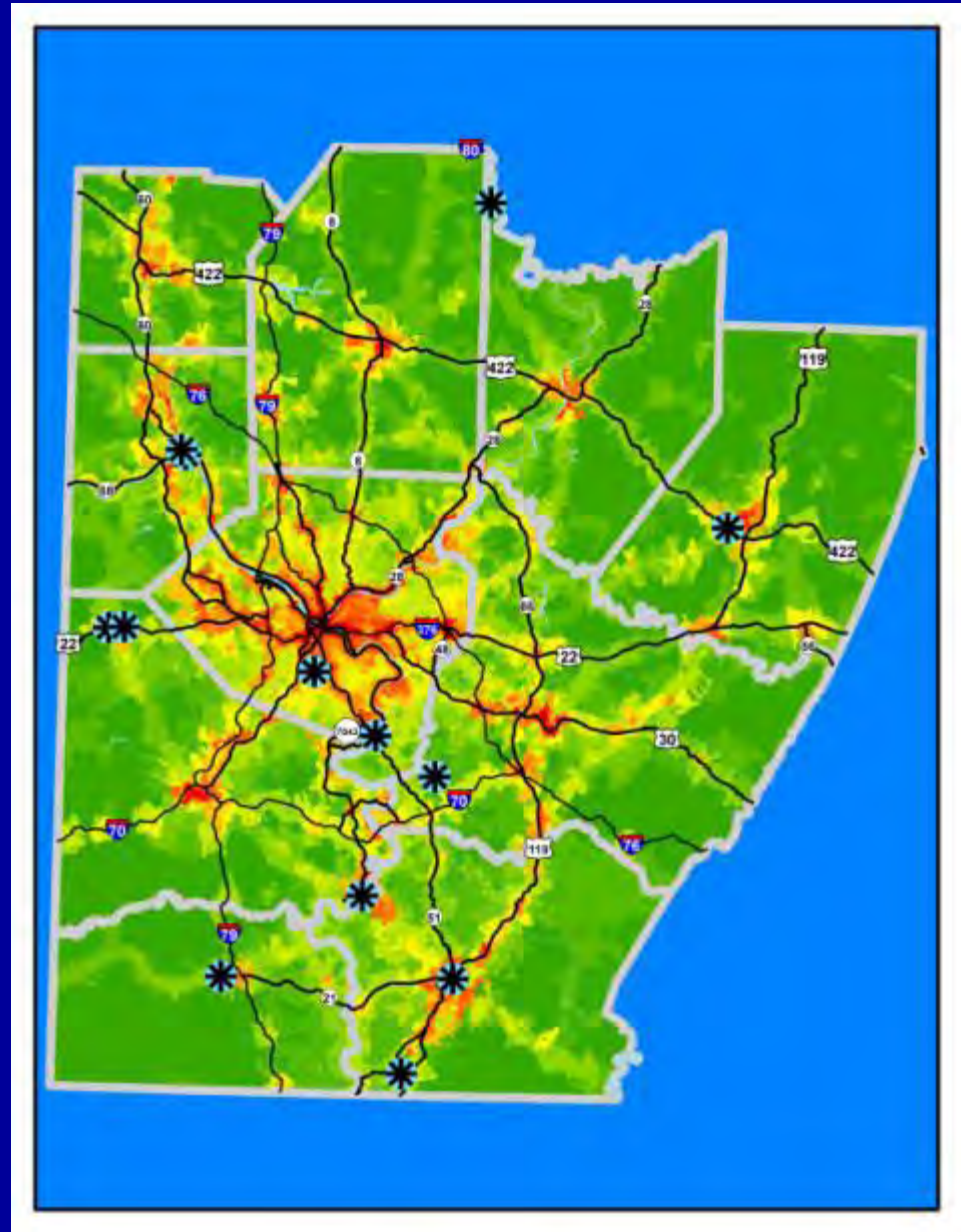
Vision Scenario

Area
Development
Program Projects
Ranked and
Submitted



Vision Scenario

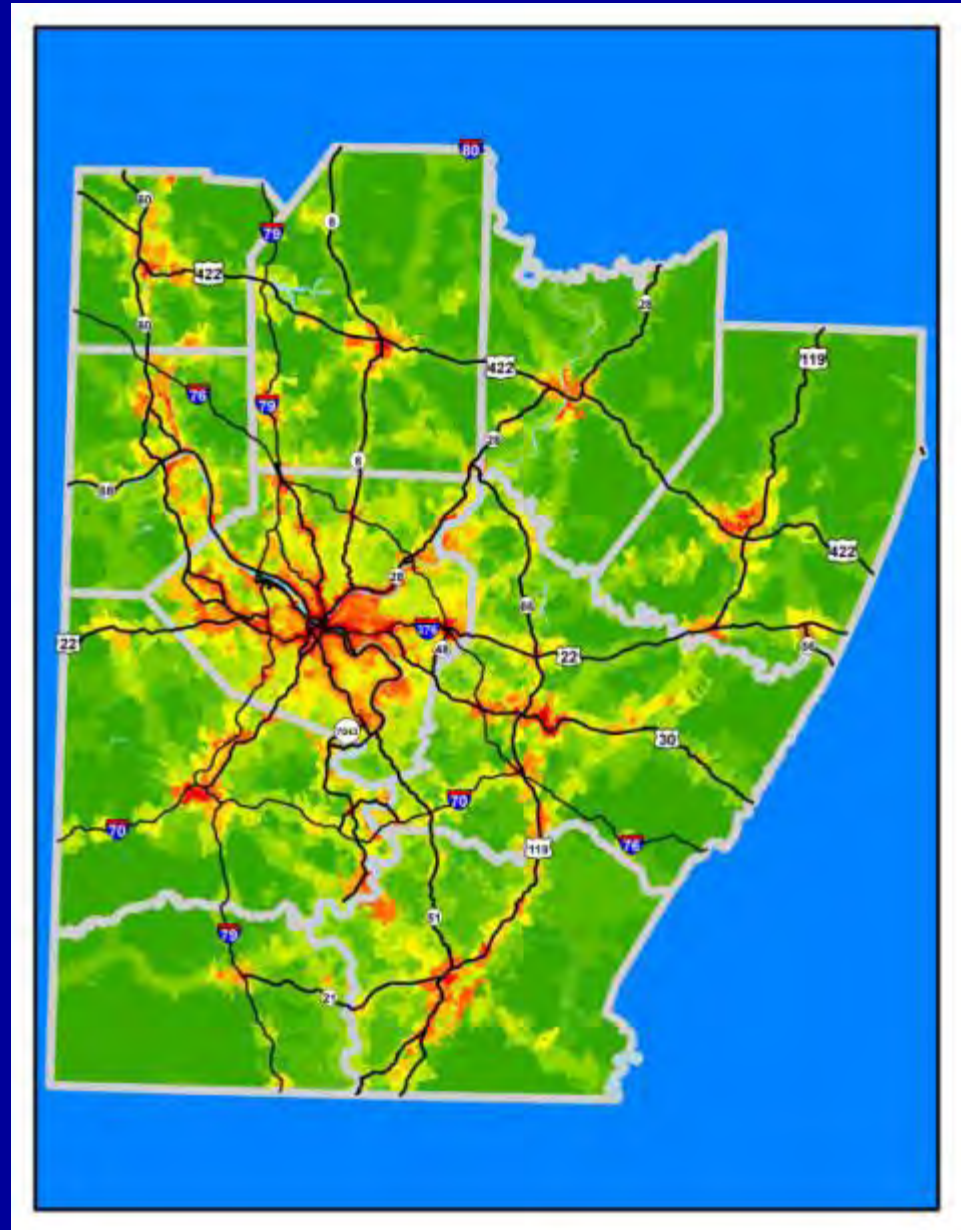
Area
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Program Implementation Geospatial

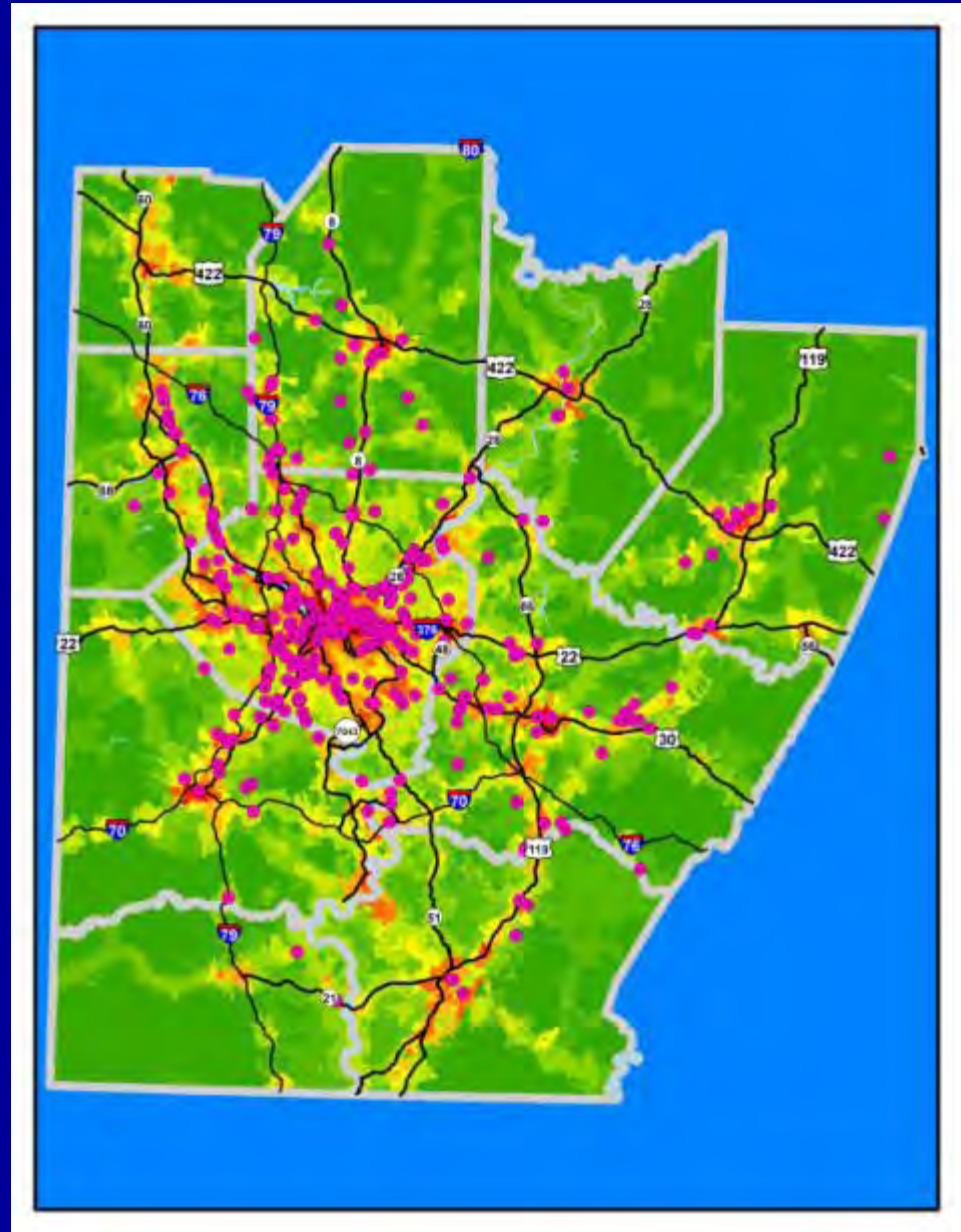
Vision Scenario

Business
Development
Clients



Vision Scenario

Business
Development
Clients



Project Evaluation Policy

POLICY: The region will focus on the identification and development of industrial sites with special attention given to well situated brownfield locations.

- ARC/EDA Projects, such as:
 - Carrie Furnace, Rankin
 - Sony Re-use
- Rail Freight Advisory Committee Funding for Scully Yard, Crafton/Thornburg

POLICY: The region will proactively support the emerging role of colleges and universities in economic development.

- Support of projects that benefited by proximity or association with colleges and universities
- ARC/EDA Projects, such as:
 - Windy Ridge Business and Technology Park
 - Fayette Campus – Comprehensive Study for an Energy Research and Development Center

POLICY: The region will preserve, promote and develop the tourism and hospitality industries by capitalizing on historic, cultural, recreational and ecological assets.

- **ARC Projects**
 - Monaca Riverfront Park
 - West Newton Town Square
 - Allegheny Trail Towns Initiative
- **Freeport Bridge – Trail Connectivity Nexus**
- **Memorial Bridge, Connellsville – connect interstate trail network to local business district**

Program Implementation Policy

POLICY: The region will place a priority on business development with a focus on existing business retention and expansion.

- Worked with over 420 companies
 - Export Assistance
 - Helping produce **\$120,000,000** in export sales
 - Helping to create or retain **1,700** jobs
 - Business Finance
 - Loan portfolio of **\$13,634,700**
 - Helping to create or retain **2,989** jobs
 - Government Procurement Assistance
 - Helping client businesses secure **234** Government contracts valued at over **\$234,000,000**
 - Helping to create or retain **5,220** jobs
 - BREP program over 2,400 company visits

POLICY: The region will preserve and develop its agricultural industry.

- SPC currently maintains a loan portfolio of eight (8) First Industry Loans totaling \$1,269,569.

Program Development

**Southwestern Pennsylvania
Commission's Livability
Through Smart Transportation
Program**

Program Objective

- The program is designed to encourage sponsors to plan and implement strategies that link transportation improvements with land use development strategies to create sustainable, livable communities consistent with policies of the region's adopted plan.

Program Funding

- Funding set-a-side in the Region's Transportation Improvement Program.
- Currently the set-a-side is \$1.5 million.

Program Policy Objectives

- Revitalization and redevelopment of the region's existing communities is a priority.
- Investment in infrastructure improvements will be coordinated and targeted at the corridor level to optimize the impact of the investment.
- Transportation and development choices will reflect a priority on safe and secure multimodal and intermodal networks for both people and goods.
- The region's transportation system will be actively managed and operated to allow the system to function at its full potential.
- The region's infrastructure system will be designed to protect and enhance public health and the environment.

Eligible Projects Categories

- Bicycle/Pedestrian
- Corridor Management/Congestion Reduction
- Intermodal/Transit Oriented Development
- Land Use and Transportation Linkage
- Planning and Redevelopment
- Road/Intersection/Network Improvements
- Streetscapes/Traffic Calming
- Other

Eligible Activities

- Eligible activities include preliminary engineering, final design, and construction.
- Right-of-way and utility relocation **are not eligible** activities under this program, but if applicable must be completed in accordance with the federal project development guidelines.
- In addition, activities must be eligible for federal funding under CFR Title 23;
- And must meet one or more of the Regional Smart Transportation Themes.

Summary

- Integrates economic development, community development and transportation in a sustainable way.
- Guide investment through project evaluation, program implementation and program development.

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