

Strengthening Rural-Urban Connections to Support Competitive Regions

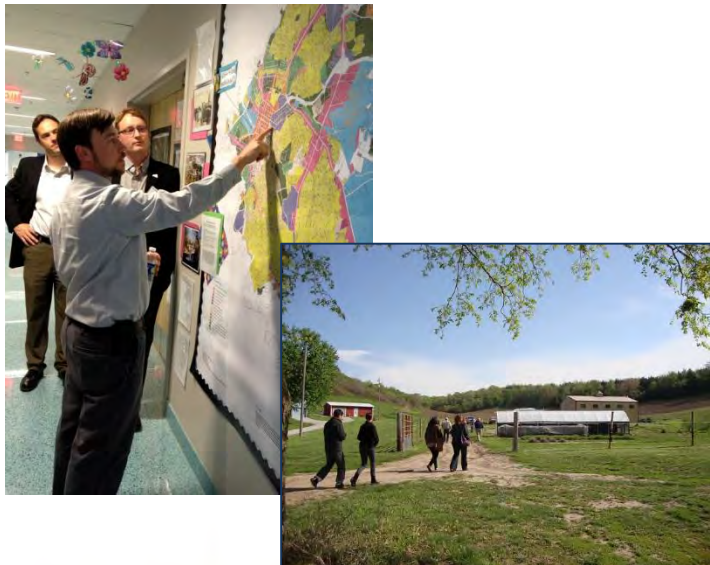


July 24, 2014
2:00 - 3:15 ET



HUD Sustainable Communities Capacity Building

Sustainable Communities
 Learning Network



NADO Research Foundation serves as one of the **capacity building** teams in the **Sustainable Communities Learning Network** providing support and technical assistance to HUD Sustainable Communities grantees and EPA technical assistance recipients

Initiative of the **Partnership for Sustainable Communities** (HUD/DOT/EPA)

Capacity building support to strengthen grantee communities to create more **housing choices**, make **transportation** more efficient and reliable, make more effective **infrastructure investments**, and build vibrant, **economically prosperous** neighborhoods, towns, and regions

Sharing lessons learned and resources to a wider audience



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.
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Workshop in Omaha May 15-16, 2014

Workshop brought together participants from **HUD Sustainable Communities** grants and **EPA technical assistance projects** in a collaborative and interactive setting

Participants discussed their projects, learned from one another, and toured the Omaha-Council Bluffs region to **explore strategies and initiatives** to better improve connections between urban and rural communities through economic development, food systems, workforce development, infrastructure, and other areas.

Workshop materials available at:

<http://www.nado.org/rural-urban-connections-workshop-materials-omaha-ne/>



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NADO

NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS

Brett Schwartz

**Program Manager
NADO Research Foundation**

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Today's Presenters:

- ❖ **Brian Dabson**, Associate Dean and Research Professor, Harry S. Truman School of Public Affairs and Director of the Institute of Public Policy at the University
- ❖ **Paula Downs**, Project Director, *South Central Kansas Prosperity Plan* (Wichita, KS)
- ❖ **Chad Coburn**, Manager, *Prosperous Places Program*, Capital Area Council of Governments (Austin, TX)



Webinar Logistics

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation

The webinar is being recorded and will be posted within a day along with the PowerPoint slides on the NADO website at www.nado.org

1.25 AICP CM credits are available

Please contact Brett Schwartz at bschwartz@nado.org if you have any questions after the presentation


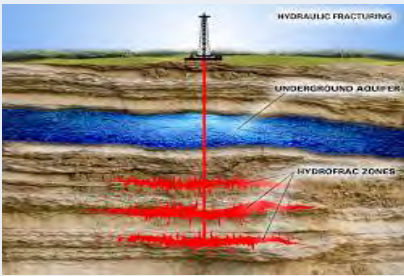

Brian Dabson
July 24, 2014




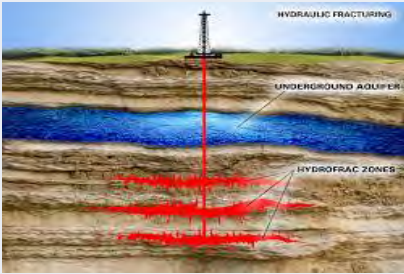

Strengthening Rural-Urban Connections to Support Competitive Regions



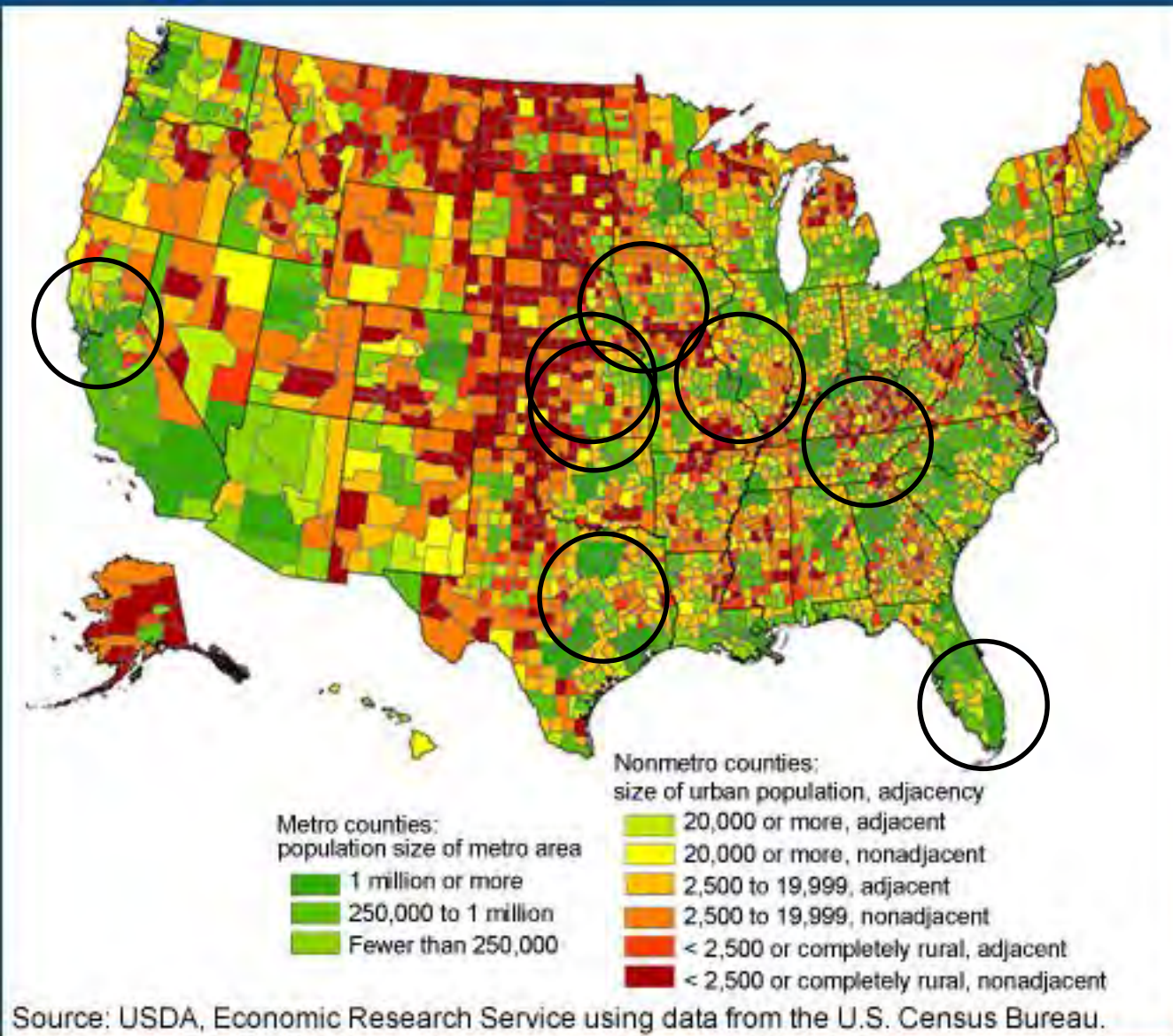
Increasing Complexity...

	SIMPLE	COMPLICATED	COMPLEX
Agreed problem statement	YES	NOT AT START	NO
Agreed solution	YES	NOT AT START	NO
Knowledge & experience to act	YES	SOME	NO
Known variables	YES	MOSTLY	NO
Predictable outcomes	YES	MOSTLY	NO
			

Demands collaboration+

	SIMPLE	COMPLICATED	COMPLEX
Structure	Predetermined and fixed	Adapted	Organic and variable
Stakeholder engagement	Limited	Extensive but managed	Volatile
Boundary crossing	Predetermined	Extended	Multiple and continuous
Timeline	Predetermined and fixed	Extended	As long as it takes
			

2013 Rural-Urban Continuum Codes





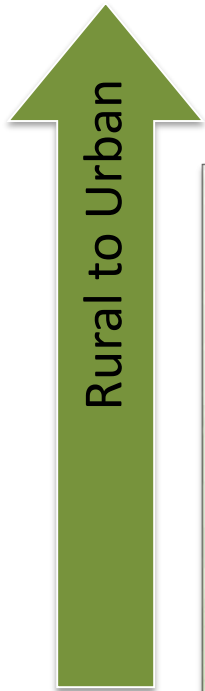
If a region's ability to create wealth is dependent upon generating a trade surplus with the outside economy and attracting investors, then *the economic competitiveness of the urban core* is the key.



However, if the rural periphery is experiencing substantial trade deficits, this will have a substantial negative impact on the whole region including the urban core.

Shared Purpose...

- If metropolitan America is to drive national prosperity, metropolitan areas will need a **healthy and sustainable rural economy and culture**
- If rural America is to flourish, it will depend upon **vibrant, well-functioning cities and suburbs**



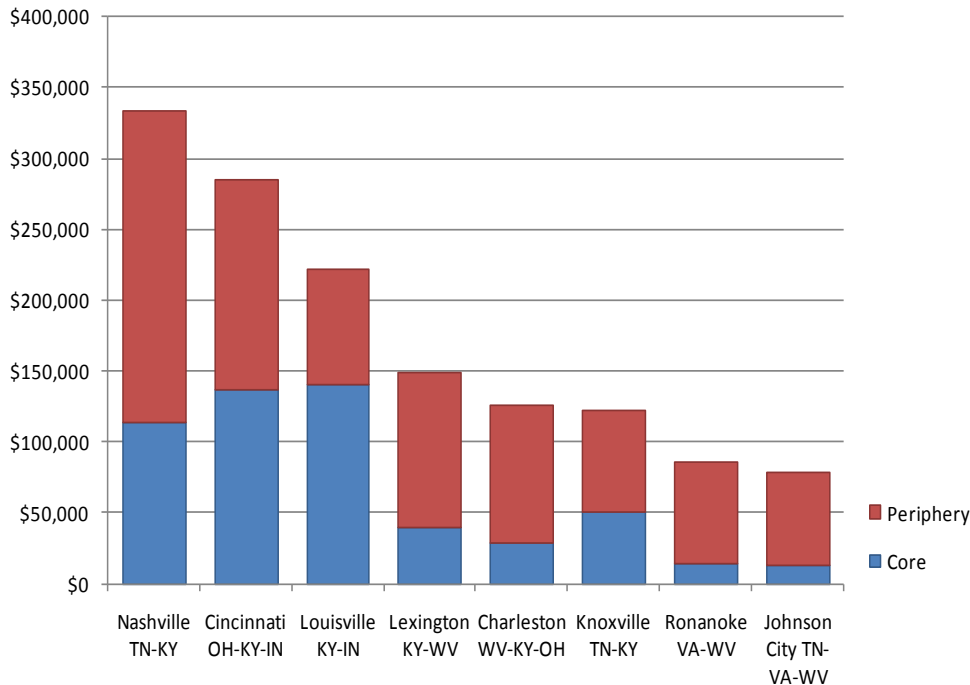
Food
Energy
Workforce
Stewardship
Waste management
Experiences

Markets
Jobs
Specialized Services
Resources



The Regional Economy

Size of Regional Economies in Central Appalachia *Total Value of Production (\$million)*



- Income created by rural peripheries does not stick and flows to urban core or outside region
- Benefits from investments in urban core not likely to spill over to periphery

A simple rural-urban distinction is meaningless...



It's All About Linkages



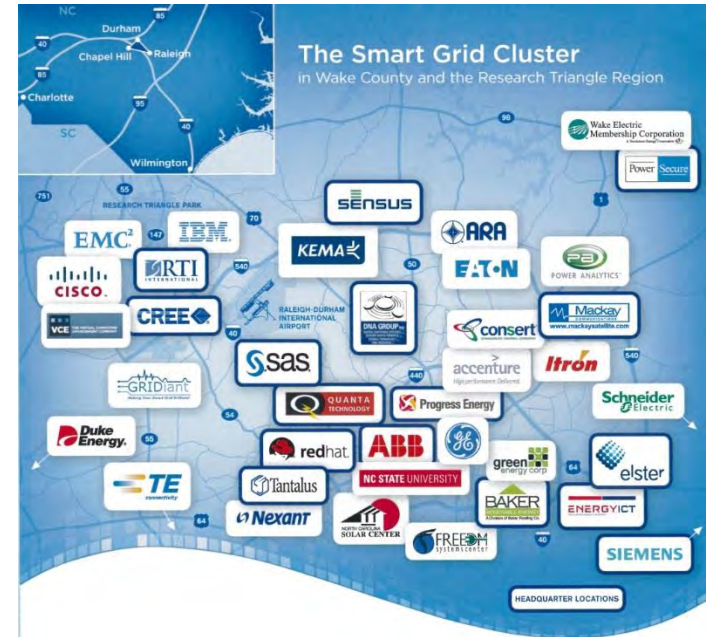
Policy and development decisions are best taken within a regional framework to embrace rural-urban interdependence

Two economic analytical approaches with traction:

- **Clusters** – geographic concentrations of interconnected companies and support institutions
- **Supply/value chains** – flow through a development process regardless of location of participating companies

Connecting to clusters

- Rural businesses located within or close to metropolitan centers plug directly into clusters as suppliers and sub-contractors
- Those located further away build upon their regional and community assets, creating entrepreneurial opportunities through broadband, and developing networks to perform cluster-type functions
- Those that need space rather than proximity link into regional, national and global supply chains as “non-proximate” clusters



Connecting to Supply Chains

- **Face-to-face interactions** – consumers buy directly from producer or processor (farm shops, farmers markets, roadside sales, etc.)
- **Proximate relations** – strong regional or place-based associations and identities (regional hallmarks, consumer cooperatives, tourism themes, specialty retailers, local restaurant and institutional purchasing)
- **Extended relations** – products sold outside region to customers with no personal experience of the area, connections made to culture, practices through branding, certification, reputation – values, provenance, quality

Influencing Supply/Value Chains

Transactions

Improving the efficiency of supply chain transaction – price stabilization, matching suppliers and buyers, holding inventory, reserving capacity, aggregating supply and /or demand

Information

Reducing costs associated with incomplete information, brokering between participants, mediating disputes, collecting and disseminating data and analysis

Policy

Ensuring social and environmental impacts are considered alongside profitability, monitoring government policies and regulations



- **Regional markets** – creating demand in urban areas (outlets, partnerships, distribution systems)
- **Regional branding** – bringing together multiple product lines into an umbrella brand
- **Product positioning** – selling lifestyle not individual products
- **Forging connections** – step-up services for businesses
- **Scaling-up** – helping businesses enhance productivity
- **Creating buzz** – generate enthusiasm among media, leaders, consumers



- **Intermediary role** – aggregating and distributing products, training, brokering, connecting, technical assistance
- **Consumer awareness** – helping urban customers appreciate value of regional products
- **Enterprise hub** – retail marketing incubator in urban center – connecting, aggregating, branding

1. Expand intermediation

- **Expand upon existing intermediation experience** recognizing social, cultural, culinary, and resource differences
- **Reduce business transaction costs and improve efficiency** within supply chains – matching, aggregation
- **Improve information flows** between businesses in supply chains – use data and analysis as a value-adding tool
- **Safeguard triple-bottom-line values** within the chain

RDO could focus on intermediation roles and how best to support supply chains in the region

2. Capture regional markets

RDOs should engage regional business schools to conduct market development research

- **Explore main urban centers** as potential markets for regional products
- **Build infrastructure** – build retail and supply chain connections, distribution systems, and umbrella branding for multiple products

3. Connect to urban procurers

- **Connect with procurement** offices in urban-based businesses and institutions
- **Work with rural-based businesses** to engage with existing supply chains

RDO could work with urban-based economic development advisory, TA, and financing agencies to broker connections and support

4. Broaden regional branding efforts

RDO could support fledgling supply chain efforts with TA and small grants

- Convene regional business-to-business gatherings to explore:
 - How regional brands might play in regional markets
 - Where branding efforts need to be upgraded
 - How brand development might be broadened among multiple stakeholders

5. Focus on exports and import substitution

- **Convene business-to-business gatherings by sector** (e.g. health, energy, food, etc.) to identify market and supply chain opportunities for replacing imports or for accessing export markets

RDO could work with businesses to inventory supply chain opportunities to which rural firms can respond

6. Capitalize on provenance and quality

RDO could partner with public and private economic developers, financing intermediaries to identify candidates for short supply chain development

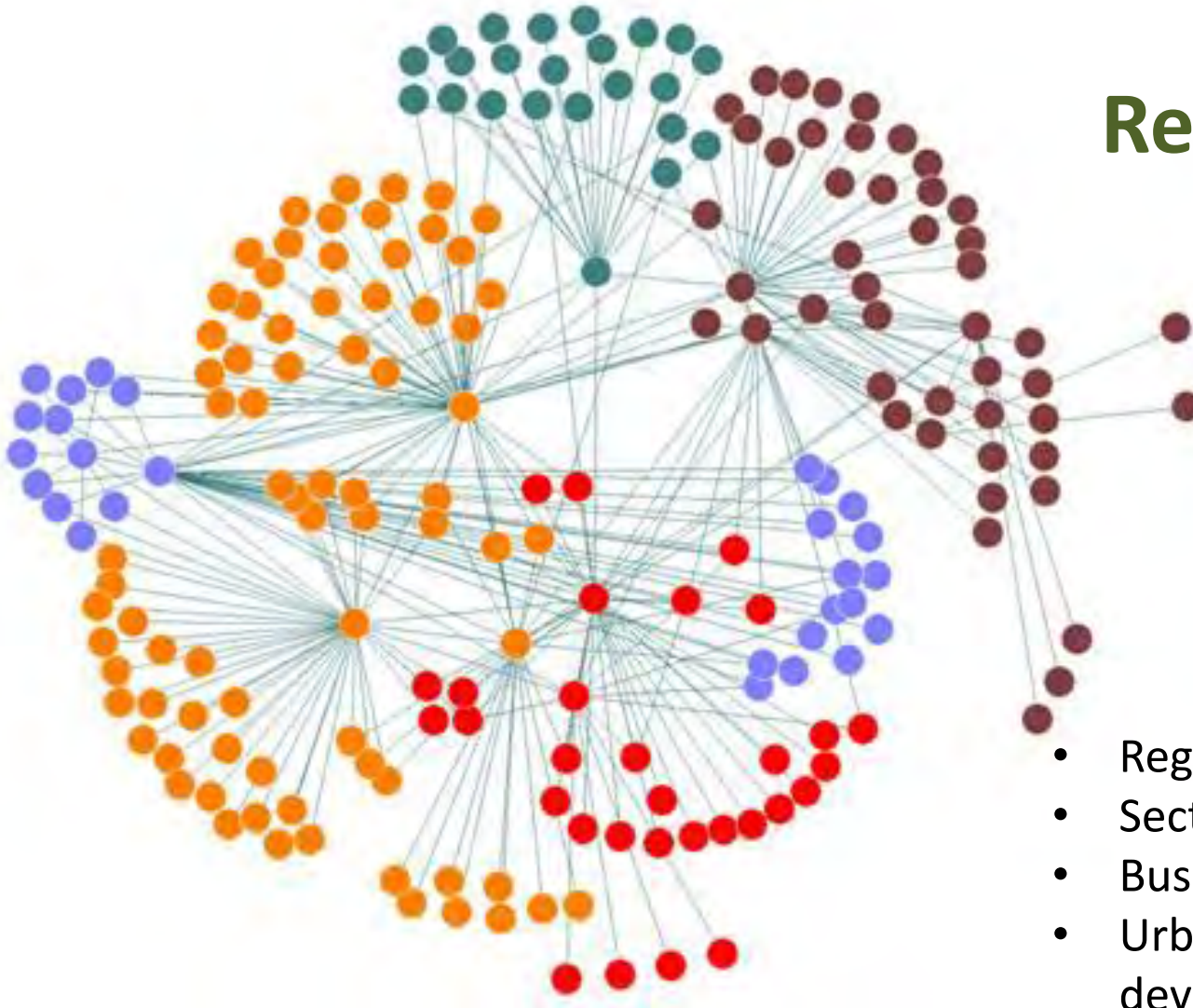
- Explore short supply chain opportunities based on provenance and quality

7. Track impact and tell the story

- **Identify and apply metrics** to track development and impacts of sustainable supply chains
- **Use metrics and stories to forge connections** across the rural-urban continuum

RDO could work with supply chain participants to create and apply meaningful measures

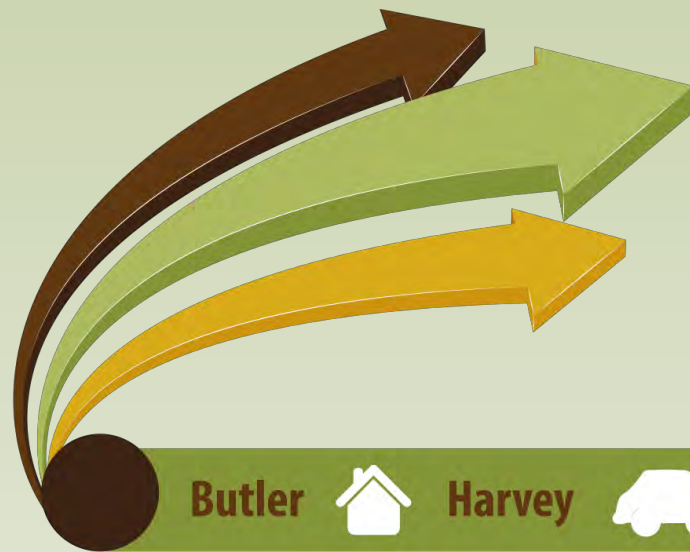
Reaching Out



- Regional businesses
- Sector businesses
- Business schools
- Urban-based economic developers
- ED/financing intermediaries
- Procurers
- Consumers



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South Central Kansas
PROSPERITY
think tomorrow today

Butler



Harvey



Reno



Sedgwick



Sumner

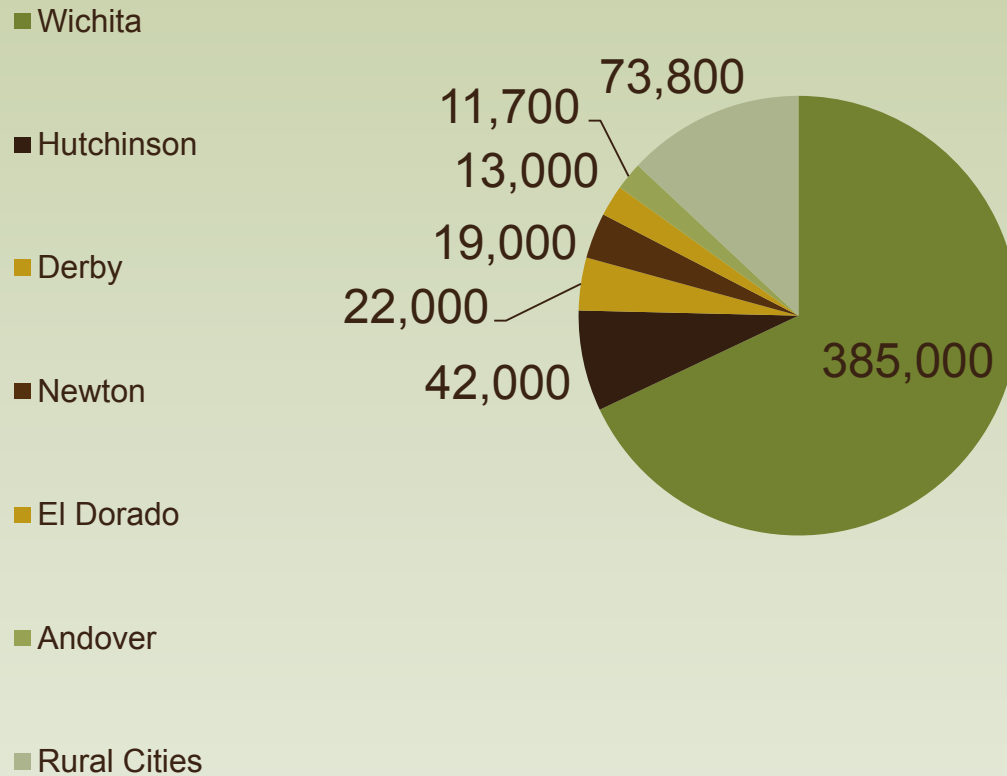


Think Tomorrow Today

- Six Key Areas
 - Built Environment
 - Health Community Design
 - Natural Resources
 - Transportation
 - Water
 - Workforce and Business Development



Population Snapshot



Community Concerns

- Aging Population
- Youth Exodus
- Lack of Housing Choices
- Quality of Life Elements
- Lack of Transportation Options
- Entrepreneurial Spirit / High Paying Jobs
- Access to Fresh Food Options

Questions?

Paula Downs, Project Director

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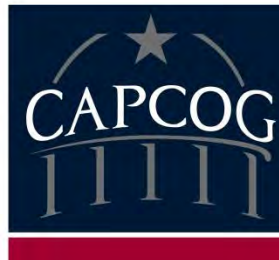
316-978-6678

www.thinktomorrows.com



Sustainable Places Project

July 24, 2014



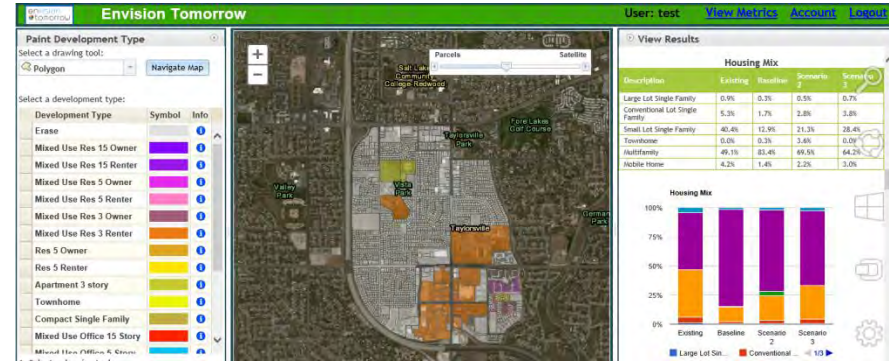
CAPITAL AREA COUNCIL OF GOVERNMENTS

\$3.7M HUD Regional Planning Grant



Major initiatives:

- Developed a suite of analytic planning tools
- Demonstrated a new way of planning and economic development in 5 cities
- Conducted demographic research, regional forums and training events



Plans for downtowns in Dripping Springs, Elgin, Hutto, and Lockhart:

- Convene stakeholders
- Understand public vision, market realities, and fiscal impacts of scenarios
- Create short and med range plans to catalyze the vision



Elgin - Public Visioning

“What is Elgin’s soul? Is it a pass-through community with a bunch of big-boxes along 290, or a destination where people come downtown?”

- STAKEHOLDER COMMITTEE MEMBER

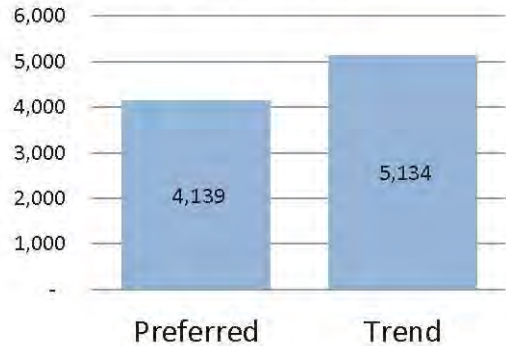


What Success Looks Like

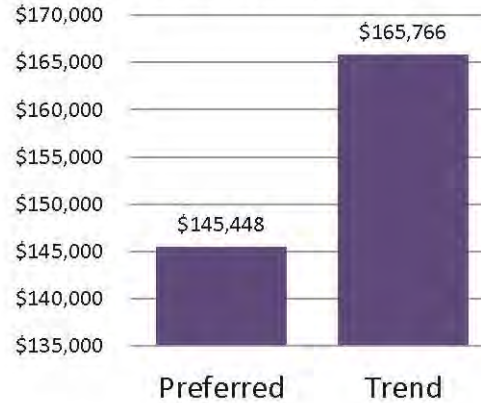
- A self-sufficient community – employment, housing, walkability
- Leaving it better than we found it
- Not needing to leave town for 99.9% of our needs
- Young people having opportunities to stay
- An economically-vibrant Main Street with traffic jams and parking problems!
- Streets with people walking day and night
- Maintaining our agricultural roots

Indicators – trend development vs. public vision

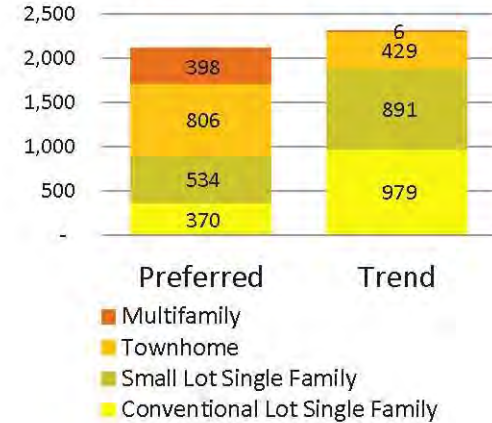
Population



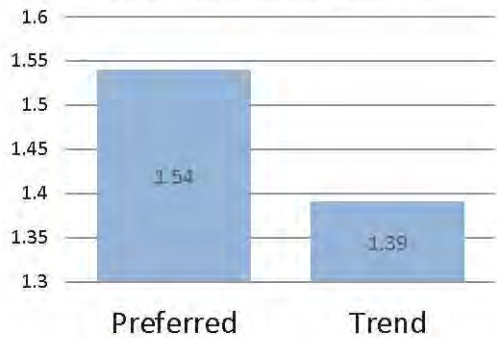
Average Home Price



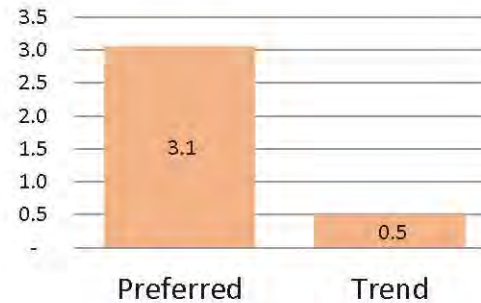
Housing by Type



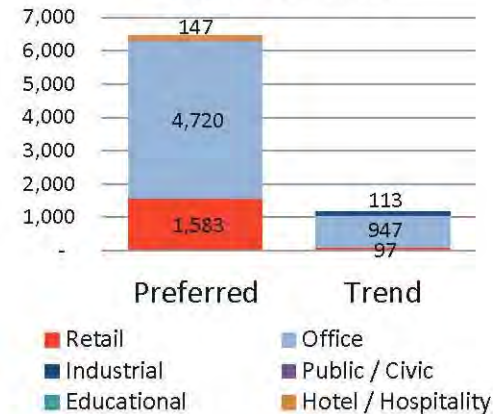
Fiscal Impact Revenue/Cost Ratio



Jobs-Housing Balance



Number of Jobs



Recommended Land Use Policy and Code Amendments

Downtown Shopfront District: Promote an active and concentrated district of shops and restaurants in the heart of downtown (50 foot depth along Main, Depot and Central).

- Allow the full range of commercial uses, including small-scale assembly, manufacturing and/or processing of electronics, jewelry, food, leather items, etc.
- Storefront glazing and entries required
- Residential dwellings not permitted
- All buildings must be built to within 5 feet of the front property line.

Mixed Use District: Encourage a mix of retail, office and residential uses that reinforce Downtown as a vibrant district with an active day and nighttime environment.

- Ground level residential units permitted with primary entries oriented to street front with stoops.
- Drive-through facilities permitted only if they are located behind building and do not interrupt continuity of pedestrian environment.



Implementation Strategy

Public Improvement Plan and Catalyst Projects



Implementation Strategy

Public Improvement Plan and Catalyst Projects



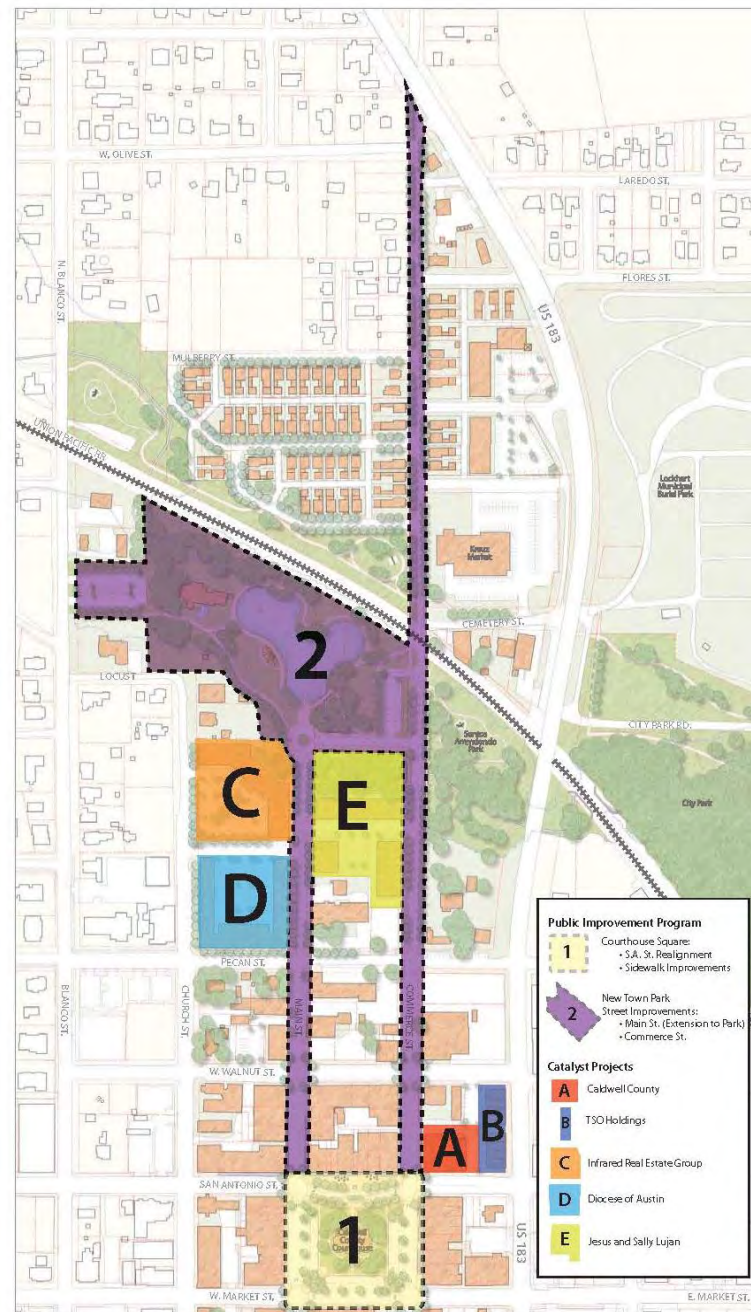
Phasing, cost estimates, sources of funding

Public Improvement Program

- 1** Courthouse Square:
 - S.A. St. Realignment
 - Sidewalk Improvements
- 2** New Town Park Street Improvements:
 - Main St. (Extension to Park)
 - Commerce St.

Catalyst Projects

- A** Caldwell County
- B** TSO Holdings
- C** Infrared Real Estate Group
- D** Diocese of Austin
- E** Jesus and Sally Lujan



Visualize the proposals



Dripping Springs Illustrative Plan

DEVELOPMENT PROGRAM

- 1,248 Dwelling Units
 - 387 large lot detached
 - 451 small lot/rowhouse
 - 410 apartments
- 550,000 sf Commercial
- 30,000 sf Civic

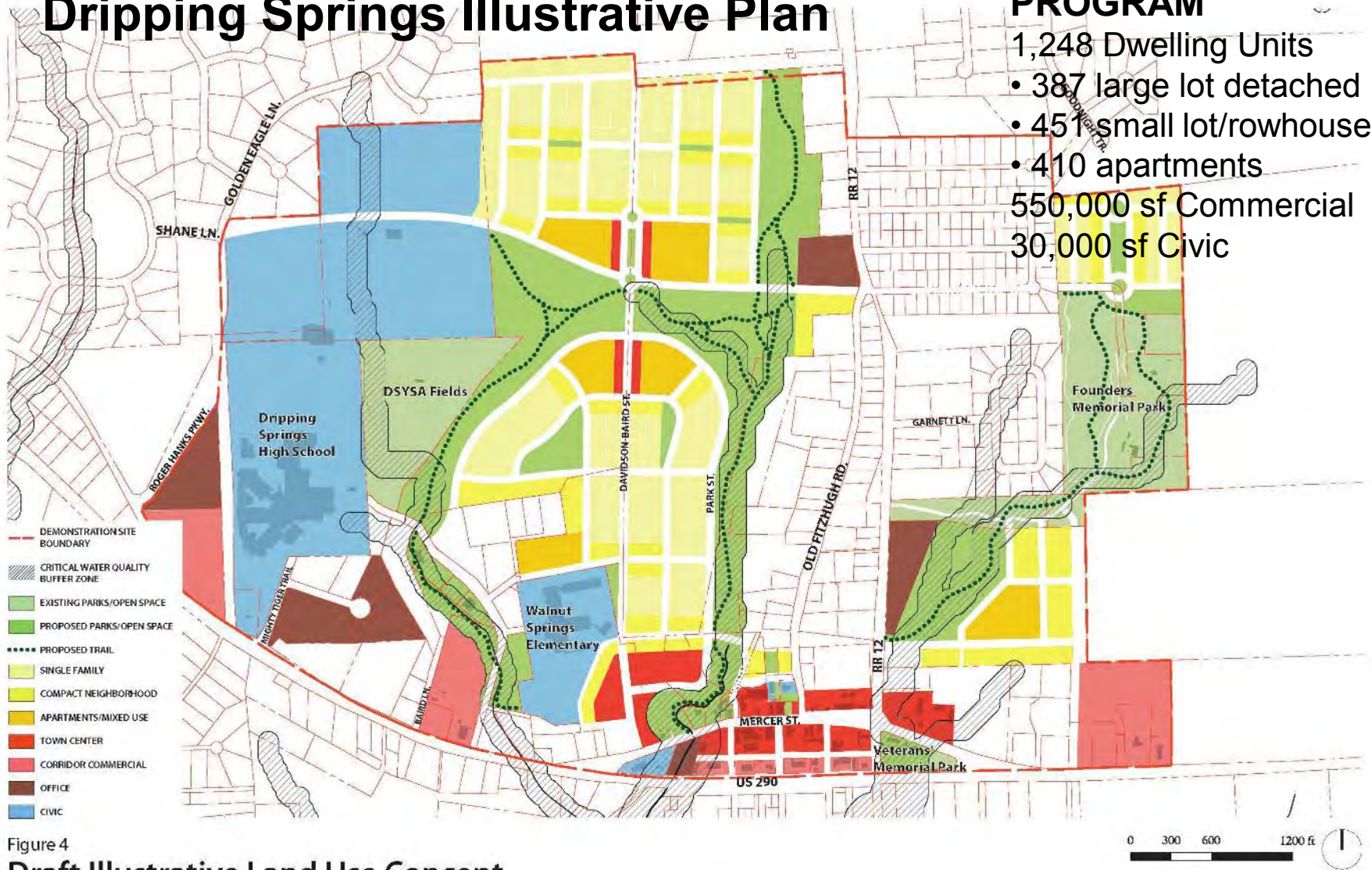
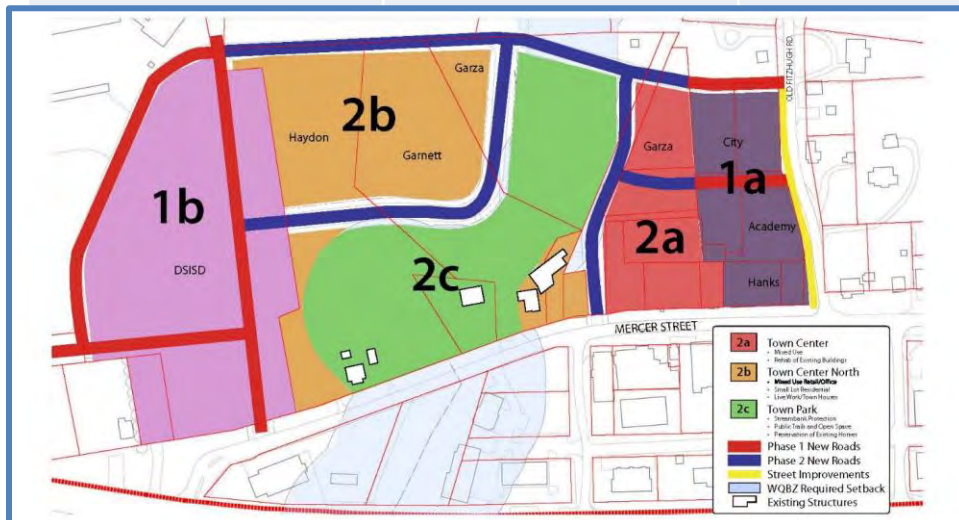


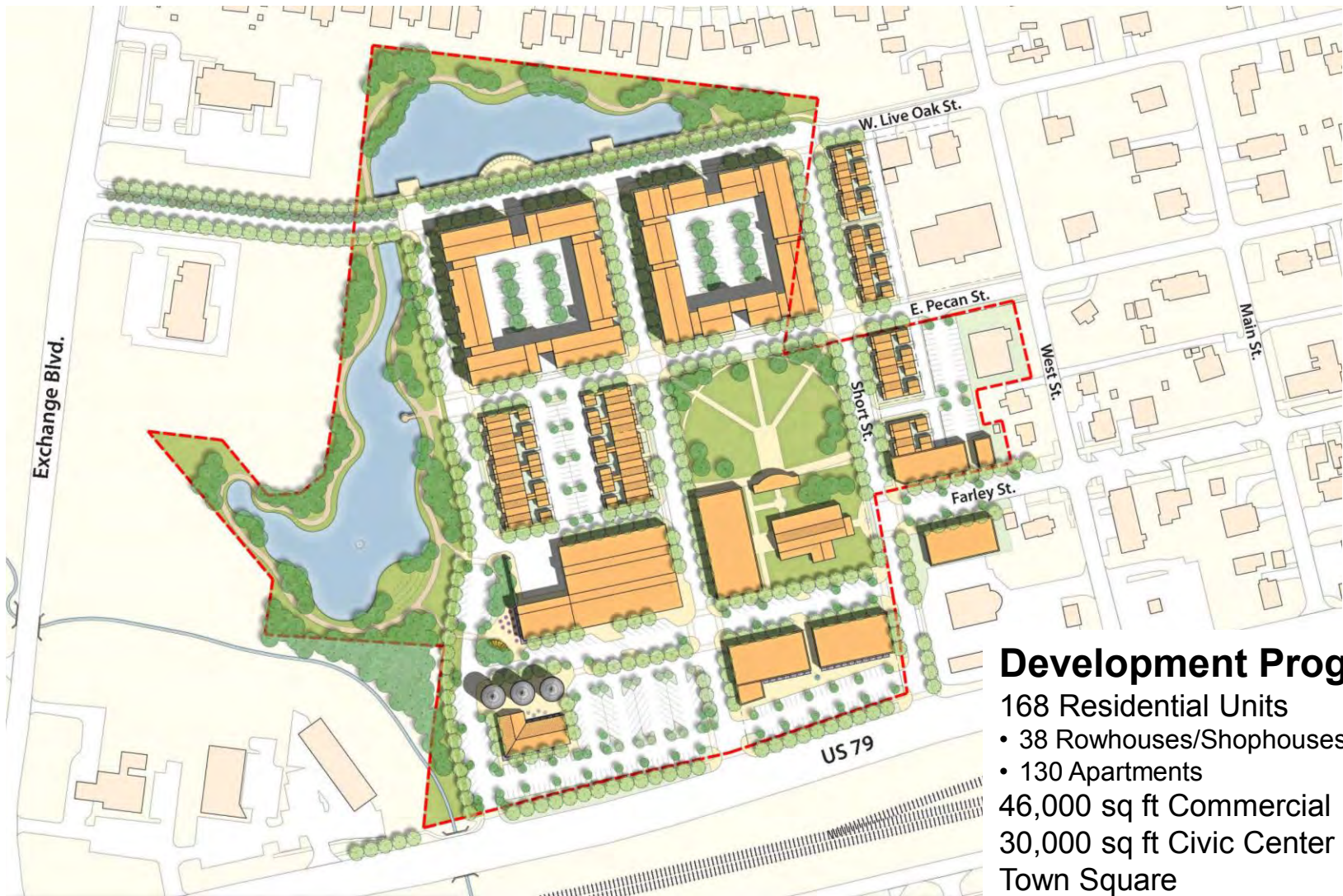
Figure 4
Draft Illustrative Land Use Concept

Projections for Land Development Programs

	Land Area (acres)	Residential (dwelling units)	Commercial (square feet)	Civic/Gov't (square feet)
DSISD	6.6 ac	16 du	48,000 sf	20,000 sf
City of Dripping Springs	1.4 ac	11 du	0 sf	2,800 sf
Private Properties	16.3 ac	27 du	68,000 sf	5,900 sf
TOTAL	24.3 ac	54 du	116,000 sf	28,700 sf



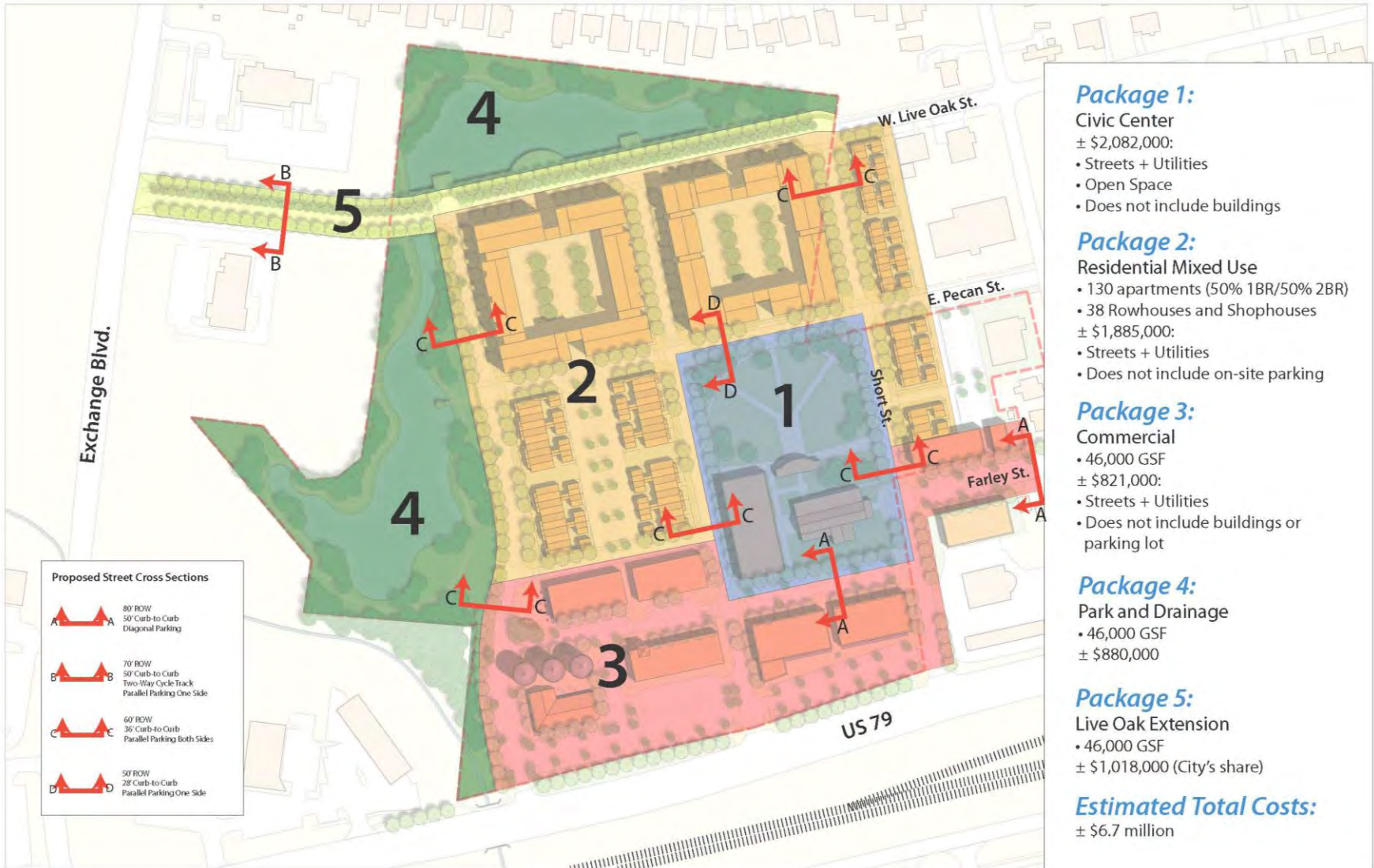
Hutto's Co-op Site



Development Program

- 168 Residential Units
 - 38 Rowhouses/Shophouses
 - 130 Apartments
- 46,000 sq ft Commercial
- 30,000 sq ft Civic Center
- Town Square

Hutto Co-op Site



Hutto Co-op Site



1995

Imagery Date: 8/1/2012 30°32'36.94" N 97°33'07.09" W elev 660 ft eye alt 1346 ft

Hutto Co-op Site



City of Austin

Economics of Urban Rail

45,000

Additional Population by 2030

58,000

New Jobs by 2030

\$31,000,000,000

Total Development Value with Urban Rail by 2030

\$29,000,000,000

Total Development Value without Urban Rail by 2030

Summary Benefit Analysis:

Austin Factors Taxes / Jobs

2% - 50%

The amount rail has induced growth in 7 cities studied in 2007



\$498,000,000

Annual combined median productivity impact on wages and GDP from proposed Urban Rail investment



8%

Urban Rail influence on Downtown Austin real estate values according to 2010 Capital Market Research study

5%

Increase in value of real estate in Austin within 1000' of bus stops

Summary Benefit Analysis:

Economic Impact of Rail

25,000 New Transit Trips could save **12,500** daily commuters
\$100,000,000 by owning one fewer vehicle per household

\$296,000,000

Saved annually by population in case study area by 2030
through reduction in Vehicle Miles Travelled

15,000

New daily bike commuters by 2030 within 1 mile of case study area
could save

\$121,000,000 by owning one fewer vehicle per
household

Summary Benefit Analysis:

Austin Factors - Travel Savings

FOR MORE INFORMATION



Visit: www.CAPCOG.org/ProsperousPlaces

Contact:

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Thanks for joining us! Any questions?

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