

Metro Hartford Future Advisory Committee Meeting

May 22, 2018

AGENDA

1. Update from Metro Hartford Alliance
2. Update on Schedule/Next Steps
3. Input on Strategy Groups
4. Identifying Benchmarks & Indicators

Where We're Heading

- A regional strategy that defines 3 - 5 detailed, implementable, game-changer strategies to drive inclusive economic growth for the region and is supported by private sector leadership.
- What is game-changing?
 - Strategies don't have to be "unicorns"
 - A portfolio of "smaller" strategies that the region collectively commits to and implements at scale would be game-changing
- What is inclusive economic growth?
 - Population growth
 - GMP growth
 - % of jobs paying a family-sustaining wage

Progress to Date

- Draft Situational Assessment
 - Overview of the Metro Hartford Economy
 - A Case for Action: Themes from Transformed Regions
 - How does Metro Hartford Compare to Peer and Aspirational Regions?
 - Opportunity Areas
 - Draft Strategies to Create the Workforce of Tomorrow
 - Draft Strategies to Establish a Vibrant Quality of Place
 - Draft Strategies to Enhance Regional Collaboration
- Based on:
 - 20 interviews
 - 24 existing plans
 - Best practice research
 - Data collection and analysis

Strategy Groups

- Strategy Groups - June 26th - 28th
 - Comprised of organizations who are working in the Opportunity Areas + cross-sector leaders and decision-makers
 - 1 Group per Opportunity Area; 3 break-out groups
 - Co-hosts will help us convene the appropriate stakeholders
 - Outcome - A vetted and refined set of strategies
 - Process
 - What's already happening - what is at scale vs. what should be scaled?
 - What are the barriers to implementing the strategy at scale?
 - Refine strategy to specify: Who would do What towards what End?
 - Prioritize based on ability to impact inclusive economic growth.

Prioritizing and Detailing Strategies

- Advisory Committee/CEO Advisory Group - Early Fall 2018
 - Prioritize 3 - 5 game-changer strategies
 - Determine which strategies not to include
 - All others can still be included in final CEDS
- Investment Prospectus Development - Mid-Late Fall 2018
 - Build out who, what, when, how, and resources needed for game-changers

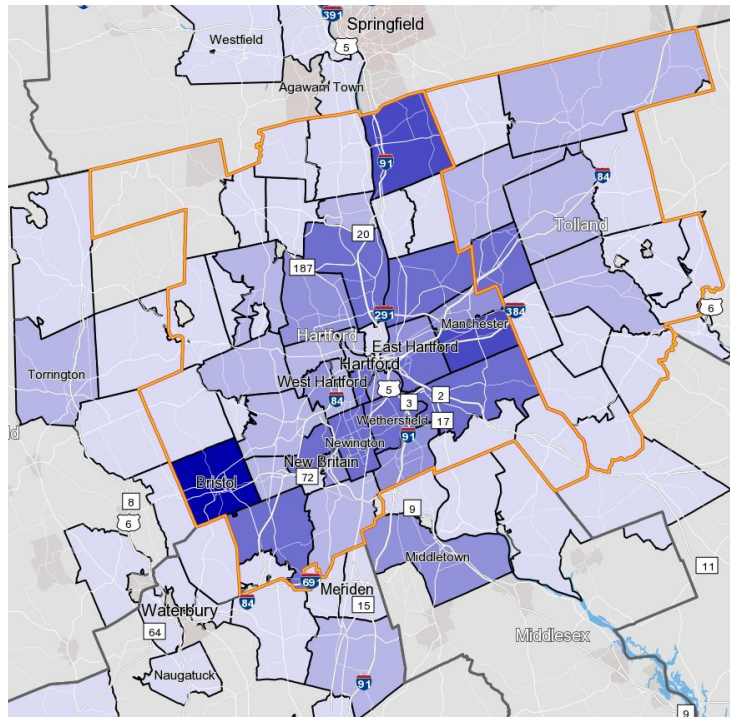


1. Enhance Regional Collaboration to Promote & Grow the Region.

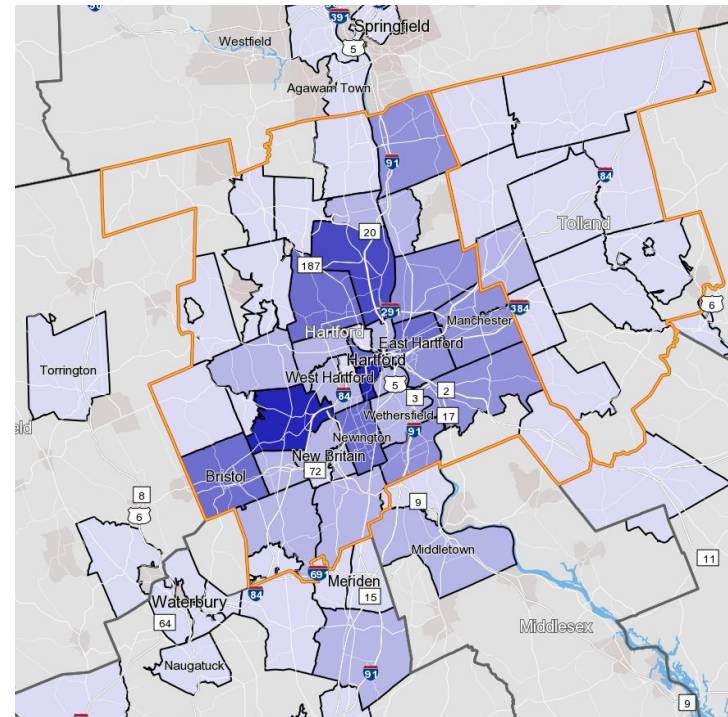
Enhance Regional Collaboration

The Metro Hartford Region

Where Workers Live



Where Jobs Are



Enhance Regional Collaboration

Strategies to Consider

1. Promote the Region Through Branding and an Ambassador Program
2. Create a Regional Business Attraction Strategy
3. Create a Platform for Regional Collaboration on Major Developments and Infrastructure Investments
4. Collaborate to Attract Federal/External Grant Funding and Advocate for Regional Economic Development Revenue Sources and Investment
5. Ensure that Entrepreneurship and Small Business Resources are Connected Across the Region
6. Leverage State Efforts to Enhance Broadband Connectivity

Enhance Regional Collaboration

Precedents



Nashville, TN
Entrepreneurial
Support
System



Indianapolis, IN
Cross-sector
Industry
Collaboration



Columbus, OH
Smart Cities
Investment



Chattanooga, TN
Digital
Infrastructure

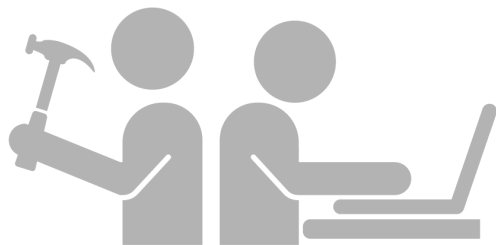


Asheville, NC
Regional
Branding

Enhance Regional Collaboration

Questions for the Advisory Committee

- Are those strategies the appropriate starting place for the Strategy Groups?
- Who should definitely be a part of the Strategy Group?
- What concerns do you have?



2. **Create the Workforce of Tomorrow.**

(Create a robust pipeline of talent that has the skills and experience that industry needs to succeed in the 21st Century)

Create the Workforce of Tomorrow

SWOT

Strengths/ Opportunities

- Stable labor market.
- Highly educated labor force.
- Relatively lower wage costs by sector and occupation.
- Large number of college graduates – opportunity to retain in the region.
- A concentration of activity in advanced manufacturing sectors - requires targeted workforce training programs.
- Opportunity to increase with targeted workforce programs, and transportation services.

Weaknesses/ Threats

- Black, Non-white Hispanic, and other Non-Asian minority residents are over-concentrated in low paying occupations and under-represented in high paying ones.
- Slow wage rate growth may limit attraction of skilled workers.
- The share of total population for persons between the ages of 25 and 44 has steadily declined for years, falling from 33.4% in 1990 to the current level of 23.8%, with an absolute decline of 87,200 persons.

Create the Workforce of Tomorrow

Target Traded Sector Industries

Business Services

Insurance and other Financial

Metal Working and Metal Products

Production Technology Machinery and Equipment

Aerospace

Medical Devices

Create the Workforce of Tomorrow

Strategies to Consider

1. Ensure that All Out-of-School Youth and Un/ Under-employed Adults have Access to Industry-Driven Training and Apprenticeships
2. Engage Employers to Develop Robust Soft Skills Training that can be Tailored for Middle School through Adult
3. Promote High-Opportunity Careers to Middle and High School Students through Branding and Exposure Opportunities
4. Engage Employers to Ensure K-12 Curriculum Alignment and Experiential Learning Opportunities to Meet Industry Needs
5. Increase Degree, Certificate and Credential Attainment by Female and Minority Young Adults
6. Position Metro Hartford for a STEM Campus

Create the Workforce of Tomorrow

Precedents



Boise, ID
K-12 &
Secondary
Public Schools



Baltimore, MD
Sector-specific
Apprenticeships



Boston, MA
(City Year)
Soft Skills Through
Service Programs



Pittsburgh, PA
Diversity in Tech
Workforce



New York City, NY
(Roosevelt Island,
Cornell Tech)
Public-Private STEM
Campus Development

Create the Workforce of Tomorrow

Questions for the Advisory Committee

- Are those strategies the appropriate starting place for the Strategy Groups?
- Who should definitely be a part of the Strategy Group?
- What concerns do you have?



3. **Establish a Vibrant Quality of Place to Retain & Attract Talent.**

Establish a Vibrant Quality of Place

SWOT

Strengths/ Opportunities

- Competitive cost of living when compared with other large metro regions in New England.
- A lower cost and affordable housing stock.
- Strategic location in the center of the large market of the Northeast US.
- Quicker rail commuting service between Hartford and New York is scheduled to begin in June of 2018.

Weaknesses/ Threats

- Downtown Hartford lacks the amenities and quality of life that are required to retain college graduates, and more importantly to attract skilled technology workers in their 20s and 30s who increasingly prefer to live in center cities.



Current Location and Preferences by Age, 2018

	Age				
	18 - 20	21 - 34	35 - 49	50 - 65	66+
Now live in a suburb where most people drive to most places	35%	41%	51%	51%	53%
Would like to someday live in a suburb where most people drive to most places	4%	8%	3%	9%	13%
Now live in a walkable area with shops and restaurants	47%	40%	25%	25%	32%
Would like to someday live in a walkable area with shops and restaurants	59%	44%	41%	45%	39%
Desire for amenities	12%	4%	16%	20%	7%

Source: Housing Policy Brief, Legislative Commission on Aging, CRCOG and CCAPA

Establish a Vibrant Quality of Place

Strategies to Consider

1. Develop a Regional Approach to Ensuring a Diverse Mix of Housing Options (both type and cost) Through Policy and Financial Incentives
2. Enhance and Connect Regional Recreational, Historic, and Cultural Assets
3. Develop a Strategy to Expand Shops and Restaurants in Downtown Hartford
4. Adopt Transit-Oriented Development Zoning Districts Around Commuter Rail and Transit Stations

Transportation-related Strategies

5. Build A Linked Network of Bicycle and Pedestrian Routes and Amenities Throughout the Region
6. Expand CTfastrack Within the Region and Rail Connections to Other Markets
7. Leverage Planned Bradley Expansion for Economic Development

Establish a Vibrant Quality of Place

Precedents



Sacramento, CA

Inclusionary
Zoning



Denver, CO

Recreational and
Cultural
Infrastructure



Minneapolis, Saint Paul, MN

Transit-Oriented
Development



Akron, Oh

Regional
Ambassadors



Durham, NC

Downtown
Revitalization

Establish a Vibrant Quality of Place

Questions for the Advisory Committee

- Are those strategies the appropriate starting place for the Strategy Groups?
- Who should definitely be a part of the Strategy Group?
- What concerns do you have?

Selecting Peer Regions & Game-Changing Indicators

Possible Benchmarks

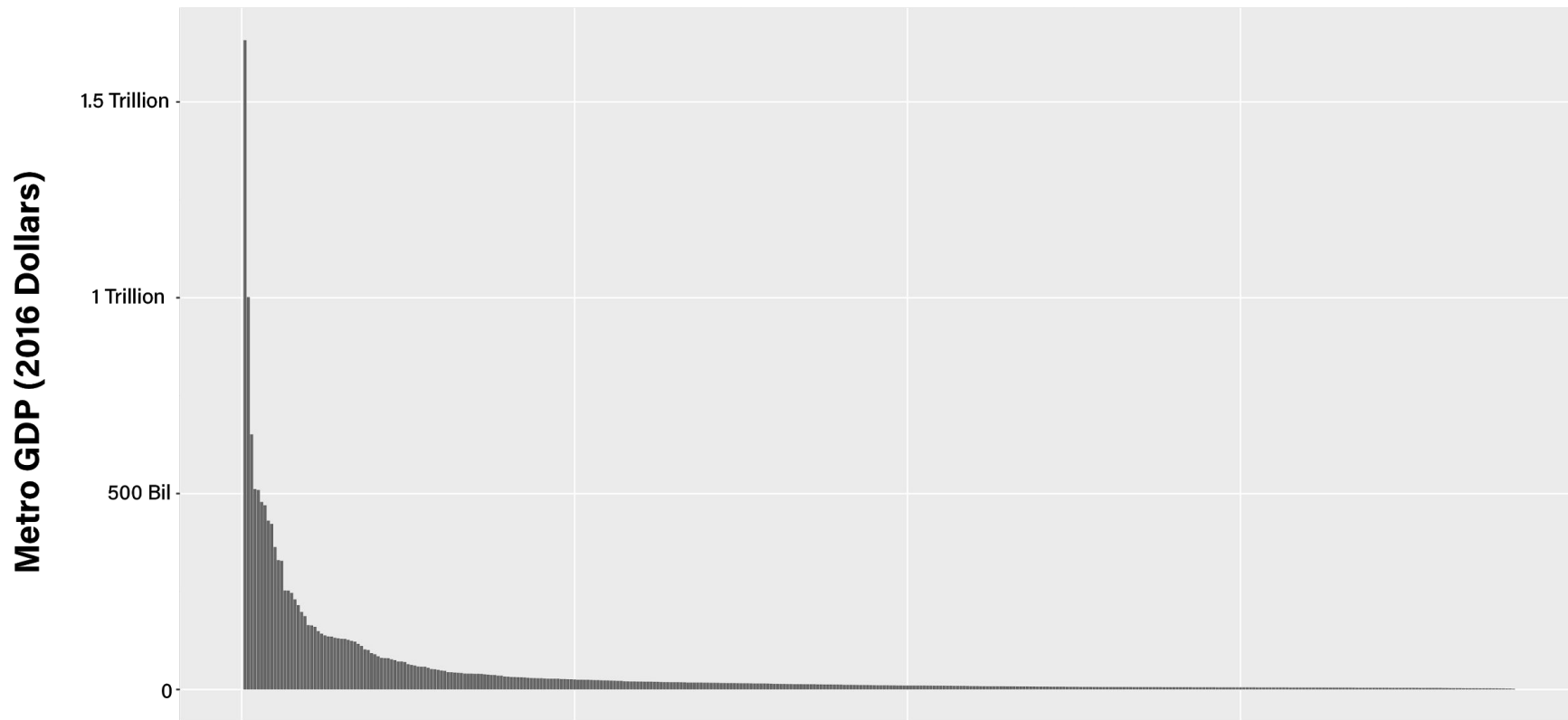
- Columbus, OH
- Indianapolis, IN
- Providence, RI
- Oklahoma City, OK
- Richmond, VA
- Louisville, KY
- Salt Lake City, UT
- Springfield, MA

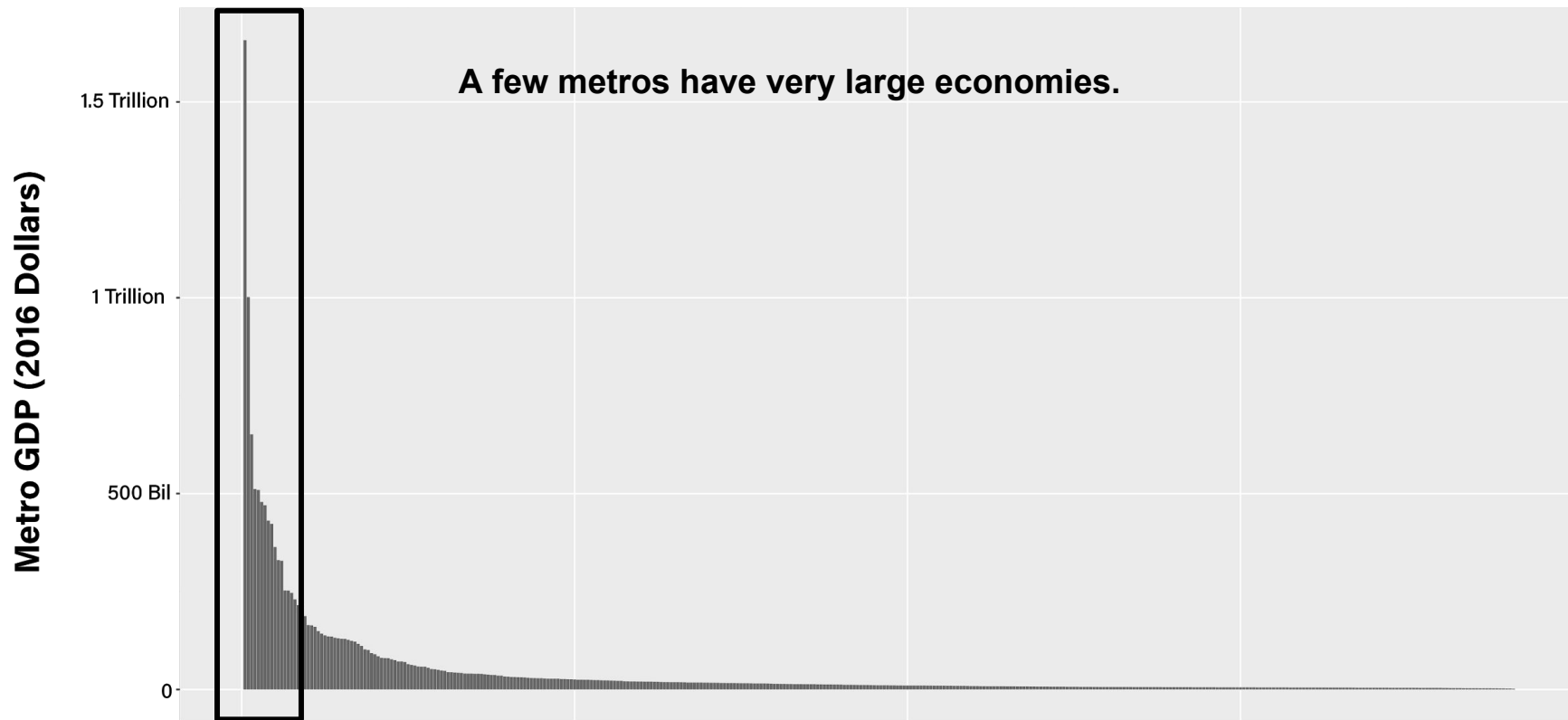
Possible Indicators

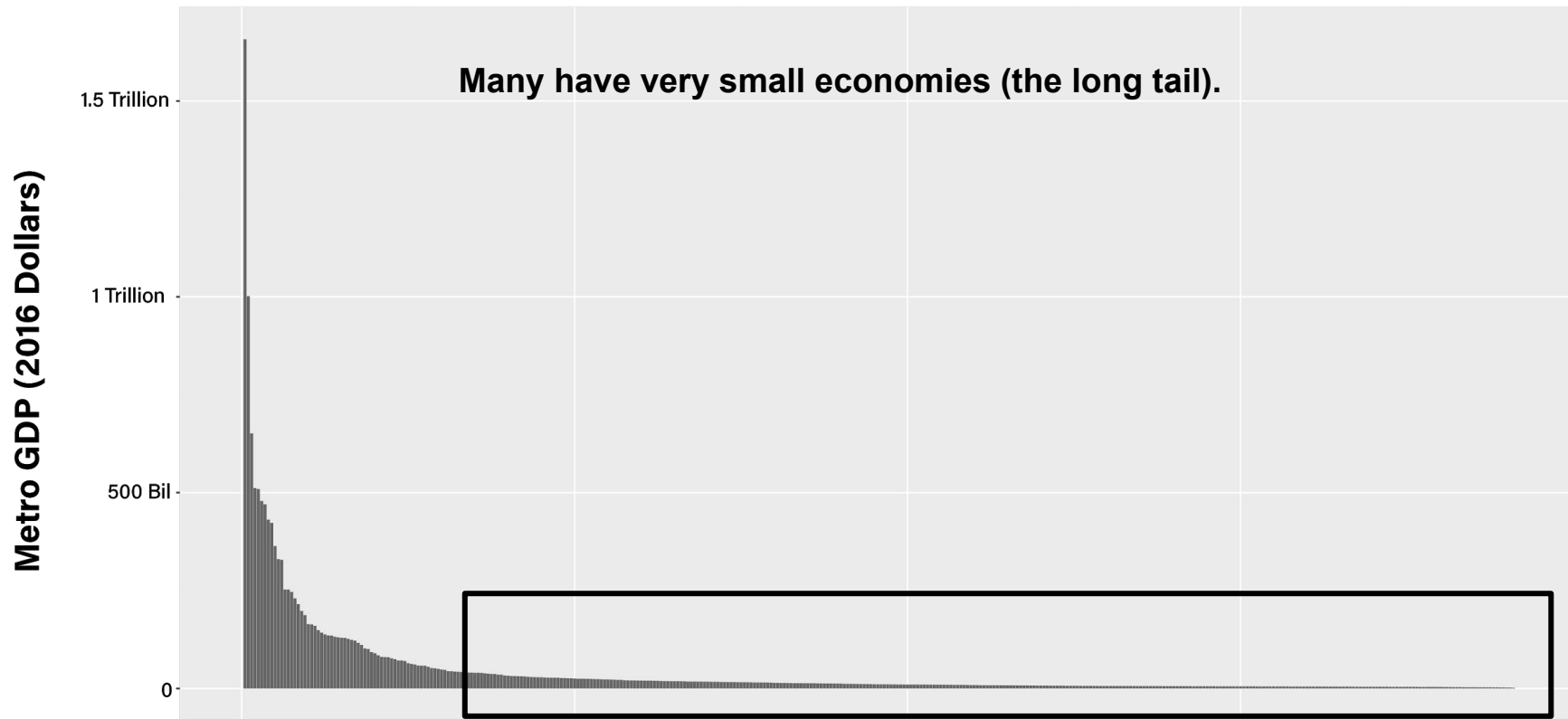
- Population growth
- GMP growth
- % of jobs paying a family-sustaining wage

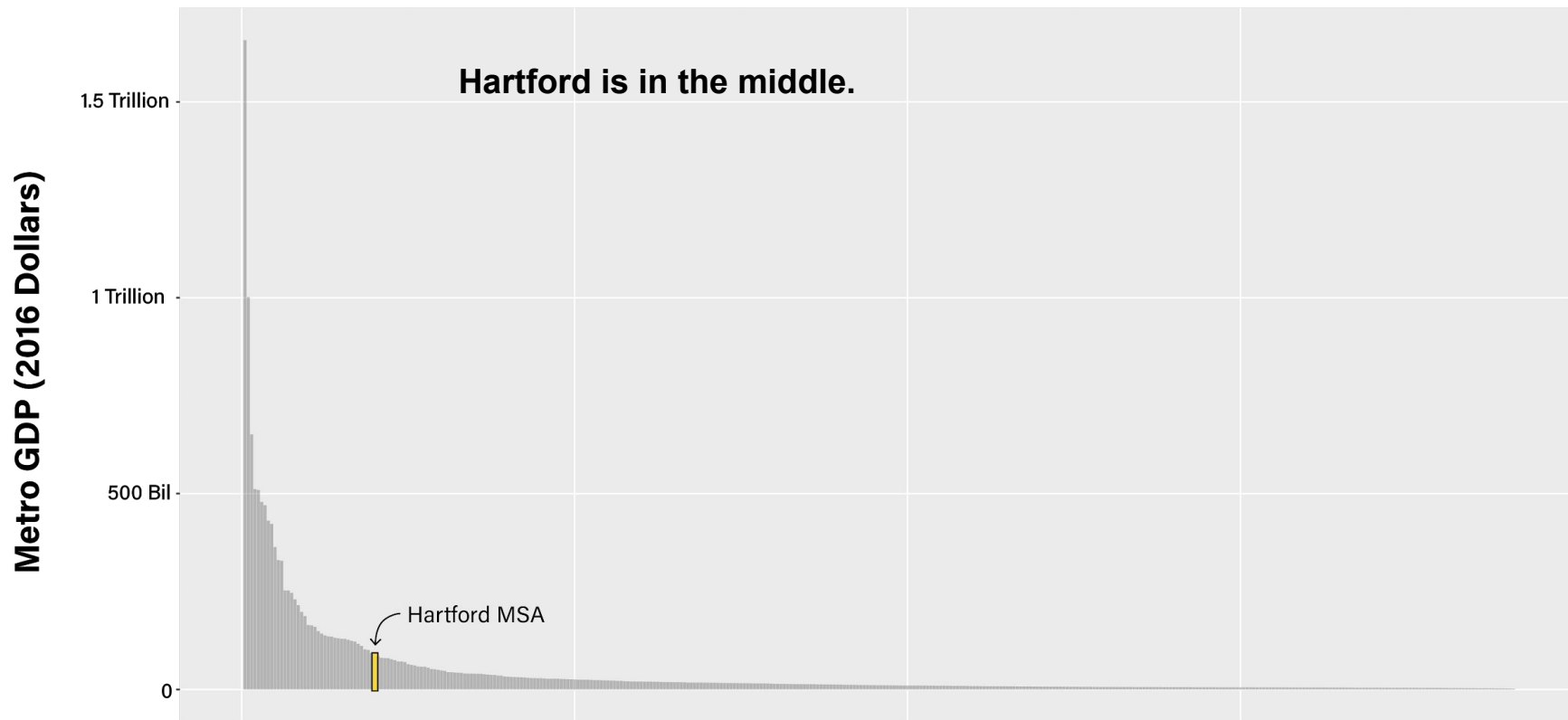
An initial look at:

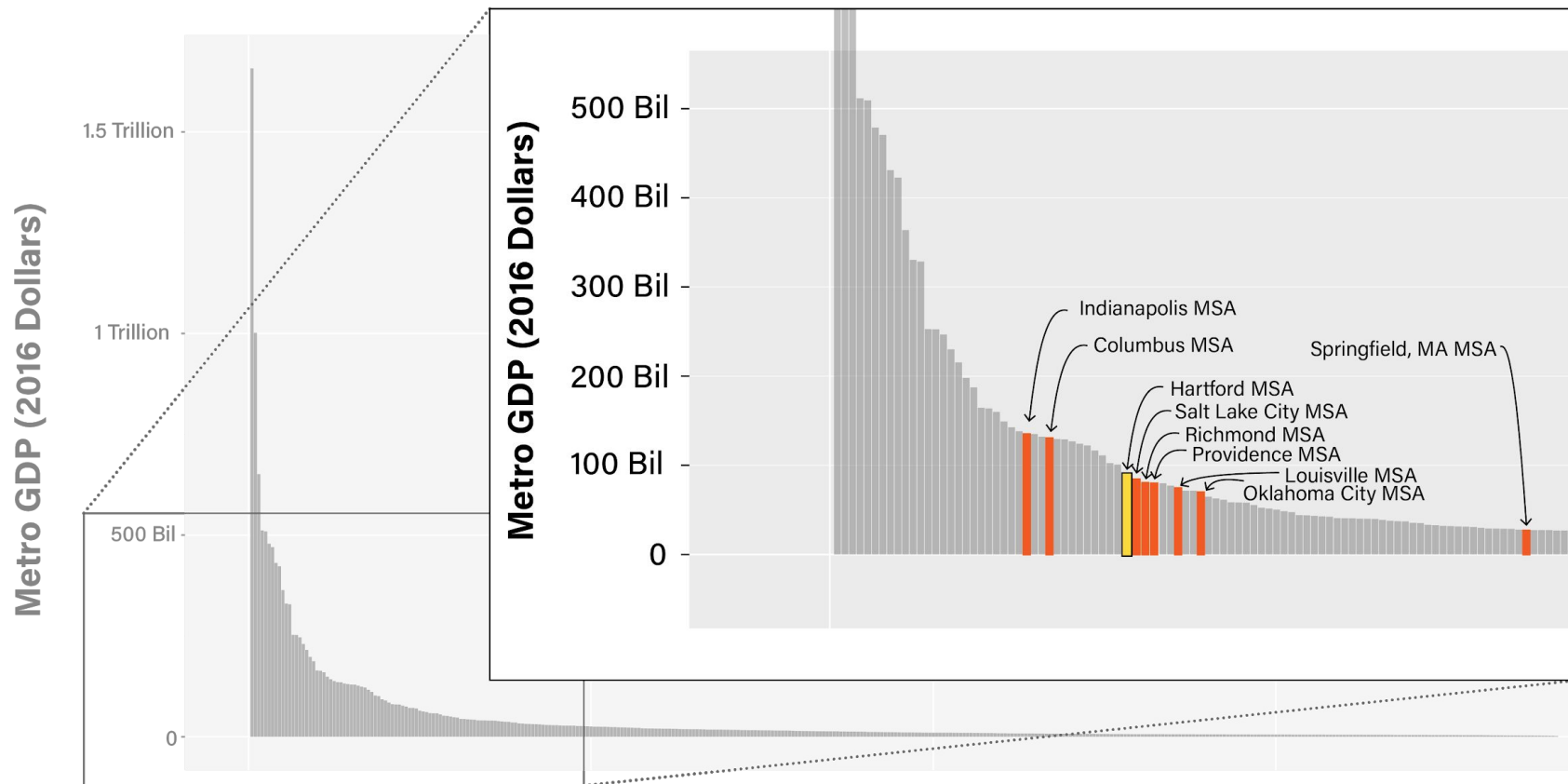
Economic Growth





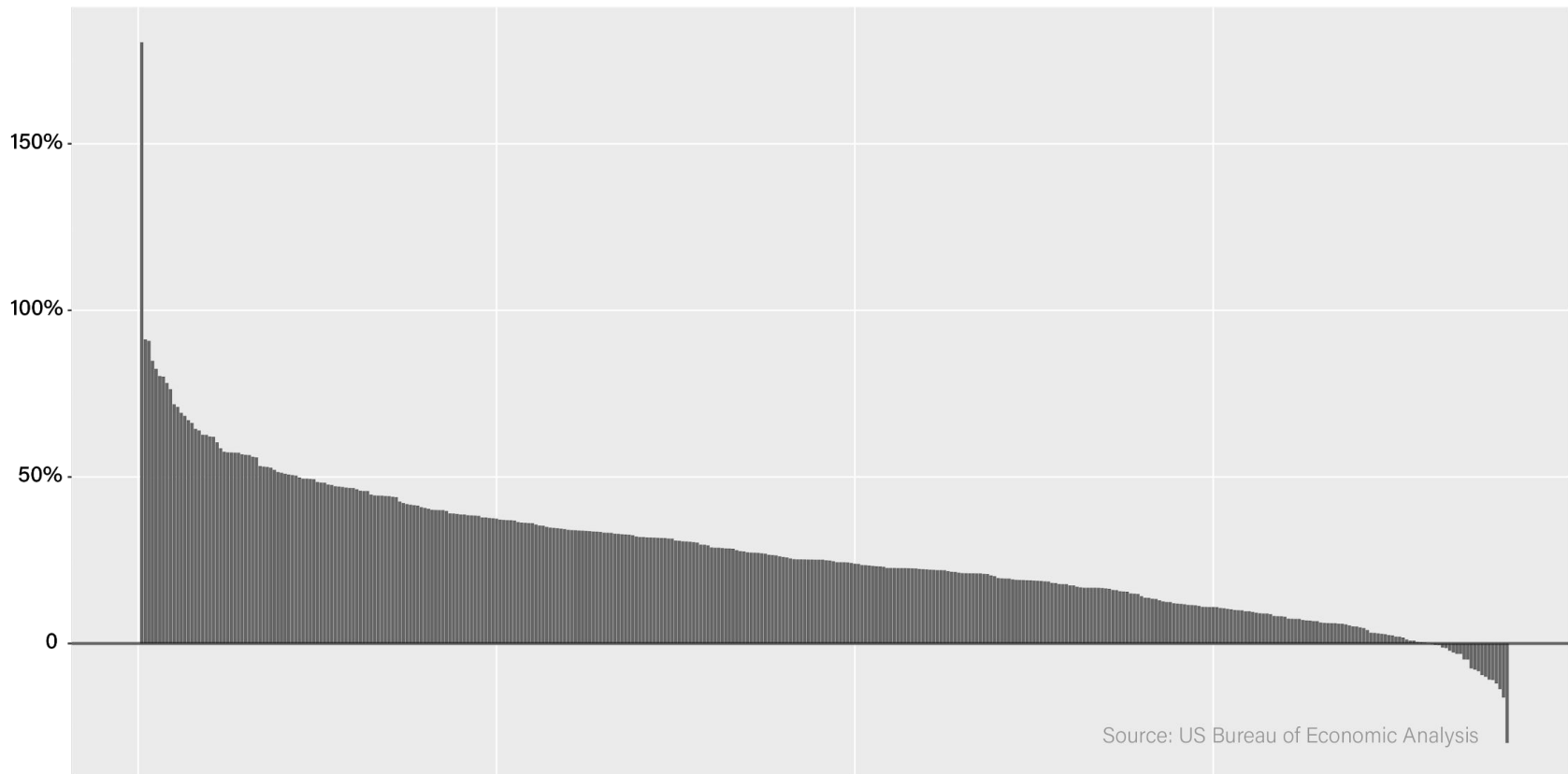




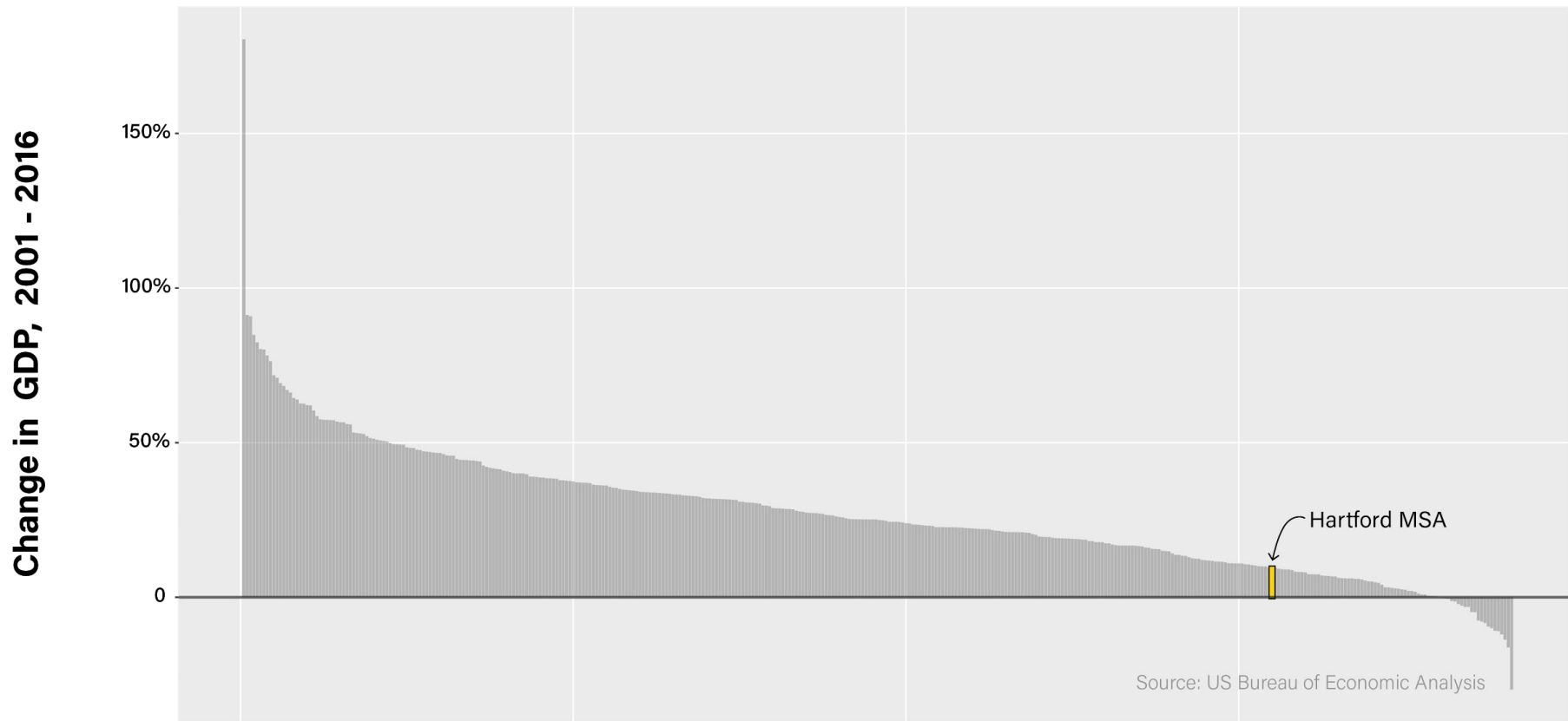


GDP Growth for US Metro Areas

Change in GDP, 2001 - 2016

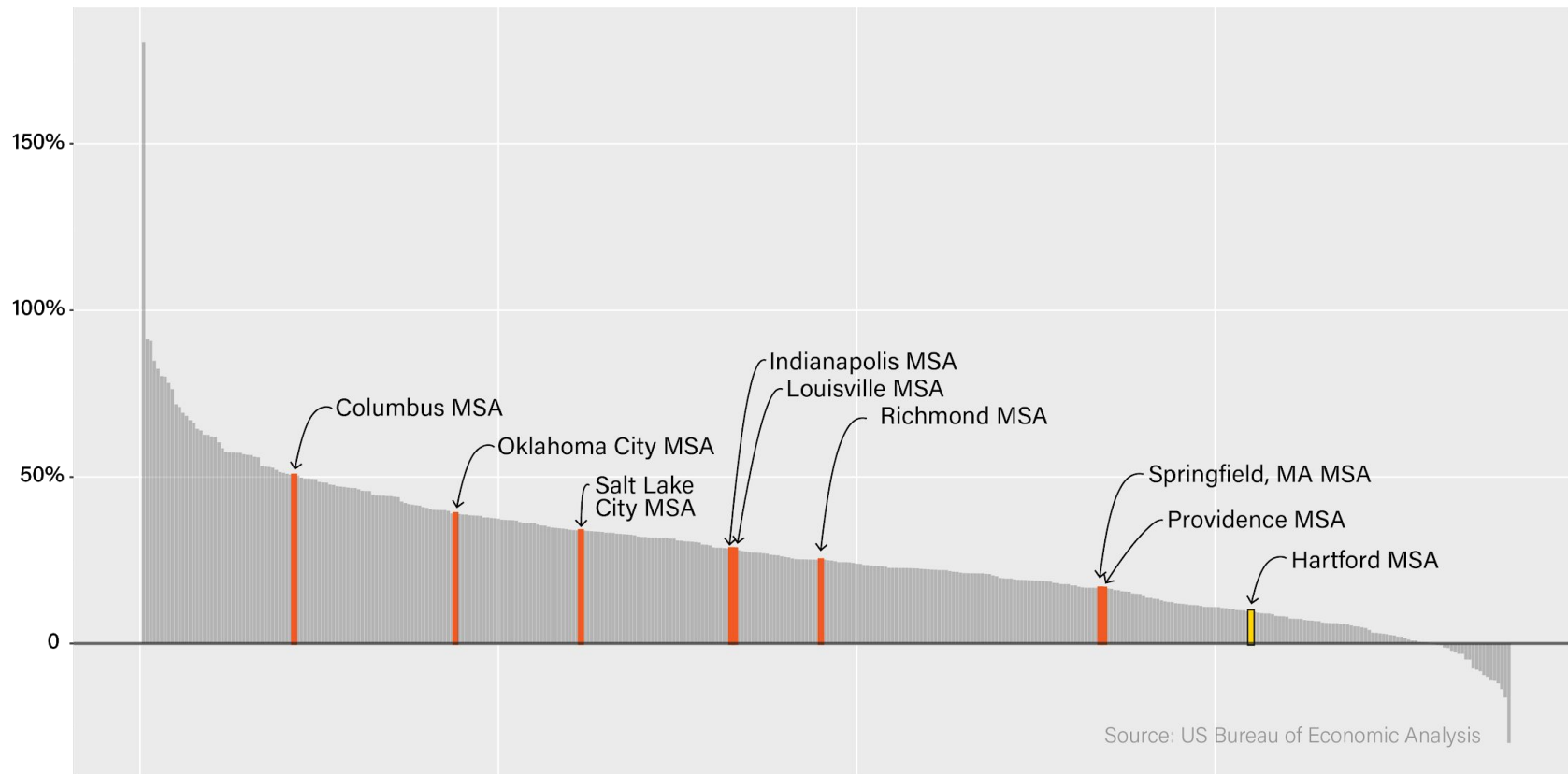


GDP Growth for US Metro Areas



GDP Growth for US Metro Areas

Change in GDP, 2001 - 2016



Geography	2016 GDP (Millions)	Change From 2001 (Real \$)
Indianapolis MSA	135,444	28.5%
Columbus MSA	130,758	33.9%
Hartford MSA	90,004	9.6%
Salt Lake City MSA	84,826	50.6%
Richmond MSA	80,702	25.2%
Providence MSA	80,164	16.6%
Louisville MSA	74,968	28.4%
Oklahoma City MSA	70,235	39.0%
Springfield, MA MSA	27,333	16.7%