

Creating Shared Value

An Environmental Scan of Central Corridor Anchor Institutions

November 2, 2011

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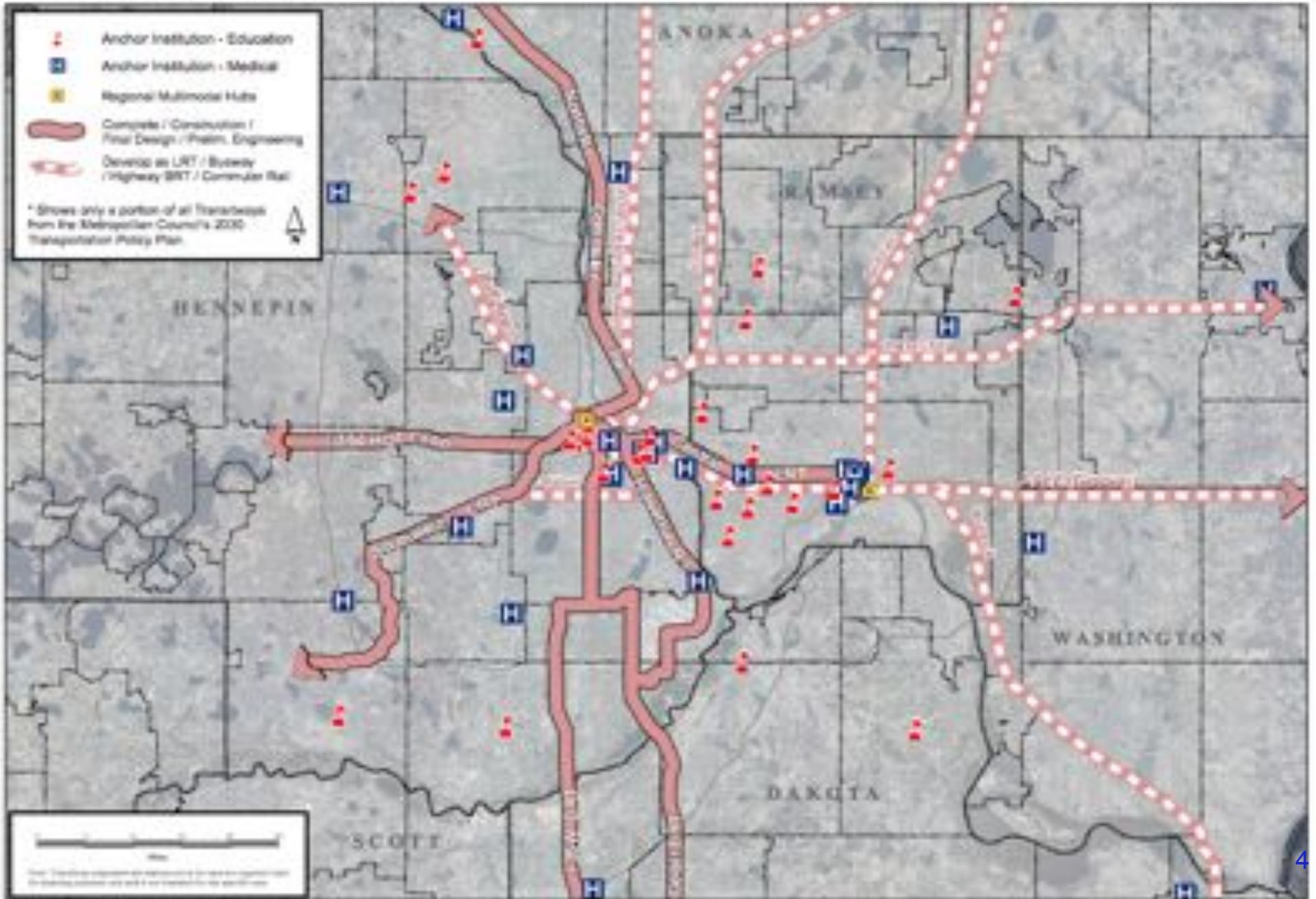
Overview

- Approach & scope of work
- Corridor background & demographics
- Findings
- Key themes
- High-level opportunities

Approach

- Connecting public-private investment in Corridors of Opportunity with the Central Corridor anchors in education and health.
- Fact-finding mission to explore areas of synergy & opportunity
- The lens of “Three Ps”
 - ◆ Placemaking
 - ◆ Personnel
 - ◆ Procurement

2030 Transitway System*



2030 Transitway System* near Central Corridor

From: Metropolitan Council 2030 Transportation Policy Plan, adopted November 2010.



Regional Multimodal Hubs

Complete / Construction / Final Design / Prelim. Engineering

Develop as LRT / Busway / Highway BRT / Commuter Rail

* Shows only a portion of all Transitways from the Metropolitan Council's 2030 Transportation Policy Plan.

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ALLINA Hospitals & Clinics

SAINT PAUL COLLEGE
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HealthEast® Care System

UNIVERSITY of ST. THOMAS

MACALESTER COLLEGE

ST. CATHERINE UNIVERSITY

0 1000 2000
feet

Scale: This is a graphic representation and not intended to be used as a regional scale for planning purposes; only scale is provided for site specific use.

Anchor Impact

- Nine Meds, seven Eds

- ◆ 111,500 students enrolled
- ◆ 32,000 anchor Ed jobs
- ◆ 35,000 anchor Med jobs

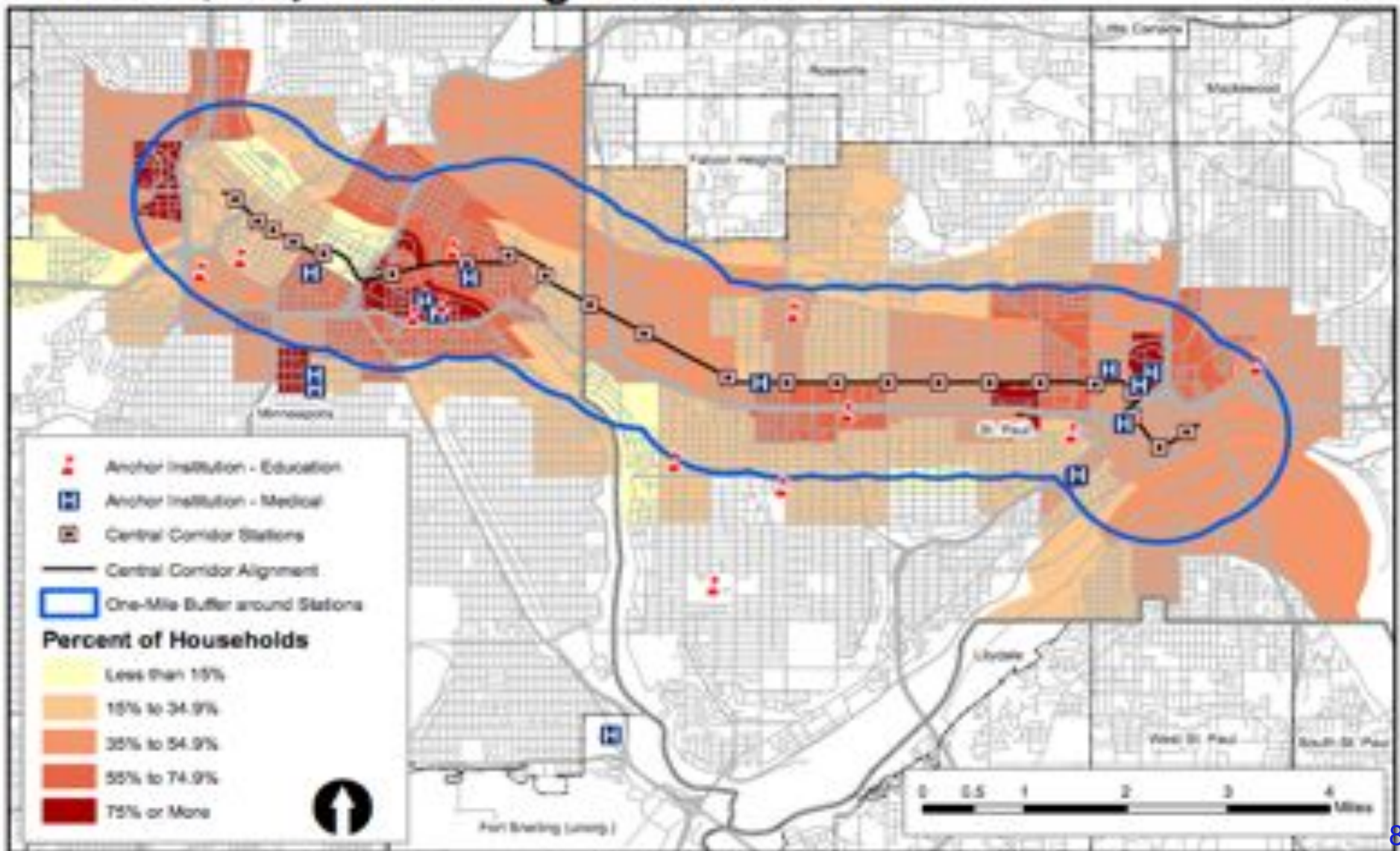
Construction

- ◆ 100+ major capital projects
- ◆ \$5B+ capital investment
- ◆ Local architects, contractors, subcontractors

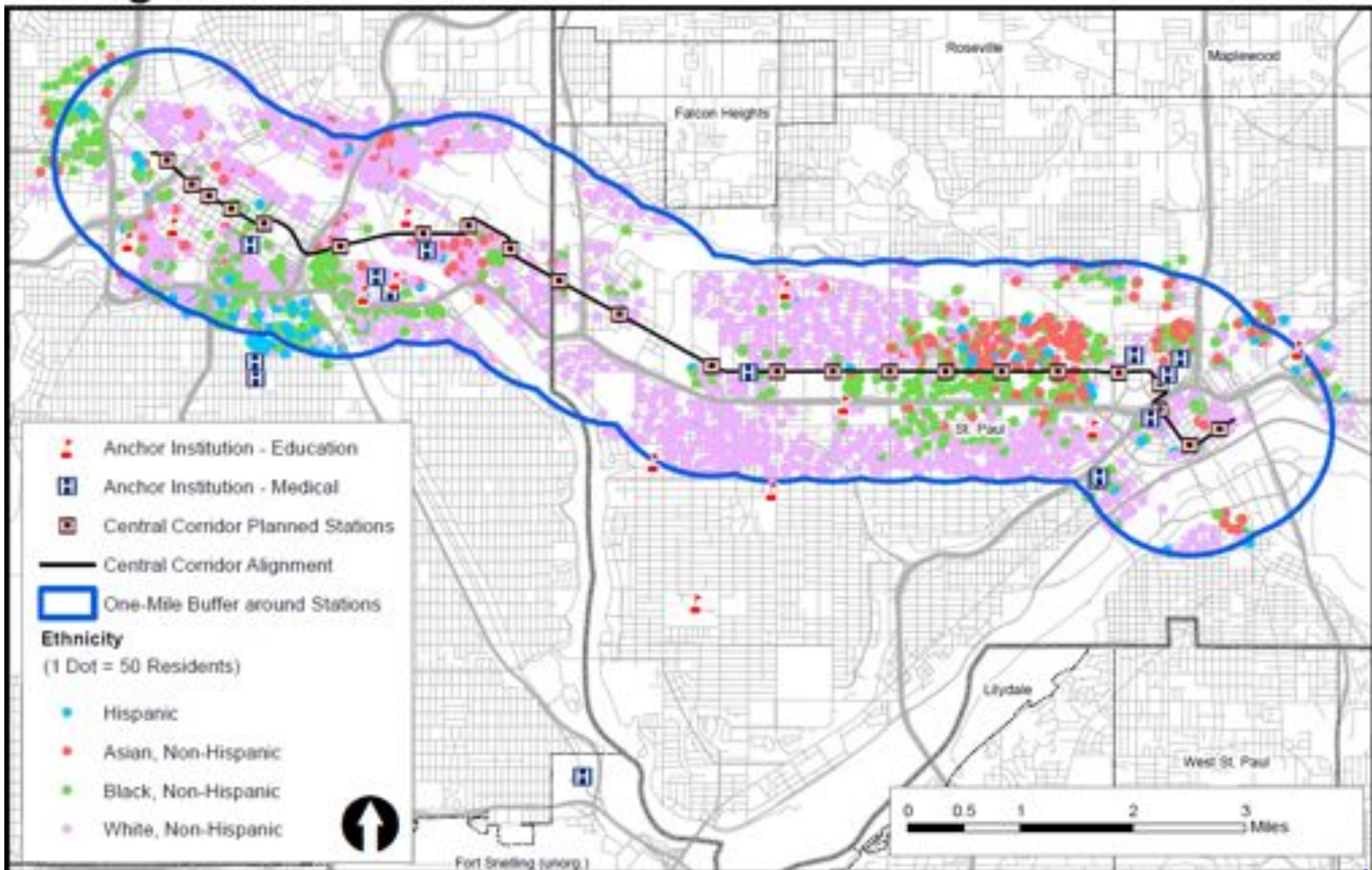
Demographics



Percent of Households with Income Below \$30,000 along Central Corridor

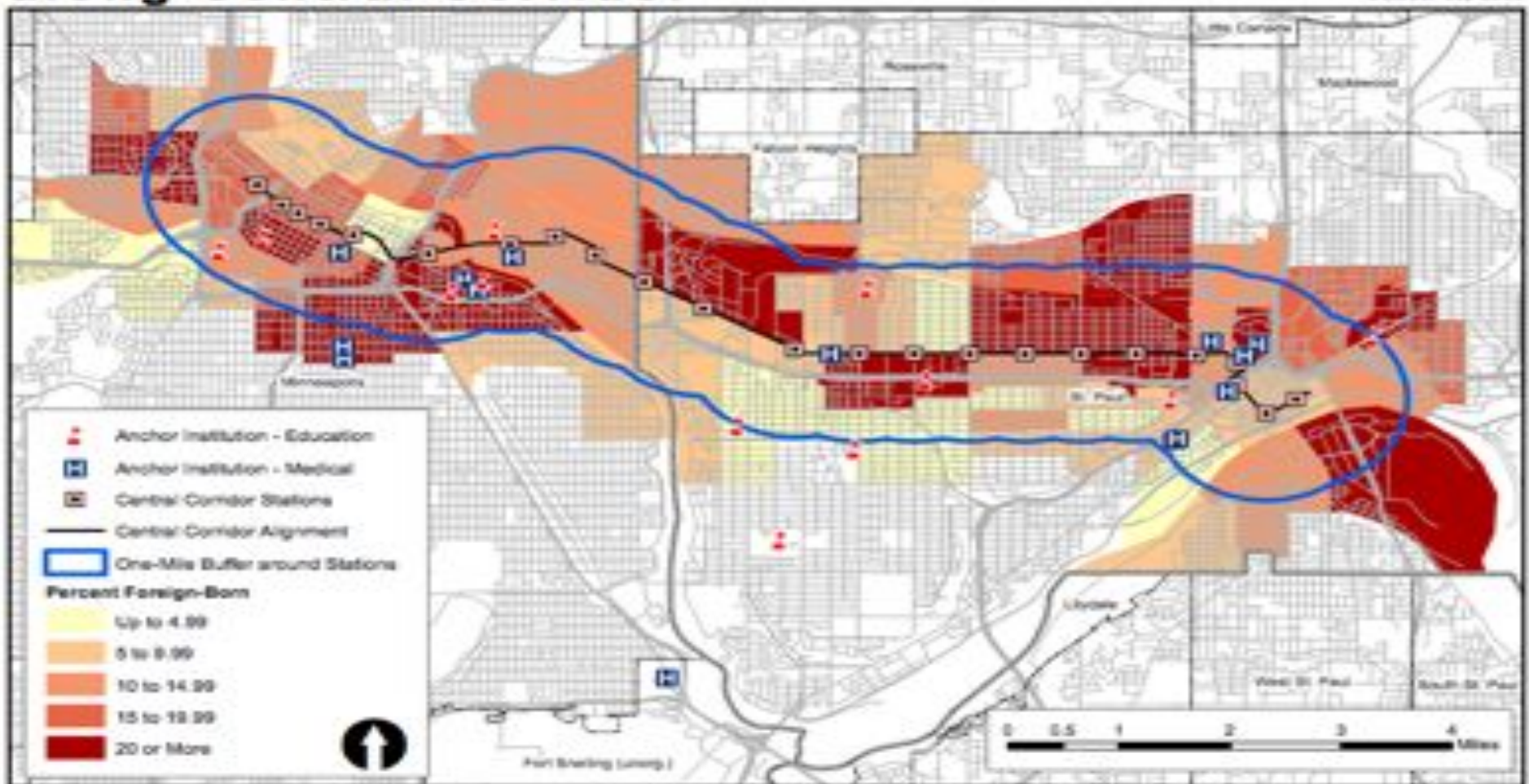


Ethnicity along Central Corridor



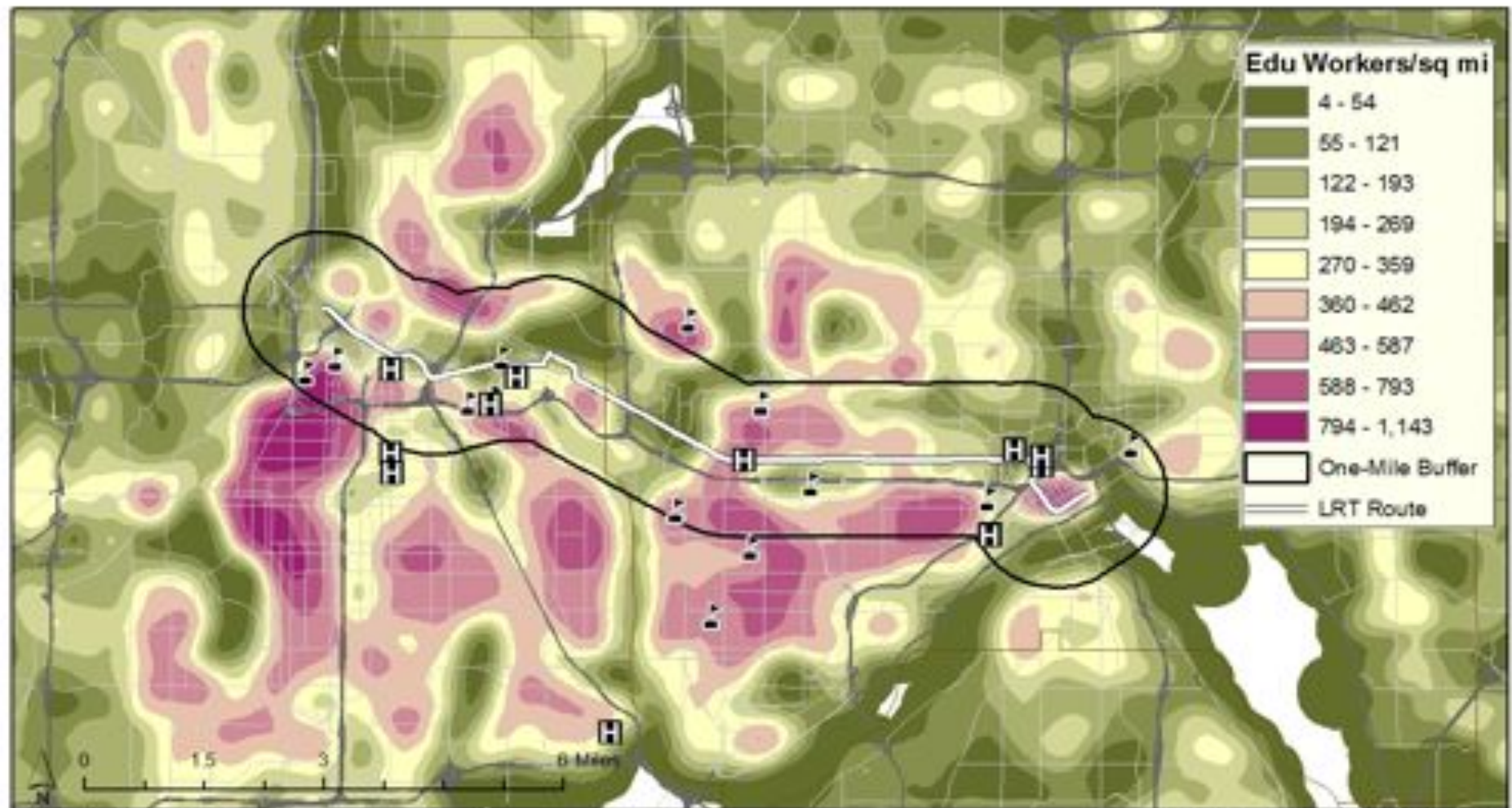
Source: 2010 U.S. Census

Foreign-Born Population along Central Corridor



Source: Source: American Community Survey 2004-2008, U.S. Census

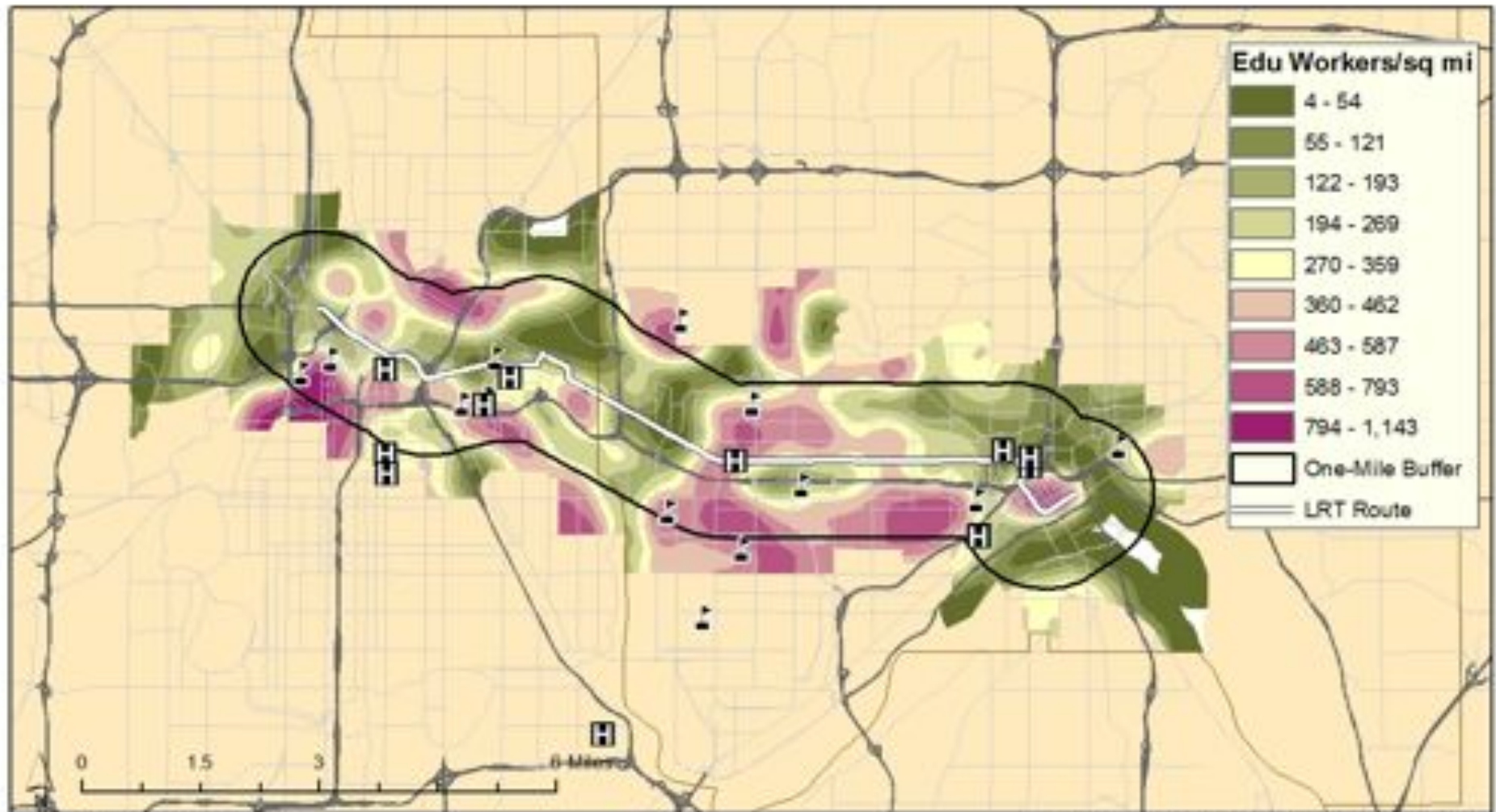
Central Corridor Residents Employed in Education



Source: 2009 Census LEHD data

Produced by MN DEED LMI, AR. Updated 10/27/2011.

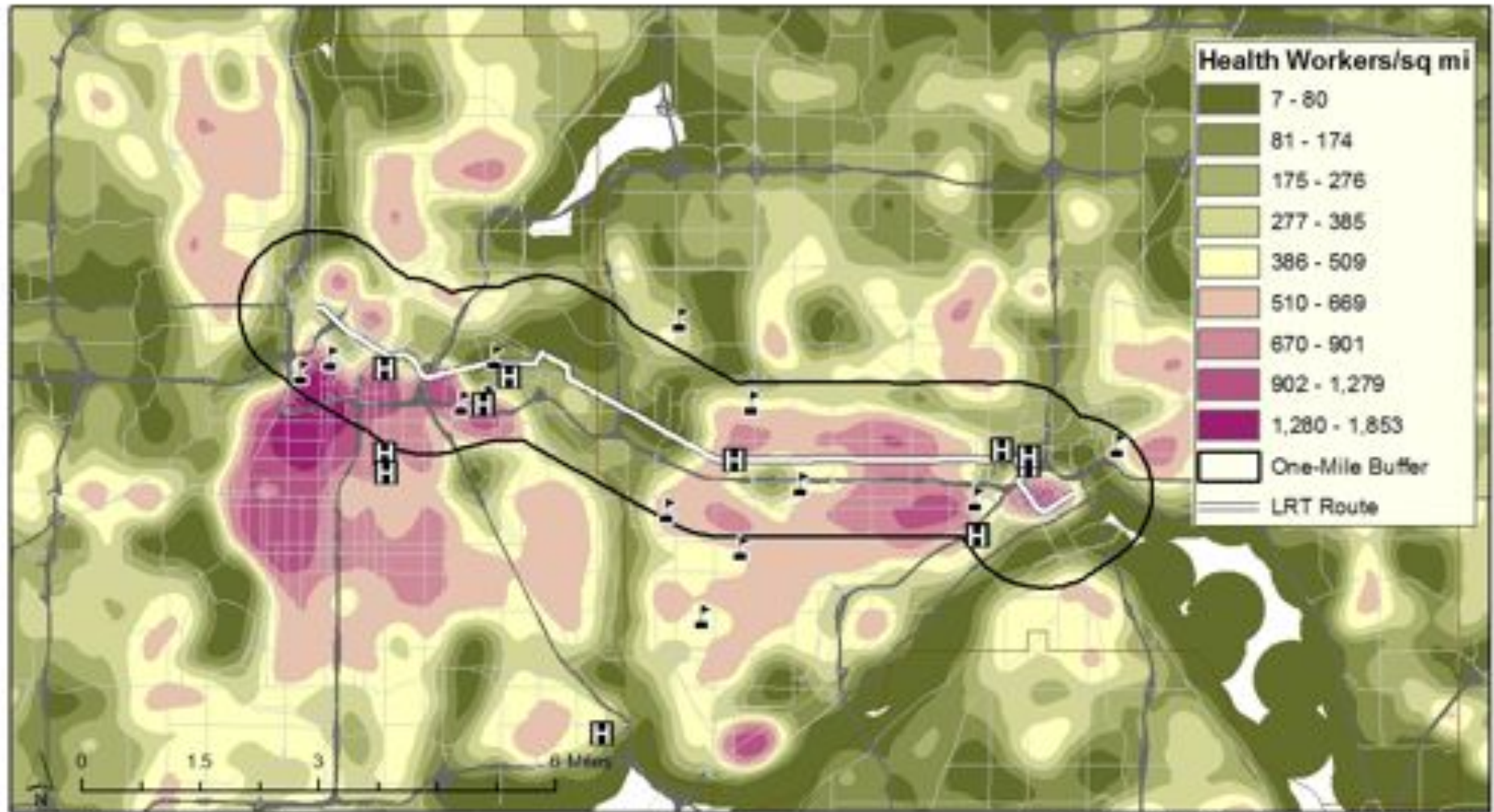
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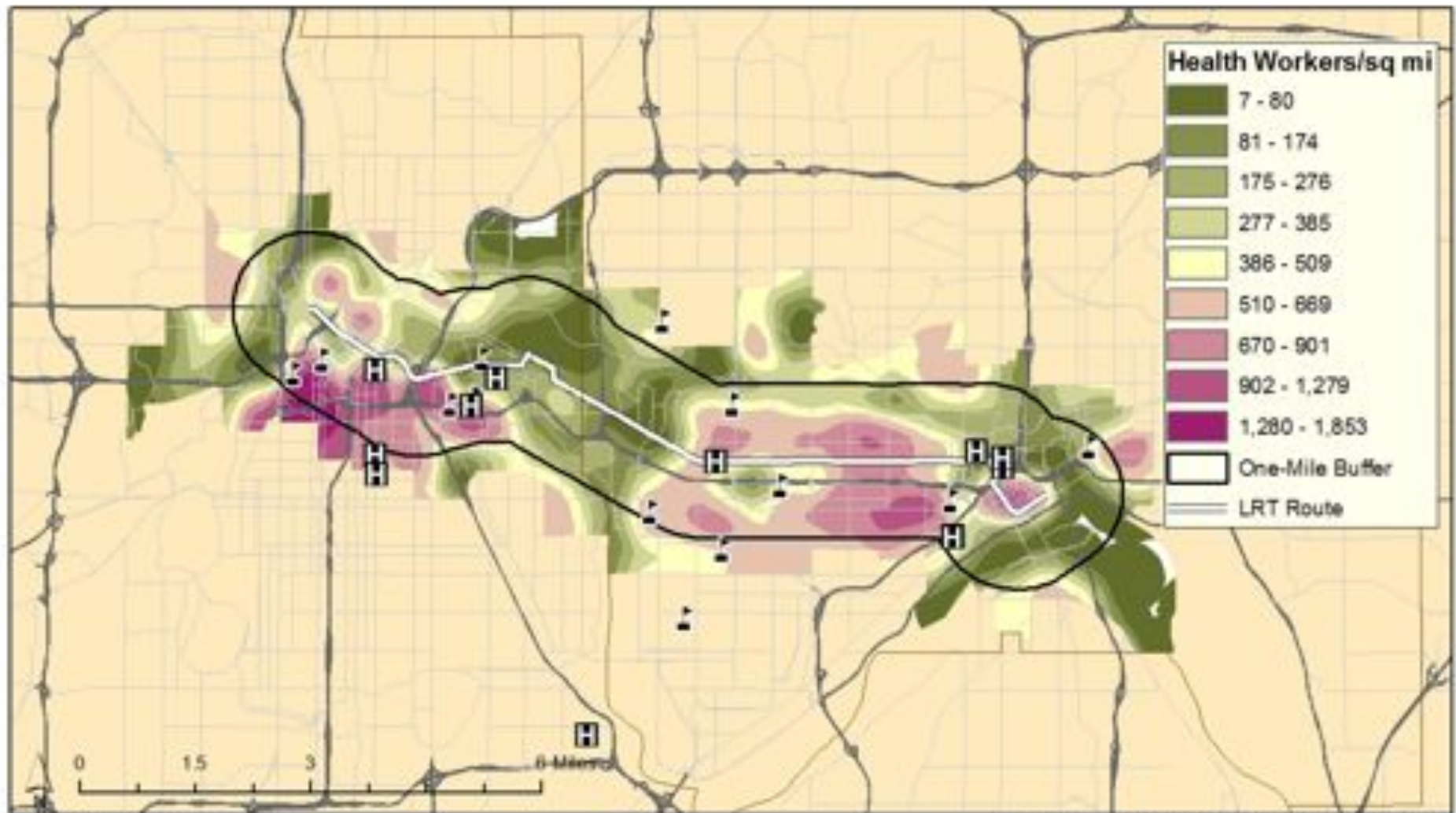
Central Corridor Residents Employed in Healthcare



Source: 2009 Census LEHD data.

Produced by MN DEED LMI, AR. Updated 10/27/2011.

Central Corridor Residents Employed in Healthcare



Source: 2009 Census LEHD data

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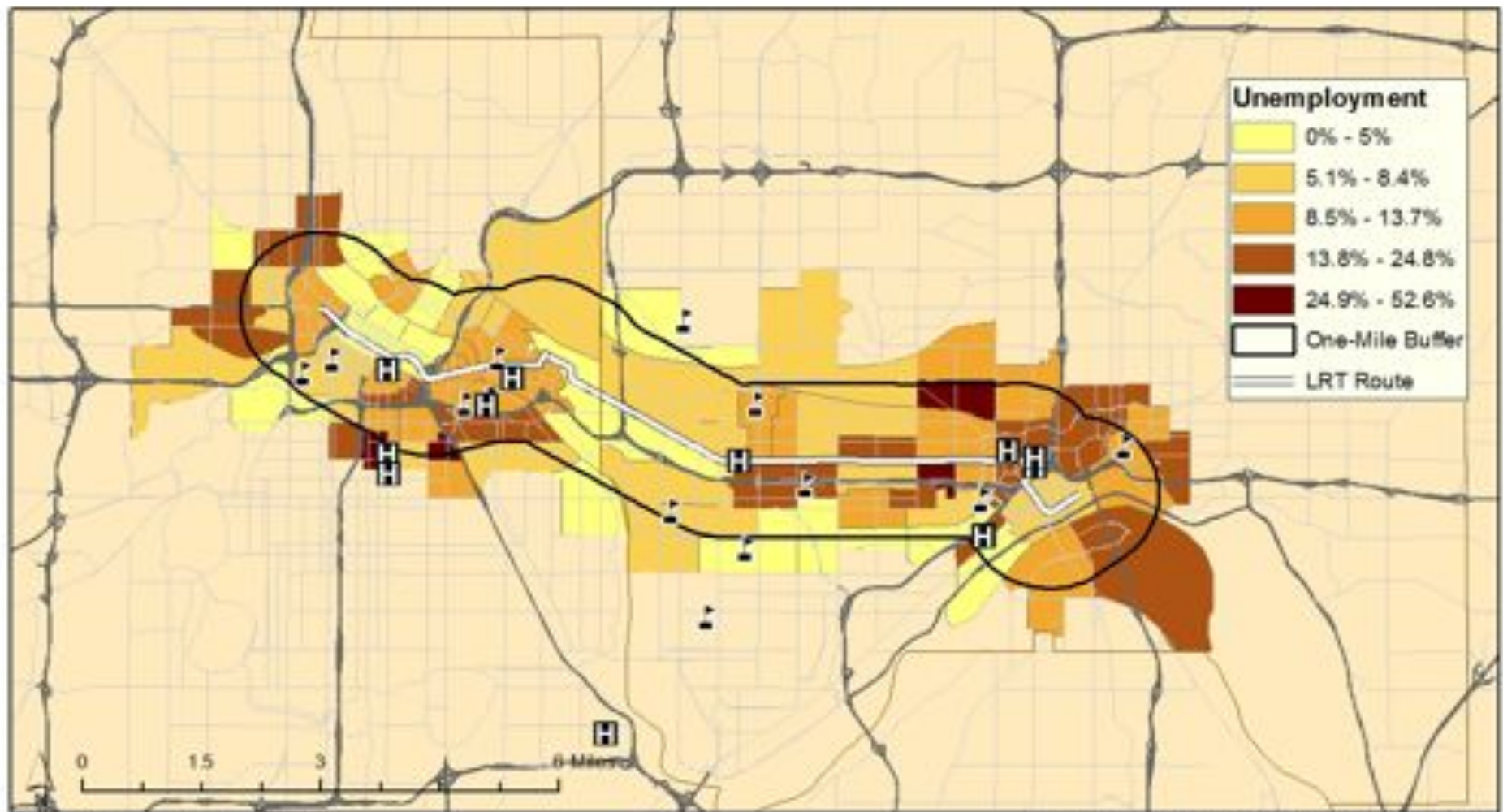
Unemployment Rates on the Central Corridor



Source: 2005-2009 5-year ACS data

Produced by MN DEED LMI, AR. Updated 10/27/2011.

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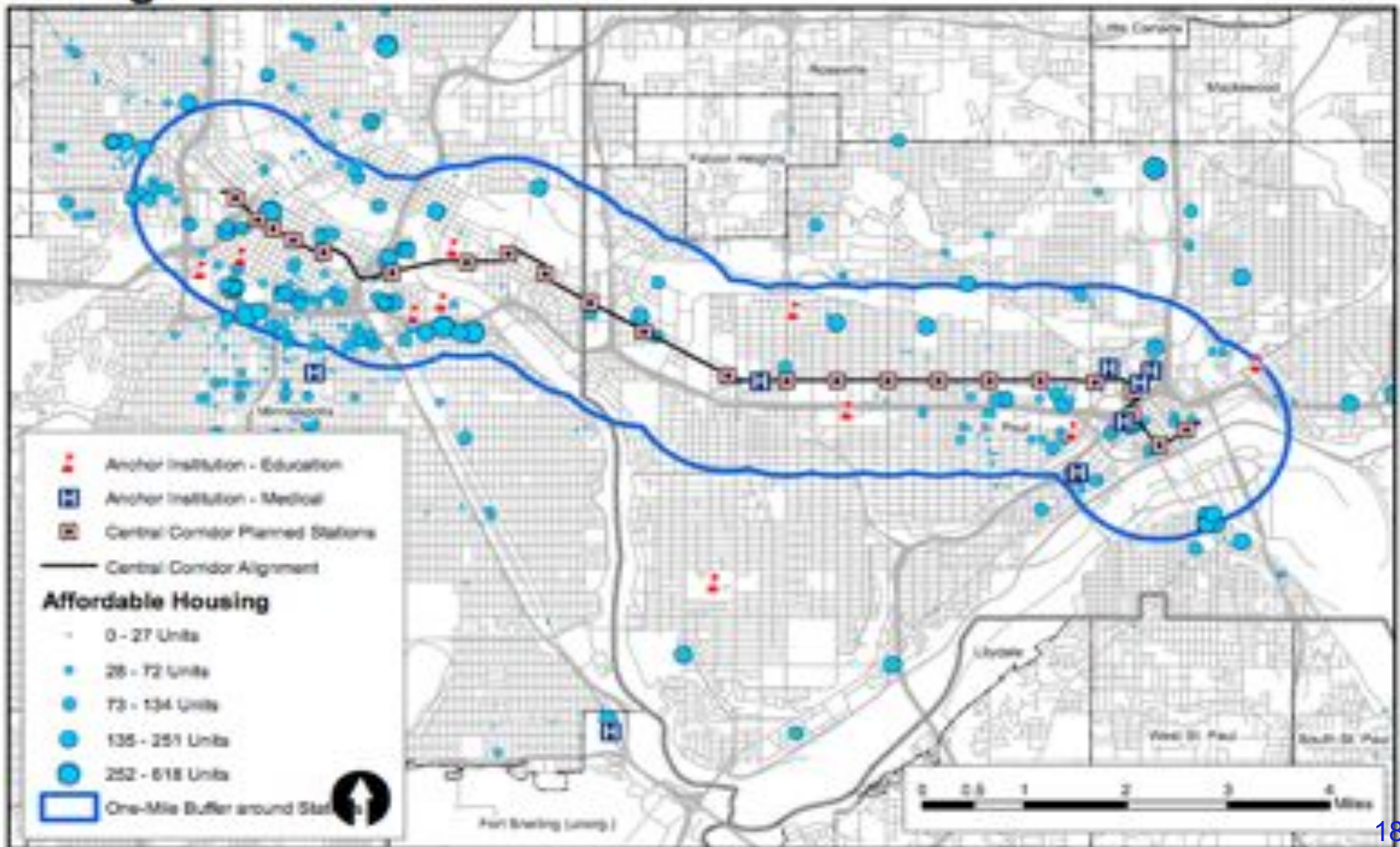
Central Corridor Residents Enrolled at Colleges



Source: 2005-2009 5-year ACS data.

Produced by MN DEED LMI, AR. Updated 10/27/2011.

Affordable Housing along Central Corridor



Findings

- The geography of Central Corridor and proximity of anchors is an opportunity for collective intentional action
- Using the 3Ps as a lens for environmental scan reveals a convergence of interests and investment in this geography

Placemaking

- Allina Hospitals and Clinics
 - ◆ Backyard Initiative
 - ◆ Promoting Health and healthcare in neighborhoods
- Cedar Riverside Partnership
 - ◆ Augsburg College, Fairview, U of M
- Macalester College
 - ◆ High Winds Fund
 - ◆ Seamless integration of campus and community
- Minneapolis Lifesciences Corridor
 - ◆ 19 health & medical institutions; numerous labs, clinics
- Metropolitan State University
 - ◆ Using urban planning and transit systems to plan growth and development

Personnel

- Phillips Partnership
 - ◆ Safety, jobs, housing and infrastructure
- Supply-demand synergy
 - ◆ Optimize health career pipeline
- Service Learning
 - ◆ Increasing emphasis among Eds
 - ◆ Primary interface between communities

Procurement

- Associated Colleges of the Twin Cities (ACTC)
 - ◆ Five colleges & 14 associated colleges
 - ◆ Purchasing consortium dollar spent in 2010: \$5.5m
 - ◆ 76% spent in 28 categories with regional businesses
- Minimizing cost is a key factor
- Values drive certain decisions
 - ◆ Support for economically disadvantaged business
 - ◆ Reducing carbon footprint
 - ◆ Buying local
- Construction & food service most common opportunities for buying local

Partnerships: the Fourth “P”

- The Backyard Initiative
- Cedar-Humphrey Action for Neighborhood Collective Engagement (CHANCE)
- Cedar-Riverside Partnership
- Fitzgerald Park Block Club
- HealthForce Minnesota
- Phillips Partnership
- The Power of YOU
- The St Paul Public School and Metro State Library Partnership
- University District Alliance
- University Research & Outreach-Engagement Center (UROC)

Key Themes

- Building for tomorrow
- Accessing transit
- Promoting active mobility
- Leveraging supply-demand synergy
- Emphasizing service learning

Building for Tomorrow



Building for Tomorrow



Accessing Transit

- Reliable, timely and efficient
- Convenient, inviting & safe
- Customized & comprehensive
 - ◆ Ancillary bus service
 - ◆ Dedicated bike lanes
 - ◆ User-friendly pedestrian walkways

Laborshed of Children's Hospitals by Zip Code



Laborshed of St. Paul College by Zip Code



Promoting active mobility

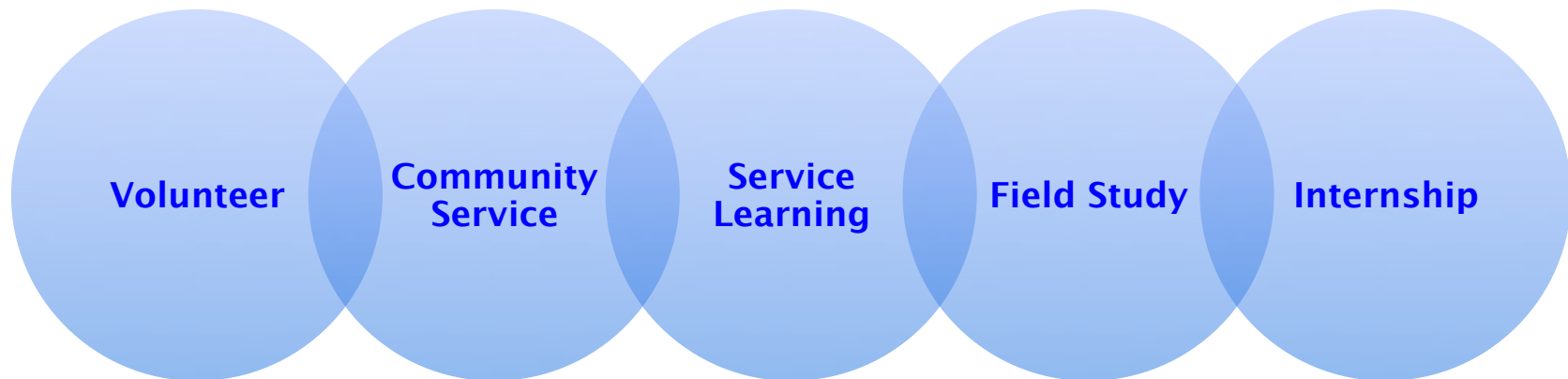
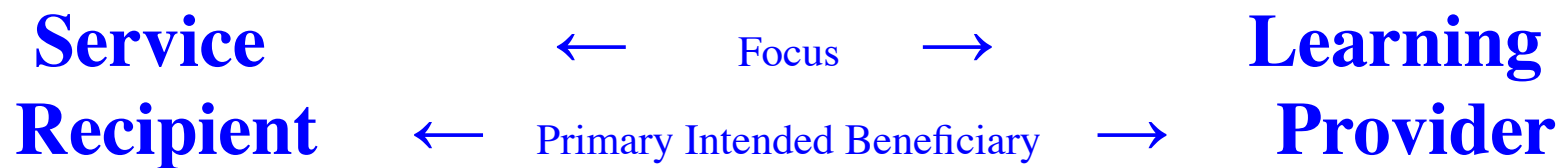
- Improve access to transit service, reduce parking demand
- Health and wellness - investing in community preventative care clinics vs. bricks and mortar
- Live-work placemaking

Leveraging supply-demand synergy

- Optimize health career pipeline
 - ◆ Increase intentional linkages
 - ◆ Connect to corridor residents

Emphasizing Service Learning

Experience Learning Paradigm



High Level Opportunities

PERSONNEL

PLACEMAKING

PROCUREMENT

← Align HR Needs among Corridor Anchors →

← Strengthen Live-Work Connection →

← Complete Transit Last Mile Connection →

← Establish Anchor Impact Baseline →

← Maximize Mutual Benefit of Service Learning →

← Grow “Buy Local” Supply Chain →

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