



Connecting Transportation and Land Use Systems (CTLUS) ULI Minnesota and the Regional Council of Mayors

Work Plan 2010

In September 2008, the Urban Land Institute (ULI) selected ULI Minnesota (ULI MN), working with the Regional Council of Mayors (RCM), as one of four ULI District Councils to participate in ULI's Curtis Regional Infrastructure Project. This work plan covers Year Two of the three-year ULI MN/RCM Connecting Transportation and Land Use Systems (CTLUS) Initiative. For a review of previous work, please see "Connecting Transportation and Land Use Systems: Summary of Work 2008-2009."

ULI MN conducts the CTLUS Initiative, with its focus on transportation, as part of an overall four-part agenda that also includes housing, job growth and the environment. ULI MN recognizes that to create a prosperous and vital region, we must look to new models, ones built on collaboration, innovation and action.

The world has changed in profound ways. For 60 years, we've built communities that rely on cars for almost every trip. The future will belong to those metropolitan regions that will respond to the shift in global forces such as climate change and energy security and embrace changing demographics and market preferences.

The challenges and opportunities facing the future of our region cannot be adequately addressed by any one sector. ULI MN provides the opportunity for cross-sector collaboration and action. We are learning together.

As stated by John W. Frece, director of EPA's Smart Growth program,
"We want to change the conversation, change the rules, and work with
the willing. We realize we can no longer afford single-outcome actions."

The CTLUS Initiative began by developing two overall objectives and six strategies that guide the entire three-year project and the development of actions for 2010. Following the summary of objectives and strategies, the 2010 work plan summarizes actions/products planned for 2010.

OBJECTIVES THROUGH 2011:

CTLUS's objectives, adopted in Fall 2008, are:

- Advance our region's cultural understanding of the importance of the connection between transportation and land use to reduce green house gas emissions and to support mobility, livability, sustainability and job growth.
- Encourage the reform necessary to connect transportation and land use policy, planning, investment and development. The necessary reforms need to:
 - **Align** land development and transportation policy;
 - **Integrate** land use, transportation, the environment and job growth decision-making and strategies;
 - **Leverage** investments against performance objectives; and
 - **Equalize** the rules on highway, transit and non-motorized projects to create a level playing field.

STRATEGIES EMPLOYED THROUGH 2011:

- Participate in national, state, regional and local level efforts to inform the development of transportation policy connected to land use.
- Raise awareness about the importance of, and opportunities for, the Twins Cities Metropolitan Area context through the connection of employment centers and transportation systems.
- Strengthen and optimize quality urban places within the metropolitan region.
- Raise awareness of the potential for private-public partnerships for infrastructure investments among public decision-makers and the development/construction industry.
- Raise awareness about the importance of, and opportunities for, the elevation of the Midwest Region as a magnet for economic growth.

ACTIONS AND PRODUCTS PLANNED FOR 2010:

Integrated with ULI MN's housing and job growth initiatives, the CTLUS 2010 action agenda is divided into three parts:

1. **Educate** ourselves and public and private sector leadership about strategies to support the connection between transportation and land use;
2. **Frame** the issues through undertaking new research and developing new tools; and
3. **Apply** knowledge and **implement** plans and tools to produce measurable results.

1. Educate

ACTION 1.1: Educational Programs. Hold ULI MN programs on transportation, land use and infrastructure topics.

- *The Complete Streets Revolution* -- Jim Charlier, February 11, in partnership with Fresh Energy, Transit for Livable Communities and sponsored by Blue Cross and Blue Shield MN.
- Regional TOD Workshop Series, in partnership with CTOD and LISC.
- *The City in 2050*, CTLUS findings, and the ULI Curtis Project, Spring.
- *Community Design and Health Implications* – Richard Jackson, University of California, Berkeley; sponsored by Blue Cross and Blue Shield MN, Fall.

ACTION 1.2: ‘Back to the Future’ power point. In partnership with the Itasca Project, refine the ‘Back to the Future’ power point (outlining the critical need to connect transportation investments and land use patterns) and implement an outreach strategy, including developing a roster of speakers and events to use the presentation.

ACTION 1.3: H+T Cost Calculator. Develop a Minneapolis – St. Paul Metropolitan Housing + Transportation cost calculator in partnership with the Center for Neighborhood Technology, and the ULI Terwilliger Center. Funding partners include the Family Housing Fund and Minnesota Housing.

2. Frame

ACTION 2.1: National and Metropolitan Transportation Policy -- Federal and MN Legislative Reform. Mechanisms need to be developed and/or realigned to address significant barriers to facilitating compact mixed-use development and the connections between transportation investments and land development patterns.

- Participate in the ongoing ULI National Transportation Policy Dialogue.
- Collaborate with our partners to position our metropolitan region for reform and federal support within the emerging ‘place-based’ funding emphasis of key federal departments and programs.
- Collaborate with our partners to identify essential ‘what needs to change’ strategies to support future sustainable growth.

Action 2.2: Sustainable Metropolitan Centers Model. Brookings Institution research indicates the healthiest, most economically competitive areas are comprised of a series of connected, viable, walkable centers. These centers are usually mixed-use areas anchored by a significant business or government job cluster linked by efficient public transportation.

- Continue partnership with CTOD to expand and deepen their analysis of employment centers and the opportunities to create regionally significant walkable urban places.

- At the local scale, using the lens of “Complete Streets” policy, develop a qualitative analysis of the six locations studied from a quantitative perspective in 2009, with the addition of two SW corridor station areas.
- Analyze at the regional level the connection between employment and housing to understand where development has been occurring over recent years and where growth is projected to occur and how regional growth and development might impact the future transit system and TOD opportunities.
- Incorporate Excensus (Housing Initiative community change reports) data regarding demographics, commute and labor shed patterns.
- Participate in the Curtis Regional Infrastructure Project’s development of a sustainable metropolitan centers model. This research effort, led out of ULI's Georgetown office, will examine regionally significant centers and connecting corridors in the four Curtis metropolitan regions (Minneapolis-St. Paul, Chicago, Seattle and SE Florida) with the aim of furthering understanding of sustainable metropolitan forms and the policies and practices that support them.

Action 2.3: Economic Competitiveness and Job Growth. Fully integrate CTLUS findings and actions to strengthen regional economic competitiveness and job growth through the following initiatives:

- ULI MN/RCM Regional Competitiveness Project;
- Itasca Job Growth Task Force; and
- Brookings Metropolitan Business Planning Initiative.

3. Apply and Implement

ACTION 3.1: Southwest Corridor. The Southwest Corridor is the first transit line in the metro area that spans from a central city through several suburban communities. We have an important opportunity to engage corridor stakeholders across municipal boundaries and develop a cohesive strategy where land uses become the place making that informs the design of the line.

- Elevate the importance of **placemaking** and a **holistic** approach to identify and support **performance objectives**.
- Inform the design of the transit line to set the stage for **maximizing development potential** that will leverage transit investments.
- Support a **coordinated and collaborative** implementation strategy, among the municipalities, Hennepin County, Metropolitan Council, MnDOT, and the private sector, through the Hennepin Community Works structure.
- Build on the learnings of the Central Corridor Investment Framework model and support collaborative opportunities.
- In partnership with the Citizens League, develop innovative citizen engagement models.

ACTION 3.2: Private/Public Partnerships (P3). Accelerate the discussion regarding the value of private/public partnerships.

- Convene a high level P3 group of key Minnesota policy makers and their finance advisors (e.g. Governor's office, MnDOT, Metropolitan Council, Counties, Cities, legislators).
- Invite significant players in the Canadian P3 market (from government officials to deal makers) to discuss in detail what P3 is, how it developed and pros/cons.
- Help define and frame the discussion of how P3 may assist TOD and other transit infrastructure development.
- Assess strategies to accelerate construction of the Southwest transit corridor through a P3 strategy.

ACTION 3.3: Model for Regional Partnership. Document the CTLUS model of regional collaboration.

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