RESEARCH ON HOW TO ACHIEVE SYSTEM-LEVEL, TRANSIT-ORIENTED JOBS-HOUSING BALANCE

Humphrey School of Public Affairs

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Driven to Discover
Overview

Objectives

• Policy recommendations promoting housing development (market-rate and affordable) and living wage job creation near transit corridors
  • “leveraging points” for private sector to embrace TOD
  • Bridge building between public and private sectors
  • Innovative incentive, regulatory and partnership programs

Methodology

• Semi-structured Interviews (Open-ended; 30-40 mins) with developers and business leaders
Final Sample

Types of Developers Interviewed (N=24)

<table>
<thead>
<tr>
<th>Types of Developers</th>
<th>Central City</th>
<th>Suburban</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>7</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>Commercial</td>
<td>5</td>
<td>6</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>16</strong></td>
<td><strong>21</strong></td>
<td><strong>37</strong></td>
</tr>
</tbody>
</table>

Types of Business Leaders Interviewed (N=19)

<table>
<thead>
<tr>
<th>Types of Business Leaders</th>
<th>No of interviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>Book Publishing &amp; Printing</td>
<td>1</td>
</tr>
<tr>
<td>Finance &amp; Insurance</td>
<td>8</td>
</tr>
<tr>
<td>Lessors of Nonfinancial Intangible Assets</td>
<td>1</td>
</tr>
<tr>
<td>Management of Companies &amp; Enterprises</td>
<td>4</td>
</tr>
<tr>
<td>Medical Device Manufacturing</td>
<td>2</td>
</tr>
<tr>
<td>Commercial Real Estate Broker</td>
<td>3</td>
</tr>
</tbody>
</table>
Key Questions in the Conversations

1. What does the interviewee see as crucial location factors?

2. How do transportation and transit access fit into that set of factors?

OR

What makes transportation and transit access important (to whatever degree they are)?

3. How could the public sector make transit-accessible sites more attractive for private-sector development and job creation?
Content Analysis

• Computerized methods
  – Word frequency (prevalence of key topics)
  – Topic node co-occurrence

• The human touch
  – Reading and re-reading
100 Most Frequent Words

**Developers**
- affordable
- builds
- city
- development
- housing
- look
- markets
- money
- neighborhood
- parking
- project
- rail
- works

**Business Leaders**
- able
- access
- anything
- area
- building
- business
- companies
- company
- commute
- coming
- different
- downtown
- employees
- factors
- for
- good
- great
- high
- important
- incentives
- issue
- jobs
- know
- line
- locations
- long
- lot
- make
- many
- mean
- metro
- Minneapolis
- move
- new
- obviously
- office
- parking
- part
- Paul
- people
- process
- public
- question
- rail
- sense
- site
- sort
- space
- specific
- sure
- system
- talk
- terms
- transit
- transportation
- trying
- units
- value
- whatever
- think
- time
- transit
- transportation
- trying
- twin
- use
- want
- way
- work
- years
Topic node co-occurrence

When developers mention TOD, they also mention...

- Proposed transitways: 35%
- Market Niches: 30%
- High Demand: 25%
- Redevelopment: 20%
- Regulatory issues: 25%
- Hiawatha: 20%
- Bus transit: 15%
- Long-range planning: 20%
- Density: 15%
- Design: 10%
- Access (in general): 10%
- Financing: 5%
- Low Demand: 5%
When developers mention affordable housing, they also mention...
When business leaders mention Transit Access...

...this much of the time.

...they also mention...
Conclusions & Recommendations

Ø Reduce costs, emphasize benefits;
Ø Regulatory reform;
Ø Recognize ties to specific areas

Transit access wanted, not insisted

Groups already interested in TOD

Ø Multifamily, re-developers
Ø Large corporate offices
Ø Small, innovative employers
Ø Employers of low-wage workers
Ø Connect developers & employers

Transit mode & timing matter

Walkable & mixed-use facilitate transit use

Ø Promote walkability & land use mix in & out of stations areas
Ø Flexibility in design
Ø Regulatory reform

Generational shifts presents opportunities

Creative affordable housing solutions needed

Ø Engage with affordable housing specialists (e.g., neighborhood level, allow reuse, family housing)
Ø Pursue “affordable by design” (regulatory issues)

Ø Remember the buses
Ø Non-traditional commute
Ø Certainty of construction

Ø Accelerate TOD and transit improvements
Ø Engage with employers (regional competitiveness conversations, etc.)

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Thank you!

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