



Creative Solutions FOR Thriving Communities

CENTRALINA COUNCIL OF GOVERNMENTS

REGIONAL CONFERENCE

Innovation Corridors

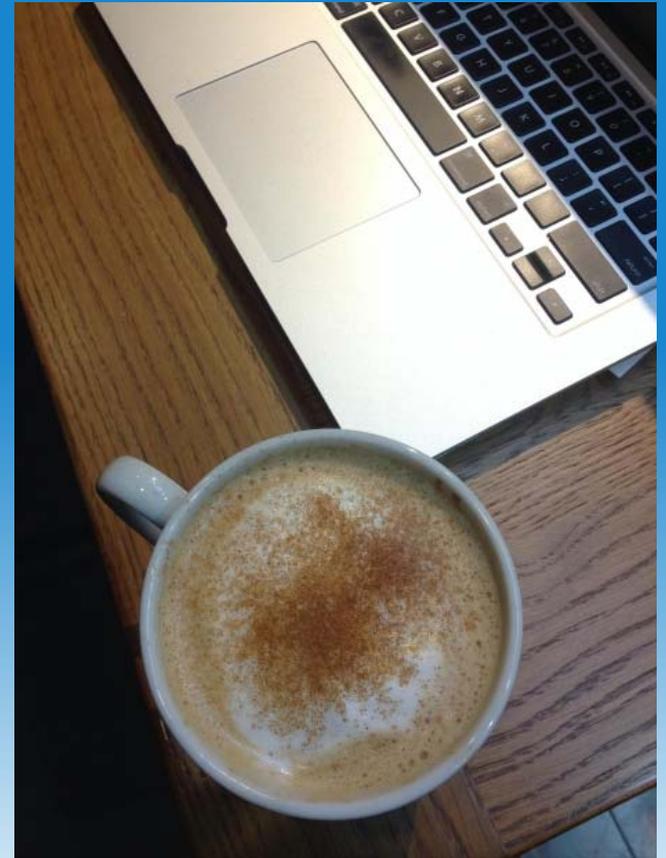
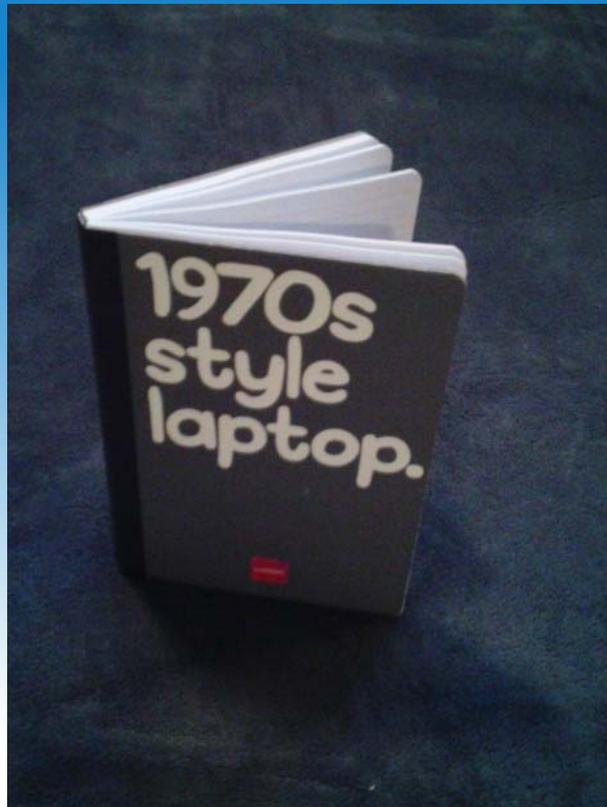
Keith Conover, NC Broadband

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GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

Innovation Corridors Innovation Café



Targeted Economic Growth in
Communities... Done Differently

Session Take-Aways



- **Movement**—of people, goods, and information—is presently undergoing rapid transformation
- Today's **planning** processes and economic development strategies will set the stage for success 40+ years from now
- **Local government** has a critical role to play



What Are Innovation Corridors?



“Placemaking”



Transit



Economic Development/
Innovation Hubs



Innovation Corridors Framework: CONNECT Region Top Priorities



Parks & Open Space



More Transportation Choices



Support Our
Communities



Support Local Farms



Cost of Providing Services



Improved Water Quality



Improved Air Quality



Work Closer to Home



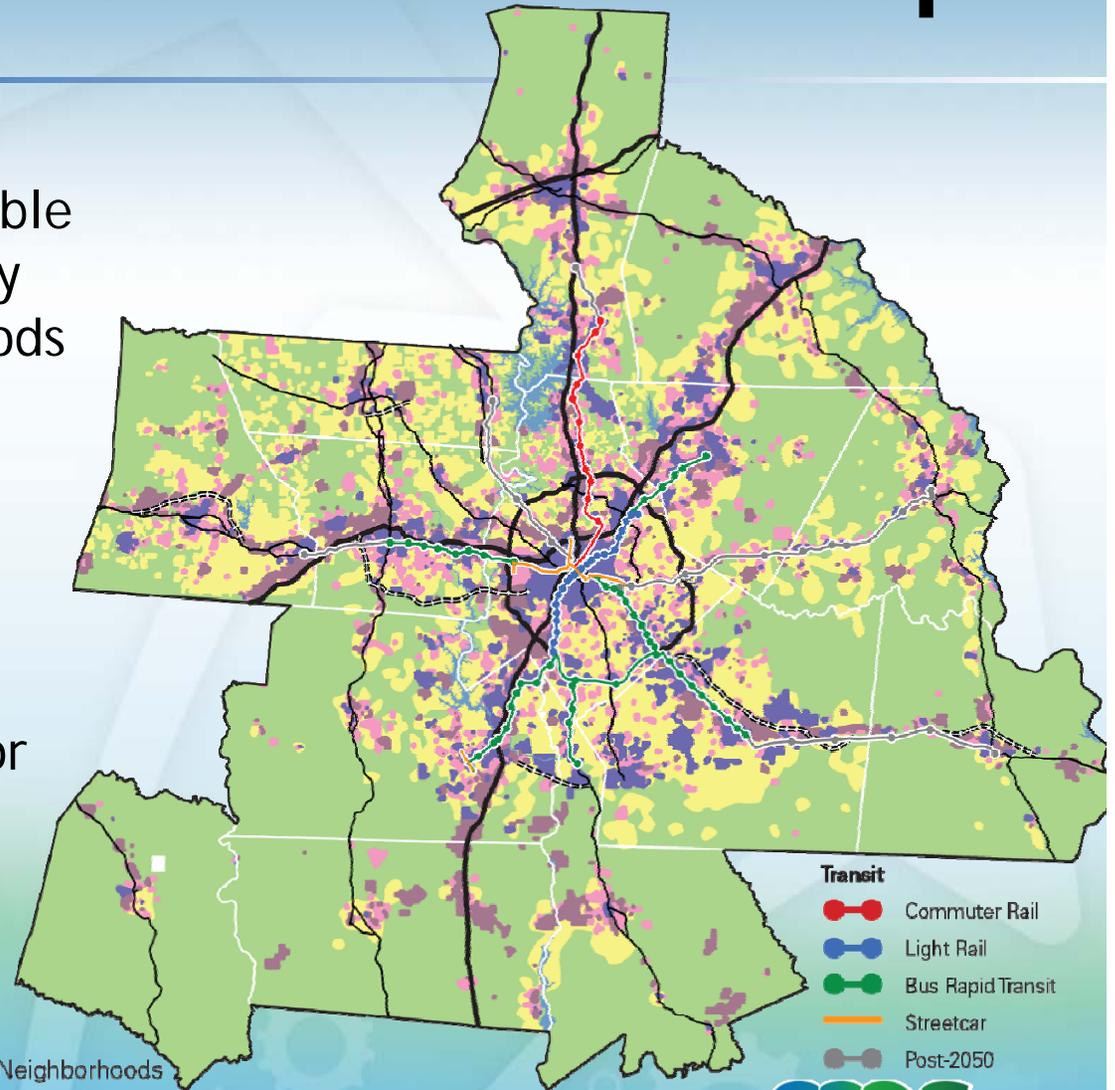
More Housing
Choices



Cost of My Commute

Innovation Corridors Framework: Regional Preferred Growth Concept

- Major (re)investment in walkable downtowns, mixed-use activity centers, walkable neighborhoods & major transit corridors
- More housing choices, travel choices, open space/farmland preservation & job centers
- More efficient service areas for providing local government services



Innovation Corridors Framework: Tools



INCREASE TRANSPORTATION CHOICES

WHY IS THIS A PRIORITY?

Residents said more transportation choices are important to their quality of life and health.

Encouraging alternative development patterns (e.g., TOD), building and retrofitting complete streets, and developing bike and walking trails are just a few ways to ensure that residents of the CONNECT region have the option to choose a variety of transportation modes.

HOW DO WE GET THERE?

- ✓ Consider alternative transportation modes in the design of public developments and projects.
- ✓ Increase collaboration



WALKING AND BICYCLE AUDITS AND PLANNING



RURAL TRANSPORTATION



CREATIVE PUBLIC FINANCE



PUBLIC ENGAGEMENT TOOLS AND TECHNIQUES



REGIONAL GIS DATA CENTER



SUBAREA PLANS



INVENTORY OF LOCAL SUSTAINABILITY POLICIES AND PROGRAMS



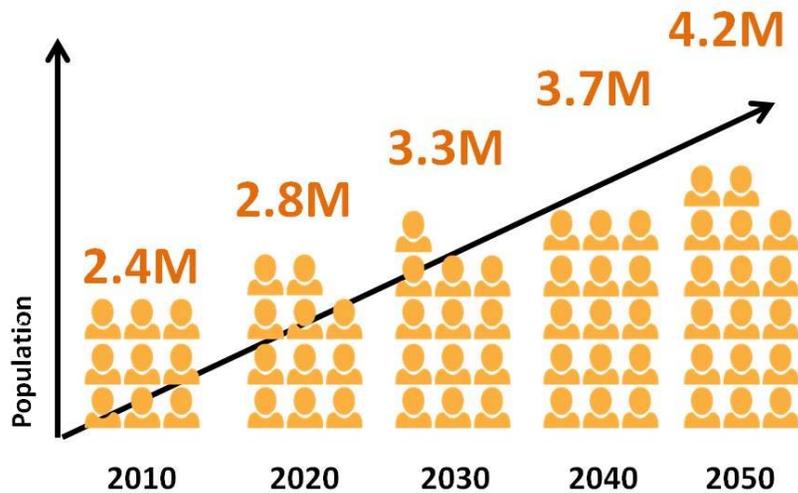
FREIGHT TRANSPORTATION PLANNING



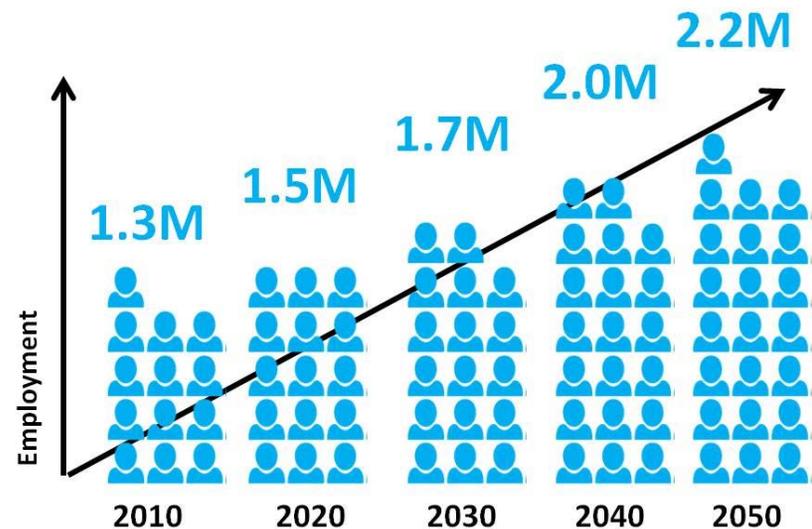
TRANSPORTATION DEMAND MANAGEMENT

Why?: Expected Growth

CONNECT Region Population Projections

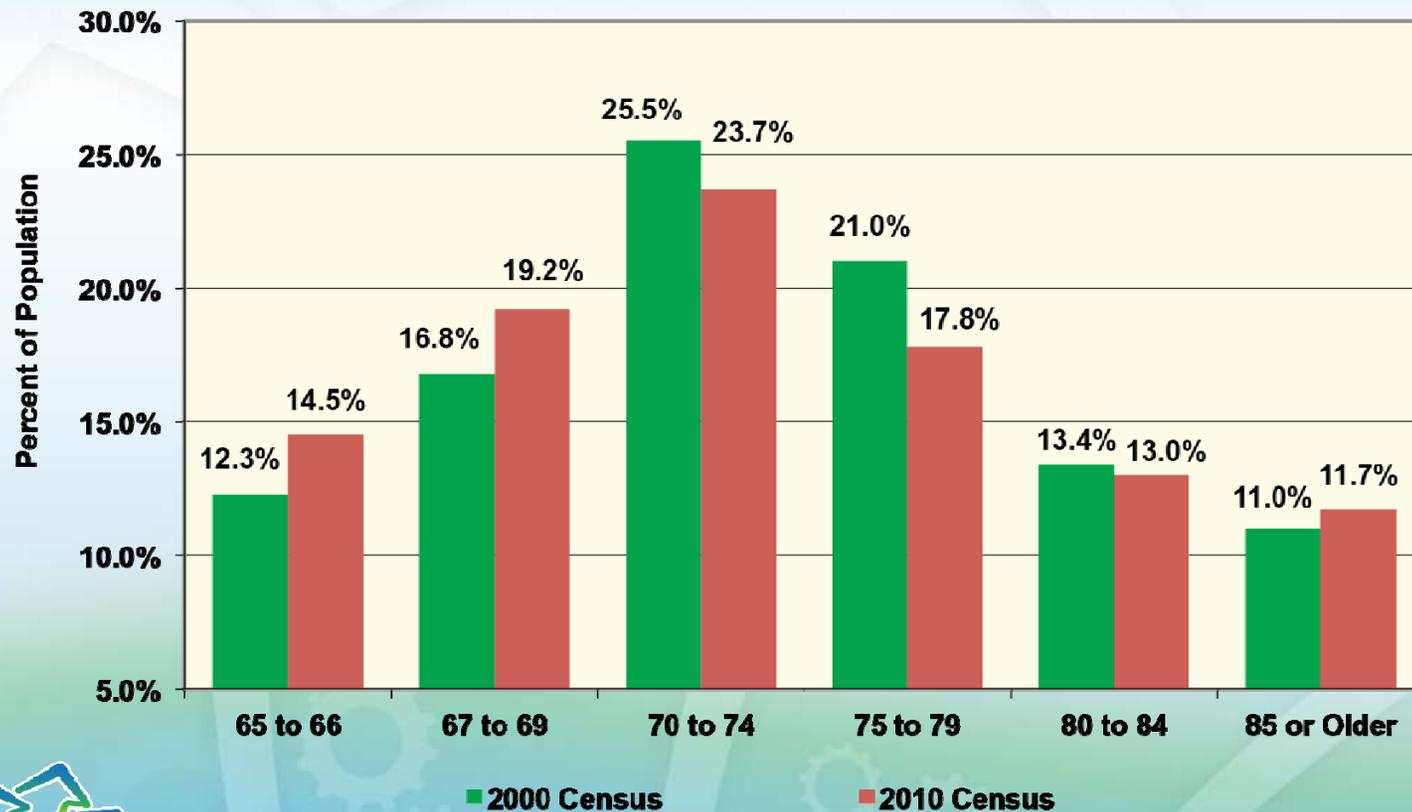


CONNECT Region Employment Projections



An Aging Population: Thinking About Future Development Differently

Population Over Age 65
CONNECT Our Future Project



Source:
2000 & 2010
Census Data

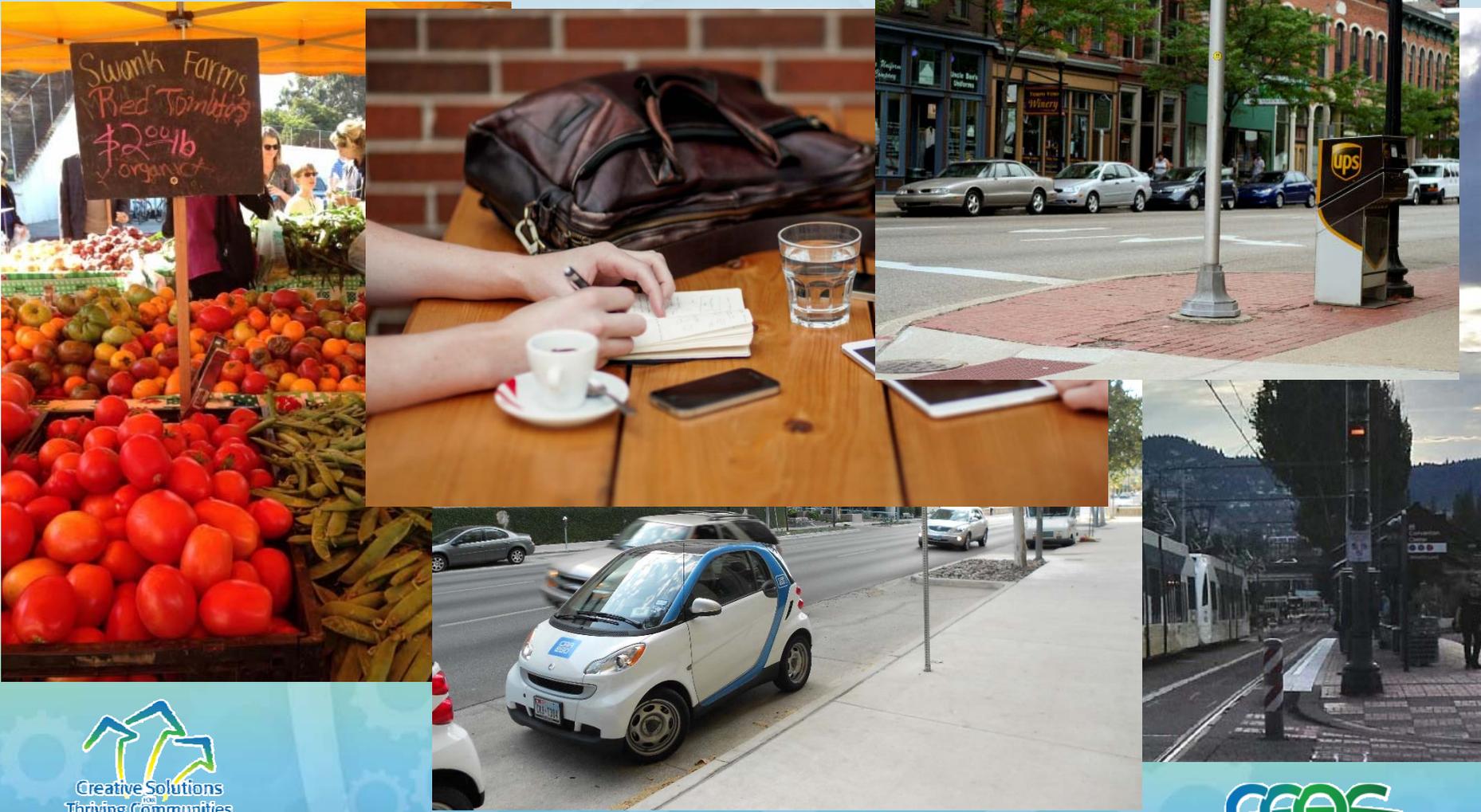
And Don't Forget...



With These Shifts Come Challenges



What Role Can the Innovation Corridors Concept Play?



Keith Conover

NC Broadband Infrastructure Office



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Google access chief Kevin Lo told audiences at a broadband forum that the key strategy for attracting Google Fiber to your city is not about tax breaks; it's about cooperation. Internet providers need easy access to power poles, ducts and cable conduits. Not to mention maps that show where this equipment is situated, plus the location of water, power and gas lines, phone cables, utility tunnels and underground conduits. They also need construction permits issued quickly and complete cooperation of all city officials.

- excerpt from CIO.com

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Session Take-Aways



- **Movement:** “The How” is changing-Do you understand what this means for your community and what *hidden opportunities* exist? How can you help communicate this to others?
- **Planning:** Corridor identification? ROW acquisition? What are your community values and how can you ensure they are preserved? Planning processes that engage citizens and set forth a vision? Standing agreements around development approval that keep long term goals in mind?
- **Local government:** Elected or staff, you have a role to play!

Comments and Questions?

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Innovation Café #3

Innovation Corridors: Charting Our Region's Transit Opportunities

Disruptive Demographic Trends and the Implications for Regional Transit Planning, Innovation Hubs, and Place-Making?

Guiding Questions

1. Innovation Corridors is essentially about “placemaking” focused on identifying and developing elements that will support economic and job growth and continued quality of life for current and future generations in your community. What key stakeholders are required to achieve this task in your community?
2. Given the desire for better access to transit, urban living, and access to retail/work/recreational activities by Millennials and Baby Boomers, how can the region best develop a framework for private development to build upon?
3. How can broadband access be used to enhance innovation along the future transit corridors?
4. What strategies are needed to attract businesses along future transit corridors?
5. What strategies can/should be used to move forward with the Innovation Corridor concept?
6. What elements of the Innovation Corridors concept would be most appealing to your community?
7. What aspect of this concept would need clarification before this idea could be successfully communicated more broadly?
8. What are the “deliverables” required to build support for regional transit and to build support for funding Innovation Corridor Infrastructure outside of Mecklenburg County (through local option sales tax, tax increment financing, etc.)?