

Greater Ohio Policy Center



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*Executive Director,
Greater Ohio Policy
Center*

*Ohio Brownfields
Conference
January 19, 2011*

**Restoring Prosperity:
Leveraging our Brownfields and
Other Assets to Grow Sustainably**

Greater Ohio Policy Center



- Columbus-based, statewide organization
- Promote public policy to grow Ohio's economy and improve Ohioans' quality of life through sustainable land use and growth
- Non-partisan, non-profit, foundation-funded

Background to *Restoring Prosperity*



- 3 year partnership with Brookings Institution Metropolitan Policy Program
- A statewide blueprint for Ohio's transition to the "next economy"
- Action plan to influence state policy: 39 pragmatic policy recommendations

Restoring Prosperity Findings



Ohio Can Compete in the “Next Economy”

- Driven by lower-carbon energy sources
- Export-oriented
- Innovation-led



Restoring Prosperity Findings



Engage Federal Government

Compete for funding and make Ohio agenda a national agenda

**Enhanced
Economic
Competitiveness**

Strengthen Existing Assets

Human Capital, Quality Places, Infrastructure, and Innovation

Reform Local Governance

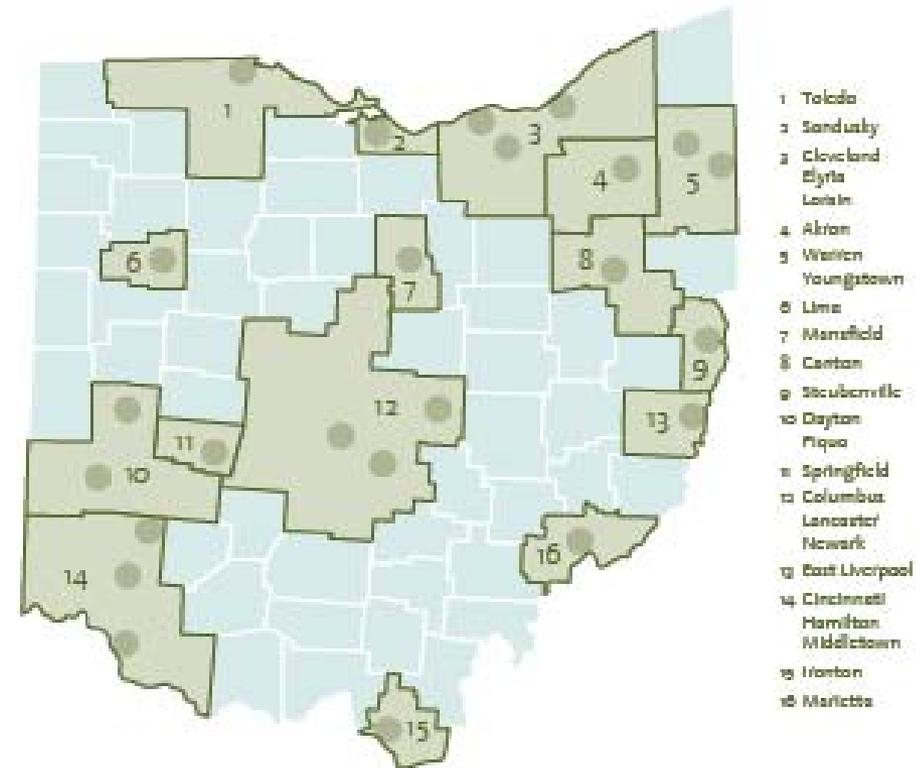
Align Policies, Incent Collaboration

Restoring Prosperity's Findings



- **Ohio Can Compete in the “next economy”**
- **Metropolitan regions and their assets drive the next economy**

The cities and small towns that made Ohio strong in the 20th century have become the metropolitan regions that will power it in the 21st century.²¹

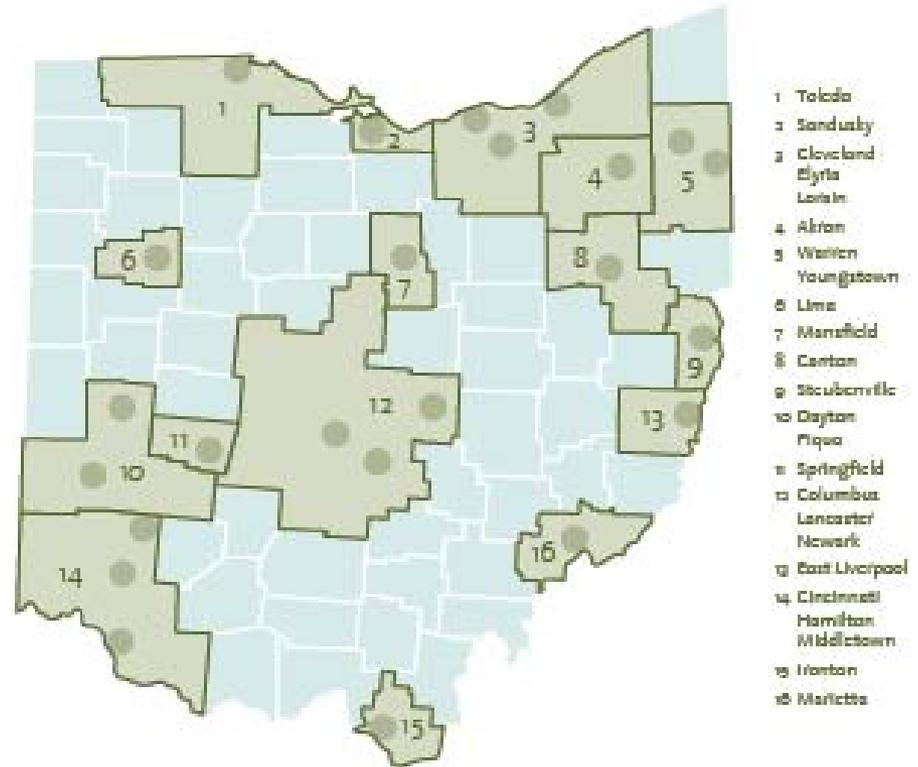


Restoring Prosperity's Findings



Metropolitan regions, which fully encompass urban, suburban and rural, and their assets will drive the next economy.

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Restoring Prosperity Findings



Innovation

- 75% of state's patenting activity
- 82% of state's knowledge jobs

Human Capital

- House 81% of state's adults with at least a bachelor's
- 57% of higher education institutions

Quality Places

- 62% of state's historic places

Infrastructure

- Nearly 100% of state's air cargo and commercial passengers
- 6 of the state's 7 ports serve these metros

Assets



- Brownfield Sites
- Vacant Properties
- Dense Downtown Cores
- Valuable Architecture
- Historic Neighborhoods
- Cultural /Natural Amenities
- Medical Facilities
- Educational Institutions





Hallmarks of the next economy

- Driven by lower-carbon energy sources
- Export-oriented
- Innovation-led

Ohio and the Next Economy



Found that Ohio has emerging or existing strengths in each of these hallmarks



Ohio's Metros and Exports



Metro Area	Total Exports 2008 (millions \$)	Rank in Top 100 Metros	Services Exports share	Goods Exports share
Akron, OH MSA	\$3,849	71	20.5%	79.5%
Cincinnati-Middletown, OH-KY-IN MSA	\$12,468	22	22.4%	77.6%
Cleveland-Elyria-Mentor, OH MSA	\$13,694	20	22.3%	77.7%
Columbus, OH MSA	\$9,146	33	33.4%	66.6%
Dayton, OH MSA	\$5,256	56	23.6%	76.4%
Toledo, OH MSA	\$4,457	60	15.3%	84.7%
Youngstown-Warren-Boardman, OH-PA MSA	\$3,852	70	13.0%	87.0%
Ohio Top 100 Metro Total	\$52,721			
Nation Top 100 Metro Total	\$1,131,842		35.2%	64.8%

Source: Preliminary analysis by Brookings Institution

Restoring Prosperity: Transition to the Next Economy



- **Build on our metro assets**
(Innovation, Human Capital, Infrastructure, Quality Places)
- **Transform governance**
- **Engage federal government**

Restoring Prosperity Agenda



- 39 policy recommendations as a blueprint to catalyze Ohio's transition:
 - 16 focusing on building on metro assets
 - 13 focusing on state and local governance reform
 - 10 focusing on engaging federal government

New Restoring Prosperity Paradigm



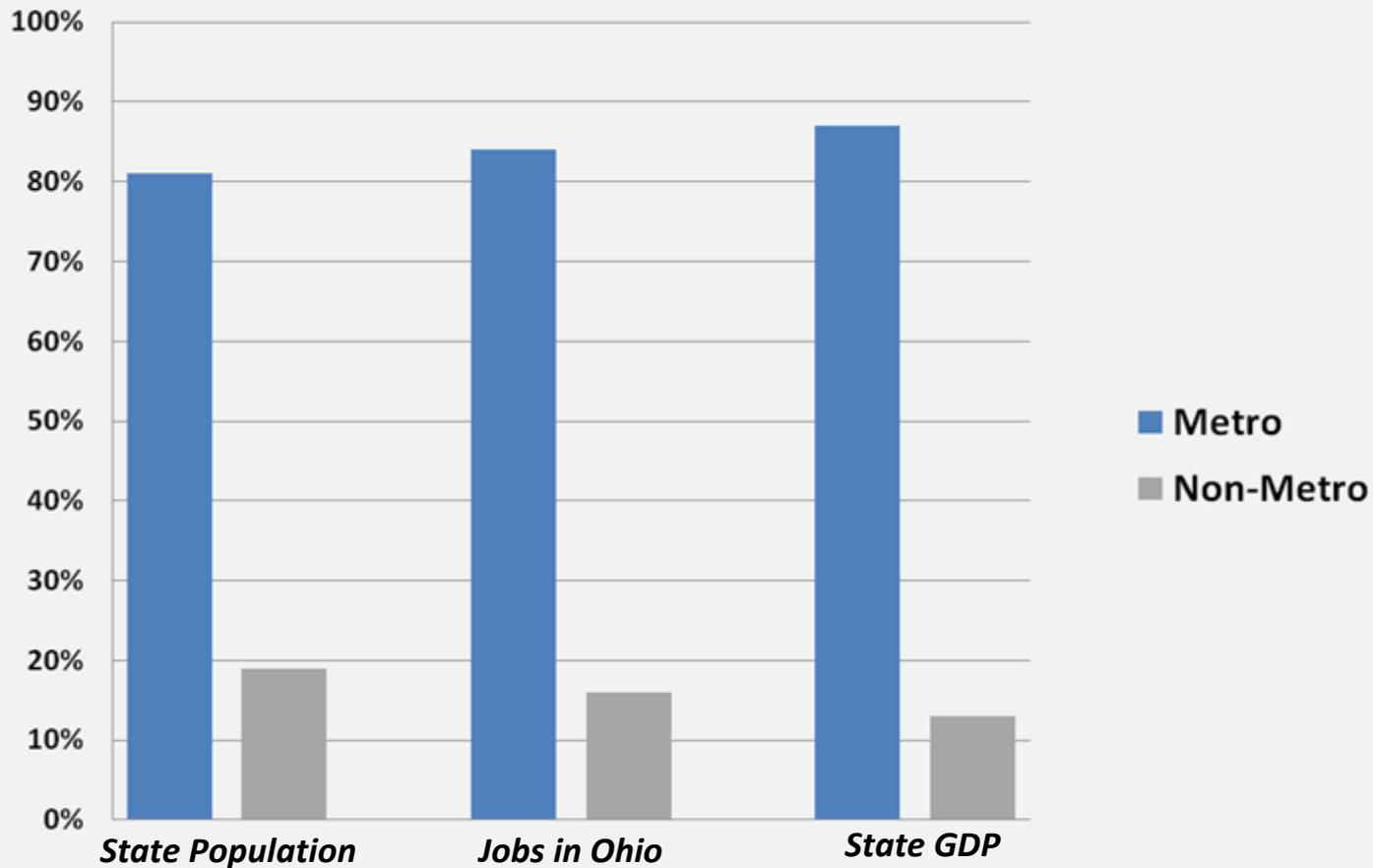
Metros Concentrate Prosperity-Driving Assets

- **Innovation** – capitalize on strengths in innovation, to diversify the state's economy
- **Human Capital** – Reorganize workforce system to better serve employers and connect workers
- **Infrastructure** – Maximize impact of state's infrastructure
- **Quality Places** – stabilize and improve our neighborhoods

Data Shows Ohio's Metro-led



Metro vs. Non-Metro Shares



Build on Assets: Innovation



Recommendations

- Preserve Third Frontier funding
- Expand significantly the state advanced manufacturing network
- Create microinvestment funds
- Find creative funding for innovation-based economic development

Build on Assets: Human Capital



Recommendations

- Support Workforce Intermediaries across the state
- Raise the number of Ohioans earning non-degree workforce certificates

Build on Assets: Infrastructure



Recommendations

- “Fix-it-first”
- Change infrastructure funding
- Create statewide sustainability challenge
- Analyze ODOT project spending on greatest return on investment

Build on Assets: Quality Places



Recommendations

- Expand land bank statute (done!)
- Foreclosure prevention and correction package
- Anchor Institution Innovation Zone
- Modernize Ohio's planning statutes
- Create "Walkable Waterfronts" initiative
- Targeted neighborhood revitalization strategies

Transform Governance



Recommendations

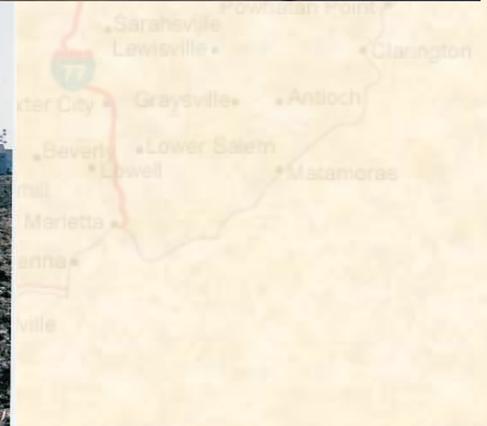
- Shift spending to classrooms
 - Forge shared service agreements and/or consolidate school districts
- Catalyze local government collaboration
 - Reward counties/metros adopting innovative governance & service delivery
 - Change state law to make local govt tax sharing permissive
- Align state programs and investments

Status Quo Undercuts Ohio's Economic Competitiveness



- Ohio can compete but must make significant changes
- The fiscal, budgetary and housing crises of the Great Recession have been a wakeup call to state and local leaders
- Unparalleled opportunity to press for transformative state-level actions our cities need
- Time to Act is Now

Ohio's Development Patterns are unsustainable



Unsustainable Patterns



- Ohio is 8th in land conversion
- But Ohio is 22nd in population growth
- Developing new land without increasing population leads to vacancies in urban areas.



Ohioans Increasingly Share Fate



- Suburban, exurban and rural residents depend on urban areas for economic growth and quality of life
- Linkages between urban and rural communities
 - Commuting
 - Use of retail, specialized services, educational instruction, and recreation opportunities tie Ohio's communities, functionally together

Geography of Ohio's Populated Landscape: Settlement Patterns



- Ohio Population:
 - lives within a one hour's drive of an urbanized area
 - reliant on the associated jobs, services, and recreational venues—as well as the associated economic spillovers from these cities.
- Over half of Ohioans live within 10 miles of an urbanized area center
- 85 percent of Ohioans that reside in what the Census Bureau refers to as “rural” actually live in metropolitan or micropolitan areas.

Geography of Ohio's Populated Landscape: Settlement Patterns

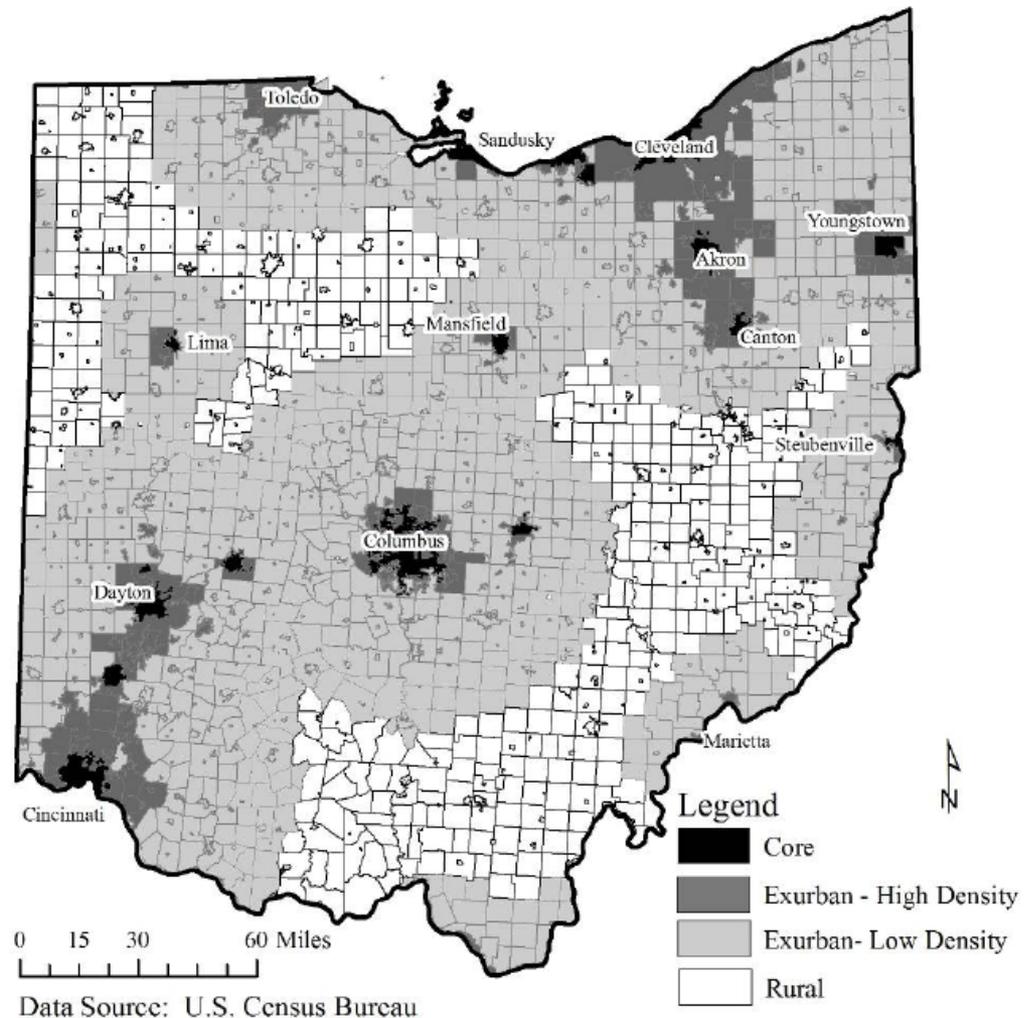


- Nearly 30 percent of Ohioans, or 3.7 million, live in exurban areas.
- Ohio's population has only slightly increased since 1970
 - more dispersed across the landscape.
 - Sprawling pattern illustrates the geographically large “city-centered” regions that underlie the development of Ohio and most of the developed world.

Ohio's Metropolitan and Micropolitan Areas



Ohio's Exurban Geography



Population Density Change In Ohio's Landscape



Settlement Pattern	People/sq. mi.	Acres per Housing Unit
 Urban High Density	greater than 5,000	<1/3
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 Exurban High Density	325-1000	1.5 - 5
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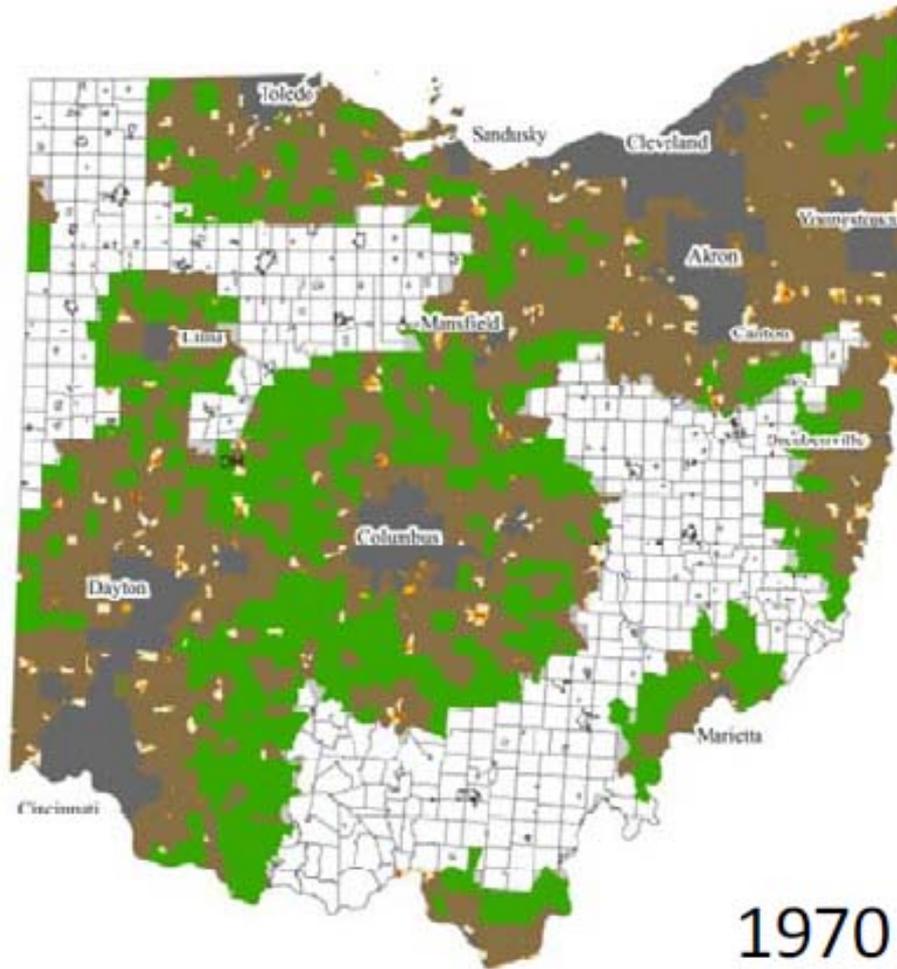
0 15 30 60 Miles



Data Source: U.S. Census Bureau



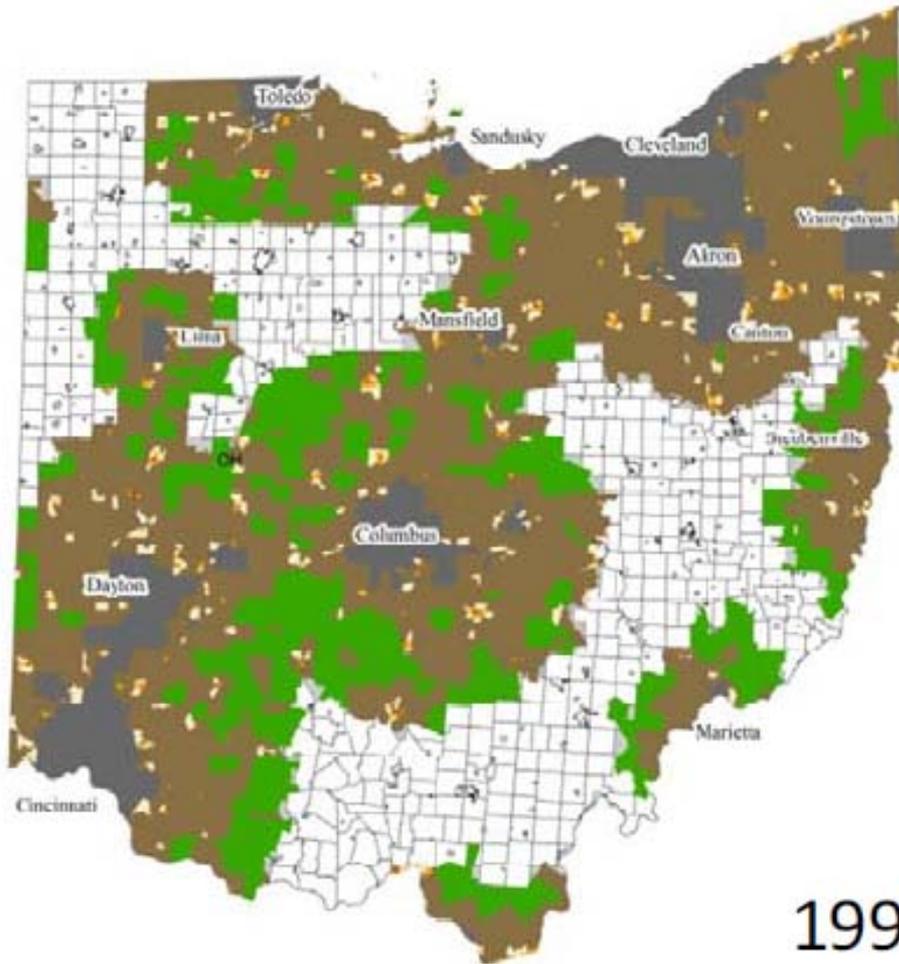
1970



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Partridge, Mark & Clark, Jill. "Our Joint Future: Rural-Urban Interdependence in 21st Century Ohio"

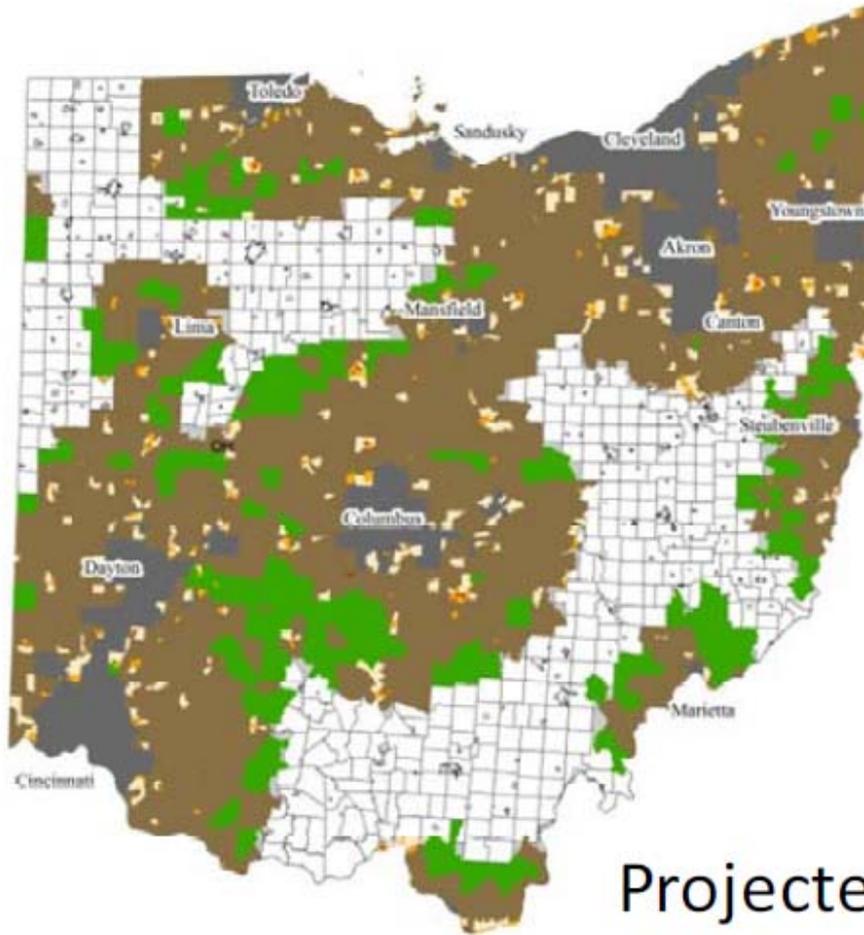
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Projected 2010

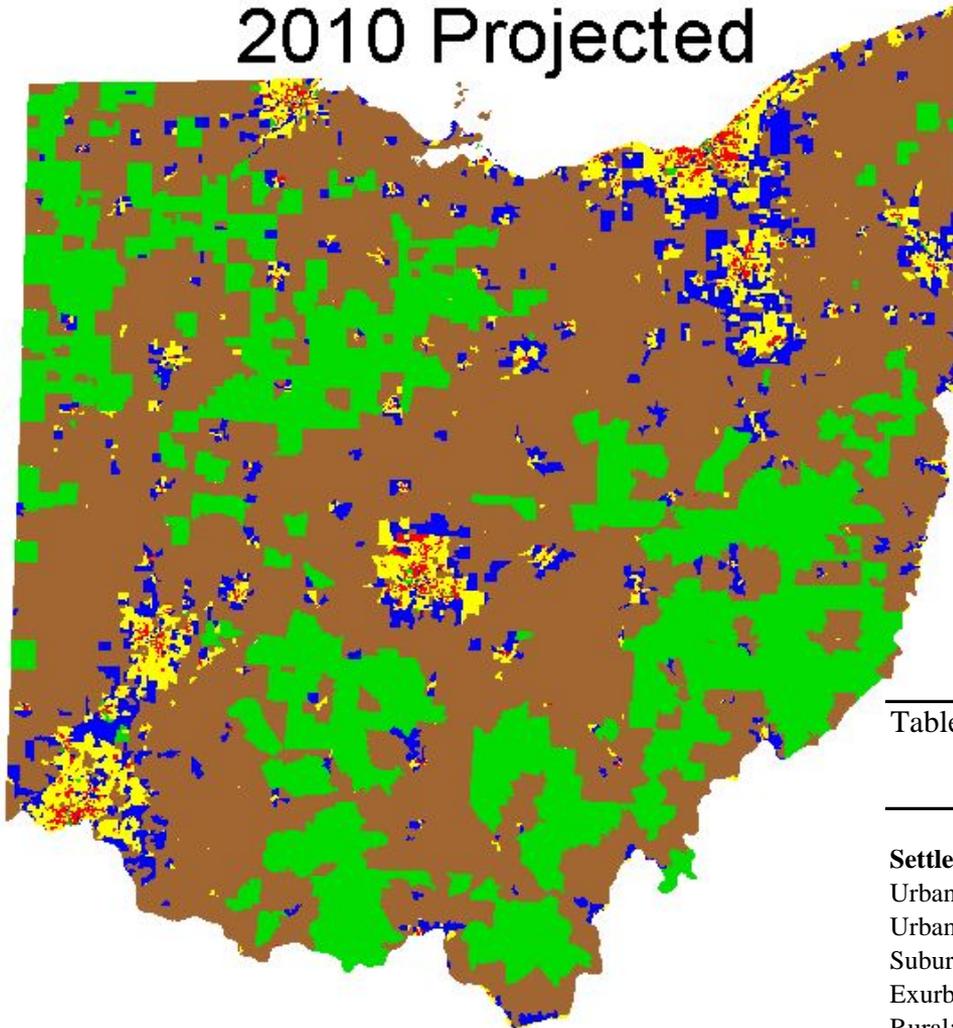


Projected
2010

Population Density Change in Ohio's Landscape



2010 Projected



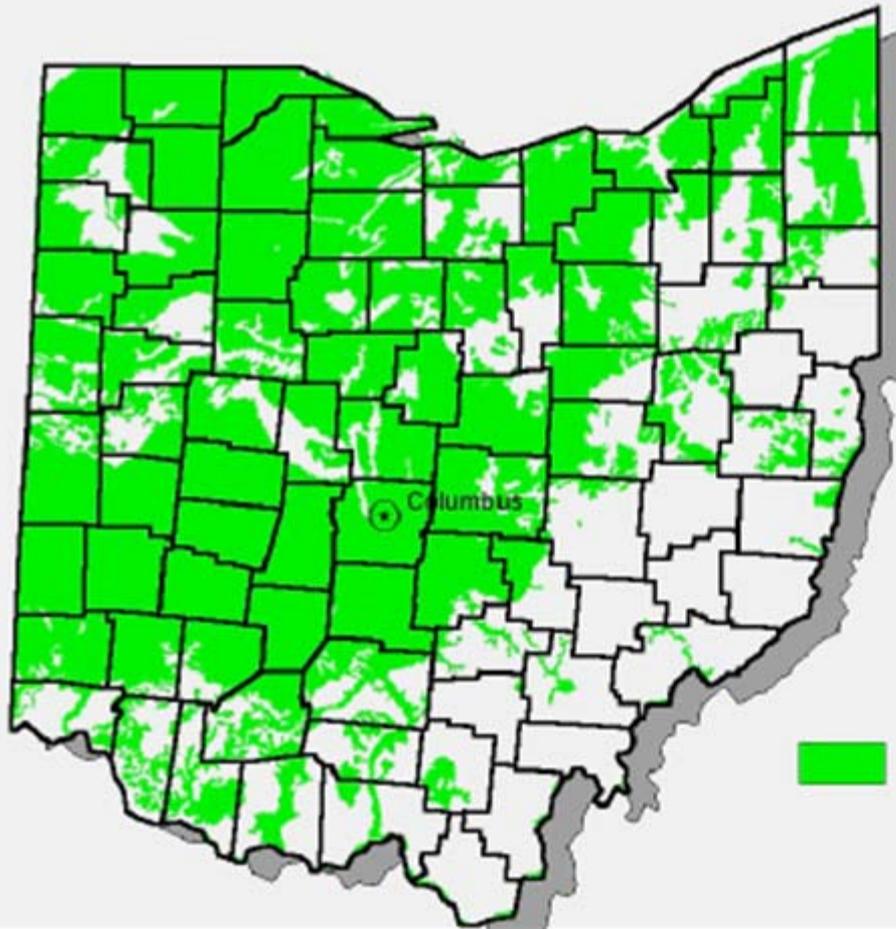
Legend:

-  Urban High Density
-  Urban Low Density
-  Suburban
-  Exurban
-  Rural

Table 5: Densities used for Settlement Types

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Suburban:	325 to 1,000	1.5 to 5
Exurban:	40 to 325	5 to 40
Rural:	Less than 40	More than 40
State Total:	n/a	n/a

Ohio's Prime Farmland



Ohio's Prime Farmland



North



Prime Farmland

▲ Source: *American Farmland Trust*

Economic Interdependencies Across Ohio's Landscape



- Overwhelming majority of Ohioans derive their livelihood from urban areas
 - 35 % of workers in Hamilton County (Cincinnati) travel in from other counties both within and outside of the Cincinnati metropolitan area.
- Urban areas rely on rural areas for recreation, and other rural services.
 - Incomes earned from commuting to urban jobs help support other jobs in rural and exurban communities (e.g. local retail establishments or rural businesses)

Interdependencies Across Ohio's Landscape



Density of Ohio's major cities translates into our diverse and specialized economies not found in rural areas

- amenities and services, such as specialized retail, healthcare, and entertainment, locate in urban areas
- agglomeration economies and demand thresholds

Ohioans' Shared Fate: Regional Economies



- Rural/urban divide has transformed into a continuum
 - Since 1970, population growth created new exurban areas
- Exurban rural areas witnessed rapid population growth
- Ohio contains parts of 16 metropolitan areas and 28 micropolitan areas with few rural communities far from an urban area

Restoring Prosperity: Transitioning to the Next Economy



Ohio has already taken important steps to prepare the foundation for this critical transition to the next economy.



Clean Ohio Fund



Exemplifies Sustainable Growth Principles

- Bridges urban and rural
- Green Space and Redevelopment



Clean Ohio Fund

Clean Ohio Brownfield Programs By the Numbers



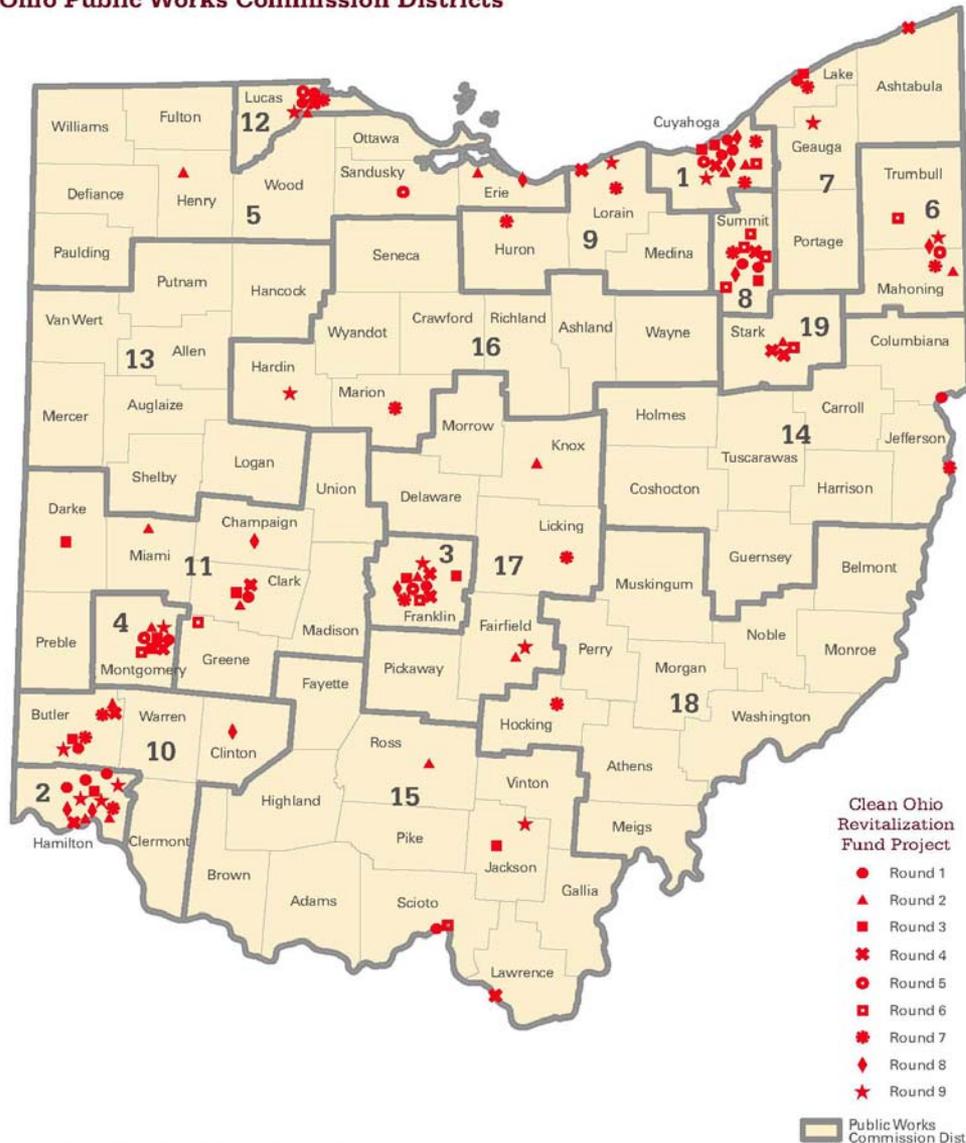
From 2002 – 2010

- Total Clean Ohio Grants: 299
- Counties Impacted: 58
- Clean Ohio Investment \$319 million
- Clean Ohio Jobs Created: 18,889
- Funds Leveraged \$3.8 Billion

Clean Ohio Revitalization Fund Awardees Rounds 1 Through 9 Ohio Public Works Commission Districts



Department of
Development



Clean Ohio Revitalization Fund Project

- Round 1
- ▲ Round 2
- Round 3
- ★ Round 4
- ◆ Round 5
- ◻ Round 6
- ★ Round 7
- ◆ Round 8
- ★ Round 9

Public Works Commission District

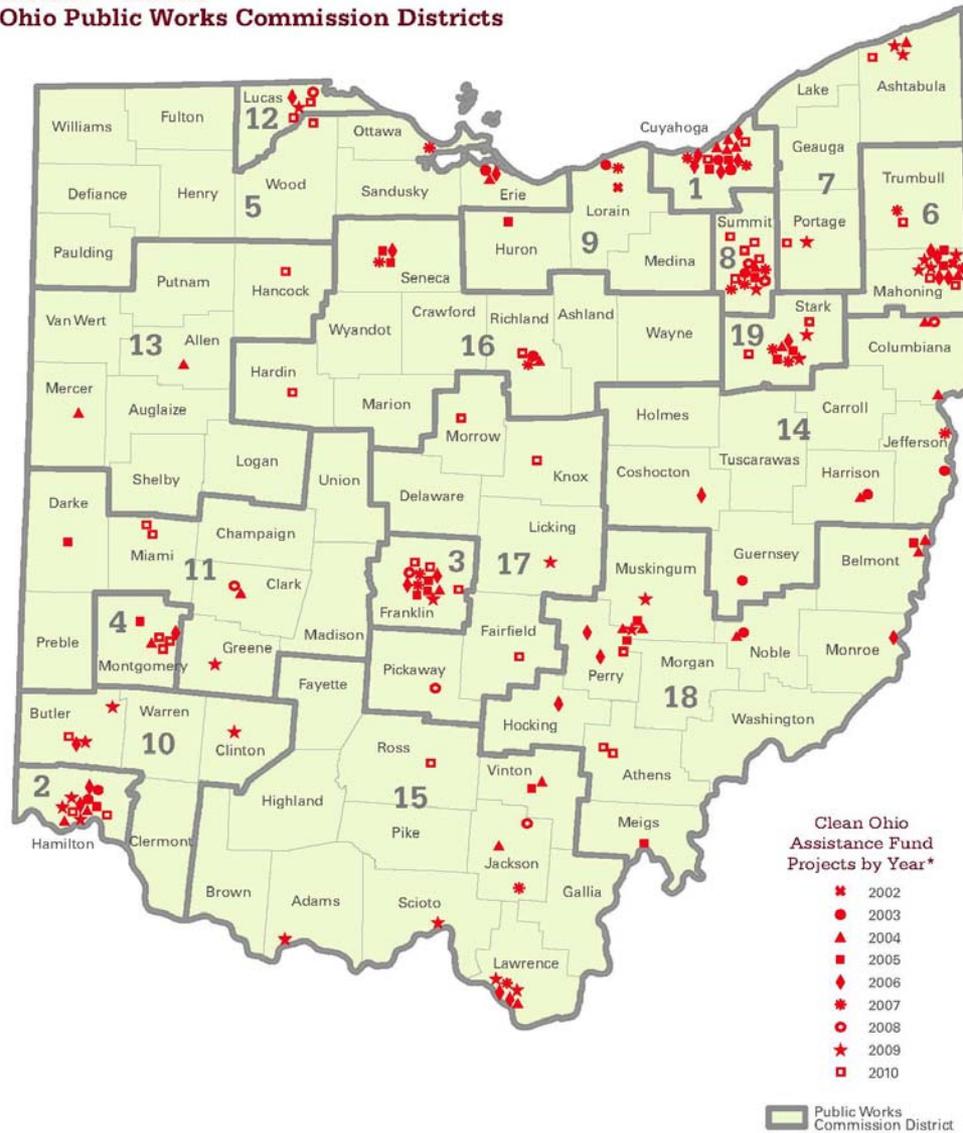
Prepared for the Ohio Department of Development,
Urban Development Division (PR&SP December 2010)

Clean Ohio Assistance Fund Projects 2002 - 2010

Ohio Public Works Commission Districts



Department of
Development



Prepared for the Ohio Department of Development,
Urban Development Division (PR&SP December 2010)

*Project year reflects date of
Controlling Board approval

National Comparisons



State	Total Available	Per Project
• Michigan	\$335 million	\$1 million
• Pennsylvania	\$230 million	
• Massachusetts	\$30 million	
• California	\$55 million	\$5 million
• New York	\$200 million	

Innovative Changes with Clean Ohio



Sustainable Reinvestment Pilot Track

- Urban Waterfronts
- Signature Parks
- Wind and Solar



Innovative Partnerships and Breaking Down Silos



ODOD partnering with the Ohio Water
Development Authority on two programs:

- Brownfield Development Program
- Alternative Storm Infrastructure Loan Program



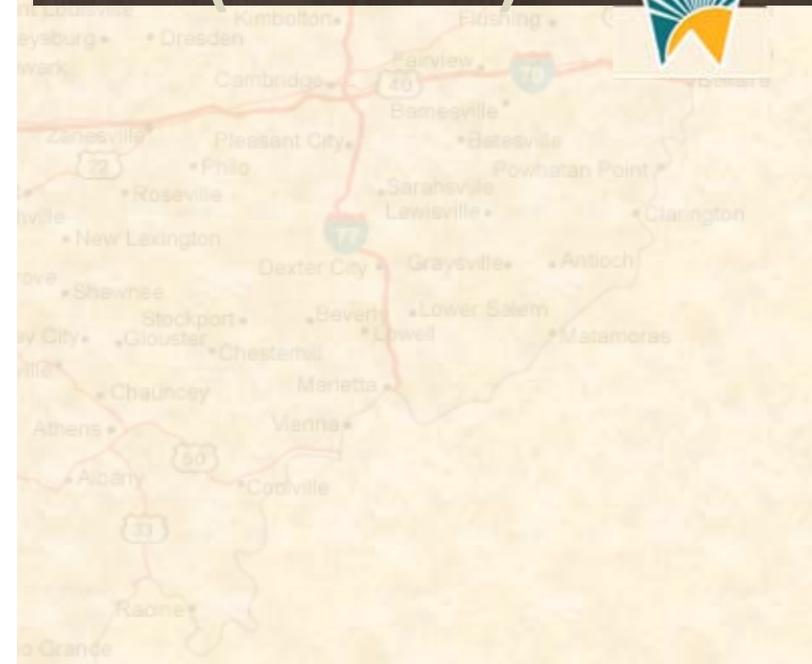
**OHIO WATER
DEVELOPMENT AUTHORITY**

Ohio

**Department of
Development**



Aligning Investments: Ohio Hubs of Innovation and Opportunity (OHIO)



Third Frontier Initiative



Generating a Positive Return on Investment

- \$681 Million of expenditures generated a total economic impact of \$6.6 Billion of economic activity
- 41,300 jobs, and \$2.4 billion in employee wages and benefits
- Represents a 10:1 return on investments

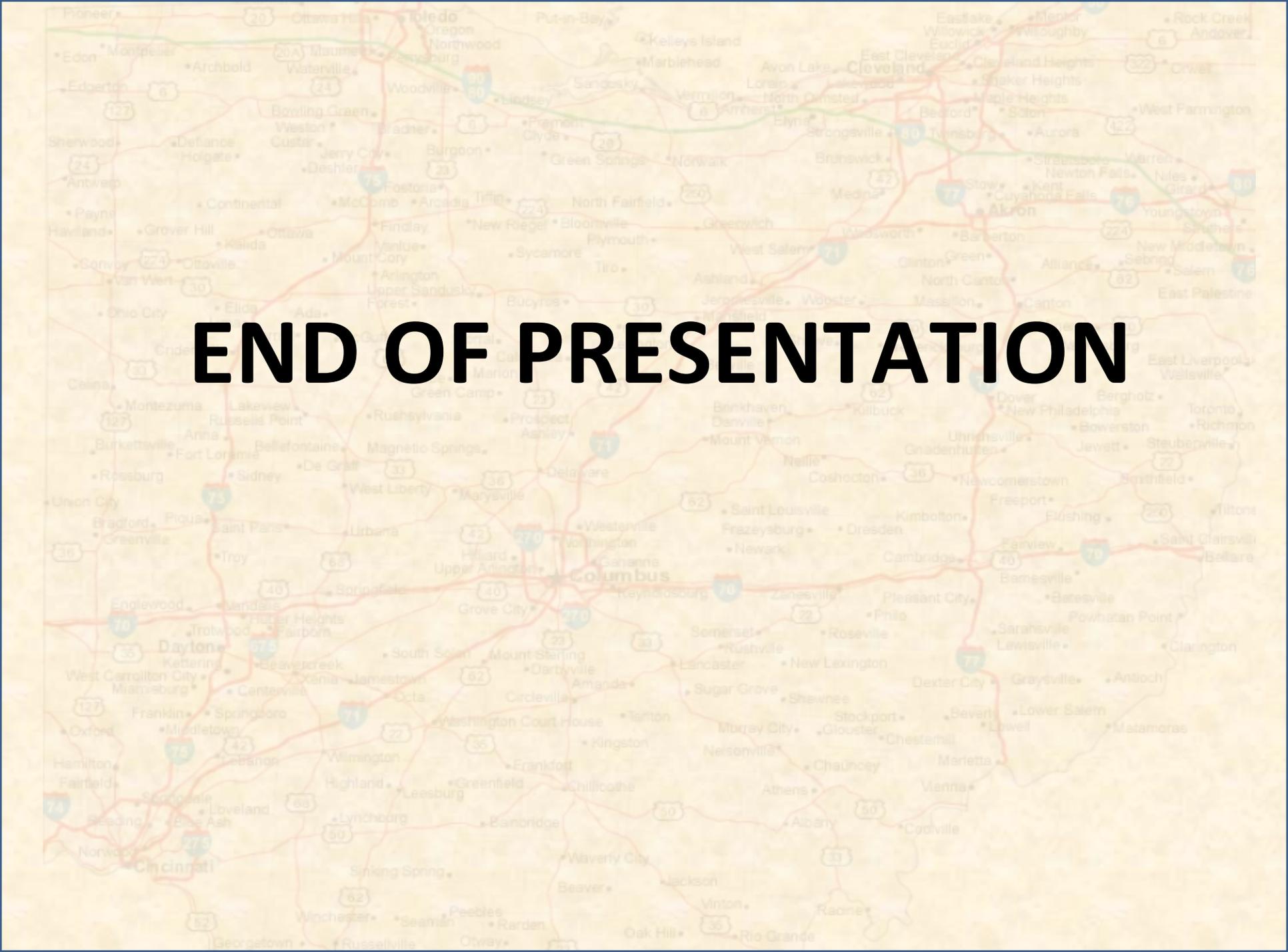
Ohio

Third Frontier
Innovation Creating Opportunity

Policies to Promote Preservation and Economic Prosperity



- Incentivize/mandate counties and metros to adopt innovative governance and service delivery (#22)
- Incentivize regional and comprehensive planning (#10)
- Modernize Ohio's planning statutes (#11)
 - more flexible planning and zoning tools at the state, local and regional level
 - minimize single-jurisdictional planning & maximize existing investments; prevent urban sprawl while providing opportunities to preserve the state precious farmland and natural resources
- Change how infrastructure is funded in Ohio (#19, 23)
- Target urban neighborhood redevelopment (#24)

A map of the Ohio region, showing major cities like Cleveland, Columbus, and Cincinnati. The map is overlaid with a large, bold, black text that reads "END OF PRESENTATION". The text is centered horizontally and vertically across the map. The map shows various roads, including highways and state routes, and numerous smaller towns and cities. The text is in a sans-serif font and is the most prominent feature on the page.

END OF PRESENTATION

Restoring Prosperity: Next Steps to Transition to the New Economy



1. Build on prosperity driving assets that concentrate in metropolitan areas

-Innovation

-Human Capital

-Infrastructure

-Quality Places

2. Transform governance at the state and local level while encouraging regionalism

3. Engage the Federal Government

Build on Assets: Innovation



Recommendations

- Significantly expand the state advanced manufacturing network
- Create micro-investment funds
- Find creative funding for innovation-based economic development

Build on Assets: Human Capital



Recommendations

- Support Workforce Intermediaries across the state to better link workforce training and employers
- Raise the number of Ohioans earning non-degree workforce certificates
- Retain graduates or attract them back

Build on Assets: Infrastructure



Recommendations

- Change infrastructure funding, including Ohio's use of federal "flex funds", to allow all modes of transportation more equity in financing;
- Use a return on investment model investigate using federal flex funds more creatively
- Expand "Fix it First" as central principle guiding investment decisions in highway spending

Build on Assets: Quality Places



Recommendations

- Support the Ohio Hubs of Innovation Program and expand into smaller metropolitan regions where appropriate
- Create an Anchor Institution Innovation Zone Program building on the Ohio Hubs program
- Modernize Ohio's planning statutes
- Monitor the Sustainable Reinvestment Pilot Track to determine if the program should be formalized

Ways to become involved



- Check out our website: <http://greaterohio.org/>
- Become a Greater Ohio Supporter and receive our electronic newsletters, bi-weekly newsclips, Calls to Actions, and other timely information.
<http://greaterohio.org/about-us/become-a-supporter>
- Read our Greater Ohio blog:
<http://greaterohio.org/blog>
- Follow us on Twitter: @GreaterOhio
- Like Greater Ohio Policy Center on Facebook



Greater Ohio Policy Center

Contact us at:

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Ohio Brownfields Conference
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Restoring Prosperity: Transforming Ohio's Communities for the Next Economy



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Geography of Ohio's Populated Landscape: Settlement Patterns



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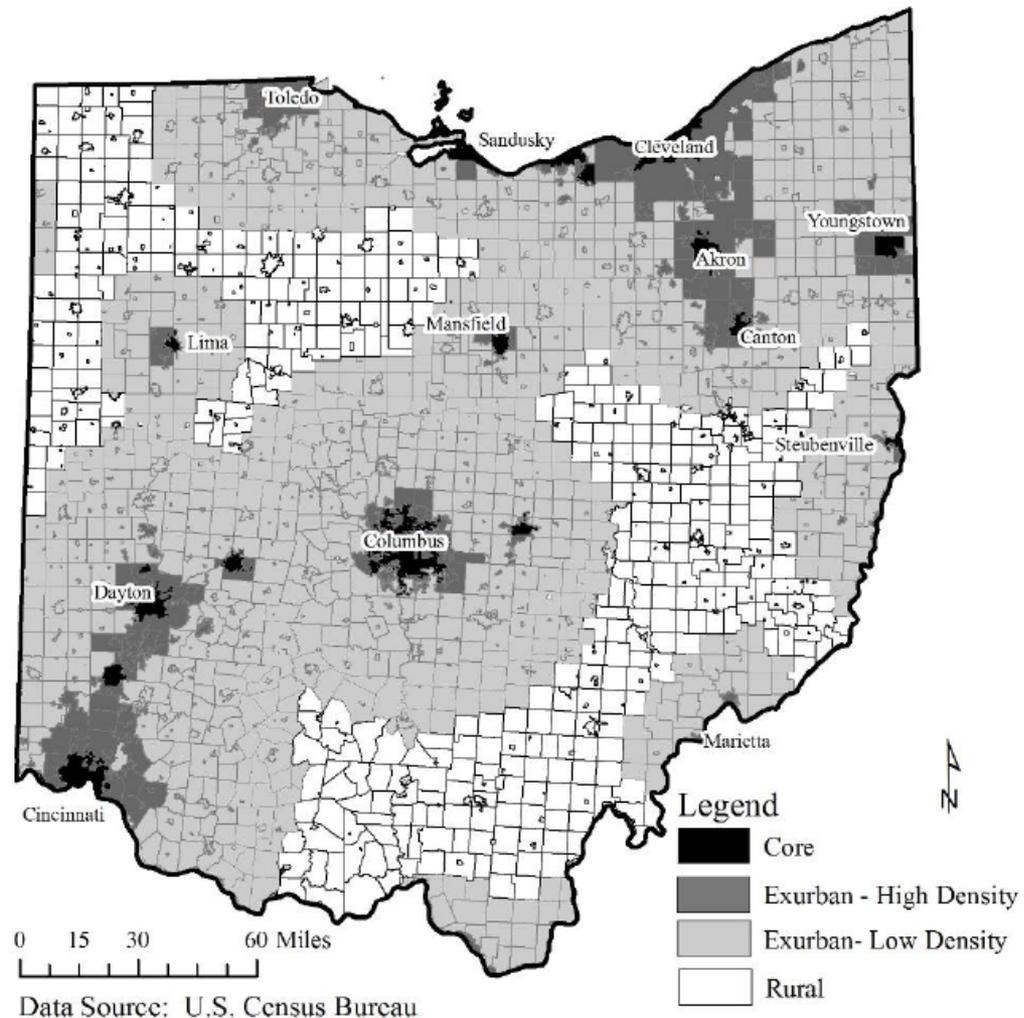


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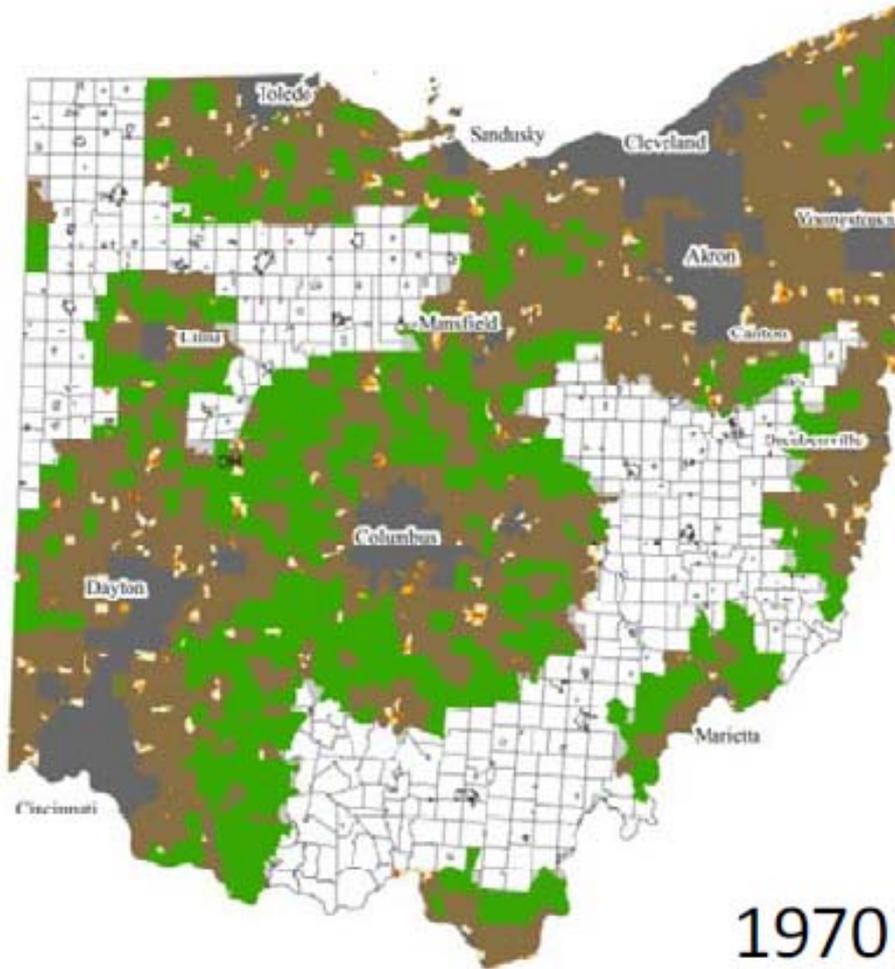
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Data Source: U.S. Census Bureau



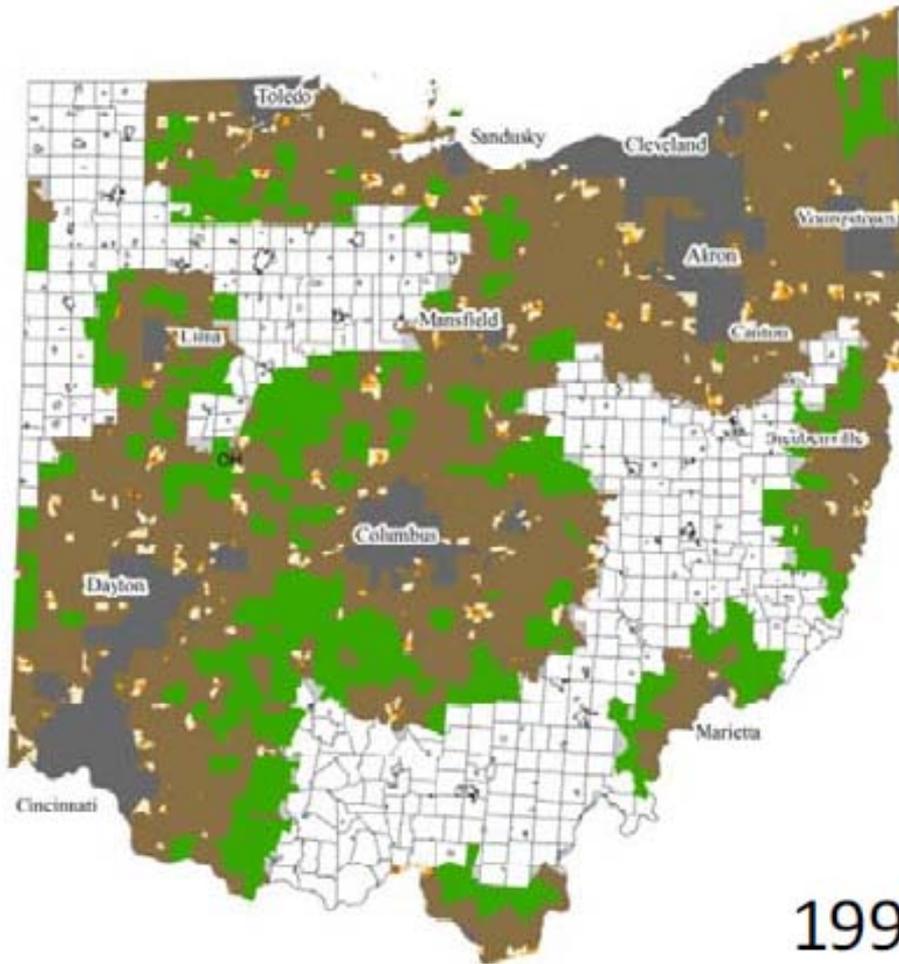
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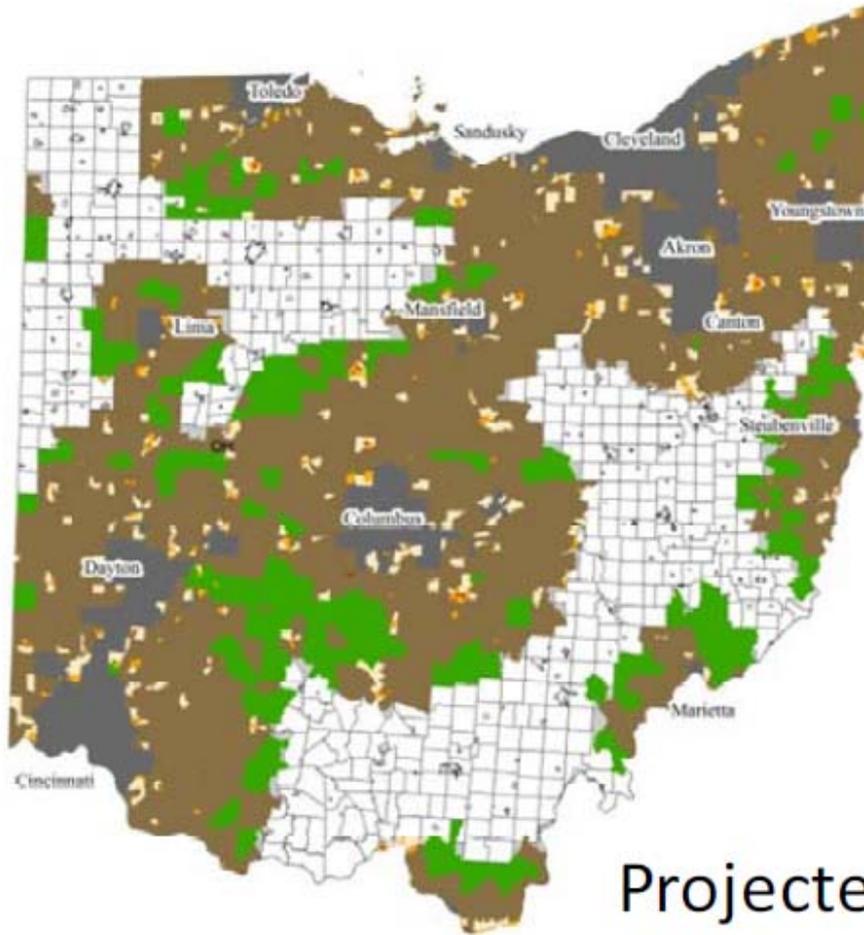
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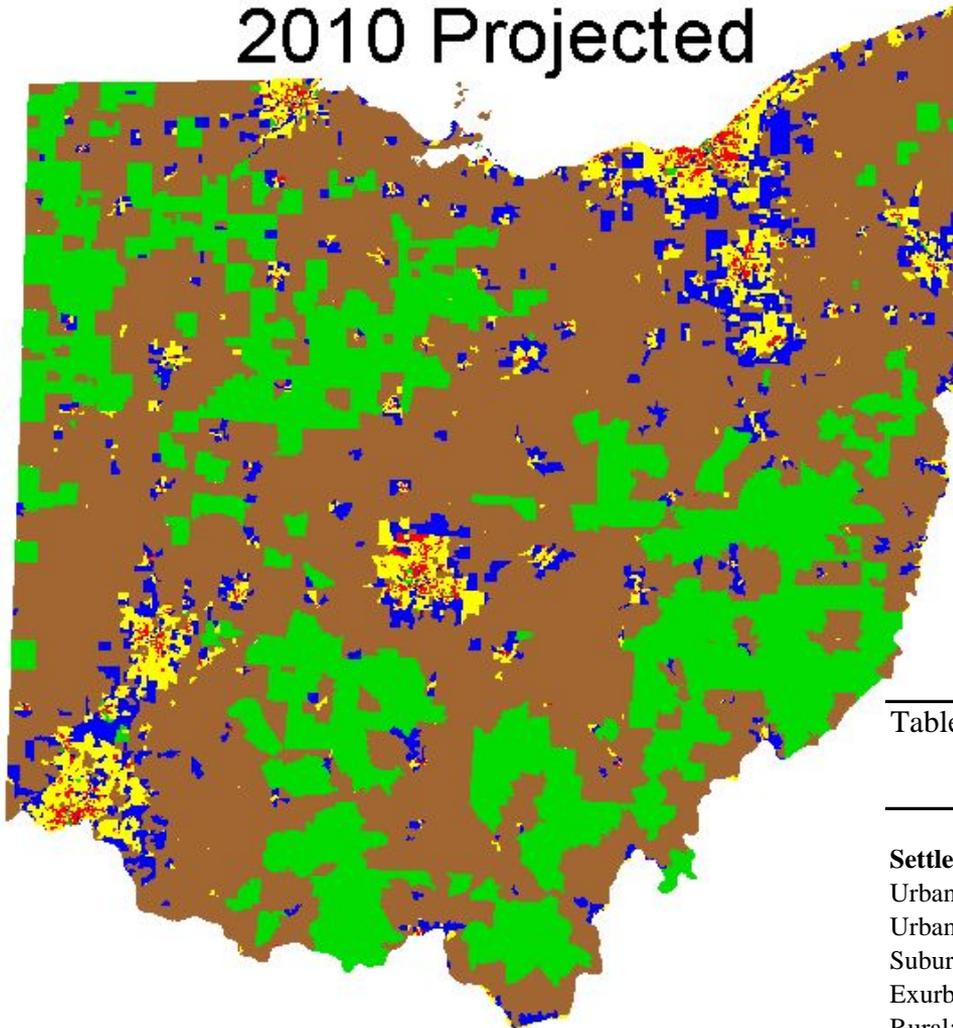


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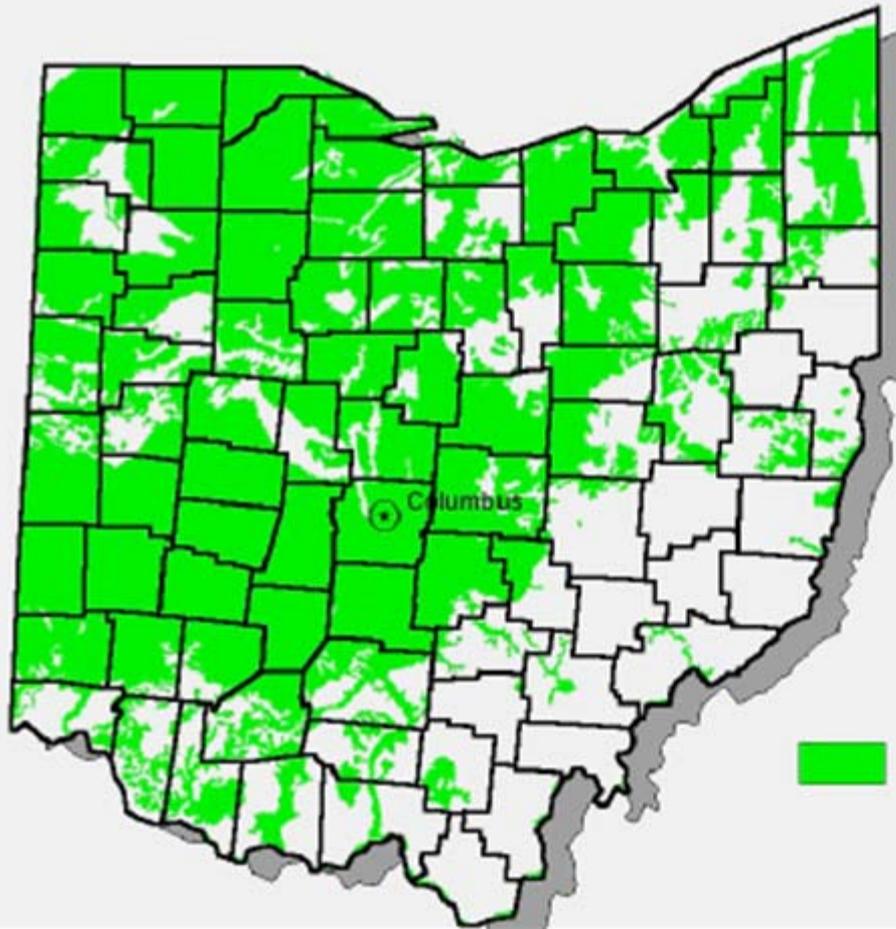
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May, 21 2010*

Restoring Prosperity to Ohio

Background to Restoring Prosperity

3 year partnership



Metropolitan Policy Program
at BROOKINGS