Pulling Together:
Lessons in Transportation Advocacy

Howard Steere, Moderator

Presentations

Melinda Pollack
Enterprise Community Partners

Brian O’Malley
Central Maryland Transportation Alliance

David Van Hattum
Transit for Livable Communities
Pulling Together: The Denver Region’s Experience

Melinda Pollack
Enterprise Community Partners
The Case for Mixed-Income Transit-Oriented Development in the Denver Region

February 2007

Center for Transit-Oriented Development

Commissioned by Enterprise
- Located less than 300 feet from future light rail station
- ULC has 99 year land lease to nonprofit owner
- 52 of 62 apartments now permanently affordable, 12 at 30% AMI and below
- 62 units adjacent to Sheridan Station
- NEWSED, ULC, Enterprise, City, Colorado Division of Housing
$15 million, 10 year fund, **3.43% blended** fixed rate to Urban Land Conservancy

Revolving Line of Credit
3-5 year sub-loans for **acquisition**

**90% LTV** on ‘as-is’ basis

**Top 63% is Non-Recourse**

Enterprise serves as **fund manager**
Acquisitions to Date

- Delaware
- Yale Commons
- Mile High Vista
- Blake TOD
- Villa TOD
- Dahlia Apts
Mile High Connects is a partnership of private, philanthropic and nonprofit organizations committed to developing inclusive, affordable, and livable communities within walking distance of transit. We work collaboratively to ensure the existing and future transit system expansion enables all people to connect to the opportunities that can lead to a more affordable, better quality of life.

**MHC’s Mission:** To ensure that the Metro Denver regional transit system fosters communities that offer all residents the opportunity for a high quality of life.

www.milehighconnects.org
9 to 5 Working Women
Annie E. Casey Foundation
Anschutz Family Foundation
The Colorado Health Foundation
The Denver Foundation
Enterprise Community Partners
FirstBank
Ford Foundation
FRESC: Good Jobs, Strong Communities
Gates Family Foundation
J.P. Morgan Chase Foundation
Housing and Homelessness Funder’s Collaborative

Kaiser Permanente
Linda D. Campbell Fund
Living Cities
L.P. Brown Foundation
Piton Foundation
Reconnecting America
Rose Community Foundation
Surdna Foundation
Together Colorado
Urban Land Conservancy
U.S. Bank
Wells Fargo Bank
We achieve our mission by:

- Leveraging the existing and expanding transit system to link affordable housing with jobs, schools, and health services.
- Working to make the entire transit system more accessible to residents of the Metro Denver region’s disadvantaged communities.
- Increasing resources to build affordable inclusive communities along transit system.
- Influencing policy to ensure that all people are involved and considered in urban and economic planning.
- Increasing resident engagement in neighborhoods directly affected by the expanding transit system.
What’s next for Mile High Connects?

• Implementation!
• Continuing local and national education
• Growing participation to include 2 more nonprofits
• Continuing national fundraising
• Staff!
• Jobs, housing, health, education and transportation agendas
Pulling Together: Central Maryland’s Experience

Brian O’Malley
Director of Policy and Research
Central Maryland Transportation Alliance
Transportation is the **Future** of...

- Business  
- Education  
- Healthcare  
- Biotech  
- Manufacturing

**Advocacy with a singular focus:**

*The creation of a multi-modal system of interconnected highways, rail and other modes of transportation that connects residents to employment, housing, education, services and life-style amenities throughout Central Maryland.*

- Established in 2007
- A coalition of business, civic and foundation leaders
- Supported 100% by foundation, corporate and institutional contributions
- Non-profit, non-partisan
Long-term Transportation Goals

- **Increasing capital and operating funding** for transportation

- **Expanding public transportation** to serve employers and employees in the Baltimore/Washington region, including regional commuter rail, MARC, High-Speed Rail, and Bus Rapid Transit

- **Implementing** an aggressive TOD program

- **Benchmarking and building support and advocacy** for a comprehensive multi-modal transportation system for the Baltimore/Washington region
Short-term Transportation Initiatives

**Increasing efficiency and reliability** of current public transportation options:

- On-time performance
- Access to jobs

**Expanding transportation options:**

- Increasing service on existing Light Rail and MARC Commuter Rail
- Increasing access to jobs via subscription bus and van pools
- Expanding Downtown Circulator routes
Falling Behind

MTA completed 7.5 miles of Light Rail extensions to Hunt Valley, Penn Station and BWI in 1997. No added capacity since then. But, since 1997:

- **Seattle** added 15.5 miles of light rail, 82 mi. commuter rail, 1.3 mi. streetcar = **98.8 miles**
- **Portland** added 37.5 miles light rail, 14 mi. commuter rail, 3.9 mi. streetcar = **55.4 miles**
- **Minneapolis/St. Paul** added 12.3 mi. of light rail, 40 mi. commuter rail = **52.3 miles**
- **Denver** added 29.5 miles of light rail = **29.5 miles**
- **St. Louis** added 28.4 miles of light rail = **28.4 miles**
- **San Diego** added 27.6 miles of light rail = **27.6 miles**
- **Sacramento** added 14.4 miles of light rail = **14.4 miles**
- **Cleveland** added 2.2 miles of light rail and 9.4 miles of bus rapid transit = **11.6 miles**
Commuting in Maryland

The Washington DC Metropolitan Region ranks #1 in the nation in traffic congestion;

The Baltimore Metro Region ranks #5 (Texas Transportation Institute)

The 2011 average commuting time of 32.2 minutes for Maryland was highest in the nation – American Community Survey
3 lines:

**Penn Line** runs between Washington Union Station and Perryville (via BWI, Baltimore Penn Station)

**Camden Line** runs between Washington Union Station and Baltimore Camden Station

**Brunswick Line** runs between Washington Union Station and Martinsburg, WV with a spur to Frederick, MD
Proposed MARC Commuter Rail Service Improvements
✓ Existing rail system with significant infrastructure

✓ Opportunity to expand regional rail service for the Baltimore area via connections with the Red Line

✓ Rail system provides access to job-rich areas from Aberdeen to Baltimore and along the Baltimore/Washington Corridor

✓ Rail system connecting Greater Baltimore to the DC Metro

✓ Opportunity to create value for private sector investment in TOD
Increasing MARC Commuter Rail Service Could Add:

**Weekend Service**
- Penn Line between Union Station and Penn Station, potentially up to Martin State Airport
- All trains stop at BWI
- Explore future service through to Perryville
- Explore future service on Camden Line between Union Station and Camden Station

**Weekday Late Night Service**
- Penn Line between Union Station and Penn Station
- All trains stop at BWI, Odenton
- Explore future service through to Perryville
- Explore future Camden Line between Union Station and Camden Station

**Weekday Peak Service**
- Penn Line shuttle service between Perryville and Penn throughout the day
- Alternatively, extend service from Union through Penn to Perryville
- Add the two additional trains approved by CSX on the Camden Line

**Express Service** (Weekdays off-peak between Baltimore and Washington via Penn Line)
- Morning express service
- Afternoon express service
- Peak express AM service from Baltimore Penn Station to Union Station
The Challenge: Building the Case for Investing in Transportation

Transportation catalyzes job growth and economic vitality

Access to a job-ready workforce at all skill levels is a critical component of an employer’s decision to locate and grow in the region

The location of opportunities continues to decentralize

✓ Brookings lists the Baltimore-Towson metro area as one of 53 metro areas experiencing rapid decentralization of employment
✓ Baltimore City's share of the State's total employment fell from 33% to just over 10% from 1970-2011 (National Center for Smart Growth)
✓ Over the next 5 – 10 years employment growth in the Baltimore region is projected to occur in the Greater Baltimore/Washington Corridor
The Challenge: 
Building the Case for Investing in Transportation

Public Transportation is not efficiently connecting people to jobs

- For residents in the Baltimore MSA, Only 25% of the jobs in the metro area are accessible within a 90 minute transit ride.

- Residents in Baltimore City can only access 17% of the jobs in the metro area within 90 minutes.

(Brookings “Where the Jobs Are – Employer Access to Labor by Transit”)
The Challenge: 
Building the Case for Investing in Transportation

Why this matters for Baltimore

Transportation is critical to connecting people to jobs
✓ 29% of Baltimore City households lack access to a car
✓ Job-ready residents lack adequate transportation to get to available jobs

Unemployment is higher in Baltimore City
✓ Baltimore City’s unemployment rate is 11% while the unemployment rate for the rest of the metro region is about 7%
✓ Out of 57 Community Statistical Areas in the City, 15 had unemployment higher than 15% in 2010

Poverty is more prevalent among residents of Baltimore City
✓ In 2009 over 20% of Baltimore residents had incomes below the poverty level compared to 8% of Marylanders
Location of Jobs Held by Baltimore City Residents with Monthly Earnings of $1,250 or Less

Data Source: Longitudinal Employer Household Dynamics 2009
Mapping by: Baltimore Metropolitan Council
1 dot = 1 job
Aligning the Strategies

- **Prioritize funding for expansion of public transit**, particularly commuter rail, based on access to employment hubs throughout the Baltimore/DC region.

- **Close the gap between rail stations and jobs** by integrating transportation options like local buses, private shuttles, and biking with MARC service.

- **Align workforce development initiatives** with an analysis of the region’s growth industries and the skills necessary to fill jobs within those industries at all skill levels.

- **Align economic development strategies** with transportation planning and capital programs to expand infrastructure in order to insure access to employment and employers.

- **Strengthen transit-oriented development strategies** to encourage creation of mixed-use communities in locations that are economically viable and that can be efficiently served by rapid transit.
Primary Jobs in the Vicinity of BWI Rail Station

Data Source: Longitudinal Employer Household Dynamics 2009
Mapping by: Baltimore Metropolitan Council
1 dot = 1 job
OVERVIEW: MANUFACTURING

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<tr>
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<tr>
<td>TOTAL</td>
<td>63,567</td>
<td>-4.4%</td>
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<tr>
<td>Industry subsector</td>
<td></td>
<td></td>
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<tr>
<td>Computer and Electronic Product Manufacturing</td>
<td>11,987</td>
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<td>Food Manufacturing</td>
<td>8,473</td>
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<td>Chemical Manufacturing</td>
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<td>Fabricated Metal Product Manufacturing</td>
<td>4,951</td>
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<td>Printing and Related Support Activities</td>
<td>4,286</td>
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<td>Transportation Equipment Manufacturing</td>
<td>4,206</td>
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<td>Machinery Manufacturing</td>
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<td>Primary Metal Manufacturing</td>
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<td>Plastics and Rubber Products Manufacturing</td>
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<td>Miscellaneous Manufacturing</td>
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<td>Paper Manufacturing</td>
<td>2,040</td>
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<tr>
<td>Nonmetallic Mineral Product Manufacturing</td>
<td>2,013</td>
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<td>Beverage and Tobacco Product Manufacturing</td>
<td>1,943</td>
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<td>Electrical Equipment, Appliance, and Component Manufacturing</td>
<td>1,160</td>
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<td>Furniture and Related Product Manufacturing</td>
<td>1,102</td>
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<td>Apparel Manufacturing</td>
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<td>Wood Product Manufacturing</td>
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<td>Textile Product Mills</td>
<td>453</td>
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<td>Petroleum and Coal Products Manufacturing</td>
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<td>Textile Mills</td>
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<td>Leather and Allied Product Manufacturing</td>
<td>179</td>
<td>-4.8%</td>
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Source: Moody’s Analytics

EXAMPLE OCCUPATIONS: MANUFACTURING

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<tr>
<td>First-line supervisors/managers of production and operating workers</td>
<td>2,321</td>
<td>3.7%</td>
<td>$56,570</td>
<td>56.0%</td>
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<td>Machinists</td>
<td>1,655</td>
<td>2.5%</td>
<td>$46,760</td>
<td>26.0%</td>
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<td>Inspectors, testers, sorters, samplers, and weighers</td>
<td>1,564</td>
<td>2.5%</td>
<td>$39,070</td>
<td>99.5%</td>
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<tr>
<td>Welders, cutters, solderers, and brazers</td>
<td>1,224</td>
<td>1.9%</td>
<td>$37,970</td>
<td>97.7%</td>
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<tr>
<td>Maintenance and repair workers, general</td>
<td>1,170</td>
<td>1.5%</td>
<td>$32,840</td>
<td>93.3%</td>
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<td>Industrial machinery mechanics</td>
<td>868</td>
<td>1.3%</td>
<td>$47,060</td>
<td>93.7%</td>
</tr>
</tbody>
</table>

Source: Bureau of Labor Statistics Occupational Employment Statistics and Moody’s Analytics data
Thank You!

Brian O’Malley
bomalley@cmtalliance.org
410-332-4172 ext. 122
www.cmtalliance.org
Pulling Together

Dave Van Hattum
Transit for Livable Communities
Twin Cities transit corridors
unfunded projects shaded in blue

More Transit Now
Expanded bus service
• Override of Governor Pawlenty Veto

• ¼ Cent Sales Tax to Transitways
Lessons Learned

• Vision and Perseverance
• Messaging
• The Right Coalition
• All Politics is Local
• Creativity and Fun
Vision and Perseverance
Sales Tax Dedicated to Transit

Seattle
San Francisco
Atlanta
Boston
Cleveland
Dallas
Denver
Houston
San Jose
St Louis
San Diego
Phoenix
Minneapolis / St Paul

I support
because:

- Price of gas
- 9 mos of winter
- 3 mos of road construction
- Easy to get around
The Right Coalition
Future Transit Leaders
Politics is Local
Politics is Local

Stops for Us Campaign
Politics is Local

Central Corridor LRT -- Infill Stations
Creativity
Creativity
A Bigger, Bolder Campaign