

Heartland Civic Collaborative

*Keeping the Heartland Globally
Competitive for the Next 50 Years*

Tom Maze Transportation Seminar

Scott Smith — HNTB (retired)

February 27, 2015

Mission Statement: Heartland Civic Collaborative

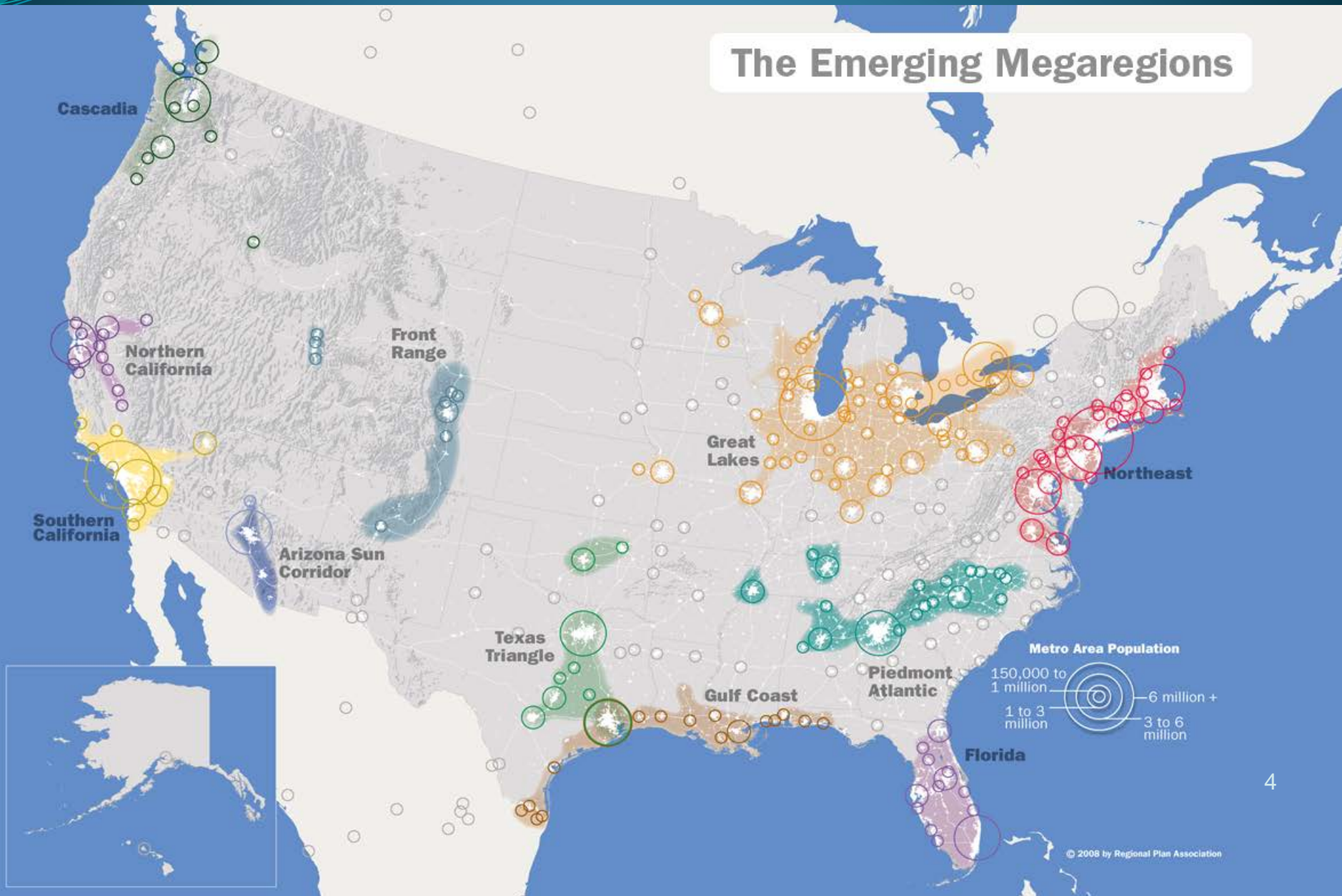
To position the Heartland as a mega-region that competes successfully in the global future:

- Rich base of natural and human-made resources
- Quality of life
- Role as a portal for intercontinental and international flows of people, goods, and ideas

Discussion Overview

- Concept of Heartland Civic Collaborative
- Focus Areas
- Transportation Goals
- Analysis of Transportation Plans
- Potential Strategies
- Next Steps

Regional Planning Association Map



Increasing National Focus on Mega-Regions

Mega-Regions host business and economic activity on a massive scale, generating a large share of the world's economic activity and an even larger share of its scientific discoveries and technological innovations.

Richard Florida

If we want to bolster economic competitiveness and ensure long-run prosperity, we must pursue policies that take mega-regions into account.

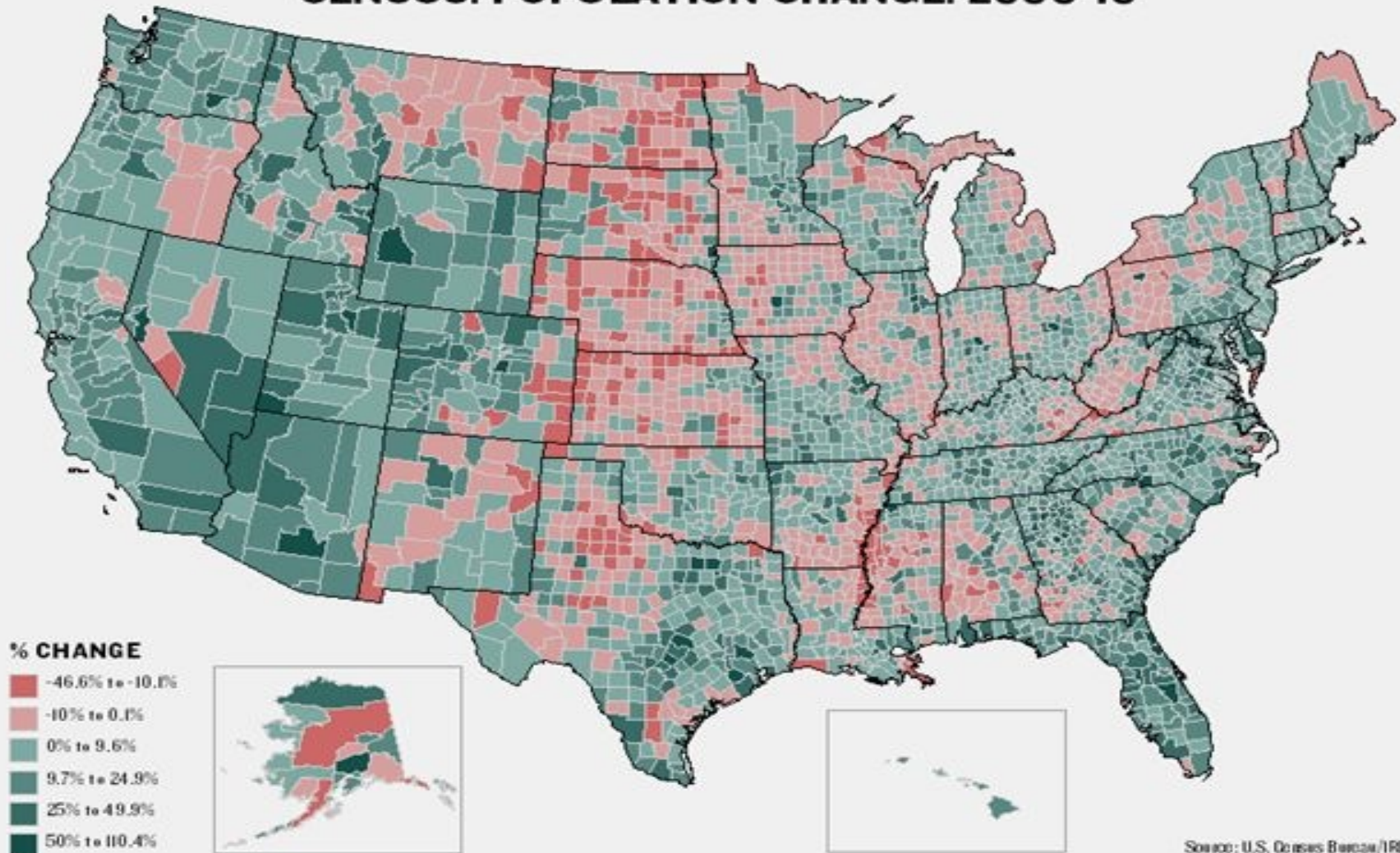
The World Bank

The 100 top metros generate 75% of the U.S. gross domestic product. The policy debate centers on mega-regions of 10 million people and up.

The Brookings Institution

Population Trends Threaten the Future of the Heartland

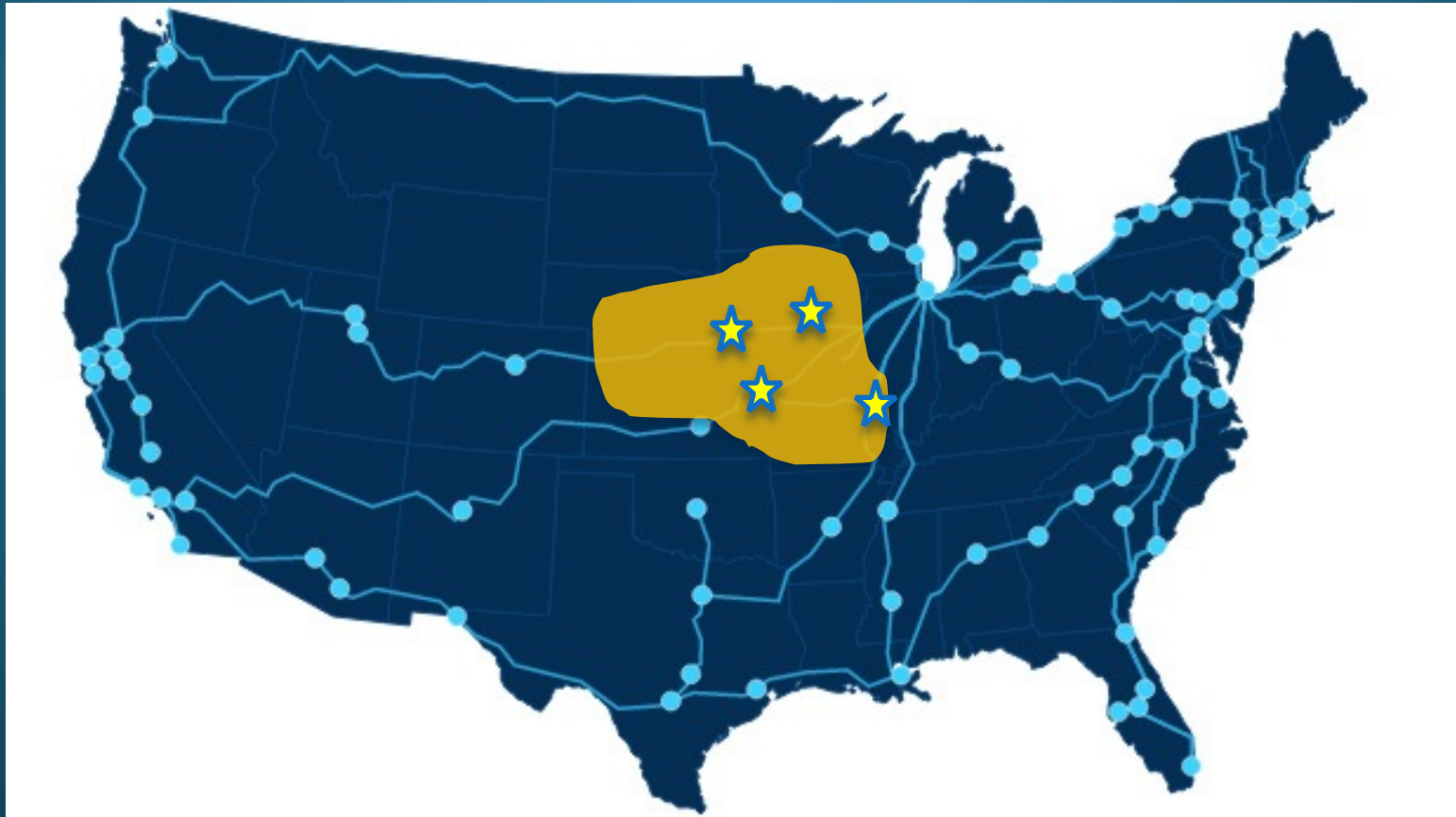
CENSUS: POPULATION CHANGE: 2000-10



Why Now?

- **Population and employment trends** — Stalling or moving in the wrong direction.
- Other mega-regions have greater **political power** at the national level.
- **Business leadership** — Experience and financial resources to partner with the public sector.
- Metropolitan areas understand the importance of **working collaboratively across the region**.

Heartland Civic Collaborative





Omaha, Nebraska



Des Moines, Iowa



Kansas City, Missouri



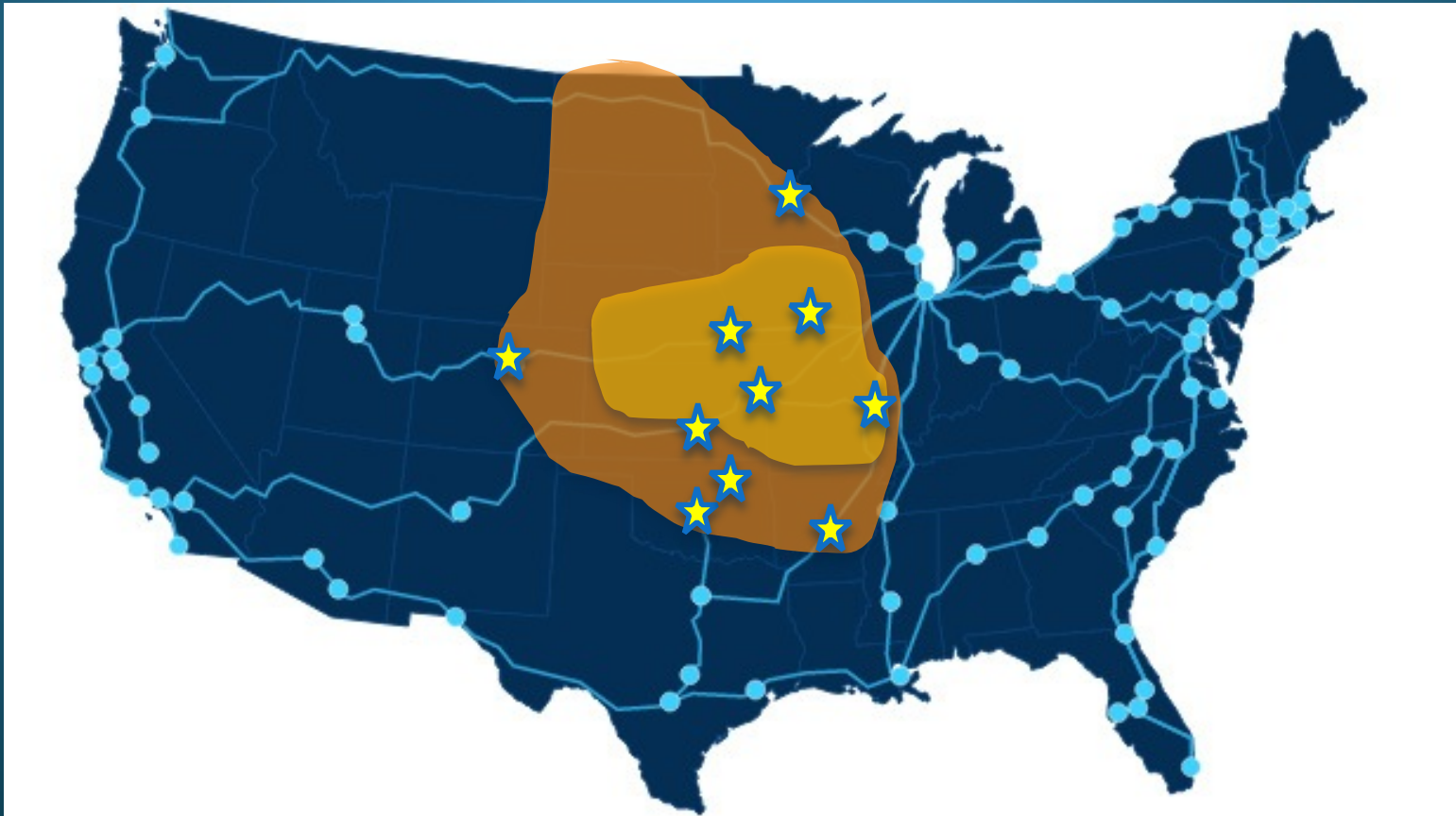
St. Louis, Missouri

Why a Mega-Region Strategy?

Eight Heartland MSAs in the Seven-State Region

	2010 <u>Population</u>	Share of <u>Heartland States</u>	MSA 2010 GDP <u>(\$ in Millions)</u>	Share of <u>Heartland States</u>
ST. LOUIS (<i>MO counties</i>)	2,109,232	7.6%	\$ 105,085	8.3%
KANSAS CITY	2,035,334	7.3%	\$ 105,968	8.3%
OMAHA	865,350	3.1%	\$ 47,556	3.7%
DES MOINES	569,633	2.0%	\$ 39,465	3.1%
MINNEAPOLIS	3,279,833	11.8%	\$ 199,596	15.7%
DENVER	2,543,482	9.1%	\$ 157,567	12.4%
OKLAHOMA CITY	1,252,987	4.5%	\$ 58,339	4.6%
TULSA	937,478	3.4%	\$ 44,823	3.5%
TOTAL	13,593,329	48.9%	\$758,399	59.6%

Heartland Civic Collaborative — Future Potential



Heartland Civic Collaborative Priority Areas

Transportation

Develop a multi-modal integrated transportation vision that supports and enhances the competitive advantage of the Heartland

Connectivity – Entrepreneurship

Develop strategies around the movement of ideas —entrepreneurship and human capital are the two primary focuses

Life Sciences

Leverage life sciences assets in the region to respond to opportunities that benefit from collaborative efforts

Future Potential

Energy

Water

Entrepreneurship — Data Dashboard

- Entrepreneurial Density
 - How many new companies are being created on a per capita basis?
- Deals/Available Financing
 - What is the amount of deal flow; from what sources is financing available; how many companies receive financing and how much?
- Network Interconnectedness/Use
 - What is the scope and density of networks of entrepreneurs as well as the overlapping networks of various support programs?
- STEM Workforce
 - Do we have enough talent to support high growth businesses?
- Inc. 500/5000 Companies
 - Does this result in high-growth firms?

Life Sciences – Asset Mapping Project

- Inventory life sciences assets around the HCC metros — **KCALSI's life science census work is a model.**
- **Build greater collaboration and economic competitiveness in critical sector**
- **Task force to look at opportunities and tangible strategies to determine best to use of asset map to enhance economic development**

Transportation Task Force Members

Scott Smith, Co-Convenor	HNTB (retired)	Kansas City
Dick Reiser, Co-Convenor	Werner Enterprises	Omaha
Todd Ashby	Des Moines MPO	Des Moines
Bill Berkley	Tension Corporation	Kansas City
David Brown	Omaha Chamber	Omaha
Jay Byers	Des Moines Chamber	Des Moines
Chris Gutierrez	KC SmartPort	Kansas City
Ed Hillhouse	St. Louis MPO	St. Louis
John Nations	METRO	St. Louis
Vince Schoemehl	Grand Center	St. Louis
Jewel Scott	Civic Council	Kansas City
Adi Tomer	Brookings	D.C.
Bob Turner	Union Pacific RR	Omaha
Jim Wild	St. Louis MPO	St. Louis

June 2012 Transportation Forum discussions organized around three key goals:

- **Heartland Connectivity** — Movement of people and goods facilitates interaction among the Heartland metros
- **Global Connectivity** — Capacity is never a constraining factor in the Heartland region's global freight flows
- **Intermodal Movements** — Transportation system provides seamless and synergistic movement of people and goods between modes and to both national and global networks

A Transportation Review



US Department of Transportation



State Departments of Transportation

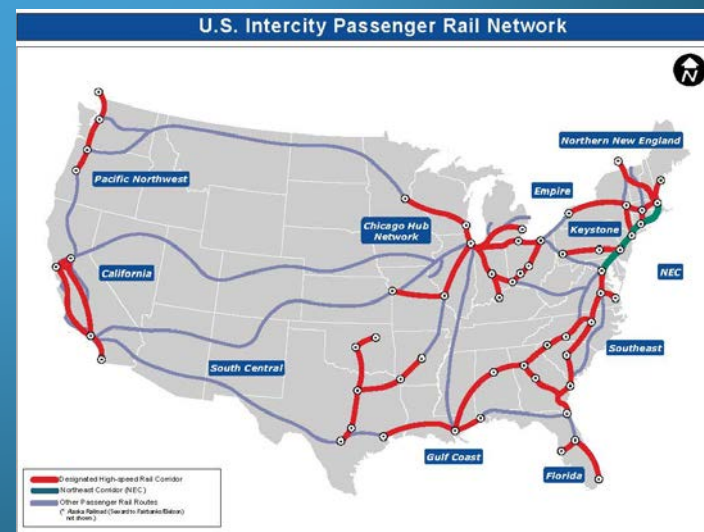
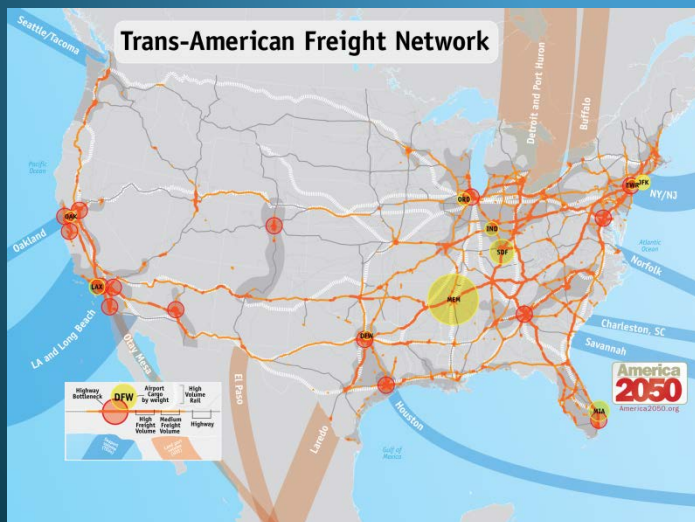
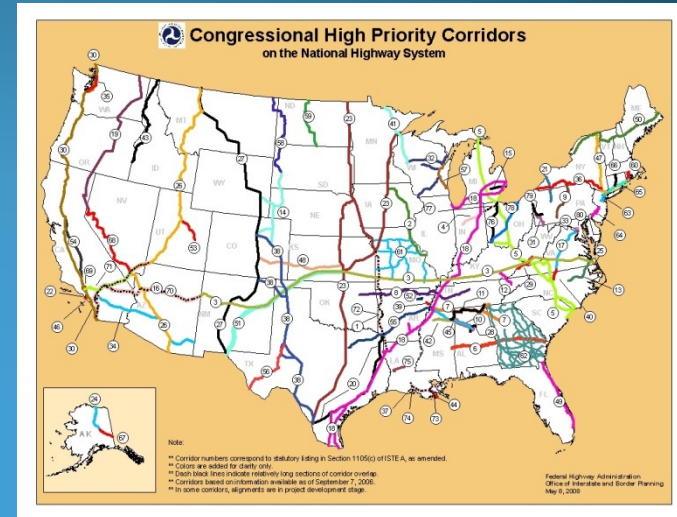
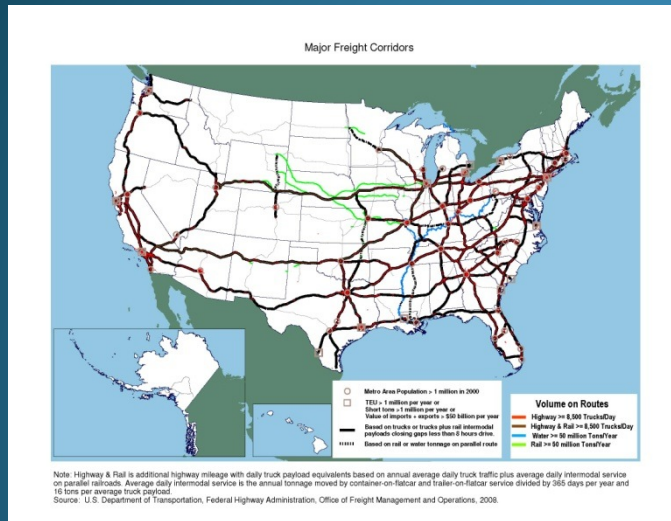


Metropolitan Planning Organizations

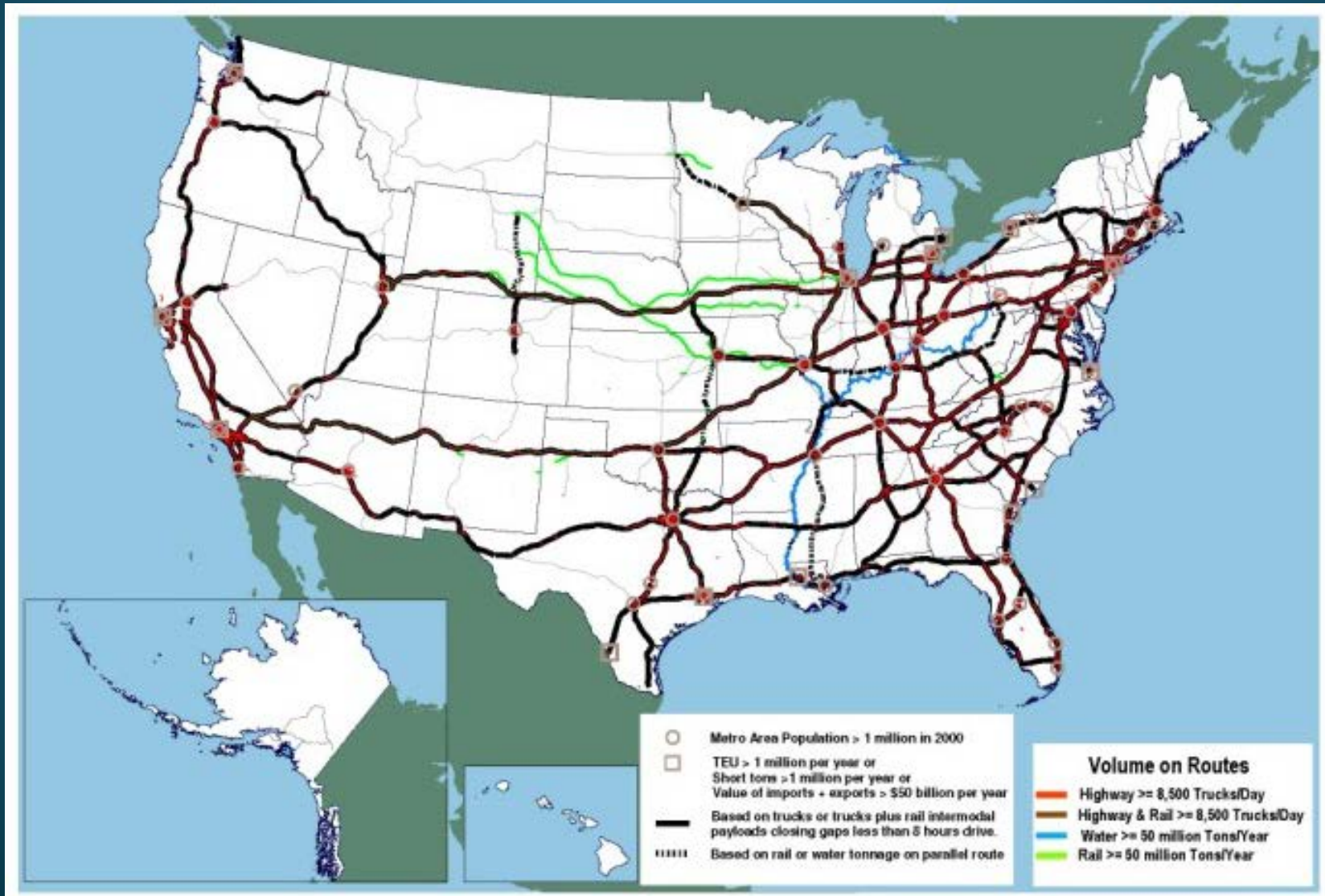


Heartland Civic Collaborative

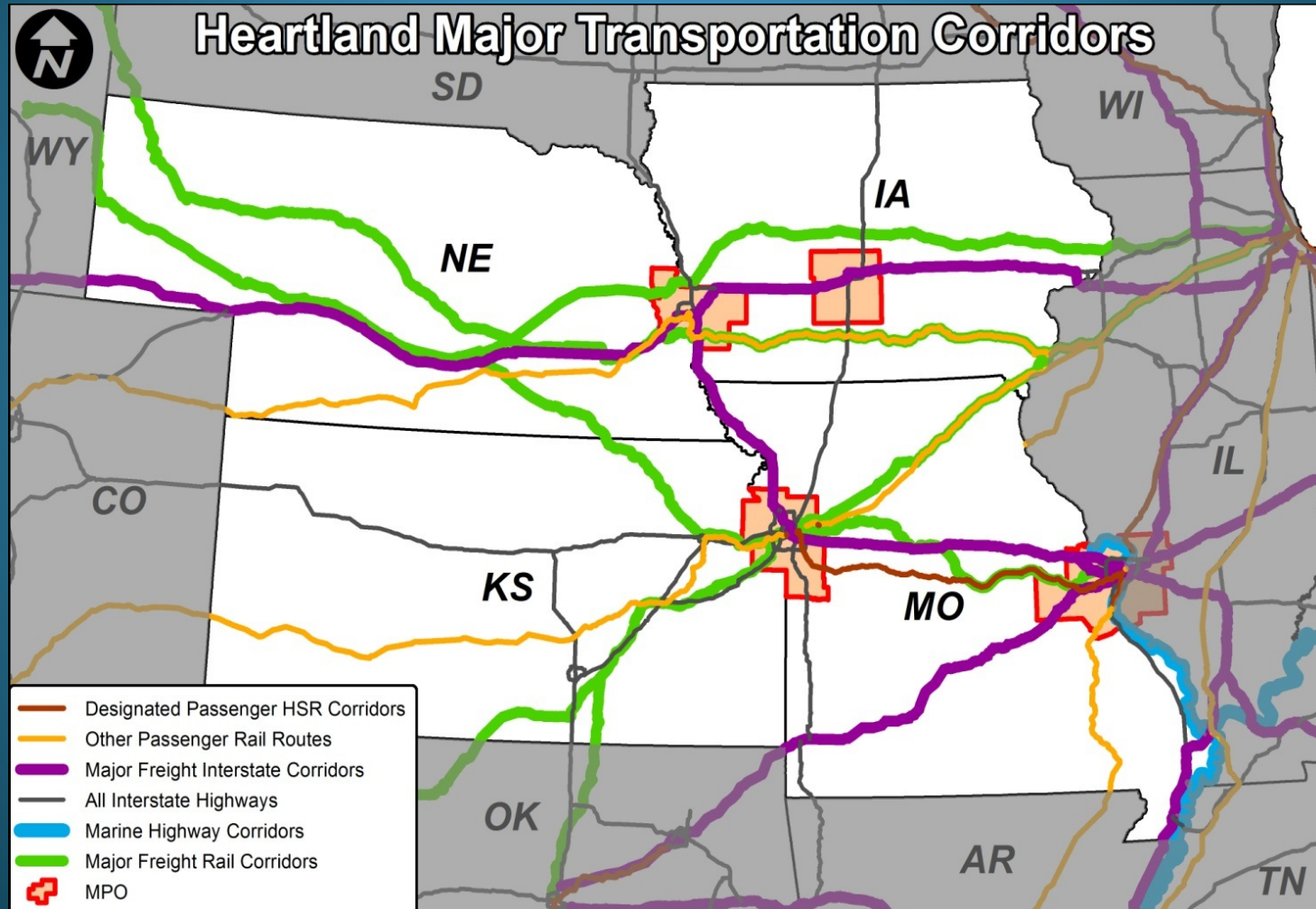
National Perspectives



National Perspectives

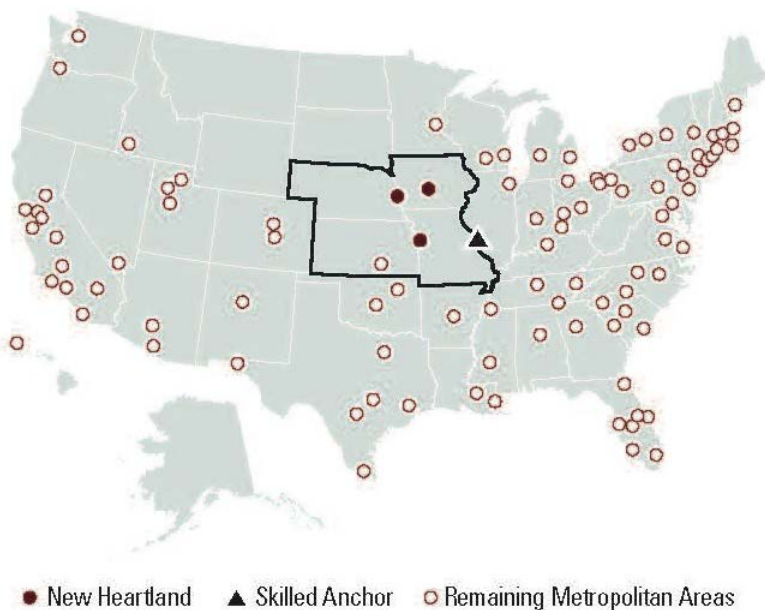


National Transportation Perspectives



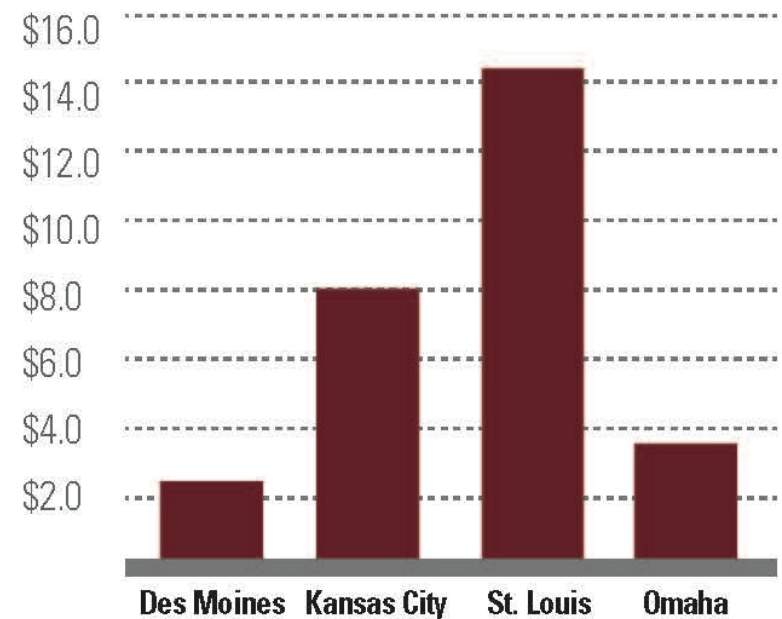
National Perspectives

BROOKINGS CATEGORIES



Source: Brookings Institution *Export Nation*.

EXPORT VALUE (BILLIONS \$)



Source: Brookings Institution *Export Nation*.

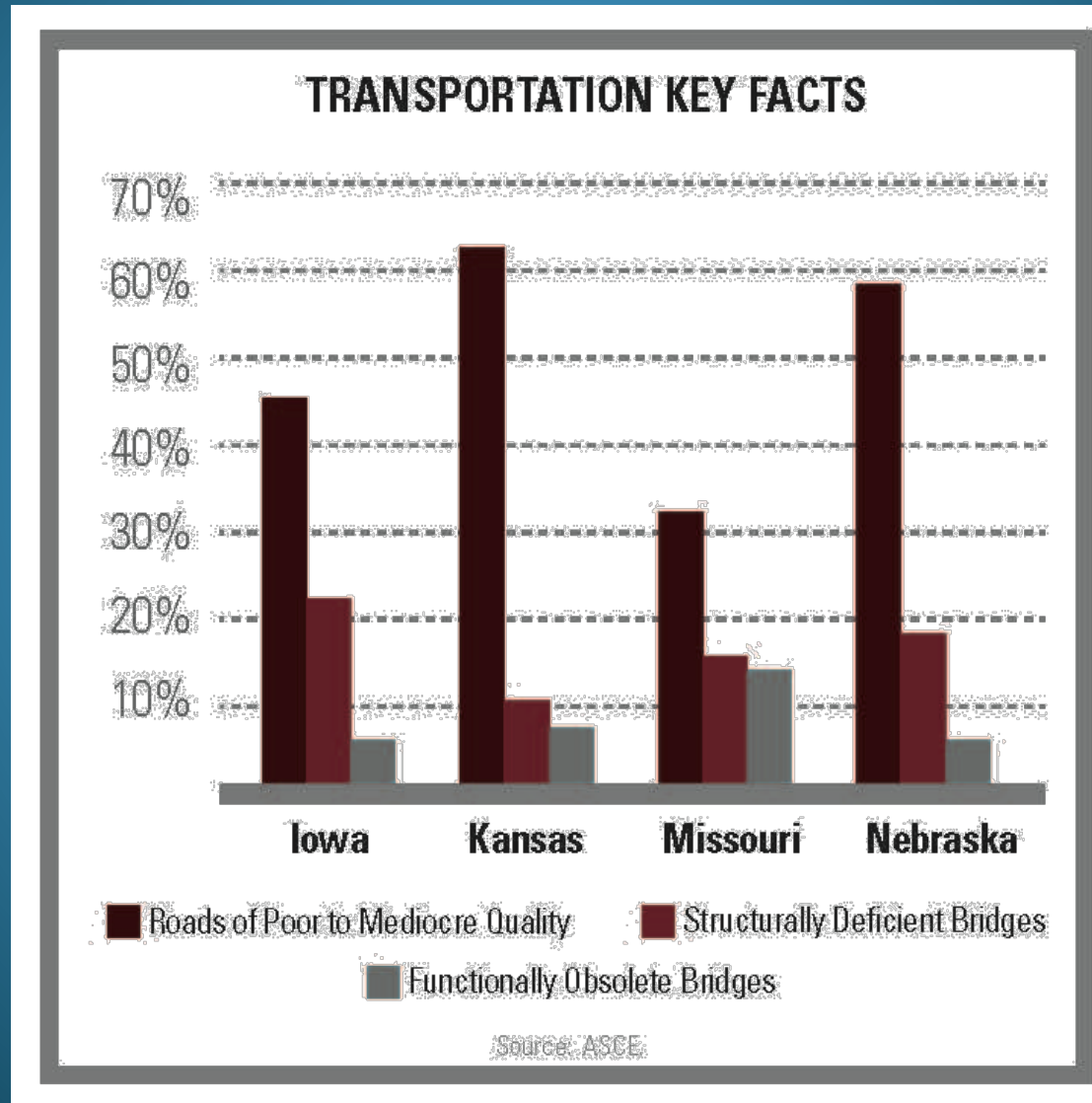
A Transportation Review



State Departments of Transportation

Maximize
Enhance
Public
Safety
planning
economic
environment
Increase
Improve
Decrease
Integrate
development
Regional
Access
System
Existing
Support
Preserve
transit
Land Use
Competitiveness
transportation

Condition and Capacity



Transportation Funding



Nebraska

- FY 2013 needs at \$505M but revenue at \$389M
- Shortfall will swell through 2032
- Build Nebraska Act designates general fund sales tax for transportation

Kansas

- T-WORKS is a 10-year, \$8B program
- Focus on creating jobs, highway preservation, economic development.

Transportation Funding



Iowa

- FY 2014-2018 forecasts approx. \$2.6B for highways
- \$140M to \$250M in developed but unfunded projects
- Exploring several funding concepts including gas tax, permit fees

Missouri

- FY 2014-2018 program is maintenance focused
- 80% of the \$694M aimed at taking care of the system
- Initiative petition for statewide sales tax

A Transportation Review



Metropolitan Planning Organizations



Sustainable region, Preserving what we have



Preserve the existing system, support transit



Focus on the economy, environment, regional cooperation



Future roadway capacity demands, land use and transit strategies

More than just Transportation



A word cloud visualization featuring various terms related to economic development and transportation. The words are arranged in a cluster, with 'growth' being the largest and most prominent. Other significant words include 'Industry', 'Vision', 'Develop', 'Logistics', 'Productivity', 'Universities', 'Talent', 'environment', 'System', 'Initiatives', 'Jobs', 'Cluster', 'Strategic', 'economic', 'Technology', 'Decrease', 'Transportation', 'High-value', 'Centers', 'Entrepreneurism', 'Optimize', and 'Transportation'.

Optimize
Productivity
Universities
Talent
Develop
Logistics
Centers
High-value
Entrepreneurism
Vision
Industry
Decrease
Transportation
Technology
environment
System
Initiatives
Jobs
Cluster
Strategic
economic
growth

Transportation Funding



DAMPO

- 2035 Metropolitan Transportation Plan identifies \$2B in road projects.

MAPA

- 2035 long range plan identifies \$5B in street and highway projects.

MARC

- Transportation Outlook 2040 identifies \$18B in multimodal investments.

EWGW

- Regional Transportation Plan 2040 includes \$31B in projects.

Transportation – Multi-Modal Plan

- August 2013 – Completed assessment of metro and state long-range plans
- November 2013 - Task Force evaluated gaps/opportunities and presented study via webcast to attendees across the Heartland
- 2014 DOT/MPO meetings – Met face to face with each DOT and MPO Directors
- 2015 — Developing Heartland Transportation Strategies

Potential Heartland Transportation Strategies

- Planning Strategies
- Technology Strategies
- Funding and Financing
- Facilities Projects
- Operations
- Legislative Advocacy



Planning Strategies

- Heartland Long-Range Plan
- DOT/MPO Planning Summit
- Freight — Metro, State, Heartland
- Highlight priority projects of regional significance



Technology Strategies

- Transportation Futures Summit
- Regional ITS system
- Intercity autonomous vehicle/connected vehicle pilots
 - Auto
 - Truck
- Truck parking management system



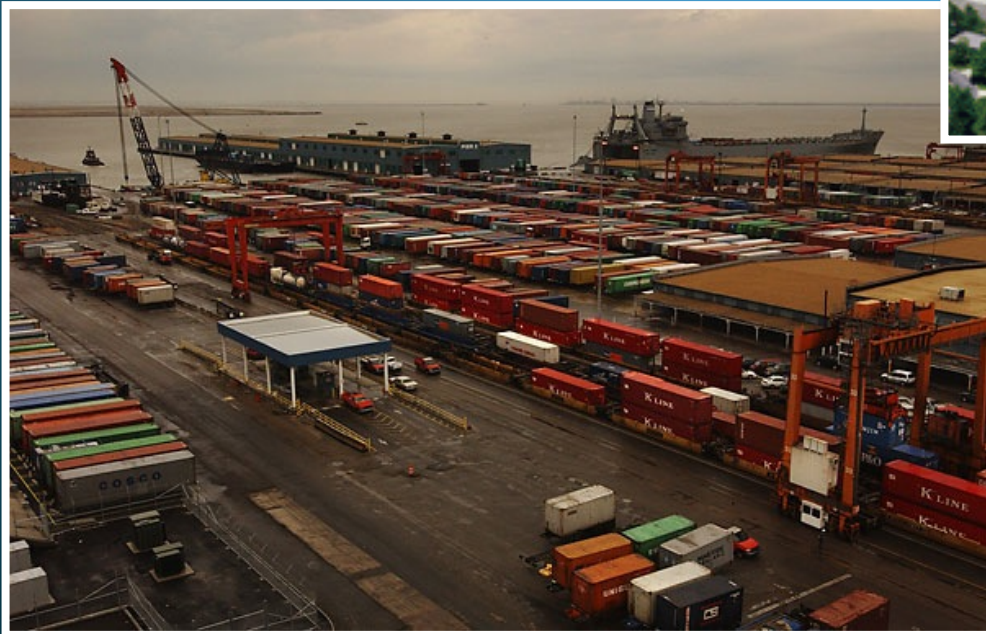
Funding and Financing

- Heartland TIGER grant application
- Regional P3 projects/programs
- Regional toll strategy
- Regional Infrastructure Bank



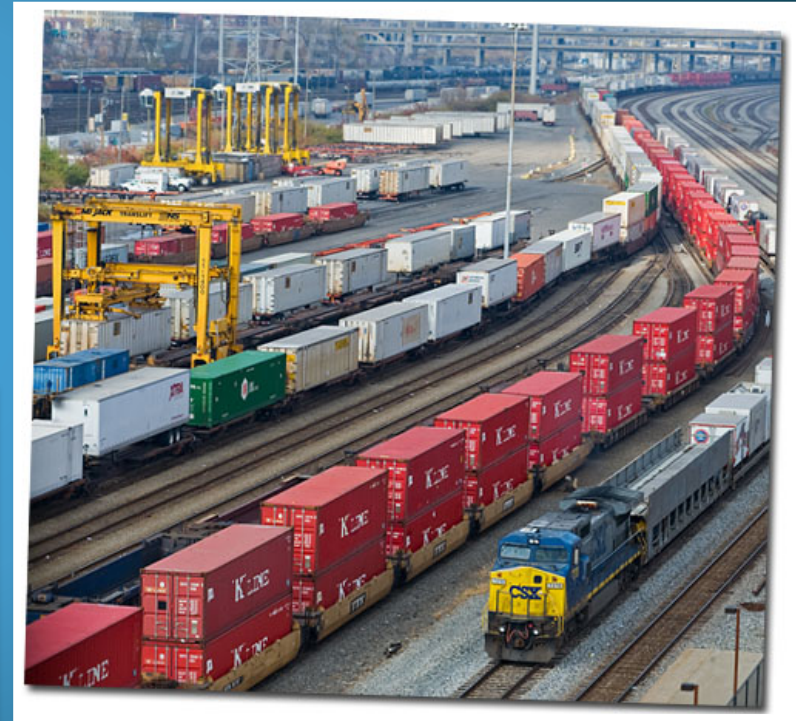
Facility Projects

- Intermodal distribution centers
- Dedicated truck way system
- Intercity passenger rail



Operations

- Truck driver recruitment/training programs
- Regional jet pilot recruitment/training programs
- KC SmartPort model



Legislative Activity

- “Heartland Brand”
- State
 - Funding/financing
 - P3
 - Project/program delivery
- Federal
 - Transportation Reauthorization
 - Freight system funding



Heartland Federal Advocacy Agenda



- HCC Metros developing a shared federal advocacy agenda
- Leverage influence — 8 Senators and 19 Representatives
- Analyze and synthesize federal agendas of business organizations in each HCC metro
- Current Action Steps
 - Outline principles and priorities
 - Identify tangible actions to implement agenda
 - Collaborate with Brookings Institution

Next Steps for Heartland Collaborative

- Transportation Futures Summit — 3Q 2015
- Develop and Refine Strategies
- Legislative Advocacy
- Broaden Stakeholder Engagement
- *Ideas?*
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