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
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
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
Why a Mega-Region Strategy?

Eight Heartland MSAs in the Seven-State Region

<table>
<thead>
<tr>
<th></th>
<th>2010 Population</th>
<th>Share of MSA 2010 GDP</th>
<th>MSA 2010 GDP ($ in Millions)</th>
<th>Share of Heartland States</th>
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</thead>
<tbody>
<tr>
<td>ST. LOUIS (MO counties)</td>
<td>2,109,232</td>
<td>7.6%</td>
<td>$ 105,085</td>
<td>8.3%</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>2,035,334</td>
<td>7.3%</td>
<td>$ 105,968</td>
<td>8.3%</td>
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<tr>
<td>OMAHA</td>
<td>865,350</td>
<td>3.1%</td>
<td>$ 47,556</td>
<td>3.7%</td>
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<td>DES MOINES</td>
<td>569,633</td>
<td>2.0%</td>
<td>$ 39,465</td>
<td>3.1%</td>
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<tr>
<td>MINNEAPOLIS</td>
<td>3,279,833</td>
<td>11.8%</td>
<td>$ 199,596</td>
<td>15.7%</td>
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<tr>
<td>DENVER</td>
<td>2,543,482</td>
<td>9.1%</td>
<td>$ 157,567</td>
<td>12.4%</td>
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<tr>
<td>OKLAHOMA CITY</td>
<td>1,252,987</td>
<td>4.5%</td>
<td>$ 58,339</td>
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<tr>
<td>TULSA</td>
<td>937,478</td>
<td>3.4%</td>
<td>$ 44,823</td>
<td>3.5%</td>
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<tr>
<td>TOTAL</td>
<td>13,593,329</td>
<td>48.9%</td>
<td>$758,399</td>
<td>59.6%</td>
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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
<table>
<thead>
<tr>
<th>Member Name</th>
<th>Organization</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scott Smith, Co-Convenor</td>
<td>HNTB (retired)</td>
<td>Kansas City</td>
</tr>
<tr>
<td>Dick Reiser, Co-Convenor</td>
<td>Werner Enterprises</td>
<td>Omaha</td>
</tr>
<tr>
<td>Todd Ashby</td>
<td>Des Moines MPO</td>
<td>Des Moines</td>
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<tr>
<td>Bill Berkley</td>
<td>Tension Corporation</td>
<td>Kansas City</td>
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<tr>
<td>David Brown</td>
<td>Omaha Chamber</td>
<td>Omaha</td>
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<tr>
<td>Jay Byers</td>
<td>Des Moines Chamber</td>
<td>Des Moines</td>
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<tr>
<td>Chris Gutierrez</td>
<td>KC SmartPort</td>
<td>Kansas City</td>
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<tr>
<td>Ed Hillhouse</td>
<td>St. Louis MPO</td>
<td>St. Louis</td>
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<tr>
<td>John Nations</td>
<td>METRO</td>
<td>St. Louis</td>
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<tr>
<td>Vince Schoemehl</td>
<td>Grand Center</td>
<td>St. Louis</td>
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<tr>
<td>Jewel Scott</td>
<td>Civic Council</td>
<td>Kansas City</td>
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<tr>
<td>Adi Tomer</td>
<td>Brookings</td>
<td>D.C.</td>
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<tr>
<td>Bob Turner</td>
<td>Union Pacific RR</td>
<td>Omaha</td>
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<tr>
<td>Jim Wild</td>
<td>St. Louis MPO</td>
<td>St. Louis</td>
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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 (HCC)
National Perspectives
National Perspectives
National Transportation Perspectives

Heartland Major Transportation Corridors

- Designated Passenger HSR Corridors
- Other Passenger Rail Routes
- Major Freight Interstate Corridors
- All Interstate Highways
- Marine Highway Corridors
- Major Freight Rail Corridors
- MPO

States: NE, IA, MO, KS, CO, SD, WI, IL, AR, TN, OK, WY
A Transportation Review

State Departments of Transportation
Condition and Capacity

TRANSPORTATION KEY FACTS

- Iowa
- Kansas
- Missouri
- Nebraska

- Roads of Poor to Mediocre Quality
- Structurally Deficient Bridges
- Functionally Obsolete Bridges

Source: ASCE
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
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?
  • Keely Schneider
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    kschneider@civiccouncil.org