

# CERC Background

**1992**

- ◆ Established State/Utility marketing partnership
- ◆ \$15 million initial commitment
- ◆ Creation of Business Response Center/SiteFinder™



- CL&P
- United Illuminating
- SNET
- Yankee Gas Services Company
- Connecticut Natural Gas
- The Southern Connecticut Gas Company
- BHC Company
- The Connecticut Water Company
- Connecticut-American Water Company
- Connecticut Municipal Electrical Energy Cooperative
- Verizon



# CERC Partnerships

**1999**

- ◆ Strategic Partnership
- ◆ Support State's Industry Cluster Strategy
  - ◆ Marketing
  - ◆ Research
  - ◆ Program Administration



# Smart growth questions

- ◆ What is smart growth?
- ◆ Is “smart growth” more than a buzz word?
- ◆ How can smart growth be measured?
- ◆ Why should smart growth be measured?



# Outline:

## Measuring smart growth

- ◆ Smart Growth Defined
- ◆ CERC's research tools
- ◆ CERC's research experience
- ◆ Analytical structure for smart growth projects



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# Defining smart growth for Connecticut

- Regional and local dimensions
- Long-term planning
- Planned high density and low density regions
- Open space and planned parks
- Commuter considerate



# Political challenges:

**Regional perspectives rather than (one) town dimension.**

## Goals

- Regional and local
- Long-term planning
- High density/low density
- Open space/planned parks
- Commuter considerate

## Challenges

- Cooperation among towns
- Beyond the political horizon
- Tax winners and losers
- No or low taxes
- Variable regional benefits



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# CERC's research tools

- **DataFinder** - Web data and GIS mapping site.
- **Town Profile Database** – Comprehensive Town level demographic, economic and fiscal data.
- **IMPLAN** – Input/output model for regional economic impact analysis.
- **Infracycle** – Local government fiscal impact analysis framework.
- **ArcView** – Computer based geographical information system.
- **Business List** – Current business list with over 122,000 Connecticut businesses.
- **Professional Staff**



# CERC's Experience

- **Long Wharf Mall**
- **Workforce Development Boards**
- **Town Benchmarks and Consulting projects**
- **Knowledge Corridor Analysis**
- **Optimal Sites Project for Northeast Utilities**



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## Measuring smart growth

- ◆ Smart Growth Defined.
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- ◆ Analytical structure for smart growth projects.



# Measuring smart growth

## Bridging the gap between the goals and challenges of smart growth

### Goals

- Regional and local
- Long-term planning
- High density/low density
- Open space/planned parks
- Commuter considerate

### Challenges

- Cooperation among towns
- Beyond the political horizon
- Tax winners and losers
- No or low taxes
- Variable regional benefits



# Measuring smart growth

## Bridging the gap between the goals and challenges of smart growth

- Geographic and measurement issues
  - What is the appropriate region to measure?
  - What data are available?
  - What economic models provide useful information?



# Measuring smart growth

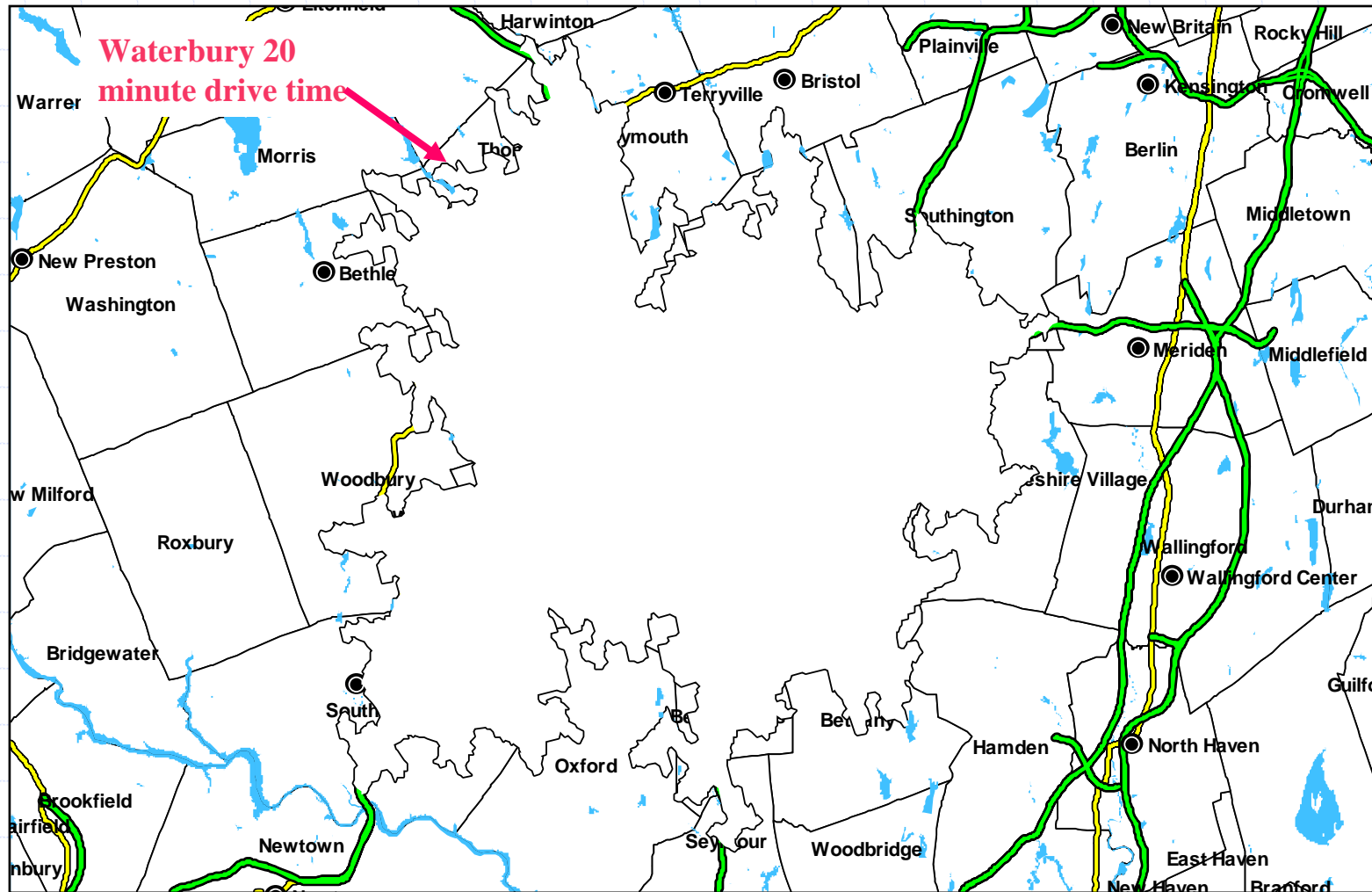
**Regional perspectives rather than (one) town dimension.**

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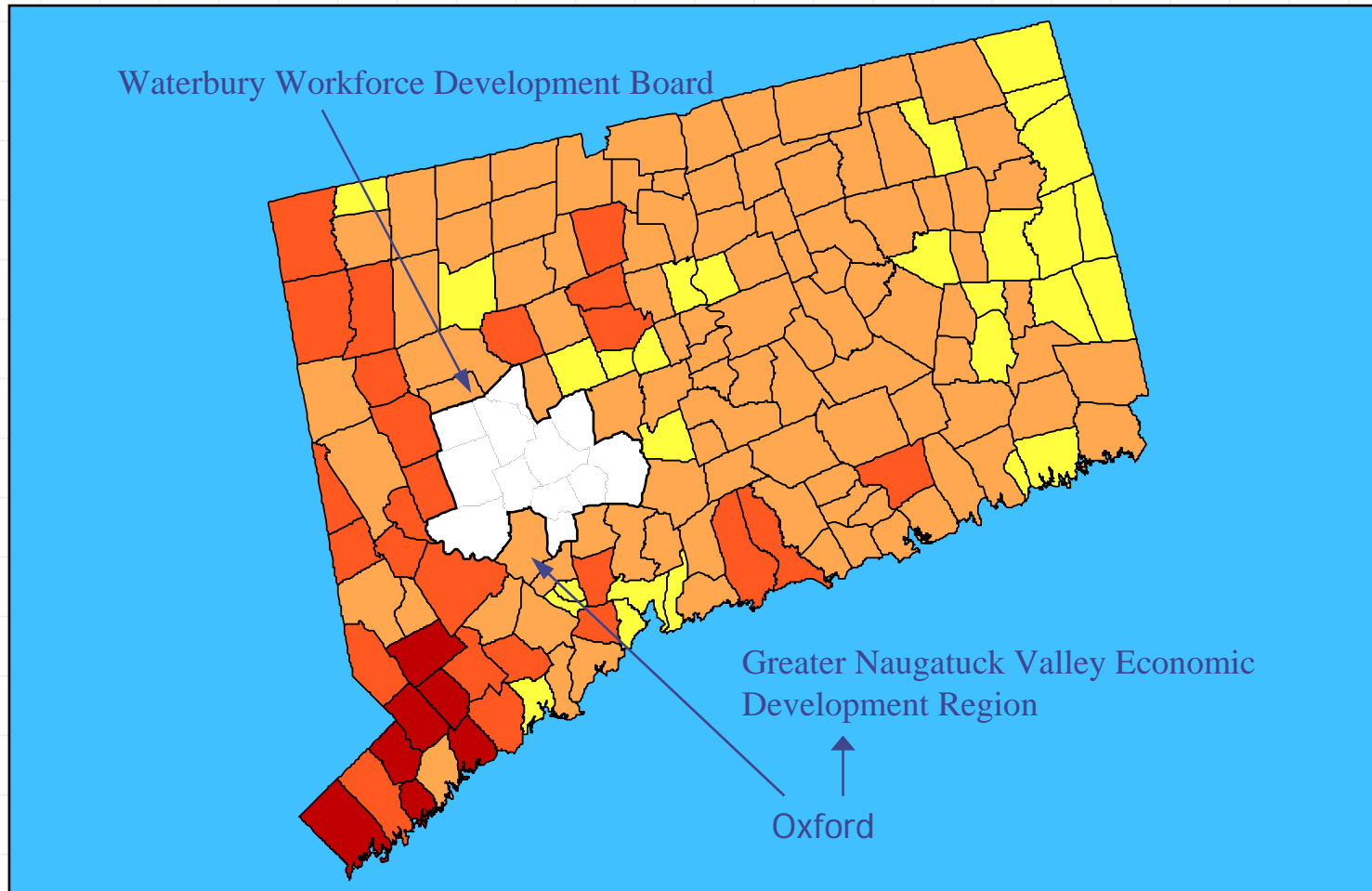
# Defining the appropriate region:

What is the area that will be impacted by the project?



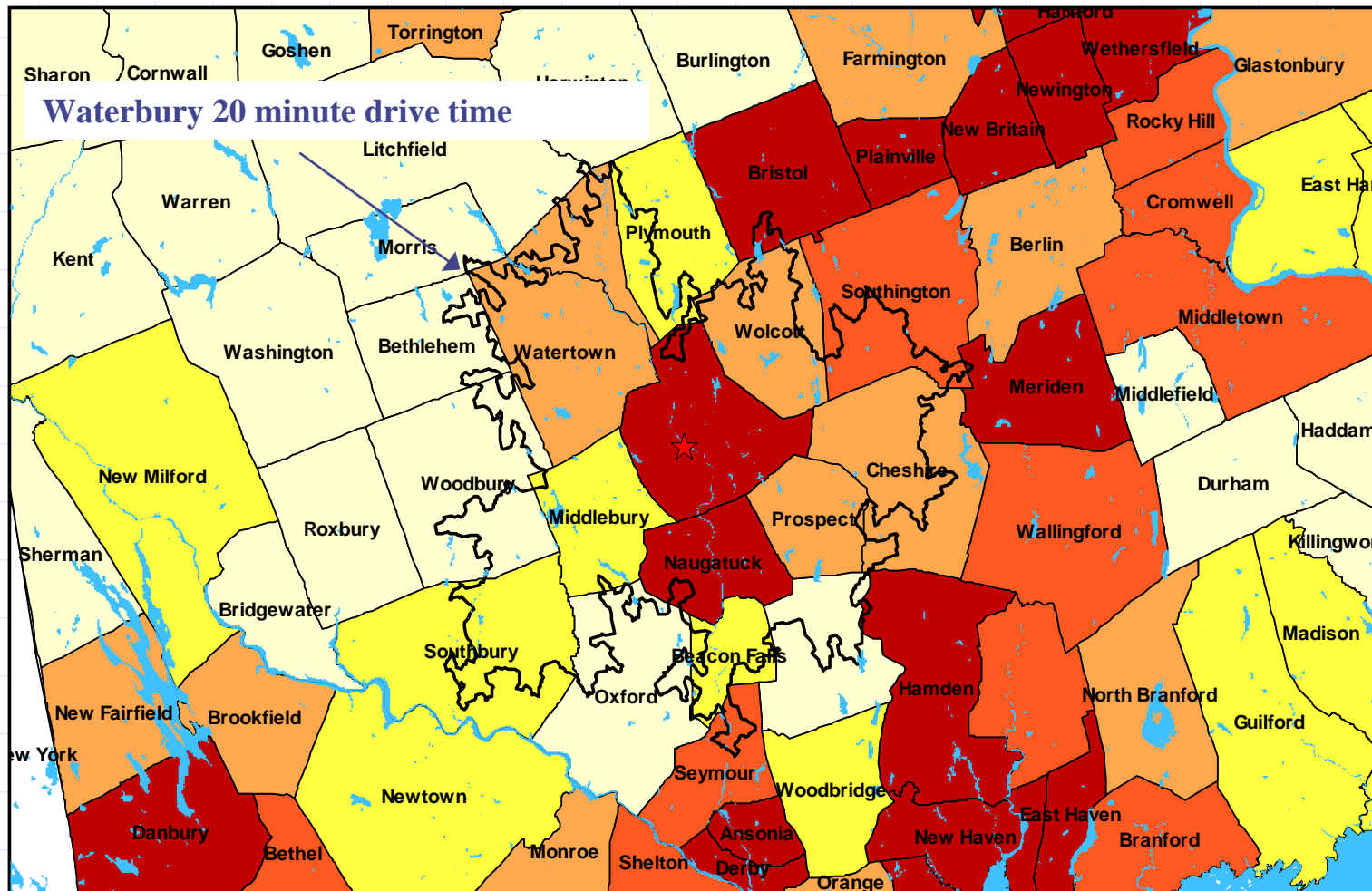
# Defining the appropriate region:

What regional affiliations already exist?



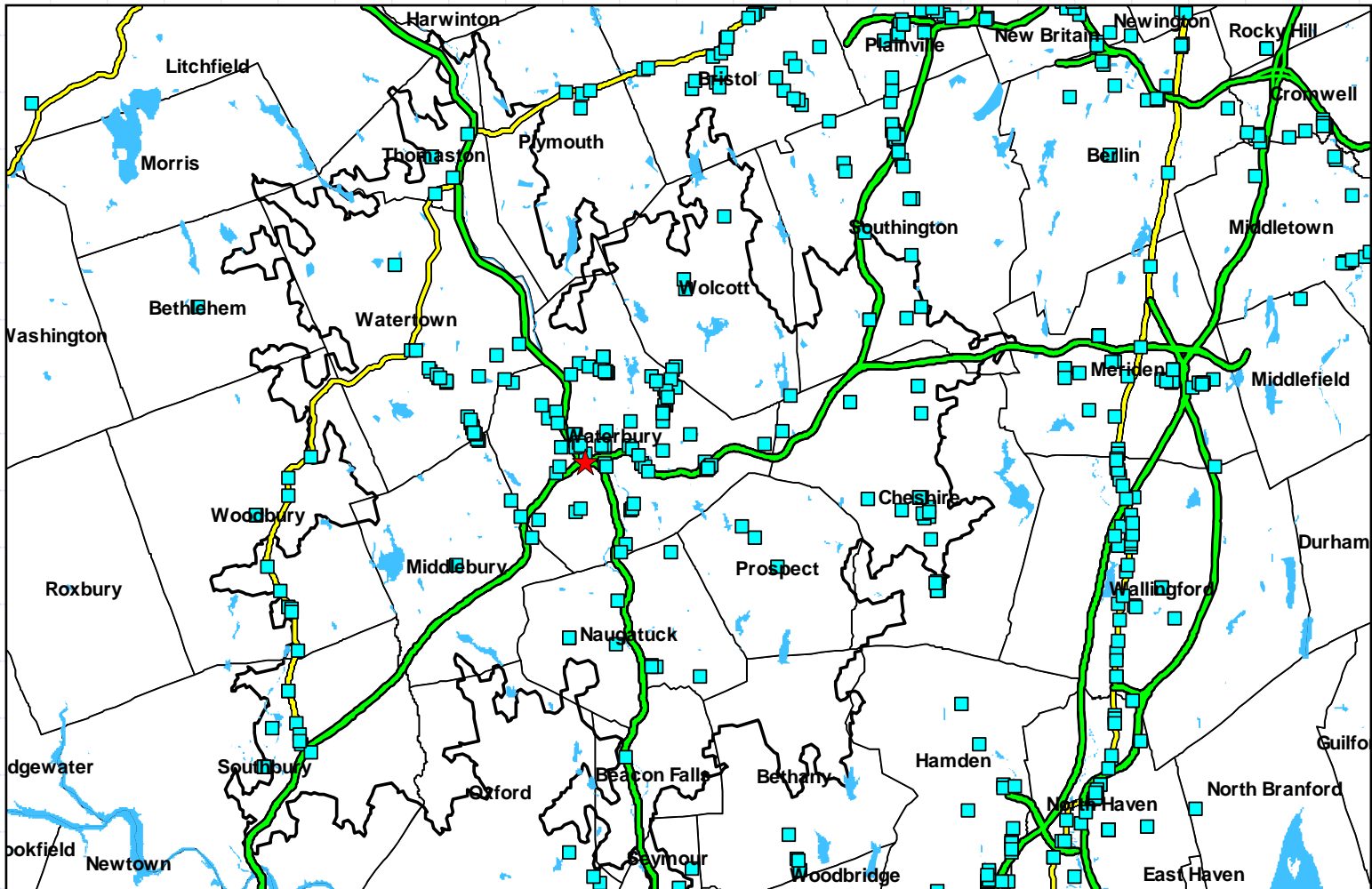
# Defining the appropriate region:

What is population density of the region?



# Defining the appropriate region:

What is the business density in the region?



# Measuring Smart Growth

**Regional perspectives rather than (one) town dimension.**

- Geographic and measurement issues
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# Regional Data

## Smart Growth Data?

- **Demographic**

- Population, Labor Force, Commuting Patterns

- **Economic**

- Employment, Occupations, Industries

- **Business**

- Business Lists

- **Fiscal (Local Government)**

- Revenues, expenditures, tax rates, debt servicing



# Smart Growth and Regional Data

- **Demographic**
- **Economic**
- **Business**

Data are **not** dependent on town borders.

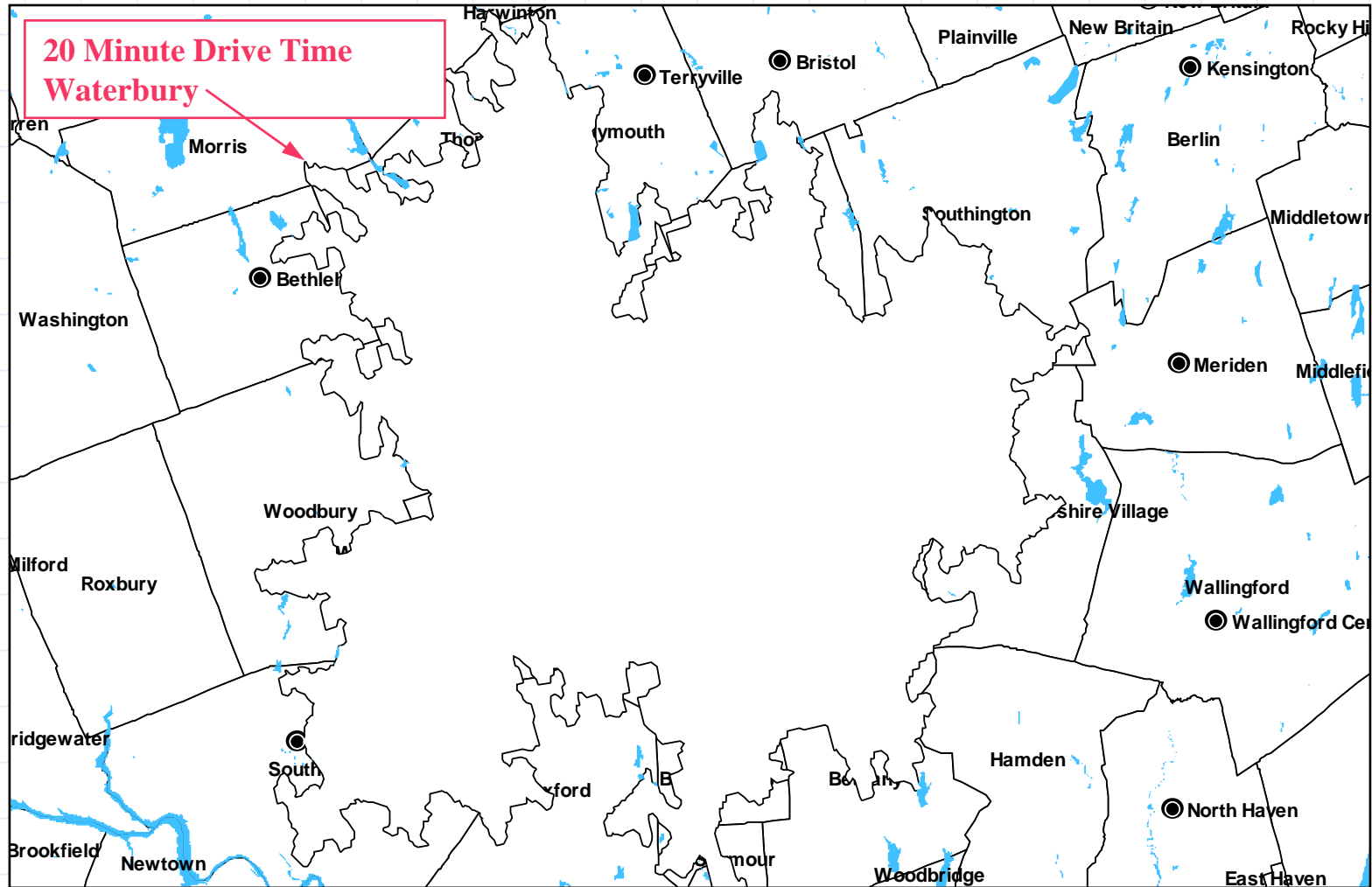
Data are available or can be estimated for Census Tracts, Block Groups, Zip Codes, Metropolitan Statistical Areas, and unique radii such as drive times.

**Fiscal (Local Government)** }

Logically dependent on town borders.



# Smart Growth and Regional Data



# Smart Growth and Regional Data

## Executive Demographic Report 20 Min Drive time Waterbury

Geography: 20.0 Minutes:

Date: November 7, 2001

### Population

The current year population in your selected geography is 245,950. The population has changed by 3.16% since 1990. It is estimated that the population in your area will be 248,996 five years from now, which represents a change of 1.24% from the current year. The current population is 48.44% male and 51.56% female. The median age of the population in your area is 36, compare this to the US average which is 37.

### Households

There are currently 92,513 households in your selected geography. The number of households has changed by 3.71% since 1990. It is estimated that the number of households in your area will be 94,094 five years from now, which represents a change of 1.71% from the current year. The average household size in your area is 2.66 persons.

The median number of years in residence for your geography's population is 4.73. The average household size in your geography is 2.60 people and the average family size is 3.05 people. The average number of vehicles per household in this geography is 1.7.

### Income

The current year median household income for your selected geography is \$61,253, compare this to the US average which is currently \$65,806. The median household income for your area has changed by 53.73% since 1990. It is estimated that the median household income in your area will be \$70,540 five years from now, which represents a change of 15.16% from the current year.

The current year per capita income in your area is \$26,826, compare this to the US average, which is \$32,317. The current year average household income in your area is \$70,910, compare this to the US average which is \$85,219.



# Measuring Smart Growth

**Regional perspectives rather than (one) town dimension.**

- Geographical and measurement issues
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# Economic Models and Smart Growth

Long Wharf Mall

**Gravity Models** – Distribution of consumer expenditures based on more “gravity” for closer and larger businesses.

**Impact Analysis** – The direct, indirect and induced effects of a new business or loss of a business in a region.

**Fiscal Analysis** – Long range local government planning that accounts for population changes and related expenses.

# Smart Growth for Connecticut

**Bridging the gap between the goals and the challenges of smart growth requires a clear presentation of the costs and benefits of smart growth.**

## Goals

- Regional and local
- Long-term planning
- High density/low density
- Open space/planned parks
- Commuter considerate

## Challenges

- Cooperation among towns
- Beyond the political horizon
- Tax winners and losers
- No or low taxes
- Questionable returns



# Smart Growth for Connecticut

- Smart growth can be measured
- Smart growth should be measured
- The costs and benefits of Smart growth should be clearly presented



# Smart Growth for Connecticut

