Making the Business Case for Transit-Oriented Locations:
How Healthcare Employers in the Denver Region Value Transit Access

Bill Sadler - Reconnecting America – September 25, 2013
Overview

• Background
• Scope of Work
• Employer Survey
• Results
• Location Research
• Recommendations
Mission Statements

“We help to transform promising ideas into thriving communities, where transportation choices make it easy to get from place to place, where businesses flourish, and where people from all walks of life can afford to live, work and visit.”

“To ensure that the Metro Denver regional transit system fosters communities that offer all residents the opportunity for a high quality of life.”
Mile High Connects

Transit Links to:
Affordable Housing
Jobs
Schools
Health Services

Policy

Resources

Resident Engagement
FasTracks: the Opportunity & Challenge

- $7.8 billion investment
- 70 new stations
- 45,000 HHs
- 58.1% have less than a bachelors degree
- 40% will earn under 60% AMI

Who Will Benefit?
Why Jobs and Transit?

Work Trips are Fundamental to Transit Use

Transit Trip Purpose
- Work
- School
- Social/Recreational
- Personal
- Other

Source 2007 APTA Transit Factbook
MHC Jobs Access Initiative Working Group

MHC Jobs Initiative

* Member of MHC

MileHighConnects.org
West Corridor Opening 2013

East Corridor Opening 2016
Overview of MHC’s Jobs Access Initiative

- Analyze
- Inform
- Influence
Scope of Work

**Purpose:** to meaningfully engage businesses providing “middle skill” jobs in a conversation about site selection and the benefits of considering a location near public transit, and influence strategies towards business and job growth in transit oriented neighborhoods.

- **Task 1 –** Identify a Sector of Focus ➔ **Healthcare Industry**
- **Task 2 –** Identify Employers in this Sector
- **Task 3 –** Develop Employer Survey Questionnaire
- **Task 4 –** Conduct Surveys with Sector Employers
- **Task 5 –** Synthesize Survey Findings
- **Task 6 –** Conduct Location Research
- **Task 7 –** Presentation of Findings and Recommendations
The Healthcare Sector

Chosen because of:

- Number of middle-skill jobs
- Projected job growth
- Current number of large medical facilities near transit
- Industry clustering by large medical facilities
- Off-peak and nontraditional hours of many employees
Percentage of Jobs in Industries with Middle-Skill Jobs in the Denver Region

- Health Care and Social Assistance: 11.6%
- Retail Trade: 10.6%
- Professional, Scientific, and Technical: 9.5%
- Accommodation and Food Services: 8.5%
- Manufacturing: 6.3%
- Finance and Insurance: 5.9%
- Construction: 5.2%
- Transportation and Warehousing: 3.5%
Employer Survey

Developed Survey Asking:

• Number of Facilities
• Priority of Location/Relocation Considerations
• Current Transit Accessibility
• What They Would Need to Locate Near Transit?

This survey is designed to understand the location decision-making process of medical facilities and providers of all sizes, and the importance of transit accessibility in this process. The survey designers understand there are a multitude of decision-making factors that go into site location but hope to gain insights into how heavily firms weight transit access when choosing a site. Whether you are an established medical facility with no expansion or relocation plans, or an actively growing medical facility/provider, your thoughtful responses to the questions below are greatly appreciated and will be used for educational research purposes only, and will not be shared with any other medical system, provider, or competitor. The results of this survey will be released in the summer of 2013 and in a report on site selection decisions of healthcare providers in the Denver region.
Employer Survey

• Identified Medical Facilities within RTD station areas
  – 41 of 152 medical facilities in the Denver region are within a half-mile of current or future RTD stations

• Obtained contact information

• Asked survey questions via phone or email
Survey Results

• Transit Access has Positive Impact on Business

• Transit Access Only Part of the Equation:
  – Vicinity to other medical facilities
  – Skilled labor pools
  – Housing stock
  – Availability of land/cheap space

• Importance to Employees

• Patients Are Often Unable to Take Transit

• Only Larger Employers Offer Transit Passes

• Desire for More Information on Transit Options
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Results Backed Up By Location Research

Presence of…
- Ample Workforce
- Mixed Housing Stock
- Density in Urban Areas
- Universities / Research
- Business Clusters
- Social Amenities
- Recreation and Weather
- Technology

…are equally important for location, expansion and relocation.
Recommendations

• Improve “Last-Mile” Connections to Medical Facilities

• Evaluate Existing Business Incentive Programs and/or Explore New Ones to Promote Transit-Oriented Locations

• Conduct Outreach to Employers About Benefits of Transit

• Engage Employers in Station Area Planning Discussions
Recommendations (cont’d)

• Find Local Champions to Sell the Benefits of Transit

• Understand Each Transit Station’s Strengths & Weaknesses

• Think Comprehensively about Service Placement Along Transit Corridors
Questions?

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