

REGION FORWARD COALITION

Activity Center Boundaries

Cooperative Forecasting & Data Subcommittee Meeting
June 5, 2012

Why Update the Map?

- Align with local planning
- Align with *Region Forward*
 - Spatial component of the plan
 - Focus growth and investment to centers
 - Provide better connectivity within and between centers
- Living Process – 3rd Update in 11 Years

Considerations Post-Region Forward

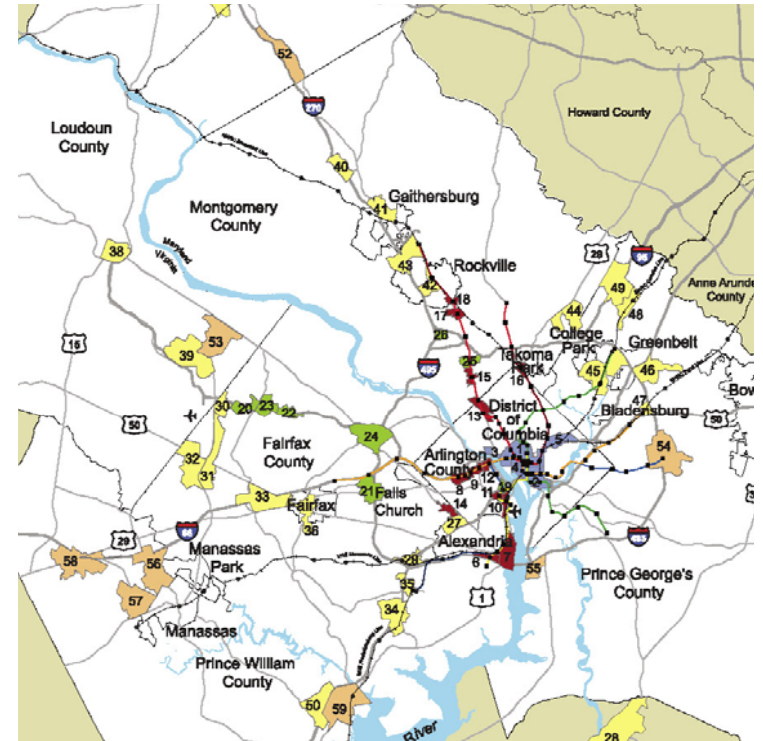
Many stakeholders are interested in using Activity Centers in their work

- Local Governments
- Regional Agencies, WMATA, TPB, NCPC, State Govts.
- Developers
- Environmentalists
- Public Health and Public Safety Groups
- Affordable Housing and Equity Advocates

Past Activity Centers

Technical Exercise

- Technical exercise looking at where growth is expected
- Based strictly on COG's Cooperative Forecasting Results
- Scenario/Analysis Tool for Transportation Planning Board



Boundaries
reflected
employment

Slide 4

r1

rhand, 5/17/2012

New Activity Centers

Hybrid: Policy *and* Technical Process

- **Policy:** Existing urban centers or priority growth areas
- **Policy:** Spatial component of Region Forward
- **Policy:** Decision tool for local governments, businesses, nonprofits, and other stakeholders to “*think regionally and act locally*”
- **Technical:** Analyze the centers to track regional trends, changes

Requires illustrative policy boundaries & multiple technical boundaries

Activity Center Update Process

Three-Step Process

1. **Policy**: Identify Centers
2. **Technical**: Develop Technical Boundaries
3. **Implementation**: Create Activity Center Investment Typologies

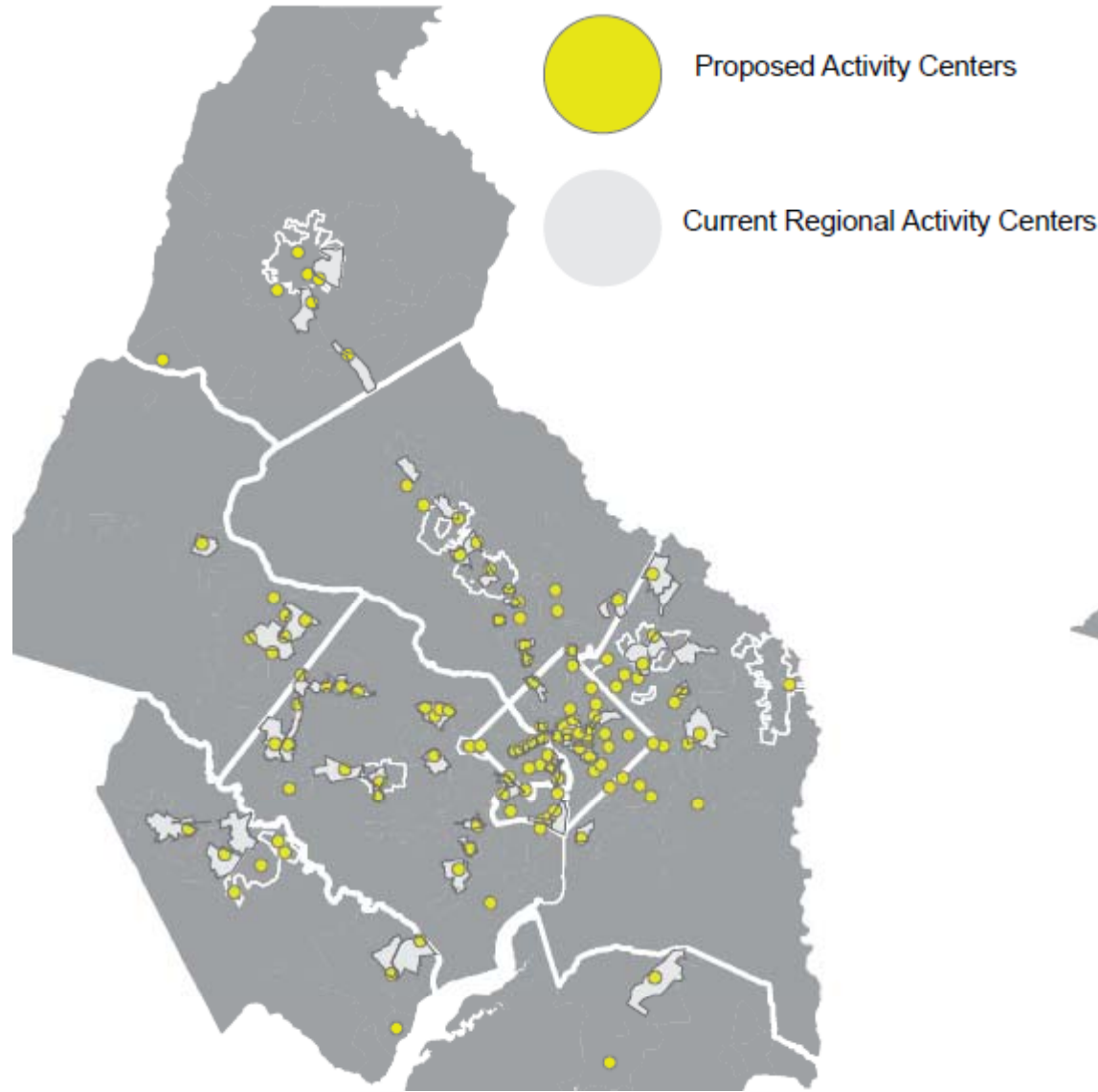
Step One (Policy):

Identify Activity Centers

Progress to-date:

- Developed draft guidelines (attribute menu)
- Gathered input from Planning Directors Technical Advisory Committee
- Analyzed local plans and results for each jurisdiction, and met one-on-one to present results and get feedback
- Developed proposed illustrative Activity Centers map

Current & Proposed Activity Centers



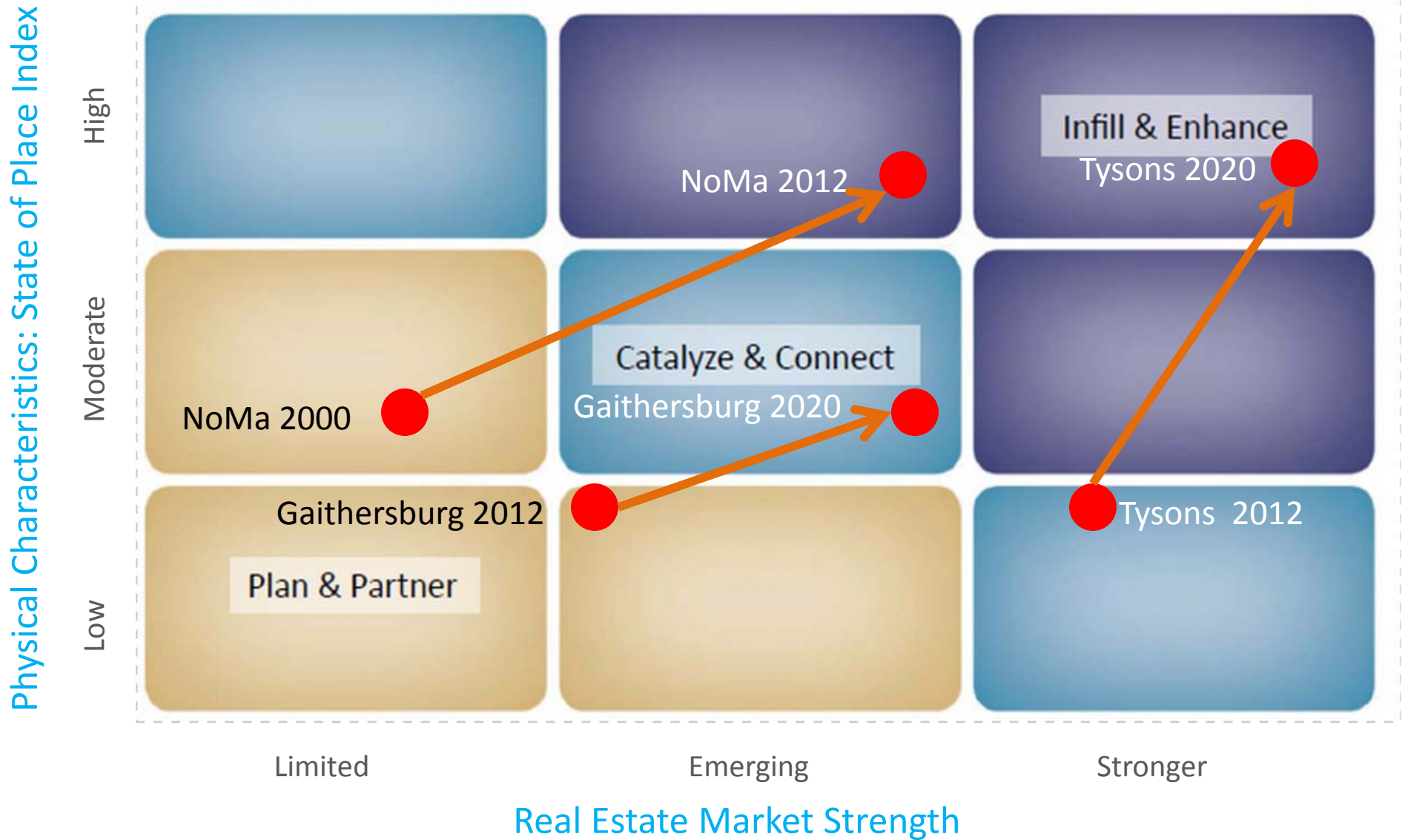
Step Two (Technical):

Develop Technical Boundaries

- TAZ Boundaries: Transportation studies, forecasts of population, jobs, and household growth
- Census Boundaries: Demographic, income, housing, and market analysis studies

Step Three (Implementation): Create Activity

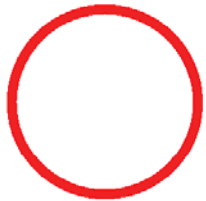
Center Investment Typologies



Activity Center Technical Boundaries

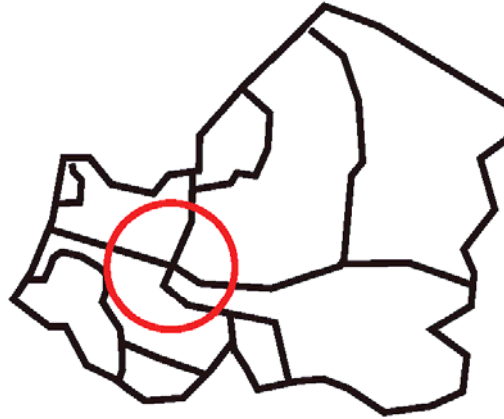
Activity Centers Analysis System

**Illustrative
Boundaries**



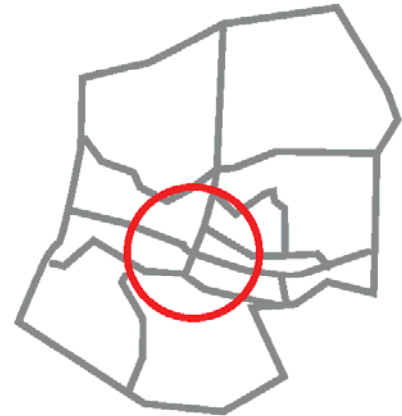
Policy

**Census Block
Groups**



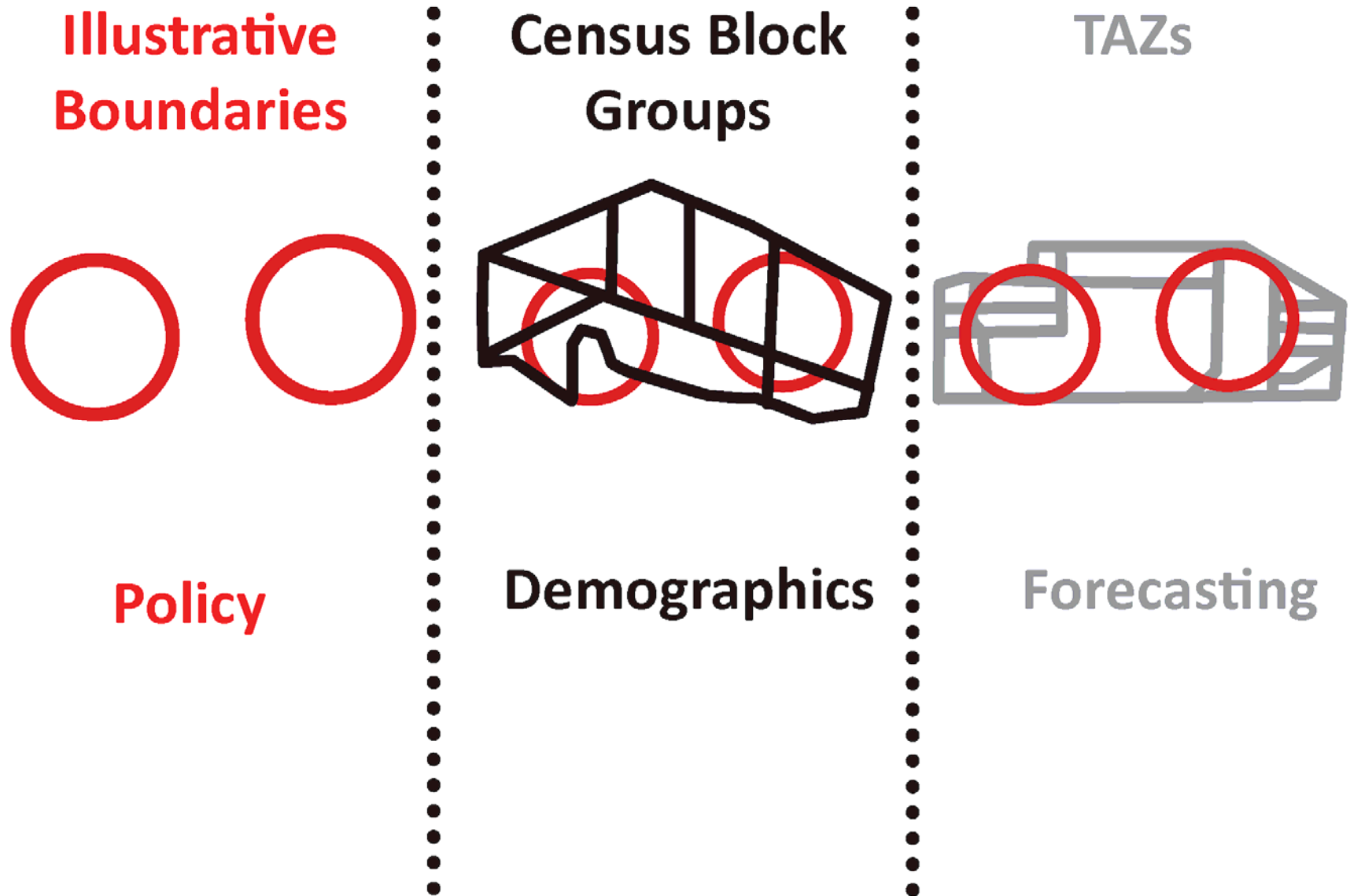
Demographics

TAZs



Forecasting

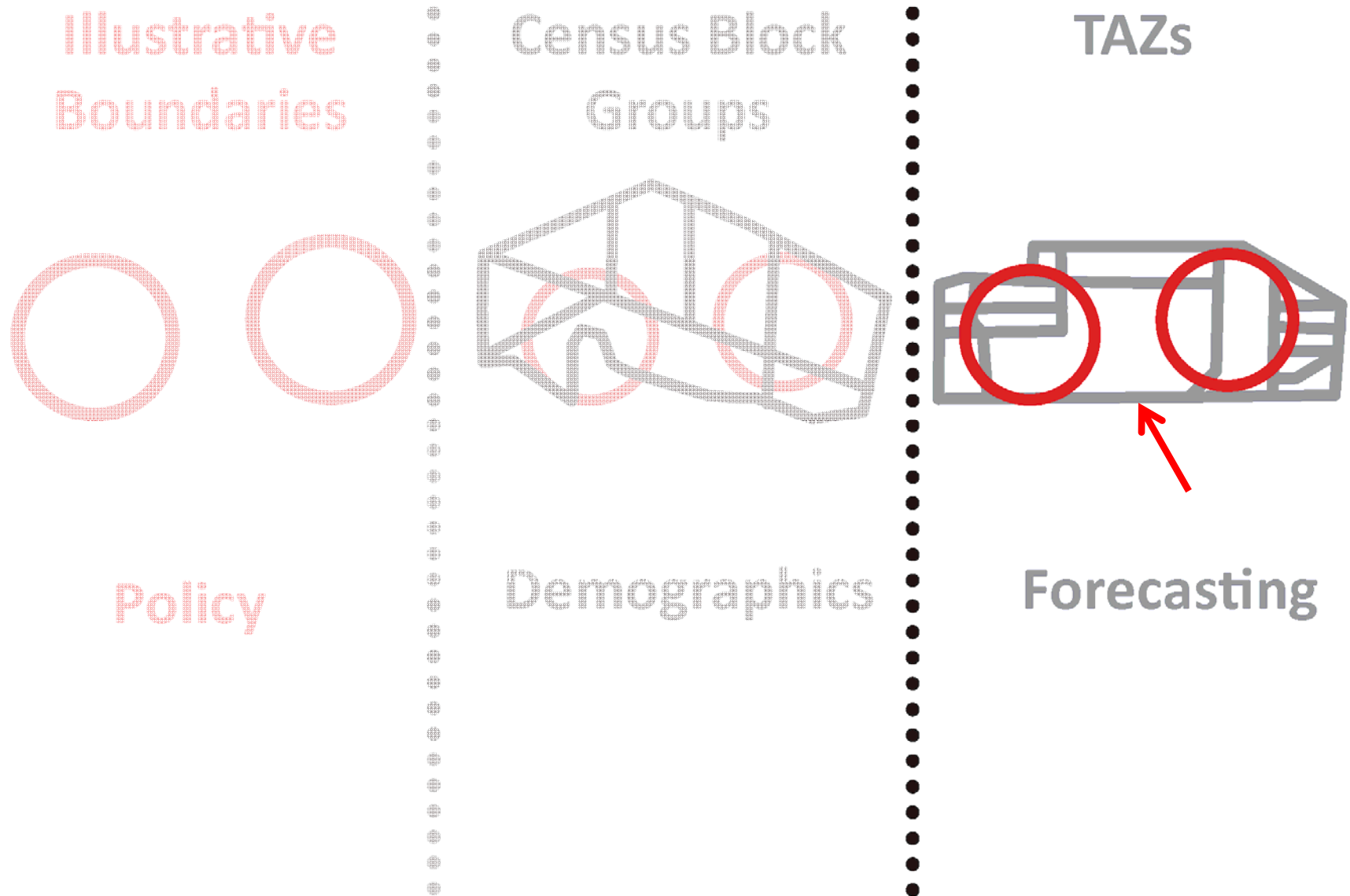
Activity Centers Analysis System



Key Issues for One-on-One Discussions

- TAZs & Census block groups often **overlap** multiple centers
 - Should groups of centers be analyzed together?

Activity Centers Analysis System



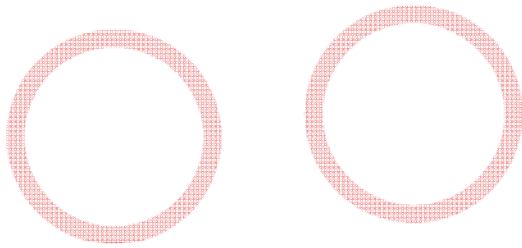
Key Issues for One-on-One Discussions

- TAZs & Census block groups often **overlap** multiple centers
 - Should groups of centers be analyzed together?

- TAZs & block groups sometime include **waterways, parks, etc.**
 - When and how to exclude these areas?

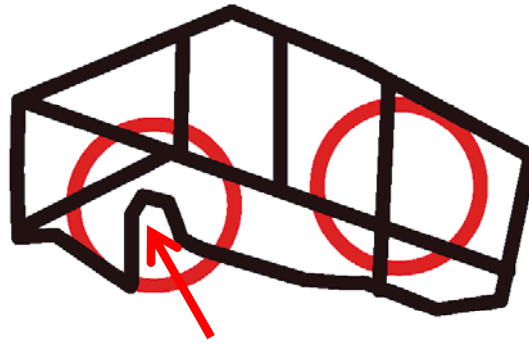
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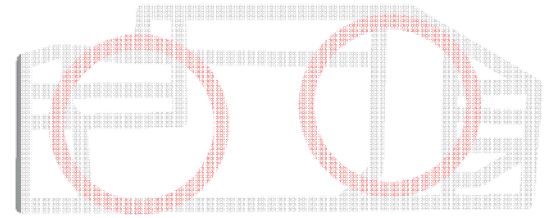
Policy

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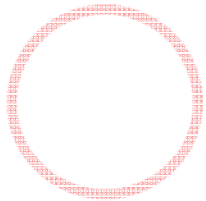
Forecasting

Key Issues for One on One Discussions

- TAZs & Census block groups often **overlap** multiple centers
 - Should groups of centers be analyzed together?
- TAZs & block groups sometime include **waterways, parks, etc.**
 - When and how to exclude these areas?
- TAZs or Block Groups can be **much larger** than the centers they intersect
 - Should study boundaries omit large TAZs when possible?

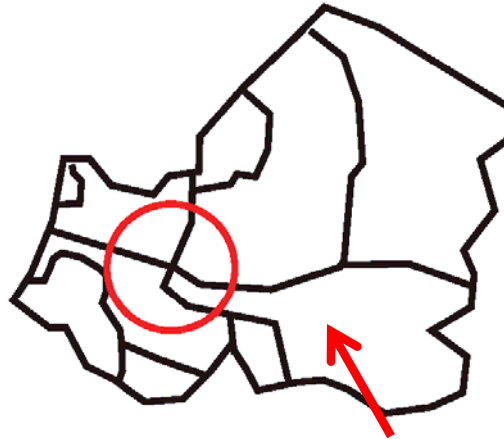
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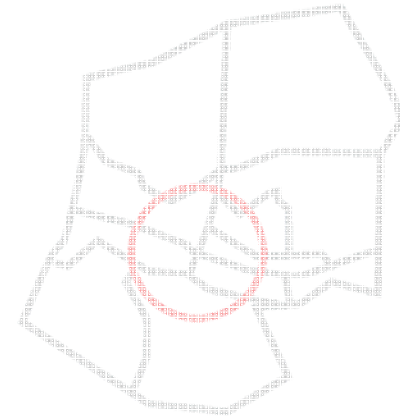
Policy

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Demographics

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Forecasting

Schedule

- June: PDTAC approval of Activity Center Policy Map with **illustrative policy boundaries**
- May – July: COG staff works with PDTAC or Cooperative Forecasting Committee to develop **technical boundaries**
- July: Region Forward Coalition Approval
- July: Introduce Activity Centers to COG Board at retreat
- July – September: Outreach to city councils and county boards
- Sept/Oct: COG Board approval of Activity Centers
- Sept/Oct: Launch **typology work**

Questions?

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