What do our cities want to be when they grow up?

Smart Growth Conference 2016
Helena Fruscio
Deputy Assistant Secretary of Innovation, Entrepreneurship and Technology for the Commonwealth of Massachusetts with a focus on the Creative Economy
Massachusetts: An Innovation State

- Bloomberg Ranked Massachusetts #1 Most Innovative State in America

**Bloomberg State Innovation Index**

<table>
<thead>
<tr>
<th>Rank/State</th>
<th>Total score</th>
<th>R&amp;D intensity</th>
<th>Productivity</th>
<th>High-tech density</th>
<th>STEM concentration</th>
<th>Science &amp; engineering degree holders</th>
<th>Patent activity</th>
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- Innovation is part of the Massachusetts story, part of our economic DNA.
Why we think this Community Innovation is important:

- Democratization of innovation.
- We know Innovation is happening in every corner of the Commonwealth and believe every community has a place in the ecosystem.
- The Commonwealth recognizes a need to build capacity among a broad range of small businesses, including businesses owned by women, veterans, recent immigrants, and entrepreneurs of color and the way to do that is through community based innovation.
- This is a global trend and we believe Massachusetts can lead the way.
EOHED Methodology: Innovation Infrastructure Mapping

What do we consider Innovation Infrastructure?
When we map the foundation for innovation in a community, we take note of spaces, organizations, programs and connectors that anchor and spur activity.

Spaces
- Innovations Centers
- Centers & Event Spaces
- Maker Spaces
- Artist Spaces
- Collaborative Kitchens
- Co-Working Spaces

Organizations
- College or University
- Clubs
- Sector or Cluster Groups

Programs
- Mentorship Opportunities
- Classes
- Programs & Accelerators
- Funding

Connections
- Meet-Ups and Events
- Competitions
- Websites
- Thought Leaders
Innovation Asset Heat Map

Innovation Economy Assets
Total Assets
Total Assets (w/out Connections)

- 0
- 1
- 2 - 3
- 4 - 7
- 8 - 117
What innovation assets should we know about?

- Makers’ Mill
- Western Mass Food Processing Center
- Tech Spring
- Valley Venture Mentors
- Gateway Citynas
- Framingham Downtown Renaissance
- technocopia
- Worcester
- Startup Weekend Cape Cod
- Entrepreneurs for All
- New Ventures
Analysis: Characteristics of the Spectrum of Innovation Ecosystems

Every community is different, but there are signals to show the development phase of the ecosystem.

**Early Stage**
Artists and early adopters in the ecosystem.

**Forming**
Ecosystem starting to convene informally, through meet ups.

**Developing**
The groups in the ecosystem begin for form group or clubs, host competitions or classes.
Ecosystem become more “self aware” and starts to address gaps.

**Emerging**
Spaces begin to emerge, including innovation centers, co-working, maker spaces & kitchens.
Services for entrepreneurs begin to form including accelerators & mentorship programs.

**Mature**
Ecosystems always evolve, but at the more formed stages colleges, universities, large institutions and strong sector groups are actively involved in the ecosystem.
Propose a NEW program:
Innovation Infrastructure

Included in the Governor’s 2016
Opportunities for All Bill

Innovation Infrastructure: Innovation Infrastructure Fund creates a new fund for making capital grants that support community-based innovation efforts, including co-working spaces, venture centers, maker spaces and artist spaces.

The Fund will be administered by MassDevelopment.

$25 Million Proposed Capital Authorization
Chris Ryan
Manager for Community Development and Planning at the Central Mass Regional Planning Commission (CMRPC)
Town and Village Center Technical Assistance Program: The Role of Zoning in Establishing, Maintaining, and Growing a Functional Center
Town and Village Center Technical Assistance

A multi-pronged project framework designed to assist smaller rural towns in developing their centers. Consists of the following elements:

1. **Town Typologies** – different town types need different tools and strategies

2. **Regulatory Tools** – zoning and design standards are key tools to help shape growth and development of town and village centers

3. **Identify and Overcome Barriers** – Barriers such as lack of water and/or sewer service, undevelopable lands, transportation challenges, etc. need identification and strategies for overcoming.

4. **Economic Development Tools** – A variety of economic development programs have been developed specifically with town centers in mind.

5. **Marketing** – Develop targeted strategies for positioning the Town related to economic development, tourism, etc.
Village Center Zoning Project

A two-phase project aimed at addressing regulatory challenges to town center preservation and development activity. The two phases included the following:

1. Model Bylaw – CMRPC developed an updated version of the 2006 village center model bylaw that was part of the Smart Growth Toolkit.

2. Tailor to Communities – A total of eight towns in the CMRPC region are now working with us to apply the model to one or more of their village center areas. The approached vary:
   a. Use the model regulations as foundation
   b. Hybrid between model and local bylaw
   c. Tweak local bylaw based on model logic
Phase 1: Development of a New Model Bylaw

CMRPC developed an updated version of the 2006 village center model bylaw that was part of the Smart Growth Toolkit.

a. Used 2006 as a foundation
b. Researched other models and examples
c. Developed first draft
d. Convened a group of experts from MA
e. Sent second draft to experts
f. Sent third draft to MassPlanners Listserv
g. Includes design guidelines as supplement

To see a version of the new model bylaw, please visit this link:

Phase 2: Applying the Model to Eight Communities

A total of eight (8) towns in the CMRPC region are now working with us to apply the model to one or more of their village center areas. These towns are:

1. Grafton
2. Auburn
3. W. Boylston
4. Holden
5. Sutton
6. Upton
7. Millville
8. Dudley

The approaches vary:
1. Use the model regulations as foundation
2. Hybrid between model and local bylaw
3. Tweak local bylaw based on model logic
Next Steps and Contact Information

CMRPC encourages you to contact us if you have any additional questions regarding this presentation.

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Website:  http://www.cmrpc.org

Facebook:
https://www.facebook.com/CentralMassRegionalPlanningCommission

Twitter:  @CentralmassRPC
Joshua Croke
Executive Director of Action! Worcester
CEO + Director of Design at Origin Consulting
User Experience
Design Thinking in City Development

Engage, Strategize, Launch
Applying the UX Design Process to community development

1. Empathize – Learn about the people in the community
Applying the UX Design Process to community development

1. Empathize
2. Define

Define – Develop an understanding of the needs and wants of these populations

Top 5 Issues Across All Topics:

1. TRANSPORTATION & WALKABILITY 8/9
2. RETAIL & PLACES TO GO 7/9
3. CITY BRANDING & MESSAGING 5/9
4. JOB/CAREER OPPORTUNITY 3/9
5. INCENTIVES FOR STUDENTS & YOUTH 1/9

Priority Issues to Combat in Worcester:
- Perception of the City: 32.6%
- Public Safety: 16.2%
- Opportunities Elsewhere: 13%
- Public Transportation: 13%
- Culture: 4.3%
Applying the UX Design Process to community development

1. Empathize
2. Define
3. Ideate

- Ideate – Engage the community in developing solutions through partnerships
Applying the UX Design Process to community development

1. Empathize
2. Define
3. Ideate
4. Prototype
5. Test

- Prototype – Develop programs and initiatives based on input and feedback
- Test – Launch initiatives and gauge feedback and success
Applying the UX Design Process to community development

- **Empathize** – Learn about the people in the community
- **Define** – Develop an understanding of the needs and wants of these populations
- **Ideate** – Engage the community in developing solutions through partnerships
- **Prototype** – Develop programs and initiatives based on input and feedback
- **Test** – Launch initiatives and gauge feedback and success
THANK YOU
Stay Up to Date on Our Projects & Initiatives

ActionWorcester.org
@ActionWoo

WorcesterIdeaLab.com
@WorcIdeaLab
Pedro Soto
City Planner for the City of Peabody
Adjunct Fellow for Mass Development’s Transformative Development Initiative (TDI)
Q: HOW CAN WE USE LOCAL ASSETS TO FOSTER ECONOMIC VITALITY IN OUR COMMUNITY?
Betsy Loring
Director of Exhibits at the EcoTarium
Q: How can a science museum engage the public in thinking about urban design?
Main Exhibit Message:
Discover the science hiding all around the city.

7 Themes Areas:
- Mapping it Out
- City Systems
- Engineering Lab
- City Animals
- Health Lab
- Changing Landscapes
- Neighborhoods
The Money:

The Research Partners:

Landscape Architecture, Regional Planning, and Ecology researchers from the Urban Long-Term Research Area - Exploratory (ULTRA-Ex) Project:

- UMass Amherst
- Clark University
- Loyola Marymount University

The Long, Loooong Project Title:

Pathways: From the Lab to the Neighborhood: An Interactive Living Exhibit for Advancing STEM Engagement with Urban Systems in Science Museums
Best Nest

City Hot Zones

Turtle’s Eye View
Magnetic Neighborhood
Q: How can we tap the “incidental civic conversations” that happen in a science museum?

So many possibilities!
Thank you for joining!

Smart Growth Conference 2016