# 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

| Rank/State | Total score | R&D intensity | Productivity | High-tech density | STEM concentration | Science & engineering degree holders | Patent activity |
|---|---|---|---|---|---|---|---|
| 1 Massachusetts | 93.33 | 2 | 6 | 1 | 4 | 7 | 2 |
| 2 California | 93.30 | 4 | 7 | 2 | 6 | 2 | 1 |
| 3 Washington | 90.40 | 5 | 9 | 7 | 1 | 4 | 3 |
| 4 New Jersey | 80.42 | 10 | 8 | 5 | 15 | 13 | 7 |
| 5 Connecticut | 77.18 | 8 | 4 | 22 | 13 | 10 | 11 |
| 6 Oregon | 77.08 | 13 | 12 | 17 | 10 | 5 | 12 |
| 7 Maryland | 76.82 | 3 | 15 | 24 | 2 | 1 | 25 |
| 8 Colorado | 75.12 | 19 | 18 | 15 | 5 | 6 | 10 |
| 9 Delaware | 72.72 | 6 | 3 | 30 | 8 | 9 | 25 |

■ **Innovation is part of the Massachusetts story, part of our economic DNA.**

Bloomberg, Jan 7, 2016, www.bloomberg.com/news/articles/2016-01-07/here-are-the-most-innovative-states-in-america

# Why we think this Community Innovation is important:

- Democratization of innovation.

- We <u>know Innovation is happening in every corner</u> of the Commonwealth and believe every community has a place in the ecosystem.

- The Commonwealth recognizes a needs to <u>build capacity among a broad range of small businesses</u>, 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.

**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**
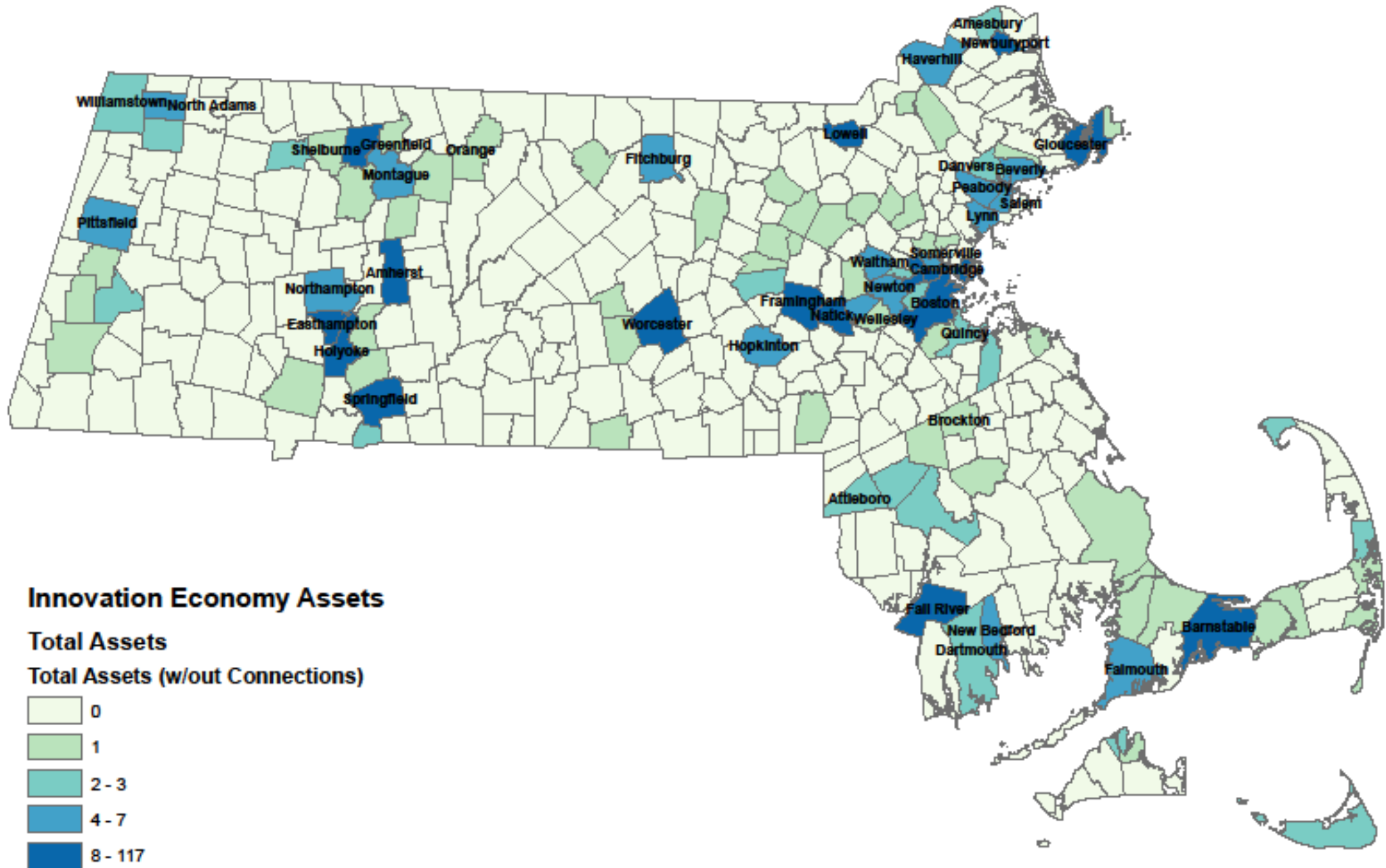College or University
Clubs
Sector or Cluster Groups

**Programs**
Mentorship Opportunities
Classes
Programs & Accelerators
Funding

**Connections**
Meet-Ups and Events
Competitions
Websites
Thought Leaders

Amesbury
Newburyport
Haverhill
Williamstown North Adams
Lowell
Gloucester
Shelburne Greenfield Orange
Fitchburg
Danvers Beverly
Montague
Peabody
Salem
Lynn
Pittsfield
Somerville
Waltham Cambridge
Amherst
Newton
Northampton
Framingham Boston
Easthampton
Worcester Natick Wellesley
Holyoke
Hopkinton Quincy
Springfield
Brockton

Attleboro

**Innovation Economy Assets**

**Total Assets**

**Total Assets (w/out Connections)**

Fall River
New Bedford
Barnstable
Dartmouth
Falmouth

- 0
- 1
- 2 - 3
- 4 - 7
- 8 - 117

## What innovation assets should we know about?



Makers' Mill
create · learn · collaborate

Tech Spring

VALLEY VENTURE
MENTORS

Western Mass Food
Processing Center
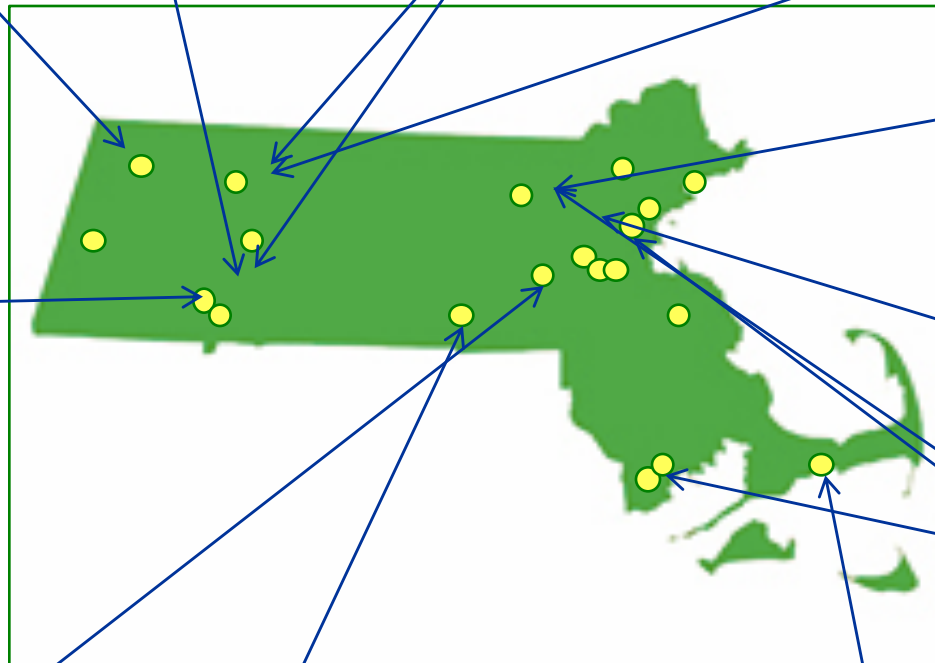
New Vestures
a fashion makerspace

GATEWAY CITY

GREENTOWN LABS

E FOR ALL
ENTREPRENEURSHIP
FOR ALL

Framingham
Downtown
Renaissance

technocopia
worcester

Startup
Weekend
Cape Cod

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

### Mature

Ecosystems always evolve, but at the more formed stages colleges, universities, large institutions and strong sector groups are actively involved in the ecosystem.

### Emerging

Spaces begin to emerge, including innovation centers, co-working, maker spaces & kitchens.

Services for entrepreneurs begin to form including accelerators & mentorship programs.

### 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.

### Forming

Ecosystem starting to convene informally, through meet ups.

### Early Stage

Artists and early adopters in the ecosystem.

6

# 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)

**MASSACHUSETTS SMART GROWTH ALLIANCE**

**Town and Village Center Technical Assistance Program: The Role of Zoning in Establishing, Maintaining, and Growing a Functional Center**

**C M R P C**
Central Massachusetts Regional Planning Commission

Thursday, June 2, 2016

# 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.

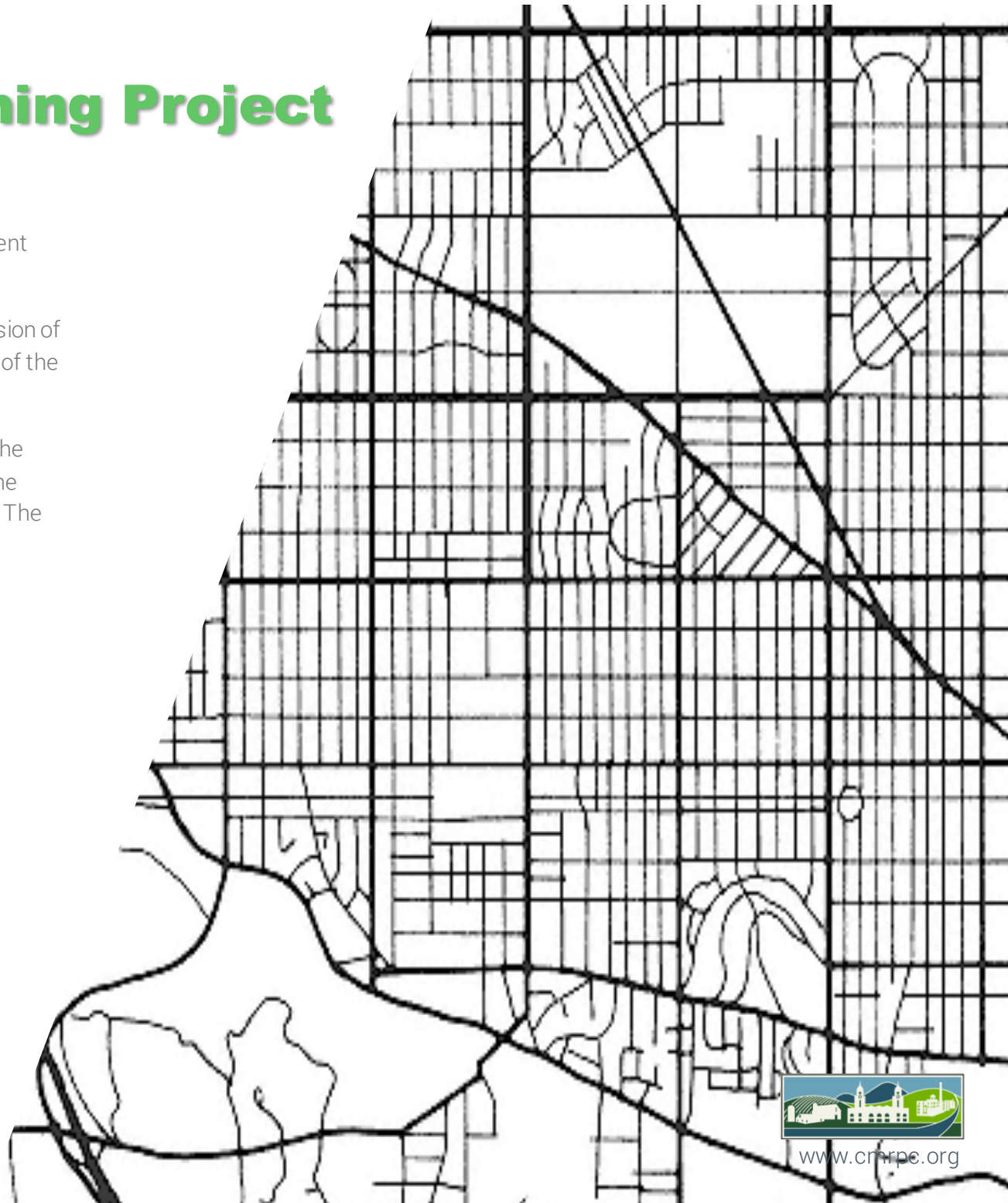5. **Marketing** – Develop targeted strategies for positioning the Town related to economic development, tourism, etc.

0    0.5    1        2 Kilometers
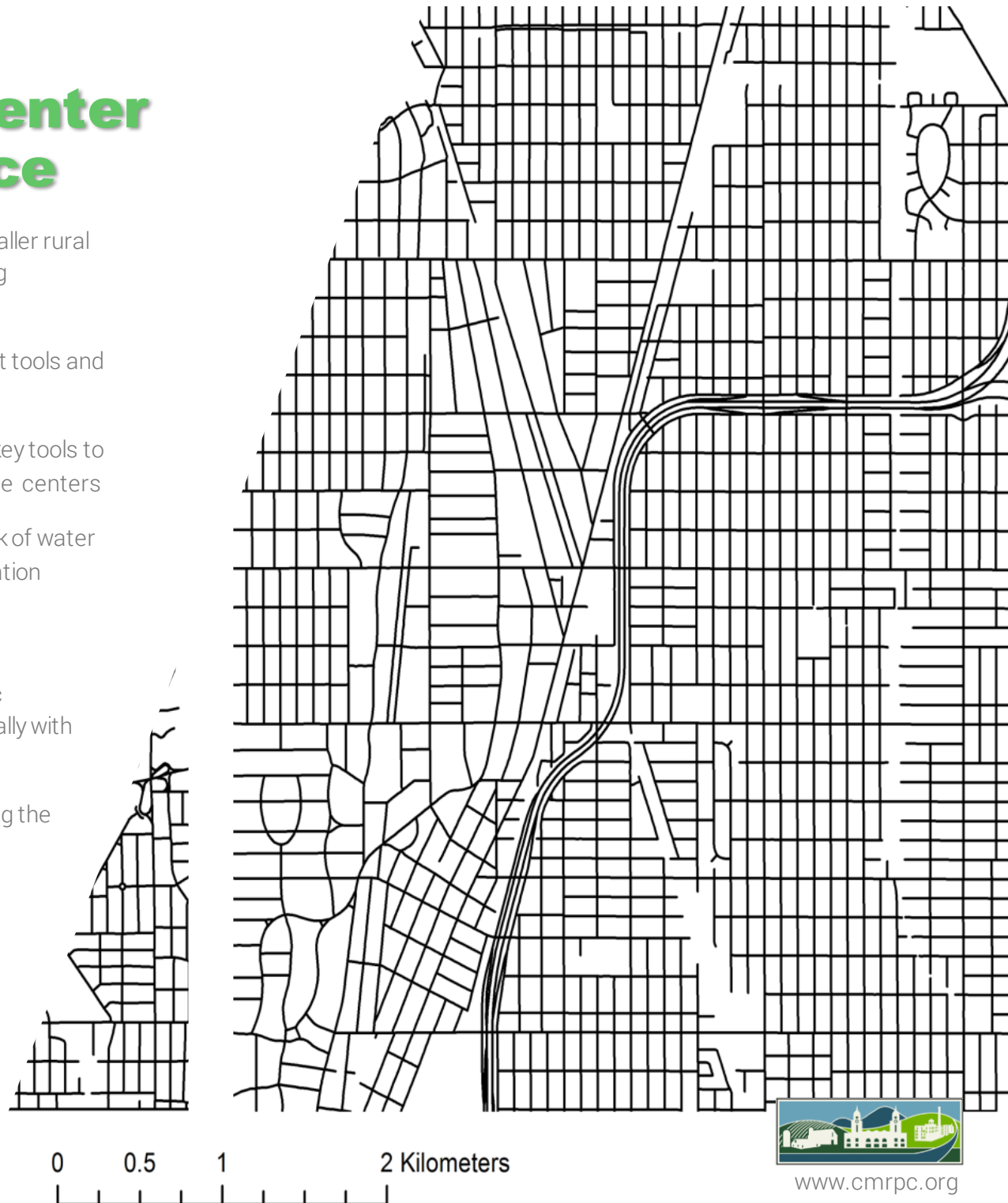
# Village Center Zoning Project

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
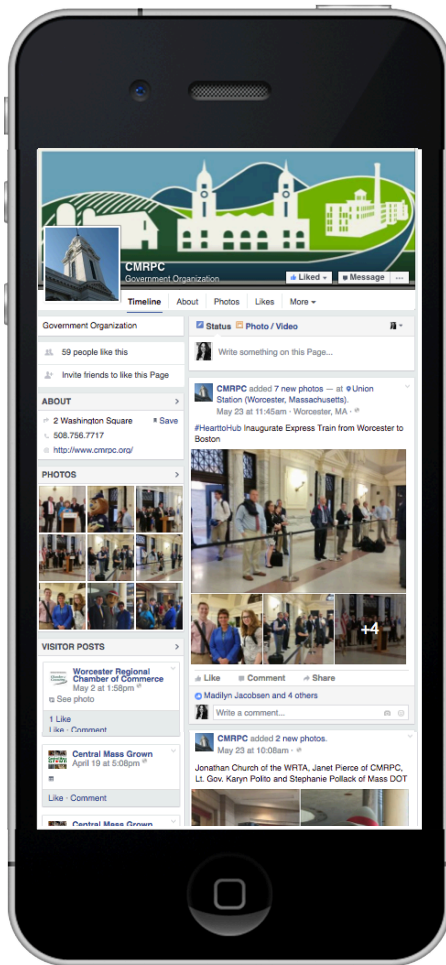
# Phase 1: Development of a New Model Bylaw

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:

http://bit.ly/22xx2Xa

www.cmrpc.org

# 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
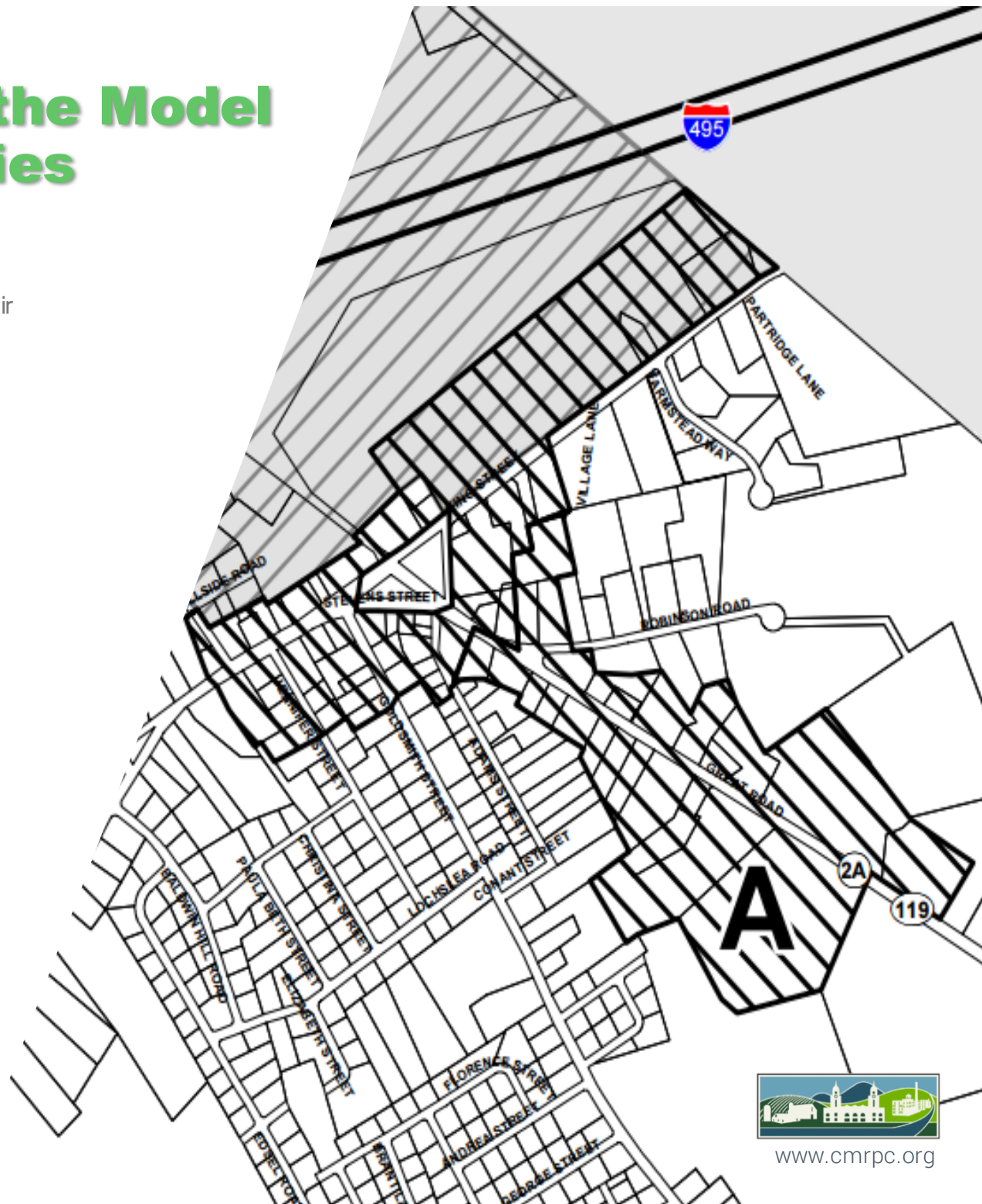


www.cmrpc.org

# 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

# Applying the UX Design Process to community development

**1**
Empathize

▶ Empathize – Learn about the people in the community

# Applying the UX Design Process to community development
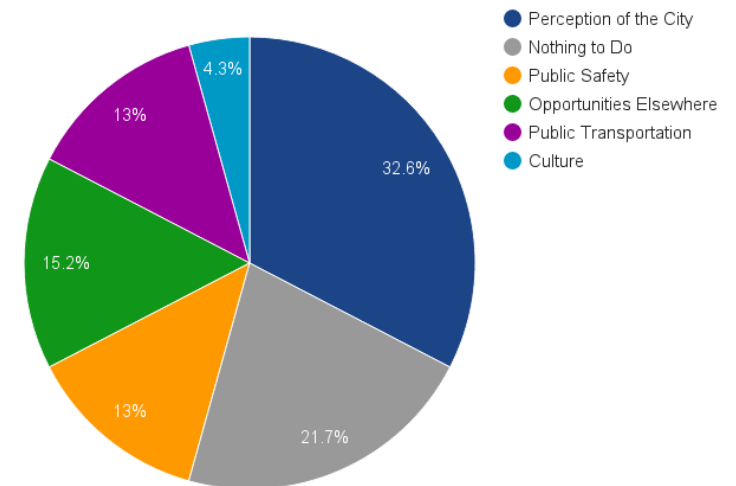
**1** Empathize
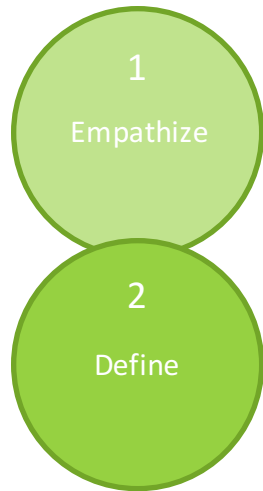
**2** Define

▶ 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%
- Nothing to Do — 21.7%
- Public Safety — 13%
- Opportunities Elsewhere — 15.2%
- Public Transportation — 13%
- Culture — 4.3%

A!W

# Applying the UX Design Process to community development

**1** Empathize

**2** Define

**3** Ideate

▶ Ideate – Engage the community in developing solutions through partnerships



A!W

# Applying the UX Design Process to community development

**1** Empathize

**2** Define

**3** Ideate

**4** Prototype

**5** Test
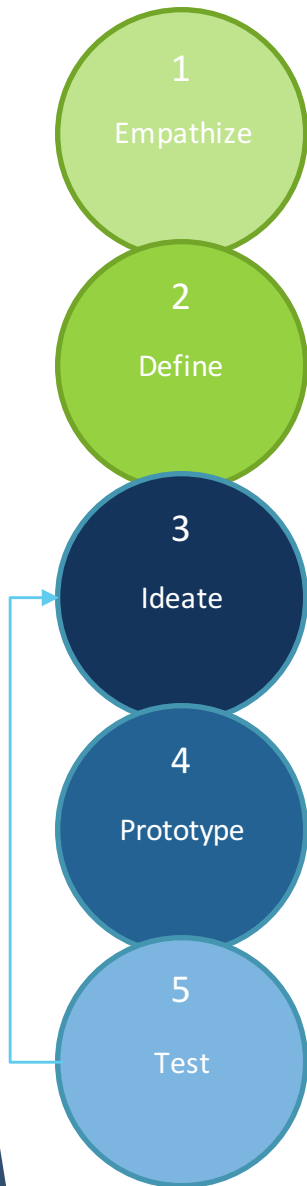
▶ Prototype – Develop programs and initiatives based on input and feedback

▶ Test – Launch initiatives and gauge feedback and success

# Applying the UX Design Process to community development

**1 Empathize**

**2 Define**

**3 Ideate**

**4 Prototype**

**5 Test**
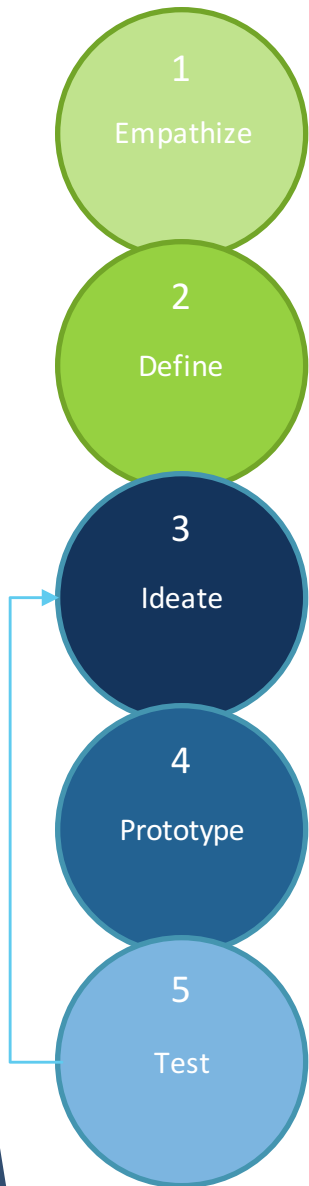
▶ Empathize – Learn about the people in the community

▶ 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

A!W

# THANK YOU

Stay Up to Date on Our
Projects & Initiatives

ActionWorcester.org
@ActionWoo

WorcesterIdeaLab.com
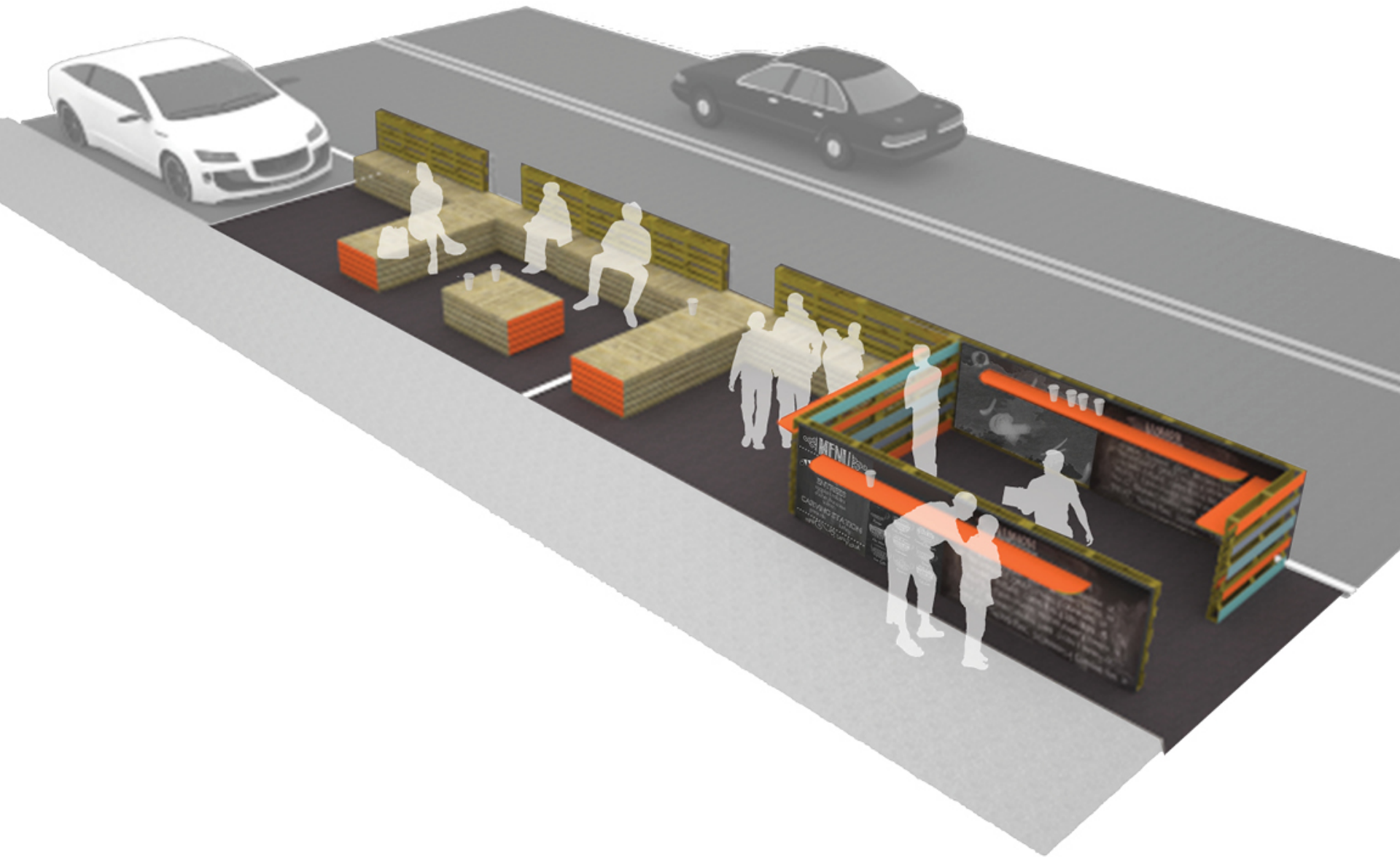@WorcIdeaLab

# Pedro Soto

City Planner for the City of Peabody

Adjunct Fellow for Mass Development's Transformative Development Initiative (TDI)

# LIVE

# WORK

# PLAY

PEABODY, MA

*Q: HOW CAN WE USE LOCAL ASSETS TO FOSTER ECONOMIC VITALITY IN OUR COMMUNITY?*

# Betsy Loring

Director of Exhibits at the EcoTarium

ECOTARIUM
science.nature.explore.connect. ®

Betsy Loring
Director of Exhibits
bloring@ecotarium.org

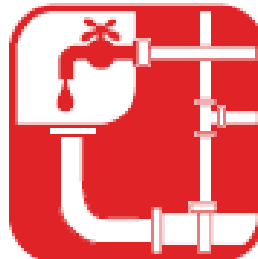# Q: How can a science museum engage the public in thinking about urban design?

**Main Exhibit Message:**

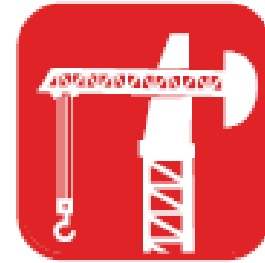Discover the science hiding all around the city.

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

City Hot Zones
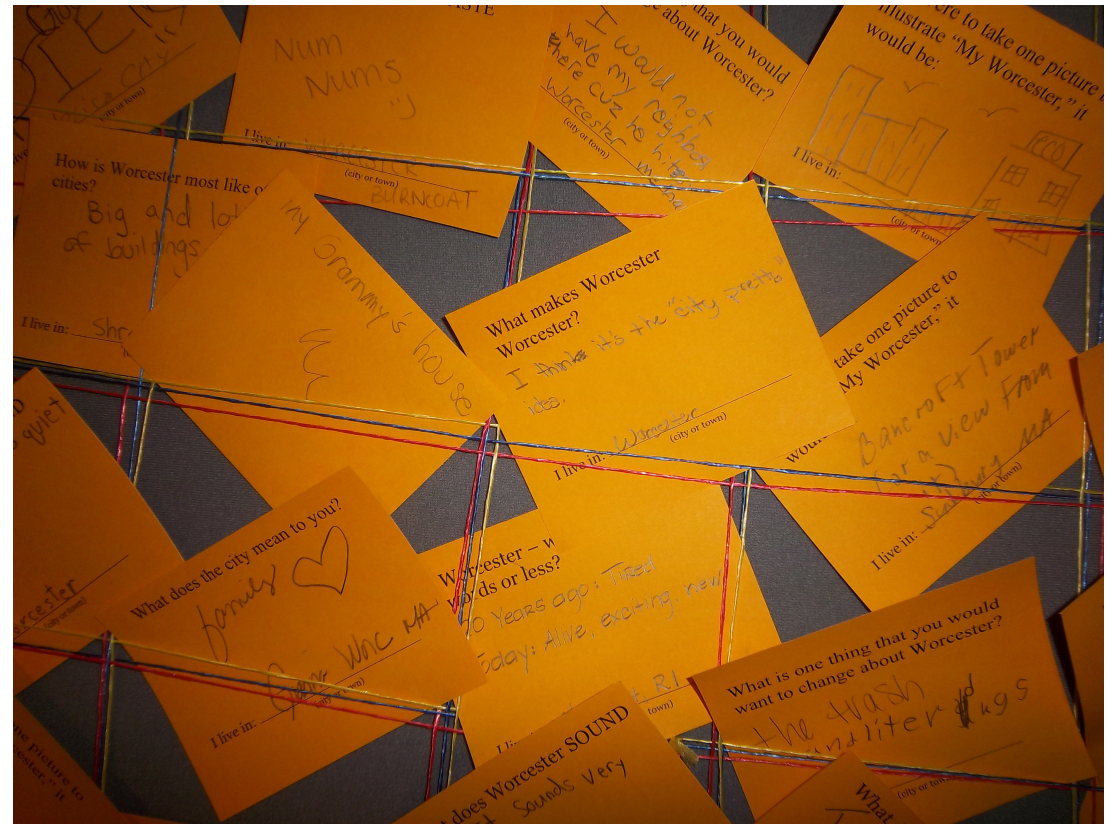


Best Nest



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