



# National and Local Research Update

**Detroit Convening  
June 24, 2015**



*Urban Institute's mission is to elevate the debate on social and economic policy through rigorous research and engagement.*

We believe in the power of evidence to improve lives by:

- Reducing hardship amongst the most vulnerable
- Expanding opportunities for all people
- Strengthening the effectiveness of the public sector

# Forward Cities National Research: Year 1

- Assess short term benefits of the Forward Cities Collaborative
  - How did the program affect relationships and connectivity in the individual cities?
  - What benefits are there from participating in a cross-city network?
- Interviews with six representatives per city on motivations and perceptions of the initiative to date
- Summary brief synthesizing local and national research

# Forward Cities National Research Timeline

Month	Activity
July/August	Interviews by Urban staff of Council members
September	Analysis of local/national data collection
October	Draft brief for team review
November	Final brief produced

# Forward Cities IBM Research and Presentation

- In-kind consultancy grant from the Global Corporate Citizenship program, staffed by Joyeeta Banerjee and Stephanie Park
- Report intended as one input to supplement local Cleveland Council deliberations and spur new ideas in other cities
- Summary scope of work
  - Assessment of the three Council-chosen corridors (assisted by CSU)
  - Interviews to understand entrepreneurial activity and supports
  - Identify national best practices for entrepreneurial development
  - Menu of indicators and strategies to measure progress over time
  - Recommendations to accelerate entrepreneurial activity and grow small businesses in selected corridors

# Forward Cities Local Research Teams

Organization	Researchers
Data Driven Detroit	Erica Raleigh & Kenyetta Walker
Center for Economic Development, Cleveland State University	Ziona Austrian & Merissa Piazza
City of Durham, Neighborhood Improvement Services	John Killeen & Nick Allen
Tulane University (New Orleans)	Richard Campanella

# Forward Cities Local Research Questions

## Short-term:

- Understand the current level of entrepreneurs and small business activity in the focus areas and their needs for support
- Identify support programs for supporting entrepreneurship
- Describe the current level of connectivity among the programs and entrepreneurs in these neighborhoods

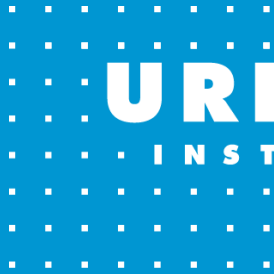
## Longer-term:

- Detect gaps in support services and relationships
- Propose strategies to address these gaps and stimulate increased entrepreneurial activity
- Monitor change in focus areas over time after implementation of strategies

# Forward Cities Local Research Tasks

- Analyze data for baseline picture of economic and social conditions in focus areas
- Conduct interviews to more fully answer research questions
- Produce inventory of support resources for entrepreneurs and small business (adapting BizGrid framework)
- Suggest agenda for future data collection and analysis
- Present findings to Councils in August/September
- Review and comment on national research
- Participate in Durham Forward Cities Convening

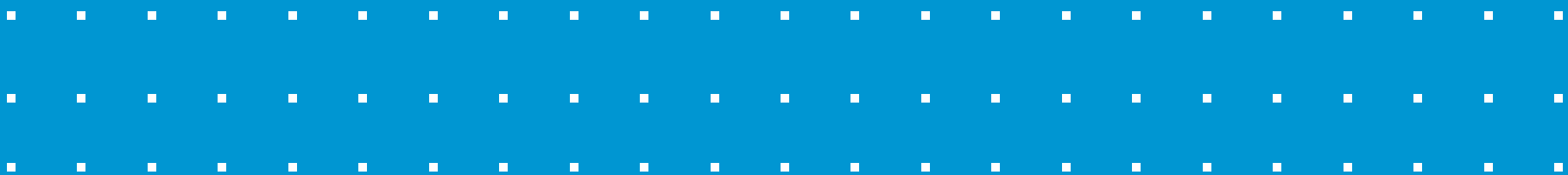




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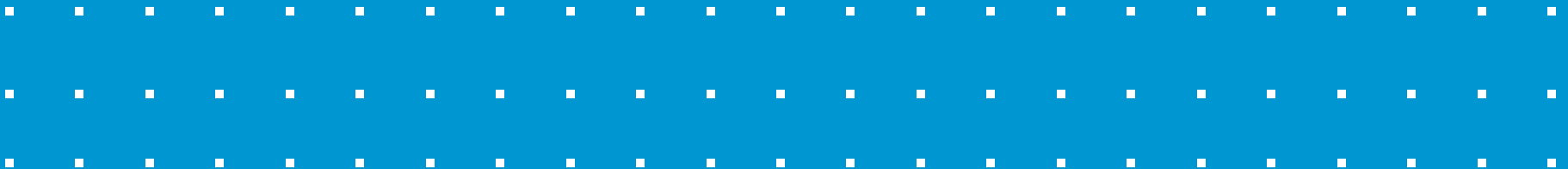
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# Local Research Plans



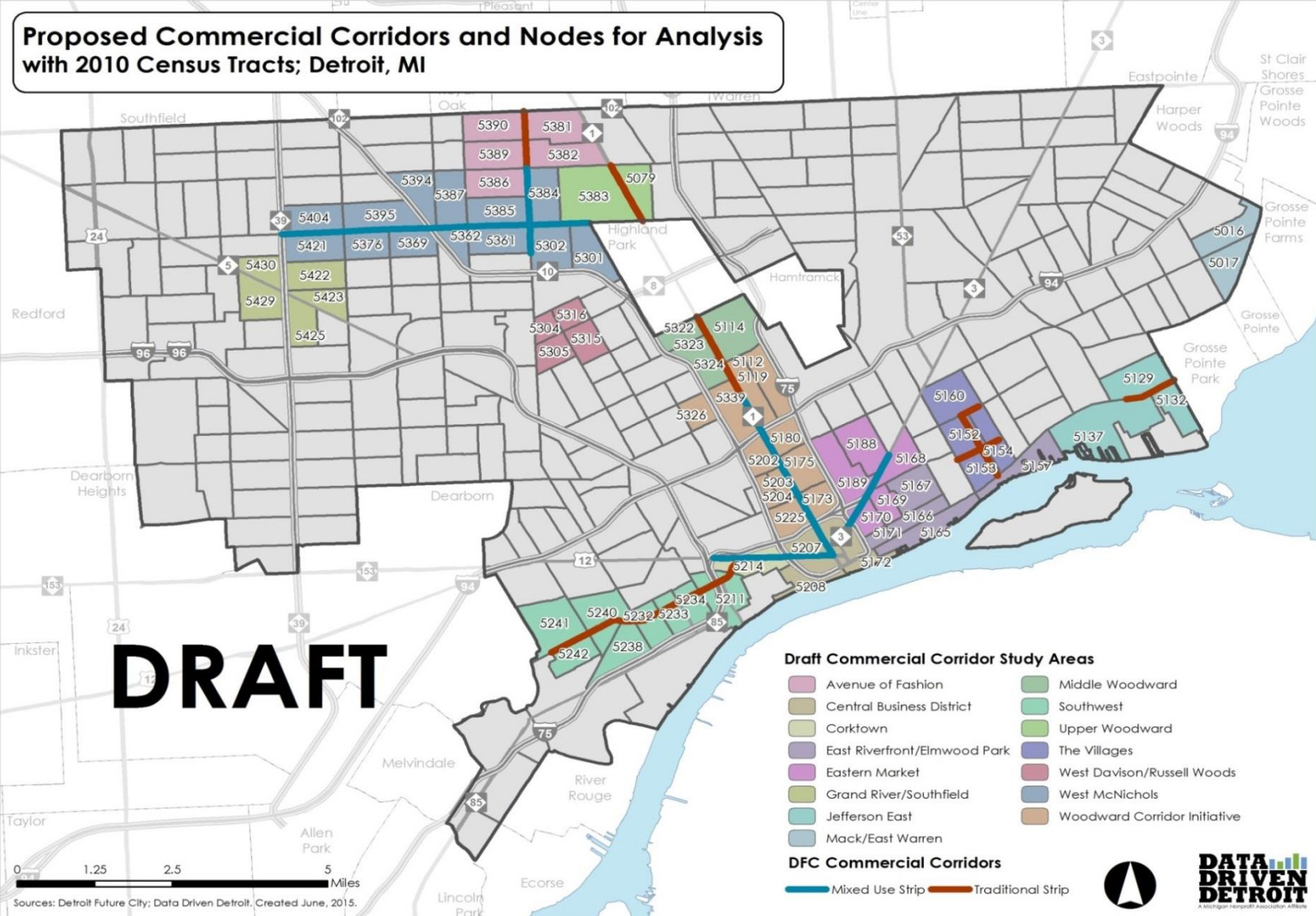
# Detroit

Erica Raleigh  
Data Driven Detroit



# Detroit's Commercial Corridors

**Proposed Commercial Corridors and Nodes for Analysis with 2010 Census Tracts; Detroit, MI**



Sources: Detroit Future City; Data Driven Detroit. Created June, 2015.

# Qualitative Analysis

## Data Synthesis

- Interviews with entrepreneurs about their needs and networks (D3 project with Urban Innovation Exchange)
- Focus groups and interviews (MCR's work with ProsperUS)

## Interviews

- Consultations with stakeholders about the future research agenda

## Support Inventory

- Review/update BizGrid inventory of support organizations in Detroit

# Quantitative Analysis for Area Baseline

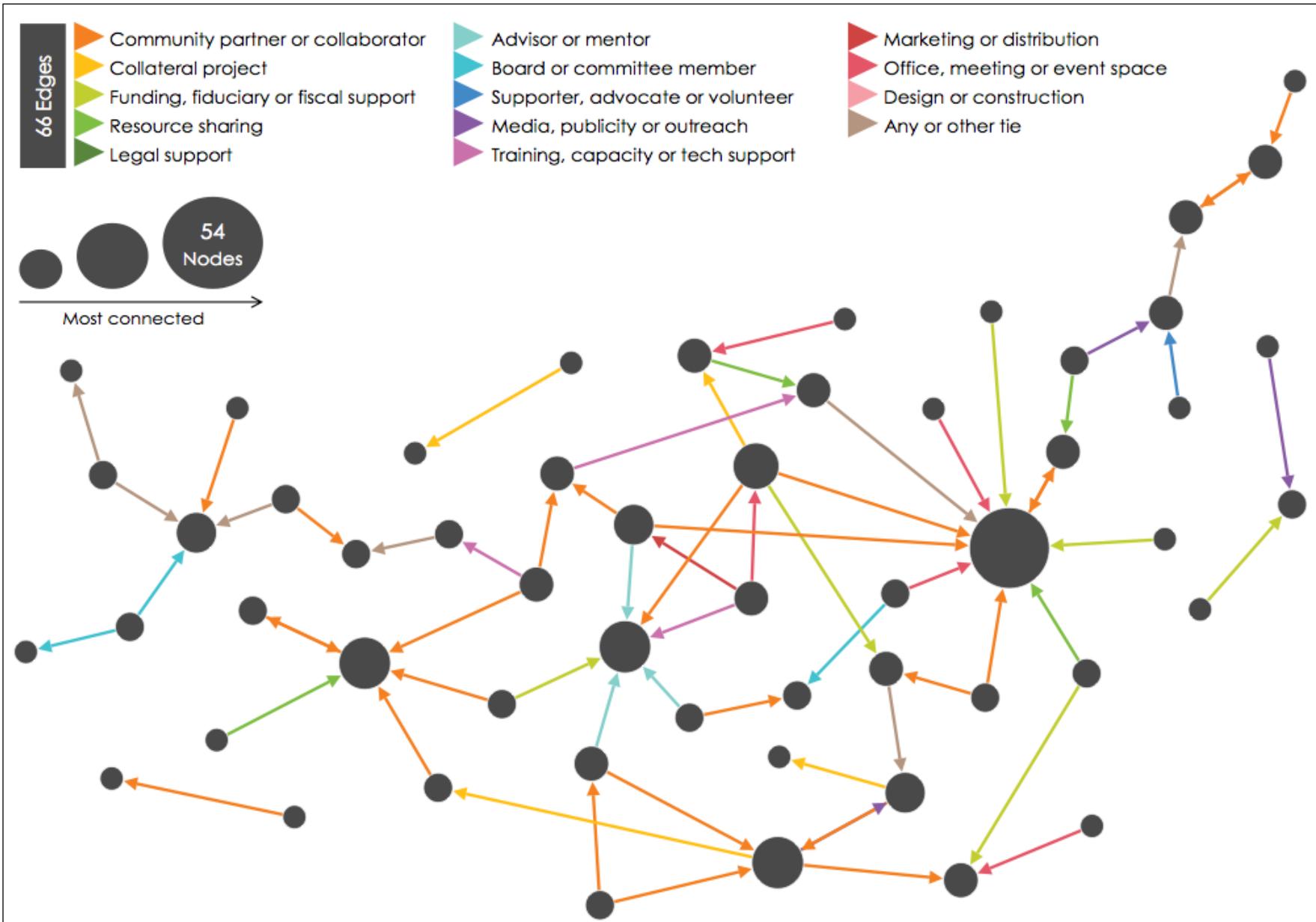
## Business Data

- Business licenses (type of license)
- Owner data (who owns businesses)
- Key business information (physical location)

## N'hood Context

- Socio-demographic data (race/ethnicity, educational attainment)
- Economic data (income, well-being)
- Land-use data in the corridors

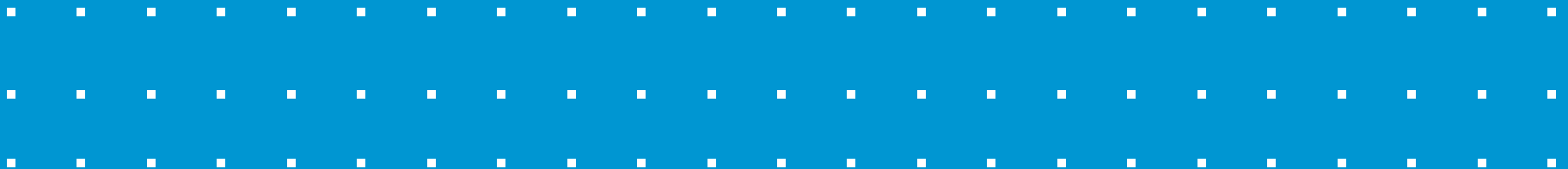
# Network Analysis



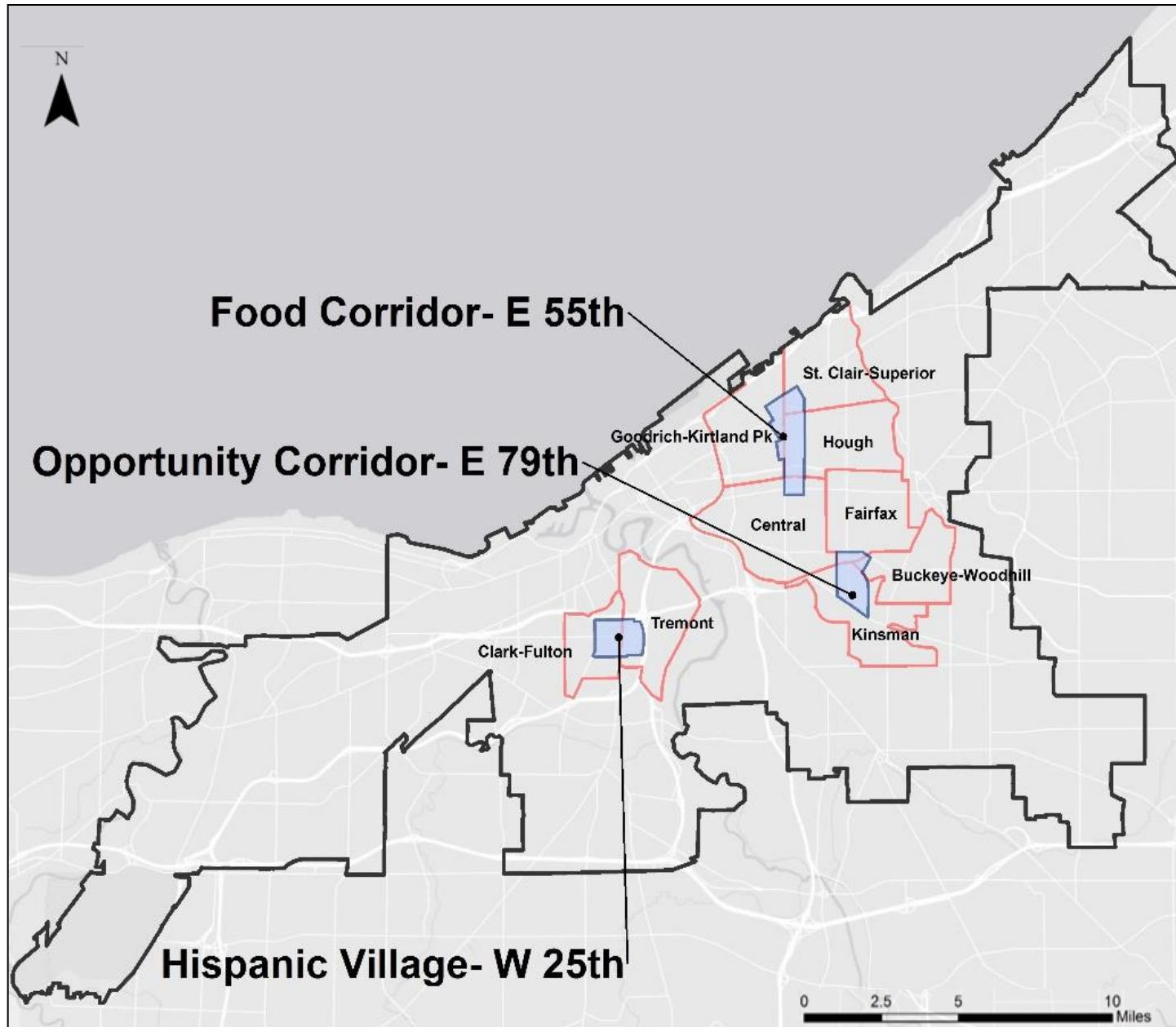
# Cleveland

Merissa Piazza

Center for Economic Development at Cleveland State University



# Cleveland's Three Focus Areas





# Qualitative Analysis

## Roundtables

- Conduct roundtable discussions with each of the three corridor subcommittees

## Interviews

- Conduct interviews on youth entrepreneurship
- Conduct interviews on local public policy on inclusive entrepreneurship

## Support Inventory

- Inventory of entrepreneur & small business support organizations will include information on organization's client portfolio, services (i.e. mentoring, funding, etc.), programming for minorities & women, and industries served.

# Quantitative Analysis for Area Baseline

## Business Data

- Gather economic data (employment, payroll, establishments, dominant industries)
- Assemble lists of minority- and female-owned businesses

## N'hood Context

- Gather socio-demographic data (age, race, income, poverty, educational attainment)

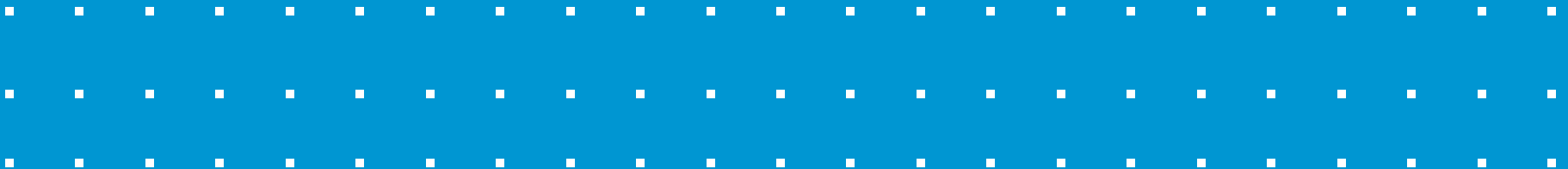
# Focus on Aligning & Complementing Existing Initiatives

	E.55 Food Corridor	Opportunity Corridor	Hispanic Village
Initiative	<ul style="list-style-type: none"> <li>Foster food industries along E. 55</li> </ul>	<ul style="list-style-type: none"> <li>Transit oriented development (T.O.D.)</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the Hispanic business community</li> </ul>
Strengths	<ul style="list-style-type: none"> <li>Some investment in promoting local food businesses</li> <li>Neighboring businesses will become costumers</li> </ul>	<ul style="list-style-type: none"> <li>Large public investment</li> <li>T.O.D. could increase business attraction and expansion</li> <li>Development will create temporary construction jobs</li> </ul>	<ul style="list-style-type: none"> <li>Robust culture of local businesses in a centralized location</li> <li>Neighboring public hospital expansion provides opportunity for spin off business development</li> </ul>
Weaknesses	<ul style="list-style-type: none"> <li>High poverty rates and low educational attainment</li> <li>Majority of housing is renter-occupied (62%)</li> </ul>	<ul style="list-style-type: none"> <li>Residents lack skills to participate in job opportunities (i.e. construction)</li> <li>Difficulty attracting businesses in dominant industries because of disinvestment</li> </ul>	<ul style="list-style-type: none"> <li>Fragmented base of Hispanic businesses and lack of a unified community identity</li> <li>Local businesses are disconnected from adjacent investment</li> </ul>

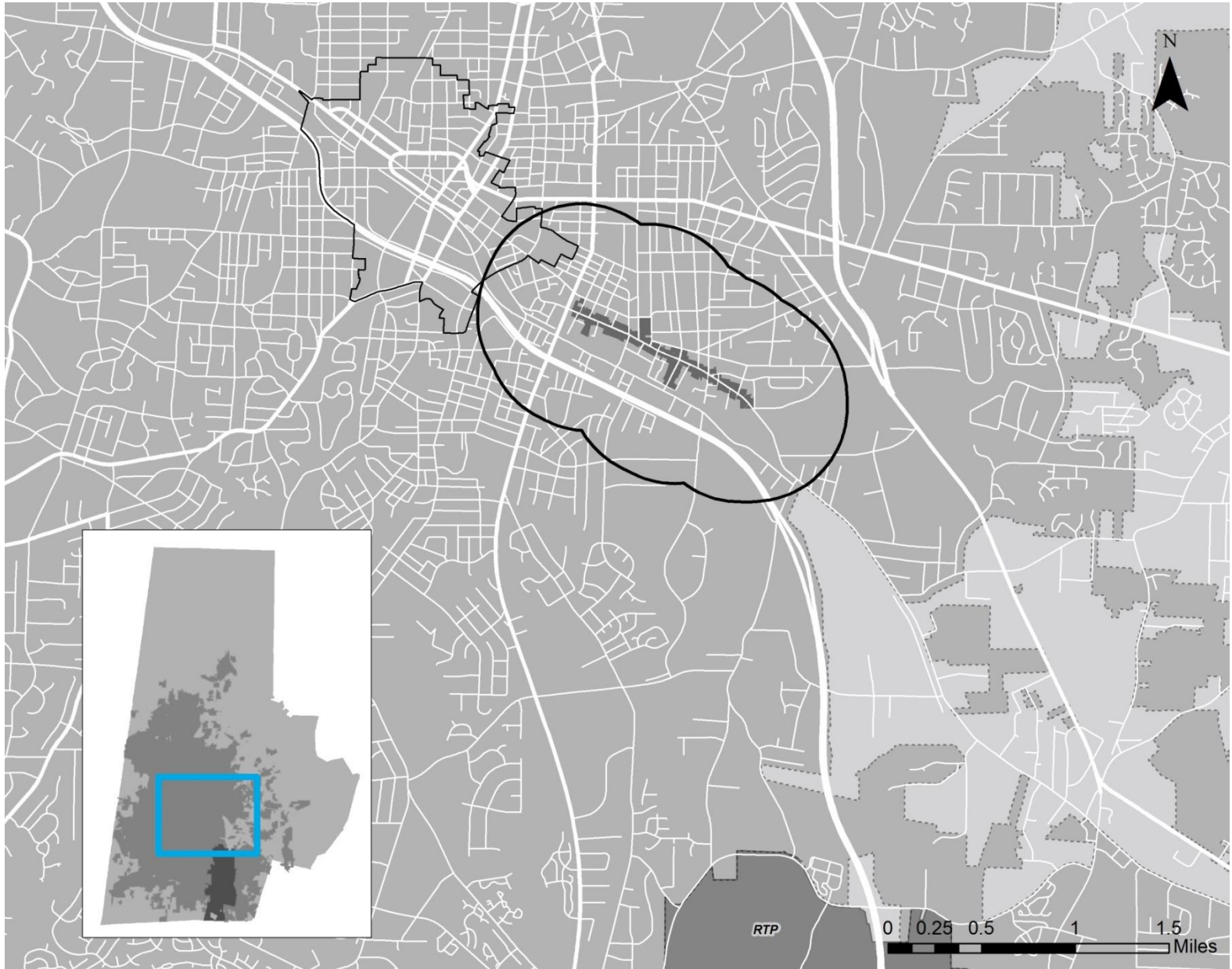
# Durham

John Killeen

City of Durham, Neighborhood Improvement Services



# Durham Focus Area: Angier Avenue & Driver Street



# Qualitative Analysis

## Community Forums

- Multiple sessions building the network of local businesses and learning about shared needs in group setting

## Interviews

- Focus on business owners living or operating in neighborhood (incl. formal and informal, home-based or commercial space)

## Support Inventory

- Relying on innovation council members to confirm and add information, and to assess current level of activity in focus area

# Quantitative Analysis for Area Baseline

## Business Data

- New business licensing activity for non-profits, LLCs, other business types
- New certificates of occupancy for commercial and industrial space

## N'hood Context

- Employment by industry
- Commuting patterns, transportation access
- Resident age, race, income
- Infrastructure investment
- Commercial real estate

# Neighborhood Environment

## Community assets

- Multiple, strong community groups
- Established local business champions
- Long history of entrepreneurial culture
- Media: the Voice, CDS series, Peoples Channel

## Supporting Resources

- Durham Technical Community College
- Holton Career Resource Center
- City/County policy focus on economic development
- Complementing initiatives: poverty reduction, others

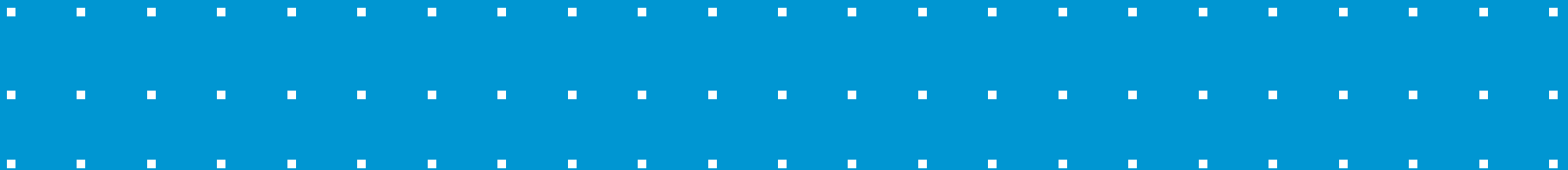
## Infrastructure

- Public investment in utilities, streetscape
- New and upcoming commercial property improvements
- Flexible, adaptable, commercial and industrial spaces
- Future proximity to light rail, at western edge.



# New Orleans

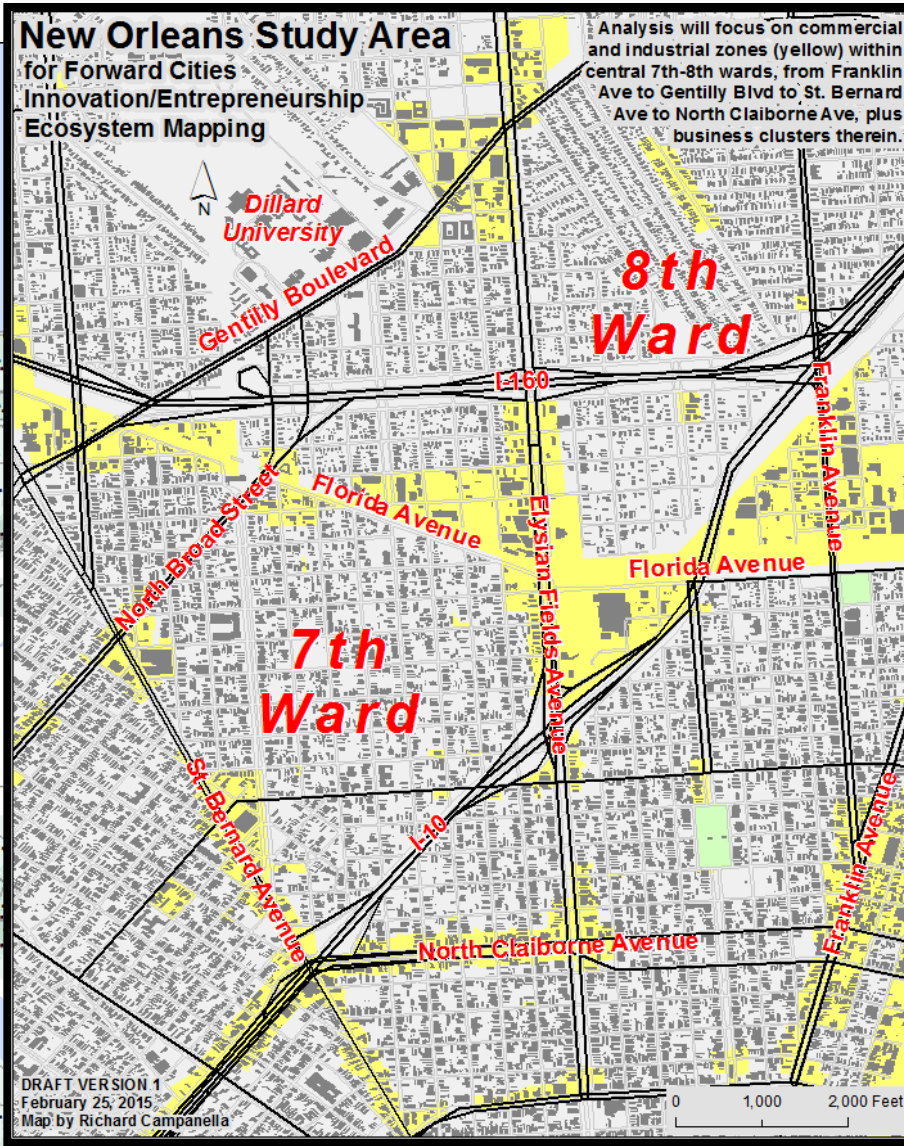
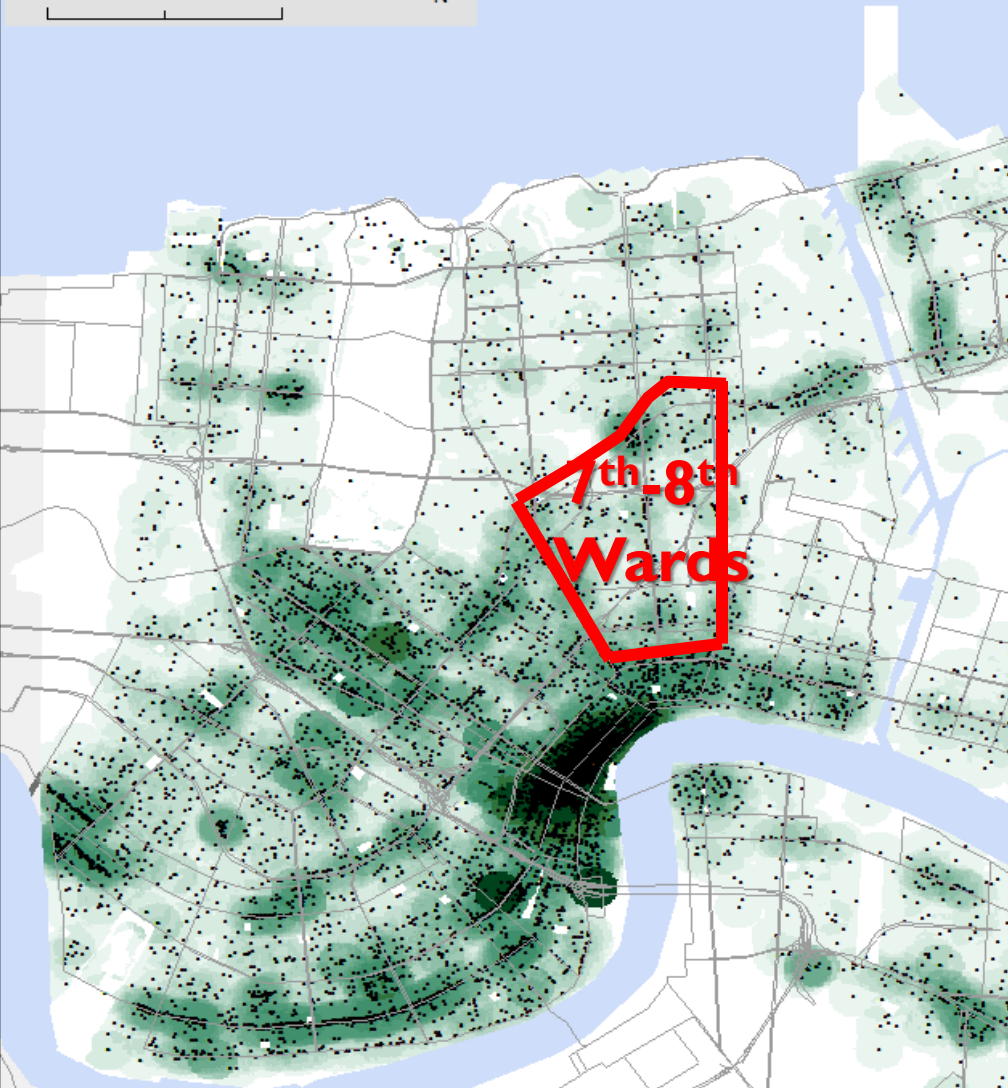
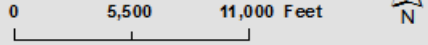
Richard Campanella  
Tulane University



# New Orleans Focus Area

## Business Density: All

Shades of green indicate higher density of all businesses, as per city's Department of Revenue, March 2015



# Qualitative Analysis

## Assets & Gaps

- Associations, service agencies, key institutions in the focus area

## Interviews

- University professors, economic development, nonprofit stakeholders
- Small business owners in the corridor
- Some conducted by council members

## Support Inventory

- Create inventory of organizations that support entrepreneurs and small business owners in New Orleans

# Quantitative Analysis for Area Baseline

## Business Data

- All licensed businesses in the city
- Type of business & physical location
- Owner name and address

## N'hood Context

- Demographic and social data about residents
- 911/311 calls and other open data

## Visualization

- “Investigative Atlas”
- Detailed maps and photos of focus area

# Initial Scan of the Corridors (June 2015)

## Assets

Urban core proximity

Accessibility: Arteries

Accessibility: Transit

Accessibility: Railroad

Historicity, architecture

Character, culture, mystique

Musicality; civic public space

Foodways heritage

Building trade heritage

Social capital

Zoning

Clusters

Affordability

Dillard, St. Aug

Less Flood Risk

Available work force

Gentilly Boulevard

## Gaps

Fiscal Capital

→ Risk

Human Capital

Lack of skilled workforce

Tech skills, Internet access

Schools, education

No iconic node

Nonbasic > basic jobs

Prone to gentrification

DU not a research school

Crime

Blight

Building trades in decline

Lack of parks

Lack of quality-of-life

amenities

Cultural assets are ephemeral



# Thank You!

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