

Sustainability in Economic Development

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EAGB

Overview



Mission

Market Greater Baltimore as a world-class region in which to live, work, learn, and invest

Economic Development

The Road to Sustainability

- ▶ Economic development and sustainability can not be mutually exclusive
 - ▶ But without sound development policy, sustainability is impossible

Why?

1. Without proper balance, sustainability efforts can hurt business balance sheet and local economies.
2. Resources are scarce. Be mindful of the business case and the ROI.
3. Present infrastructure/public service challenges should have priority over planned sustainability efforts and improvements
4. Community engagement is essential. If we lose the war for talent, we lose business and opportunity to engage key stakeholders

Business Case

1. Balance Sustainability Efforts & Economics

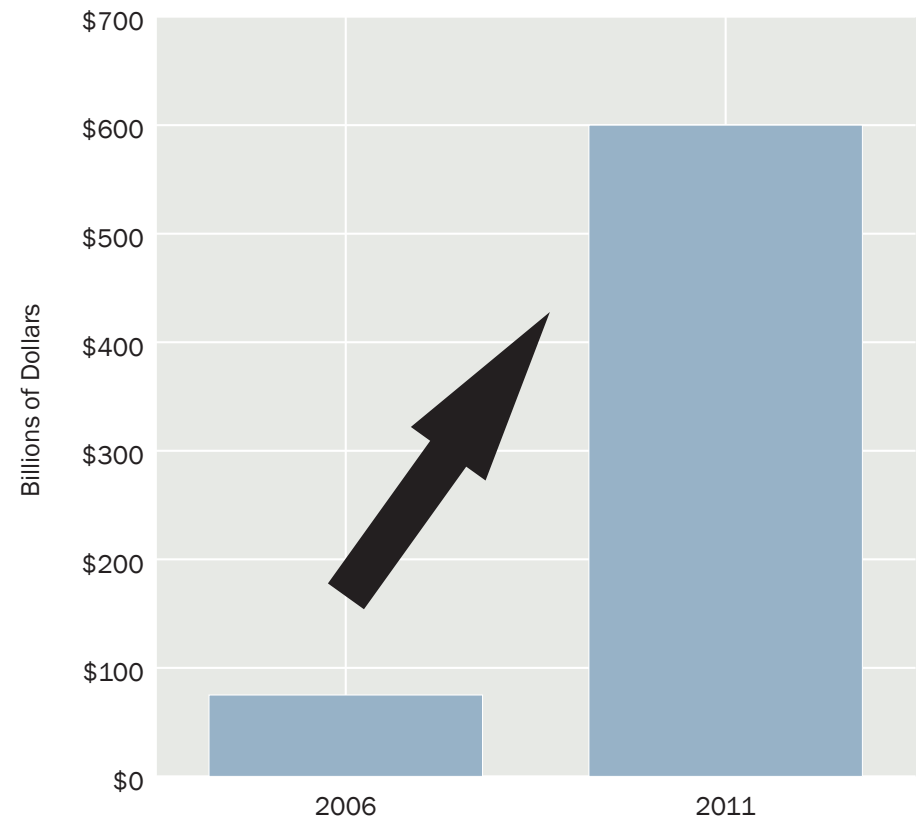
- ▶ Institute growth policies with positive environmental benefits
- ▶ Encourage desired density with incentives
 - ▶ Innovation districts
 - ▶ Tax and investment credits
 - ▶ Live near your work
 - ▶ Neighborhood fiber connectivity
- ▶ Urban-Friendly Transportation
 - ▶ Public transport options: BRT, water taxis, and ferry service
 - ▶ Bike lanes
 - ▶ Walkable neighborhoods
 - ▶ Reduce risk of traffic and crime

Manage Resources

2. Be Mindful of the Business Case and ROI

- ▶ Form a plan with clear priorities
- ▶ Know where the money is = P3
- ▶ Focus on ROI
- ▶ Total equity capital committed to infrastructure today exceeds \$600B
- ▶ Dedicated capital available for infrastructure has more than tripled since 2007

Private Capital Available for Infrastructure Investment



Infrastructure

3. Prioritize Current Needs and Planned Investments

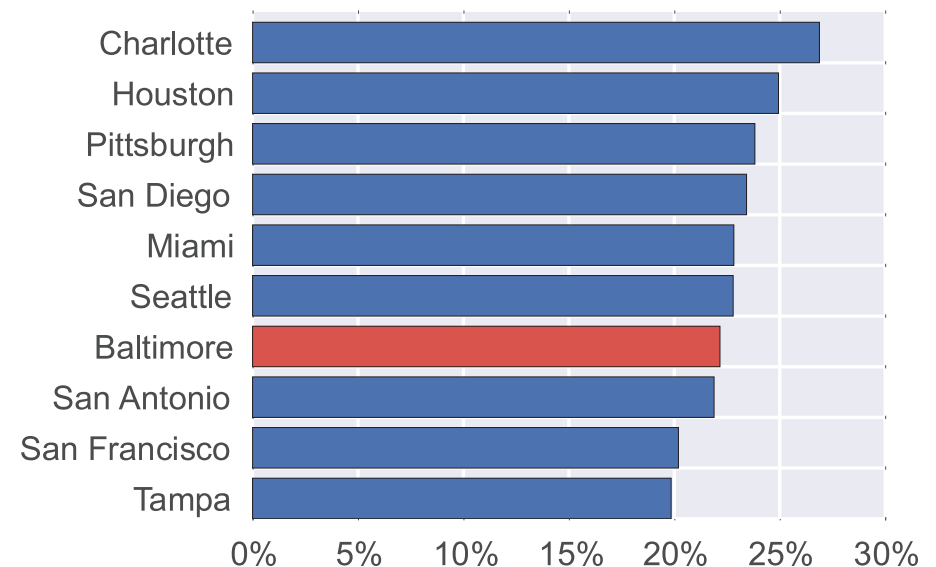
- ▶ Proper infrastructure is a must-have
 - ▶ How can sustainability efforts succeed with ineffective transit or inadequate utilities?
 - ▶ Existing infrastructure limits revenue generation and affects resources available to execute sustainability programs

Stakeholders

4. Engage the Community

- ▶ Ultimately a question of fundamental priorities and partnership
 - ▶ Engage residents
 - ▶ 164,322 Greater Baltimore residents participated in an environmental cause last year
- ▶ ULI: 87% of survey respondents say quality of environment is top or high priority when deciding where to live
 - ▶ Greater Baltimore: 22.2% growth in 25-34 year olds w/ Bachelor's Degree or higher, 2010-2014

Top 10 Large Metros for 25- to 34-Year-Old Population Growth With a Bachelor's Degree or Higher 2010-2014



Thank You

Contact Us

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