

Economic and Workforce Development Workshop II Summary

July 18, 2016

The focus of this workshop was to engage stakeholders in small group discussion around economic development priorities; review data and updated information requested on the June 20th workshop; and introduce the consultant team of Next Street Financial to present an introductory overview on the principals of economic development feasibility.

The PowerPoint presentation, including information from Next Street Financial can be found online at <http://bit.ly/PlanDudley>.

OPEN HOUSE AND NETWORKING

Prior to the start of the workshop, staff from the BRA and City of Boston spoke with workshop participants. Several informational presentation boards from previous workshops were displayed, as well as boards highlighting development parcel information.

WELCOME AND UPDATE

Lara Merida, Deputy Director for Community Planning, welcomed participants and reviewed the goals of the PLAN: Dudley Square study and context.

ECONOMIC DEVELOPMENT & PROCESS OVERVIEW

Dana Whiteside, Deputy Director for Community Economic Development, presented on the specific steps of the planning process, including capacity building, determining community benefits, scenario development, and review of RFP guidelines. He then reviewed detailed information about current economic conditions and trends in Boston and Roxbury. He highlighted information such as the top five industries in Boston, the distribution of jobs held by Roxbury residents, and the five highest growth industries in Boston.

BREAKOUT SESSIONS

Participants were asked to split into small groups and discuss three questions: "How do we bring jobs to Dudley?" "What kind of district do you want Dudley to be?" "What job industries do you want to see in Dudley, and why?" Facilitators moderated the conversations and took notes. Maps of the study area and of the individual parcels were available at each table to aid in discussion. Notes from the breakout sessions are attached at the end of this document for reference.

NEXT STREET FINANCIAL PRESENTATION

Consultants Adina Astor, John Tremontozzi, and Kathryn Madden of Next Street Financial introduced themselves and their roles in PLAN: Dudley Square. First, Adina underscored

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their team's role in the establishment of an economic context for the study area. Next, John placed Dudley Square in a regional business and residential development context and emphasized its strategic placement for future growth. He then described financial feasibility assessment practices that will inform RFP creation for the area, and noted that incentives will likely need to be created to cover development costs. Finally, Kathryn explained elements of RFPs and highlighted four - Project Visions, Objectives & Guidelines, Submission Requirements, and Evaluation Criteria- that must be aligned to provide public leverage. Participants then had an opportunity to ask questions and provide public comment.

NEXT STEPS

The next PLAN: Dudley Square workshop is tentatively scheduled for Monday, September 12 at the Bruce C. Bolling Municipal Building. The focus will be to establish land use priorities; continue Next Street Financial's discussion of economic development feasibility; and introduce tools for development and RFP creation. More details about this workshop will be coming soon. We look forward to having you join us!

ABOUT PLAN: DUDLEY SQUARE

PLAN: Dudley Square is an initiative to think strategically about the types of uses and the scale of development best suited for the future of Dudley Square and Roxbury. The goals of this study are to provide an inclusive community engagement process, create an updated vision with the community, and establish an implementation plan that will lead to the issuance of Requests for Proposals ("RFPs") for publicly-owned and vacant privately-owned parcels in Dudley Square.

FOR MORE INFORMATION

Visit the project website at: <http://bit.ly/PlanDudley>

For any questions, comments or to join our mailing list please contact:

Lauren Shurtleff
Senior Planner
(617) 918-4353
Lauren.Shurtleff@Boston.gov

Lillian Mensah
Planning Assistant
(617) 918-4338
Lillian.Mensah@Boston.gov

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Economic & Workforce Development 2 Workshop Comments - 7/18/2016

How do we bring jobs to Dudley?

- Have family restaurants & feel on main streets
- Create ways to draw people after 5pm
- Create jobs that support surrounding industries & tie to anchor institutions (ex. Evergreen Initiative)
- Utilize/connect with local schools
- Tie education with jobs and technology
- Create retail/services for residents
- Create programs (i.e. shopping for people who can't)
- Investigate skill sets & strengths in the neighborhood (painting, sheetrocking, literary/financial skills, etc.) to build a competitive advantage
- Provide healthcare for jobs that pay enough
- Allow for training on the job and getting paid for it
- Need trades to invest in Madison Park
- Partner with CDCs
- Link large companies with small start-ups
- Provide training alongside job opportunities (could be a community benefit provided)
- Talk to entrepreneurs/professionals who work elsewhere who might like to be located in Dudley Square/Roxbury
- Create strategies to protect existing businesses
- Entry level opportunities & a ladder of opportunities
- Future employers to require a commitment to mentor/provide opportunities to residents and % of workforce of individual companies to be Roxbury residents
- Be inclusive & build housing that accommodates everyone (low-moderate incomes)

What kind of district do you want Dudley to be?

- Dudley should be a cultural, artistic, historic district- "The Heart of Boston"
- Add/tie in historic elements to bring in tourists
- Create touchpoints with historic houses
- Make a destination
- Create small business incubators
- Promote location of Roxbury/Dudley as a tremendous asset. Very international.

What job industries do you want to see and why?

- Service retail (dry cleaners, etc.)
- Light manufacturing (3D printing, publishing)
- Back office
- Locally owned businesses
- Professional services (accountants, architects, IT, taxes)

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Bring in Advertising/PR Firms

Need industries that provide opportunities for mobility

Bring technology/innovation and construction jobs to Dudley

R&D jobs seem difficult at this time

Establish job training as an industry in Dudley Square (e.g. Yout Build/job training for the trades)

No WalMart

Revive small (1,000-2,000 sf) retail (specifically on Washington & Warren streets)

Other questions/comments

Who will be the beneficiaries of these jobs?

No "silver bullet" /one way to get jobs in Dudley- need multiple strategies

Why can't companies locating downtown/seaport locate in Dudley?

There are already many construction jobs people can be hired for, but there are barriers to entering trades. Companies won't hire locally.