



Results of Interviews with Developers and Business Leaders about TOD

HUMPHREY SCHOOL
OF PUBLIC AFFAIRS



UNIVERSITY OF MINNESOTA
Driven to Discover™

Overview

Objectives

- Policy recommendations promoting housing development (market-rate and affordable) and living wage job creation near transit corridors

Methodology

- Semi-structured Interviews (Open-ended; 20-40 mins)
- 24 developers and 19 business leaders in the Twin Cities

| Developers Interviewed | Central City | Suburban | Total |
|------------------------|--------------|----------|-------|
| Residential | 7 | 6 | 15 |
| Commercial | 5 | 6 | 17 |
| Total | 16 | 21 | |

| Business Leaders Interviewed | No of interviews |
|---|------------------|
| Book Publishing & Printing | 1 |
| Finance & Insurance | 8 |
| Lessors of Nonfinancial Intangible Assets | 1 |
| Management of Companies & Enterprises | 4 |
| Medical Device Manufacturing | 2 |
| Commercial Real Estate Broker | 3 |

Key Questions in the Conversations

1. What does the interviewee see as crucial location factors?
2. What makes transportation and transit access important (to whatever degree they are)?
3. How could the public sector make transit-accessible sites more attractive for private-sector development and job creation?

Content Analysis

- Computerized methods
 - Word frequency (prevalence of key topics)
 - Topic node co-occurrence
- The human touch
 - Reading and re-reading



100 Most Frequent Words

Developers

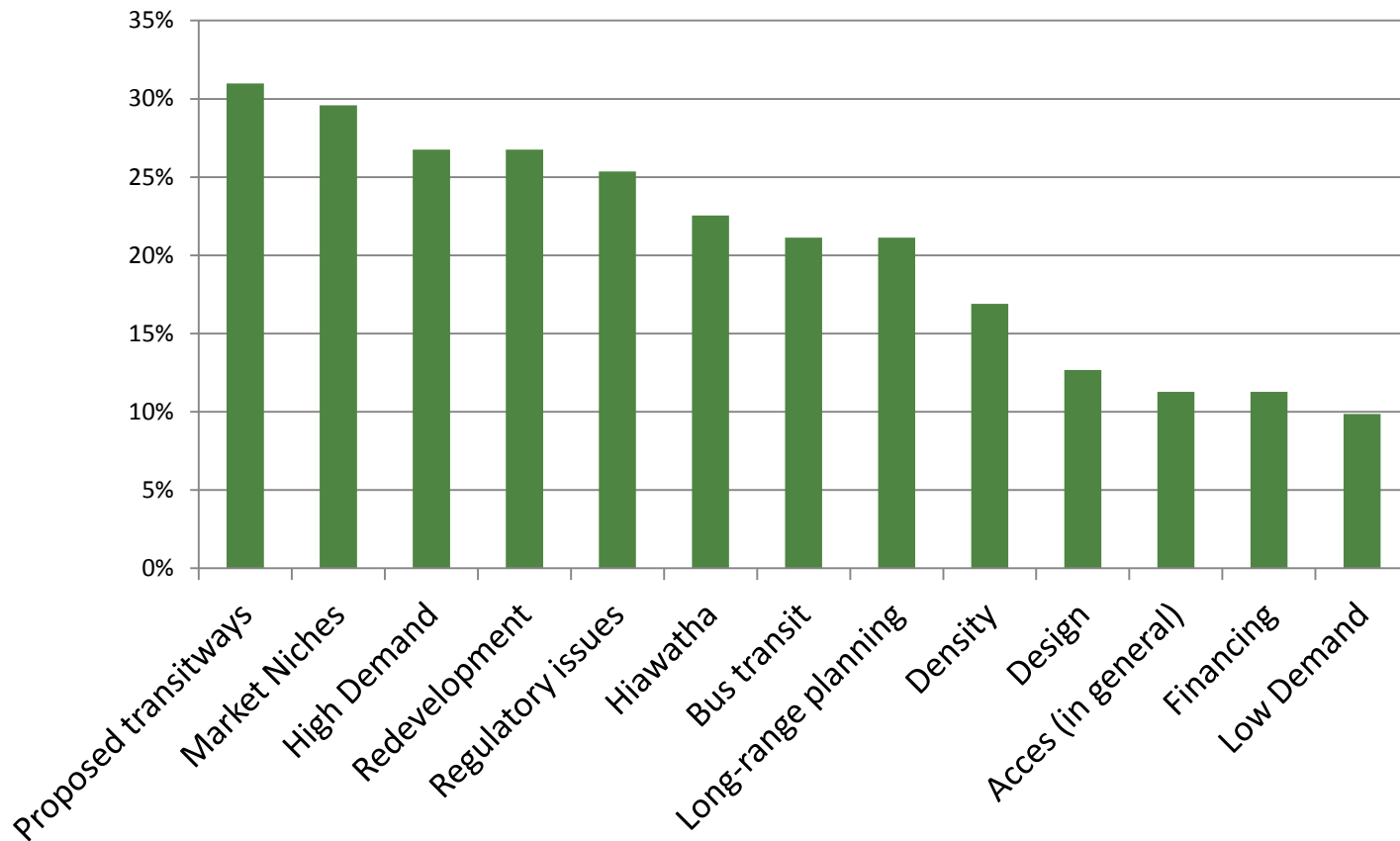
affordable always another anything apartments area better
builds built busy buying call cars center
changing city coming community costs council
credit deals development differently downtown driving end everything example family find giving
group happen hardly help homes housing important
interesting job lands lines live locations long look lot made
man many markets meet might minneapolis money moving much
need neighborhood new number office old parking parts
pays places plans point problems process product project
property rail real rents retail site starts states streets support
taking talking taxes tells terms timing transit
transportation trying units urbanity using value whatever
works years

Business Leaders

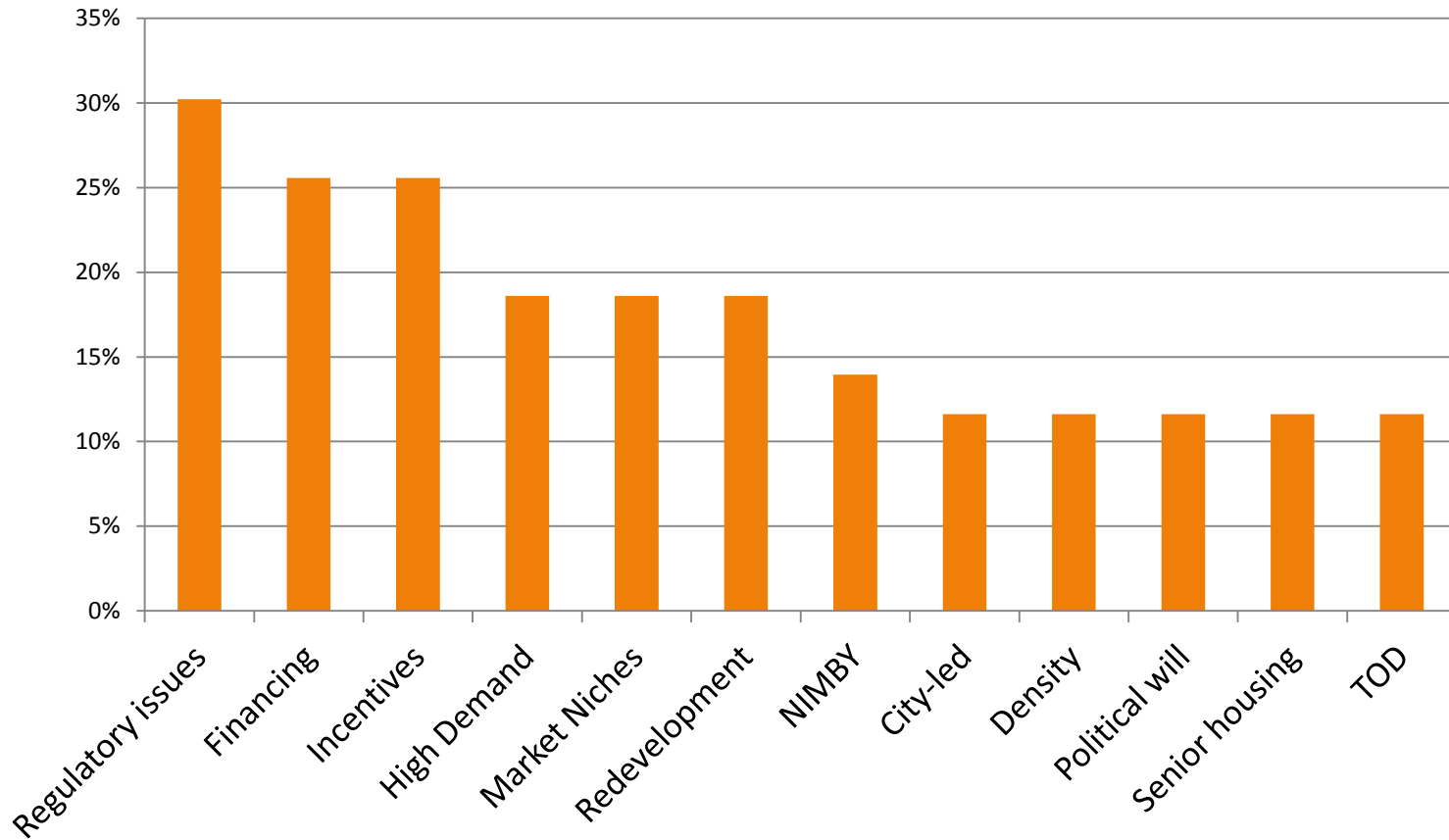
able access also anything area around back building bus
business campus certain cities city client clients close come coming
commute companies company cost day decision definitely
different downtown else employees even factor
factors far good great high important incentives issue jobs
know like line live located location
long look looking lot make many mean metro minneapolis
move near need new now obviously office parking part paul
people place play point process public
question rail see sense service site sort space specific sure system take talk
talking terms think time transit
transportation trying twin use want way work years yes

Topic node co-occurrence

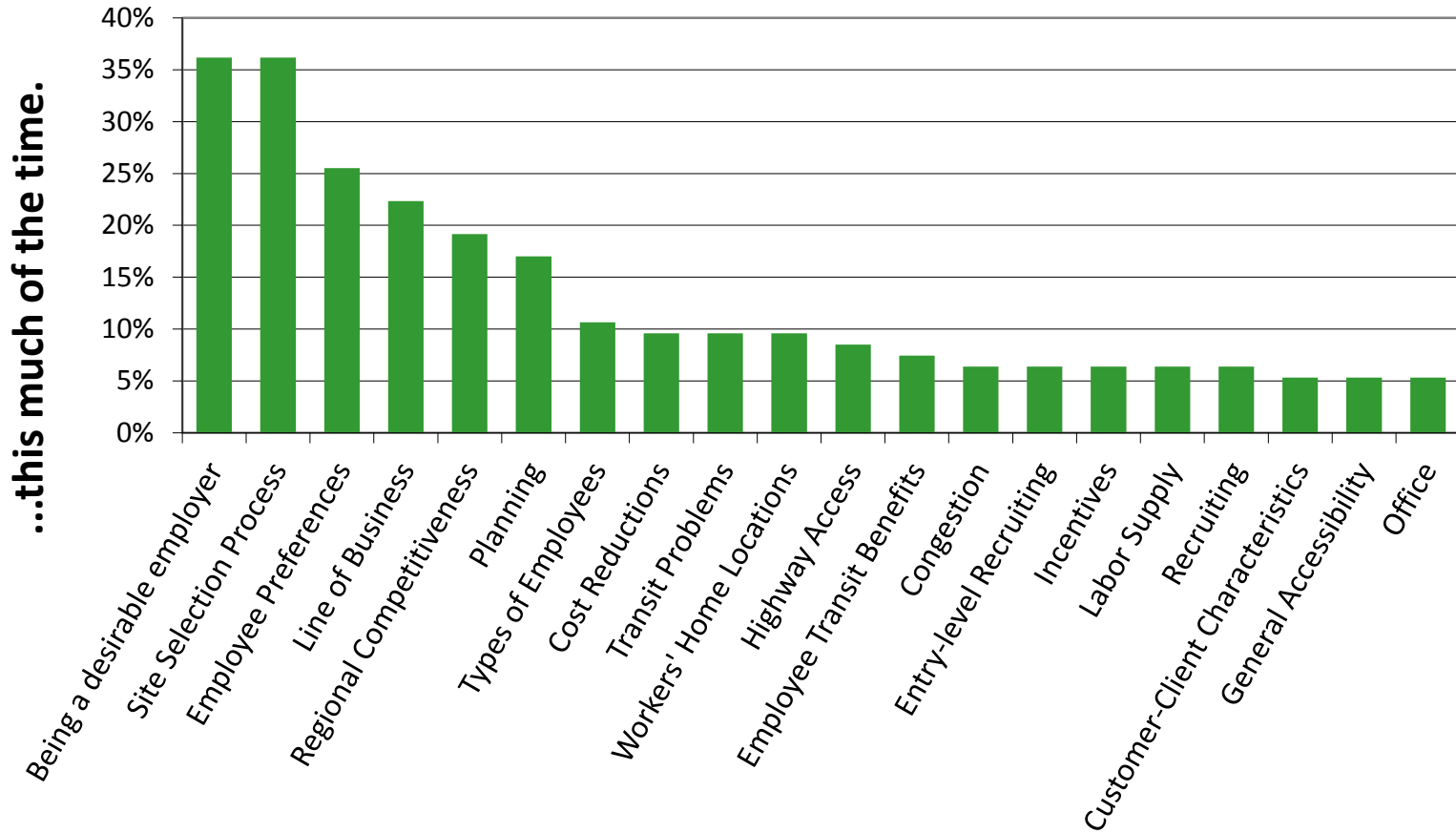
When developers mention TOD, they also mention...



When developers mention affordable housing, they also mention...



When business leaders mention Transit Access...



...they also mention...

Conclusions & Recommendations



Thank you!

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Project Team

| | |
|-------------------------|---|
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