

Job & Economic Development 101

TOD University 2013

Instructions for Exercise 2– What economic opportunities do you see?

Objective:

To teach the class how to think about planning visions laid before them, with an eye on how they might affect economic opportunity.

Materials:

Handout

Instructions:

Let's revisit the before and after pictures from our introduction, but now let's think about jobs and businesses.

What kinds of jobs do you see in this picture? Who would work in that café? Who worked in the check cashing place there before? Is it the same person? Do they live in the neighborhood?

Who owns the business? Are there businesses in your neighborhoods that you would like to see preserved, even if these kinds of streetscape investments are made in your neighborhood?

Now let's say that those new buildings across the street are office buildings. What kinds of jobs would you want to see in there? What kinds of policies or tools can you think of to ensure those jobs are available to local residents?