Building on Upstate’s Assets: Innovation through Collaboration

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Syracuse University
The State of Upstate Conference
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Macro Issues, Metro Areas

State of Metropolitan America
On the Front Lines of Demographic Transformation

City Dividends:
Gains from Improving Metropolitan Performance

- The Talent Dividend
  Increasing four-year college attainment rate in nation’s 51 largest metropolitan areas by 1% = $124B increase in aggregate annual personal income.

- The Green Dividend
  Reducing vehicle miles traveled (VMT) per person by one mile per day in 51 largest metro areas = $29B annual household savings.

- The Opportunity Dividend
  Reducing poverty rates in metropolitan areas by 1% = $13B decrease annually in public sector outlays for family assistance, Medicaid and food stamps.

“... the lines between cities and suburbs—and the long, fruitless history of battles and mistrust between them—must be transcended, in all types of metropolitan areas. Local leaders must forge regional solutions to newly shared regional challenges...”
<table>
<thead>
<tr>
<th>Challenges</th>
<th>Assets</th>
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<tbody>
<tr>
<td>Intensified competition of global economy</td>
<td>Global partnerships built on emerging strengths</td>
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<tr>
<td>Environmental degradation</td>
<td>Green technology &amp; natural resources</td>
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<td>Lost economic base</td>
<td>Entrepreneurial economy</td>
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<td>Suburban flight &amp; abandoned urban core</td>
<td>Resilient neighborhoods</td>
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<td>Under-resourced schools &amp; “cradle-to-prison pipeline”</td>
<td>Turn-around opportunities in districts</td>
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Upstate’s Rich Map of Eds & Meds

Public assets: SUNY system

Private assets, public good: CICU Members
Global Enterprise Technology (GET)

- Jointly developed multi-disciplinary GET curriculum
- Joint, applied research
- Internships on two continents
- Global Tech Hub attracting additional partners: Cisco, IBM
- New jobs created locally
Partners in Sustainability

• 12 academic & research institutions
• 200+ collaborators
• $100M+ support to date

• Innovation ecosystem
  ➢ Indoor environmental quality
  ➢ Clean & renewable energy
  ➢ Water resources

BEFORE: a Syracuse Brownfield
AFTER: a living environmental lab
Upstate’s “Next Economy”

New York Energy Regional Innovation Cluster (NYE-RIC)

- Statewide R&D assets
- Upstate manufacturing assets
- Downstate market & testbed assets
- Visionary policy

- Patented HVAC system reduces energy consumption 20-50%
- NYE-RIC connection to huge Downstate building market

- Innovative lighting fixtures sterilize air with UV-C technology
- 106 jobs to be created in first 3-5 years

NYE-RIC Asset Map

Residential

Data Centers

Commercial
Taking the e-nitiative

Tapping, Growing Upstate’s Entrepreneurial Community

• Six Upstate institutions, hundreds of courses, thousands of students
• CenterState CEO/Syracuse Tech Garden catalyze mentoring of next generation
• Keeping our best & brightest in Central Upstate NY

Hey, what’s the BIG IDEA?
South Side Innovation Center

- 77 businesses launched, 550 assisted; total revenues $31M
- 72 jobs created, 133 saved
- 3,000 entrepreneurs served

East Environmental Group, LLC
Near Westside Challenges

Near Westside Profile

- 9th poorest census tract & 2nd poorest cluster in U.S.
- 3,310 residents, 31% White, 41% African American, 34% Latino
- 50% below poverty level, 40% unemployment
- 37% with disabilities
- Lost 60% of population since 1960
- Property vacancies ➔ real estate speculation by slumlords ➔ reduced property values, discouraged investment
- Today: 152 vacant parcels, 83 vacant structures within 1/3 mile area.
Rebuilding Community

Nonprofit Sector Leads $12M Residential Restoration

- Home HeadQuarters: 103 parcels; 13 rehabs, 7 newly built to date
- Christopher Community: 60 new affordable rental properties
- Habitat for Humanity: 9 new homes
- “Green Train”—training residents and new immigrants in green building

Neighborhood 501(c)3

- Renovating vacant warehouses for artist live/work space
- Artist & business relocation
- Microloans
- Schools as centers of community
- Sustainable food markets
- Latino/a cultural center: La Casita

SyracuseCoE Model Green Home Competition
Rejuvenation through Design

Business Returns: King & King Architects

Artist Live/Work Spaces

Future home of ProLiteracy & WCNY

A Love Letter to Syracuse
### Urban Education Challenges

<table>
<thead>
<tr>
<th>City Demographics</th>
<th>SCSD Demographics</th>
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<tbody>
<tr>
<td>62% White</td>
<td>21,000 students</td>
</tr>
<tr>
<td>25% Black</td>
<td>75% Free/Reduced-Price Lunch</td>
</tr>
<tr>
<td>5% Hispanic</td>
<td>23% Special education</td>
</tr>
<tr>
<td>4% more than one race</td>
<td>9% English language learners</td>
</tr>
<tr>
<td>2% Asian</td>
<td>31% White</td>
</tr>
<tr>
<td>2% other</td>
<td>54% Black</td>
</tr>
</tbody>
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### High Poverty Rates
- 31% city wide (2005)
  - 48% Black
  - 19% White

### Low Graduation Rates
- Less than 50% of entering kindergarten class graduate high school 13 years later
- 10% incarceration rate for black students
- Only 37% of 2005 HS cohort graduated in four years
<table>
<thead>
<tr>
<th>SUPPORTS</th>
<th>INCENTIVES</th>
<th>RESULTS</th>
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<tbody>
<tr>
<td><strong>STUDENT MONITORING AND GROWTH PLAN</strong></td>
<td><strong>SAY YES HIGHER EDUCATION COMPACT</strong></td>
<td><strong>LONGITUDINAL EVALUATION BY AIR</strong></td>
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<tr>
<td><strong>Academic</strong></td>
<td><strong>Tuition Scholarships at 25 Private Institutions</strong></td>
<td><strong>High School Graduation</strong></td>
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<tr>
<td>• Research-based school models</td>
<td>plus <strong>SUNY/CUNY</strong></td>
<td><strong>College Graduation</strong></td>
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<tr>
<td>• 18 After School programs—13</td>
<td></td>
<td><strong>Quality of Work Force</strong></td>
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<td>CBOs including Boys/Girls Club</td>
<td></td>
<td><strong>Worker Tax Contribution</strong></td>
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<tr>
<td>• Summer Camp: 1,600 students</td>
<td></td>
<td><strong>Real Estate Values</strong></td>
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<tr>
<td>• One-on-one Tutoring</td>
<td></td>
<td><strong>Commitment to Community</strong></td>
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<tr>
<td>• 500 SU student volunteers</td>
<td></td>
<td><strong>Welfare Dependency</strong></td>
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<td><strong>Legal</strong></td>
<td><strong>College/Career Prep:</strong></td>
<td><strong>Criminal incidents</strong></td>
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<tr>
<td>• 4 legal clinics—5 law firms, 5 legal</td>
<td><strong>Early College High School</strong></td>
<td></td>
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<tr>
<td>nonprofits</td>
<td><strong>SAT/ACT Prep</strong></td>
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<td><strong>Social/Emotional</strong></td>
<td><strong>College Visits</strong></td>
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<tr>
<td>• Research-Based Programs</td>
<td><strong>FAFSA Workshops</strong></td>
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<tr>
<td>• Mentors/Advocates</td>
<td><strong>Hillside Work-Scholarship Program</strong></td>
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<tr>
<td>• Social Workers/Counselors</td>
<td><strong>On-Point for College</strong></td>
<td></td>
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<tr>
<td>• (ratio of 1:200)</td>
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<tr>
<td><strong>Health</strong></td>
<td></td>
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<tr>
<td>• Pilot medical insurance program enrolled</td>
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<tr>
<td>90% of students in 2 schools; 16 schools</td>
<td></td>
<td></td>
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<tr>
<td>being added</td>
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<tr>
<td>• Quality Mental Health</td>
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<td></td>
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<tr>
<td>• Holistic health services task force</td>
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Say Yes: Early Impact

- Collaborative community infrastructure built through common focus on increasing college attendance
- 300 new students enrolled in the District—the first time in a decade that enrollment has increased
- 3.5% increase in median home sales value in the District
- Ninth grader dropout rate is down
- 1,000 Say Yes alumni are in college now
- Fiscal transparency
Saying Yes to Education

This is not one more thing on the plate. 
This is the plate.

SAY YES TO EDUCATION SYRACUSE