



APLU

INNOVATION AND ECONOMIC PROSPERITY UNIVERSITIES
AWARDS PROGRAM

CASE
STUDY
2018

ABOUT THE BROOKINGS INSTITUTION STUDY

With funding from The Heinz Endowments and the Henry L. Hillman Foundation, the Brookings Institution engaged in an 18-month study to develop a vision for the next brand of Pittsburgh and to lay out recommendations for its success as a global innovation city. [Capturing the next economy: Pittsburgh's rise as a global innovation city](#) was published in the fall of 2017 (Figure 1).

With leadership by the [Office of Economic Partnerships](#), the University of Pittsburgh played an integral role in the process, giving Brookings access to the campus, research, and faculty. The goals for participation in the work were to make sure that the university's priorities were represented, to utilize the study as an outside voice to accelerate projects, and, in partnership with Carnegie Mellon University (CMU), to drive the strategy and implementation.

The report gave national exposure to the University's prime placement as an anchor, alongside CMU and UPMC, in the naturally-occurring innovation district that exists in the Oakland neighborhood of Pittsburgh. This well-established and research-rich area is where creativity, entrepreneurship and cutting-edge research combine with a longstanding history of collaboration among the three anchors.

The 1.7-square-mile [Pittsburgh Innovation District](#) (Cover Image) constitutes one-third of Pennsylvania's university R&D output and is home to \$1.2 billion in research and development.

THE PITTSBURGH INNOVATION DISTRICT

With a goal of putting Pittsburgh in the top 30 innovative cities in the world, the Brookings study laid out four key recommendations:

- Define, grow, and connect the Oakland innovation district. To reach its full economic potential for the city and region, the Oakland innovation district needs to be defined, marketed, and better connected to the regional economy. In particular, a comprehensive, district-wide strategy is needed to leverage the ongoing investments at CMU, Pitt, and UPMC to grow and

Capturing the next economy: Pittsburgh's rise as a global innovation city

Scott Andes, Mitch Horowitz, Ryan Helwig, and Bruce Katz
September 2017



Figure 1: Brookings Institution Study Cover

attract firms in advanced industries. At the same time, strategies are needed to integrate Oakland with the employment centers nearby, especially toward downtown.

- Build and support Pittsburgh’s innovation clusters in advanced manufacturing, life sciences, and autonomous systems. To increase the links between the city’s research capacity and the regional economy, city leaders need to adopt a focused technology cluster approach.
- Improve the pipeline of high-growth entrepreneurs. Pittsburgh needs greater investment in its high-growth startups: Young companies need more access to larger firms through a First Customer Program, stronger support mechanisms around research entrepreneurs, and a global accelerator to grow and attract world-class startups in the healthcare sector.
- Create a talent alliance within the Oakland innovation district to leverage academic resources to train underskilled local workers for jobs in the growing innovation clusters. Leveraging existing organizations, a coalition of employers, workforce development organizations, and educational institutions should identify critical occupational gaps within anchor employers, and develop and administer occupation-specific training.

“Simply put, [the Brookings report] is asking us — CMU, Pitt and our partner, UPMC — to be the engine of economic growth for the region. This is a challenge we gladly accept.”

- Chancellor Patrick Gallagher

The Brookings study validated the need for the university to accelerate its innovation district work and take a lead role in its development.

RECENT MILESTONES INCLUDE

December 2017: Purchase of the former Allegheny County Health Department Building on Forbes Avenue with plans to develop it as a center where companies can thrive alongside students and researchers, with Oakland as the district’s hub.

In addition, the launch of [LifeX](#), an initiative that will provide expertise, capital and working space in Pittsburgh’s South Side to life sciences startups addressing the



Figure 2: Preliminary concept for 5000 Baum, as seen from the intersection of Morewood and Centre avenues

most complex challenges facing modern medicine.

January 2018: Groundbreaking for Murdoch Building property development on Forbes Avenue in Oakland. New building will include space for Pitt’s collaboration among researchers and startups.

February 2018: Announcement of [5000 Baum](#) development project (Figure 2). This mixed-use facility is where research can be done alongside clinical and industry partners. It will include the new Immune Transplant and Therapy Center (ITTC), which will be supported by a \$200 million research investment to help UPMC and Pitt researchers translate findings into new solutions for patients.

To fully embrace and bolster this work, the Brookings study recommended the creation of a new initiative—[InnovatePGH](#)—to adopt and advocate a new narrative for Pittsburgh’s economic future and to issue a call to action. Comprising public, private, and civic leaders, the partnership would rally new and existing resources to support the recommendations in this report and others demanded by the innovation economy.

The Office of Economic Partnerships is part of the InnovatePGH implementation team, playing a primary role in the strategy and development of the roadmap laid out by Brookings.

InnovatePGH has added significant capacity to the work that lies ahead with an eye not just on the naturally occurring innovation district in Oakland, but on the innovation that flows across the city from a diverse set of neighborhoods (Figure 3).

Innovation neighborhoods feed the Pittsburgh region’s economy and link to Oakland’s academic and technical strengths:

- Bakery Square, home to Google, Pitt’s [Human Engineering Research Laboratories](#), UPMC Enterprises and Chatham University Eastside.
- Lawrenceville, anchored by CMU’s National Robotics Engineering Center

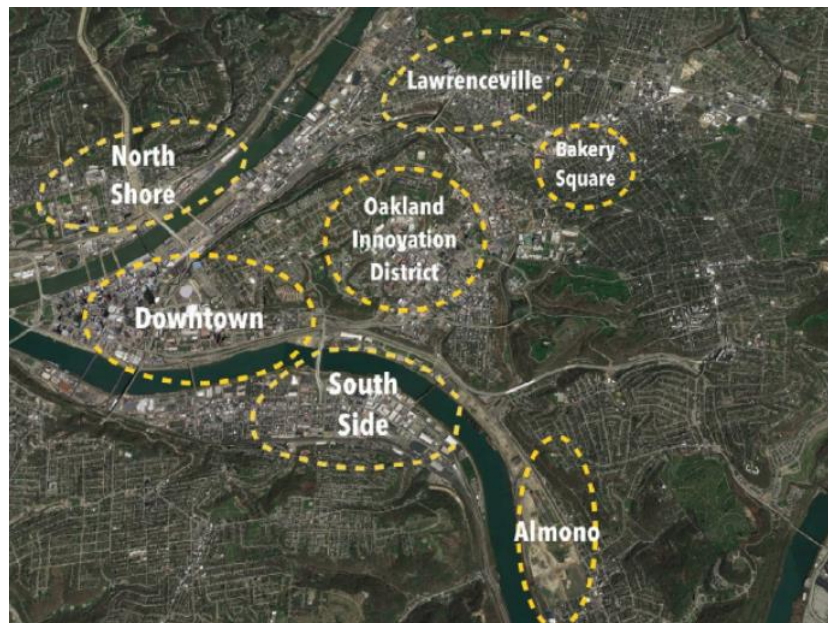


Figure 3: InnovatePGH Neighborhoods

and a growing cluster of robotics startups.

- [Hazelwood Green](#), a 178-acre brownfield that is being redeveloped to potentially serve as one of the nation's largest autonomous vehicle testing sites.
- Downtown Pittsburgh, home to national headquarters like PNC Bank, Highmark, PPG Industries and U.S. Steel.

With leadership from OEP, the university has embraced its role as a convener and connector in Pittsburgh's global economy bridging talent, innovation, and place to bring researchers, industry, government, and community partners to the table.

ABOUT APLU

The Association of Public and Land-grant Universities (APLU) is North America's oldest higher education association. APLU is a research, policy, and advocacy organization dedicated to strengthening and advancing the work of public universities in the U.S., Canada, and Mexico. The association's membership consists of public research universities, land-grant institutions, state university systems, and affiliated organizations.

APLU's mission is to: expand access and improve student success to deliver the innovative workforce of tomorrow; advance and promote research and discovery to improve society, foster economic growth, and address global challenges; and build healthy, prosperous, equitable, and vibrant communities locally and globally.

Based in Washington, DC, the association's work is furthered by an active and effective advocacy arm that works with Congress and the administration as well as the media to advance federal policies that strengthen public universities and benefit the students they serve.

ABOUT THE IEP UNIVERSITIES PROGRAM

APLU and its **Commission on Economic and Community Engagement (CECE)** established the Innovation and Economic Prosperity (IEP) Universities Program to help higher education institutions codify, elevate, and advance their campus enterprise supporting economic and community development.

The **IEP designation program** recognizes institutions that have demonstrated a meaningful, ongoing and substantial commitment to economic and community development, growth, and economic opportunity.

The **IEP awards program** recognize exemplary and innovative projects in university-based economic and community engagement:

- **Talent** and workforce development
- **Innovation**, entrepreneurship, and tech-based economic development
- **Place** development through public service, outreach, and community engagement

Learn more at: www.APLU.org/IEP