Amazon HQ2+
Transit Accessibility

Alex Hanson
Sam Schwartz Consulting
You’ve probably heard...
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A frontrunner for Amazon’s HQ2 seems to be emerging

All evidence is all pointing towards Washington, D.C.

By Business Insider | May 27, 2018 09:00AM
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Where will Amazon's new HQ be?
Tracking Jeff Bezos's plane offers clues

Twenty cities are vying for a $5bn investment and 50,000 jobs, so are the movements of the CEO’s aircraft, N271DV, the key to HQ2?
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Where will Amazon's new HQ2 be?

Tracking Jeff Bezos's plane

Twenty cities are vying for a $5bn investment and to host the movements of the CEO’s aircraft, N271DV.

Amazon's HQ2 Search

Is About Politics, Too

An elite workforce will expect bike paths, dog parks and vegan gastropubs. And "a compatible cultural and community environment."

By Josi Balkt

April 2, 2018, 8:00 AM CDT
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A frontrunner for Amazon’s HQ2 seems to be emerging. All evidence is pointing towards Washington.

Tracking Jeff Bezos’s plane for a $5bn investment and the CEO’s aircraft, N271DV.

Could Amazon Flip a State?
Democrats could gain politically if the company chooses a city in a battleground state for its second North American headquarters.

Bloomberg
You’ve probably heard...

A frontrunner for Amazon to be emerging
All evidence is all pointing towards Wash.

What Amazon’s New Headquarters Could Mean for Rents

Winning the contest could mean a steeper increase in local housing costs over the next decade, a study finds. Nashville is already contemplating the impact.
You’ve probably heard…

A frontrunner for Amazon be emerging
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What Amazon’s New Head Means
Texas city reveals why it lost Amazon HQ2 bid

Could Amazon Flip a State?
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POLITICS
RONALD BROWNSTEIN FEB 16, 2018

Cities are throwing billions of dollars at...Amazon?
What do cities stand to gain?
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$5 billion in investment
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$5 \text{ billion in investment}

50,000 \text{ jobs}
What do cities stand to gain?

$5 billion in investment
50,000 jobs
1.4x economic multiplier
Selection Criteria

- Building/site requirements
- Capital and operating costs
- Incentives
- Labor force
- Logistics
- Time to operations
- Cultural community fit
- Community/quality of life
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Transit Accessibility
Chicago’s Bid

10 proposed sites

8 in the city

2 in the suburbs

Maps source: Curbed Chicago
3 Profiles

CBD

Innovation/Redevelopment

Suburban
CBD

Fulton Market

Downtown Gateway

City Center
Innovation/Redevelopment

- Burnham Lakefront
- Illinois Medical District
- Lincoln Yards
- River District
- The 78
Suburban

Oak Brook

Schaumburg
How to measure transit access?

For each site...
- # people w/in 30 minutes via transit
- # jobs w/in 30 minutes via transit
- # + % tech jobs

Tools: Mapzen + Census ACS/LEHD
# people w/in 30 minutes via transit

- Lincoln Yards: 263,373
- River District: 374,766
- Fulton Market: 895,988
- City Center: 820,691
- Downtown Gateway: 552,850
- The 78: 306,900
- Burnham Lakefront: 134,558
- Schaumburg: 60,095
- IMD: 244,061
- Oak Brook: 49,726
# of jobs w/in 30 minutes via transit

- Oak Brook: 7,065
- Burnham Lakefront: 13,558
- Schaumburg: 22,662
- IMD: 55,806
- Lincoln Yards: 186,329

# of tech jobs w/in 30 minutes via transit

- The 78: 132,544
- Downtown Gateway: 137,922
- River District: 138,468
- Fulton Market: 140,473
- City Center: 142,826
Averages for 3 Profiles

CBD
- Population: 756,510
- Jobs: 725,140
- Tech Jobs: 140,407

Innovation/Redevelopment
- Population: 61,215
- Jobs: 312,725
- Tech Jobs: 264,732

Suburban
- Population: 3,311
- Jobs: 14,864
- Tech Jobs: 54,911
Averages for 3 Profiles

CBD

Innovation/Redevelopment

Suburban

- Population
- Jobs
- Tech Jobs