

9. TRANSPORTATION & CIRCULATION

GOALS:

East Hartford should maintain an efficient transportation system which meets the needs of community residents, while respecting existing land use and development patterns. The Town should maximize use of the existing road network to support employment centers and work to improve the aesthetics of its highways and commercial streets.

Provide general roadway improvements and implement transportation strategies as development and reinvestment of existing properties occurs. Such improvements should serve to mitigate and calm traffic flow; improve traffic circulation, parking, vehicular and pedestrian safety; and encourage multi-modal transportation.

Provide financially viable improvements that encourage economic and physical revitalization, especially those projects with clear funding sources.

9.1. Introduction

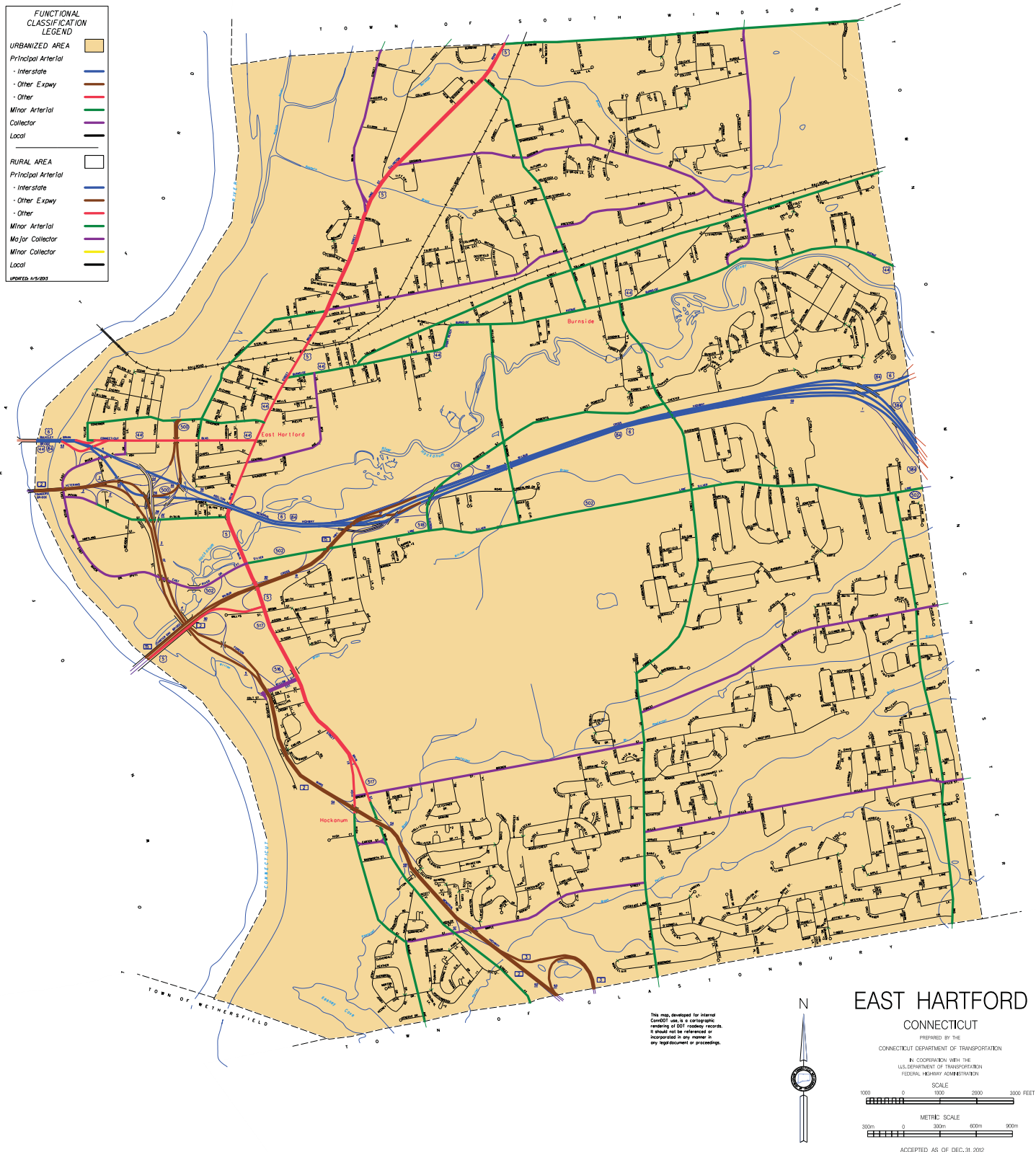
One of East Hartford's strengths is its location, within the Capitol region, providing proximity to Hartford and accessibility to the interstate network. To ensure that the town can continue to grow and prosper, it is essential that a safe, efficient and economically viable transportation system be provided. This system – comprised of a surface transportation network of streets and highways, walkways, linear parks, bikeways and mass transit – must provide for both inter-town and intra-town travel, for both residents and visitors to the Town. This chapter describes the existing conditions of the roadway network and how it can be improved to provide for future growth and development as envisioned in this Plan of Conservation and Development.

9.2. Existing Conditions

The roadway geometry within East Hartford has been dictated by its close relationship to Hartford, Interstate 84, Route 2 and Route 5/15. The roadway system is comprised of a series of corridors with varying levels of roadway classifications.

Roadway Network

Within East Hartford, there are five levels of roadway classifications: Principal Arterial (Interstate, Expressway), Principal Arterial, Minor Arterial, Collector and Local Road. Roadways are classified based on traffic volumes, accessibility and function. Additionally, each classification is tied into various Federal, State, regional and local funding programs and sources. In some cases, a road's actual classification may change along its length or operate differently than its functional classification. Street classifications are shown on Figure 16 and described briefly below.



Principal Arterials (Interstates and Expressways) provide limited-access, multi-lane, high volume, high-capacity facilities intended to provide for high-speed, long travel distances with relatively few points of access/egress to the local street system. Within East Hartford, I-84, Route 2 and Route 5/15 (between I-84 and the Hartford/East Hartford town line) are the limited-access roadways.

Major or Principal Arterials connect major development and activity centers within the town to each other and to the interstate highway system. SR 517 (Main Street/High Street), Route 5 (Main Street/King Street/ Ellington Road) and Route 44 (Connecticut Boulevard) west of Route 5 (Connecticut Boulevard) are classified as Principal Arterials.

Minor or Secondary Arterials connect principal arterials and augment the traffic carrying capabilities of the entire roadway system. They provide a greater degree of access to abutting land uses and typically do not provide the same level of mobility of the higher classifications.

Collector Streets provide a very high degree of access to abutting land uses and a somewhat lower level of through mobility than the higher classifications.

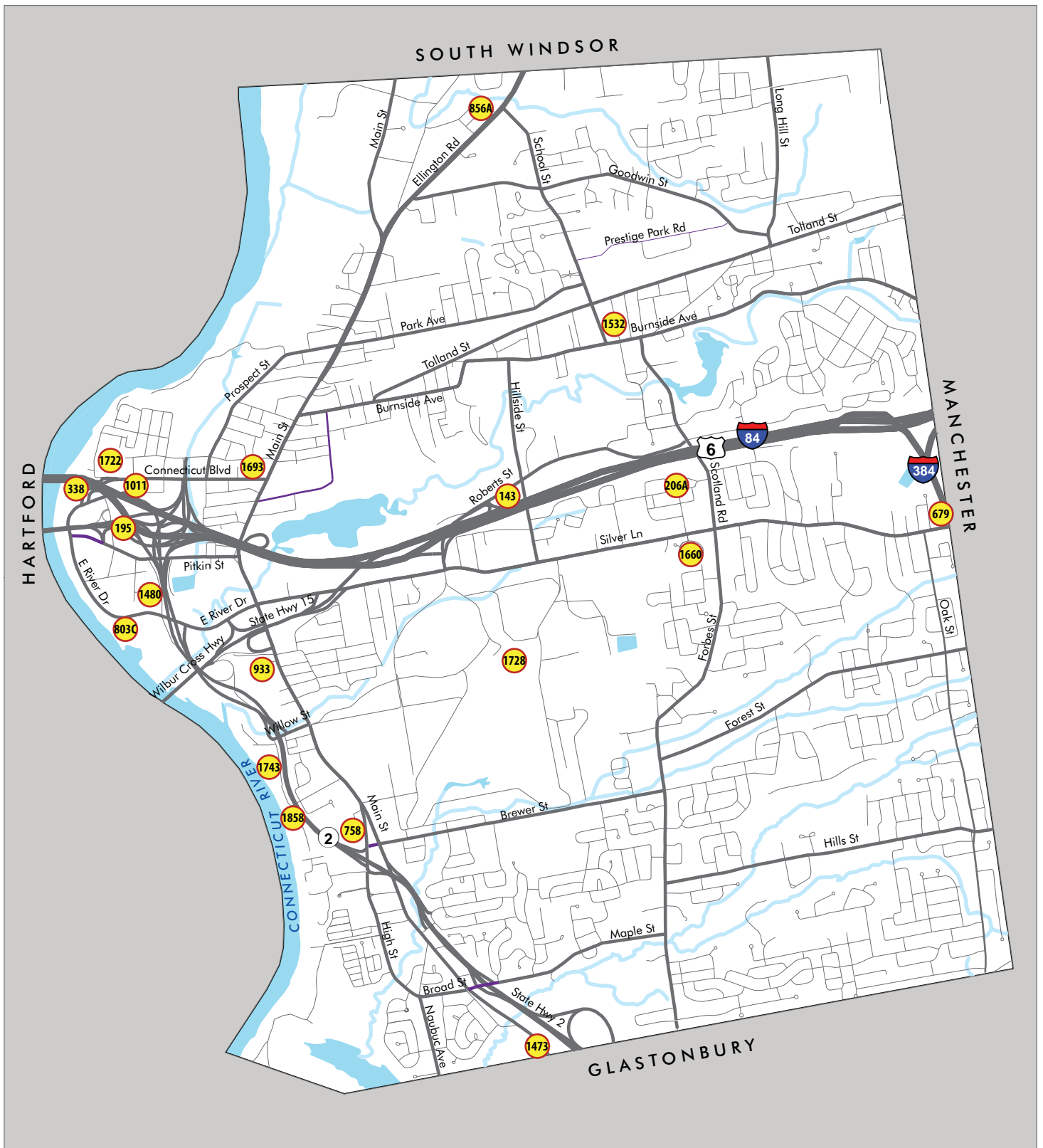
Local Roadways include all remaining residential streets. While this classification contains a high percentage of the overall street mileage, these roadways provide for the lowest level of through mobility, while providing the highest level of access to the abutting land uses.

Major traffic generators within the town are identified in Figure 17. These areas are those developments that require the issuance from the State Traffic Commission of Major Traffic Generator Certificates (e.g. over 100,000 gross square feet and/or 200 parking spaces).


Overview of Travel Patterns

Figure 18 shows the 2012 ADT (Average Daily Traffic) for the major roads (State and County roads) in the East Hartford area. This information is collected routinely by ConnDOT and published annually. Route 15 and Route 2 are two State roads that generally transfer the passing traffic from one side of the town to the other. The average daily traffic of these two corridors is extremely high; however it does not have a direct impact on East Hartford's road network.

The average daily traffic along Main Street from High Street in south to Burnham Street in north varies from about 12,400 to 22,800 vehicles per day. Main Street is a four-lane arterial road with multiple signalized intersections and access to retail and office buildings. Main Street is the only arterial connecting the north and south areas of the town. The average daily traffic along Route 44 (Connecticut Boulevard and Burnside Avenue) and Route 502 (Silver Lane) varies from 7,300 to 12,400 vehicles per day. The number of lanes varies from two to six lanes on various segments of the roads.



Legend

-  High Traffic Generation Site with State Traffic Commission Certification Number

Accident Data

BFJ Planning has summarized the three-year accident data for the major roads of East Hartford (see Figure 19).¹³ The summary map does not include the freeway/highway accidents (I-84, Route 15 and Route 2).

As shown, there are a total of six fatal vehicular accidents during the three-year period from 2009 to 2011. Four of the six fatal crashes took place on Burnside Avenue. A detailed analysis is necessary to determine the reason of the fatal crashes on Burnside Avenue and Silver Lane, but generally, four-lane, relatively wide roadways might encourage drivers to speed up, and high-speed accidents are more likely to result in significant injuries or death. As discussed below, ConnDOT is planning to implement a “road diet” plan to improve safety on Burnside Avenue.

As indicated in Figure 19, the intersection of Main and Brewer Streets has the highest number of accidents among other locations in the city (108 accidents per three-year period). The intersection of Silver Lane and Forbes Street, as well as the four intersections of Main Street with Silver Lane, Connecticut Boulevard, Wells Avenue/Chapman Street and Prospect Street have a high number of accidents (41 to 60 accidents per three-year period). Main Street also has the highest ADTs of any local roadway in East Hartford, which could contribute to higher accident levels. The table below shows the major types of collisions; as can be seen, rear-end collisions are the most common type.

Table 19: Summary of East Hartford Accidents, 2009-2011

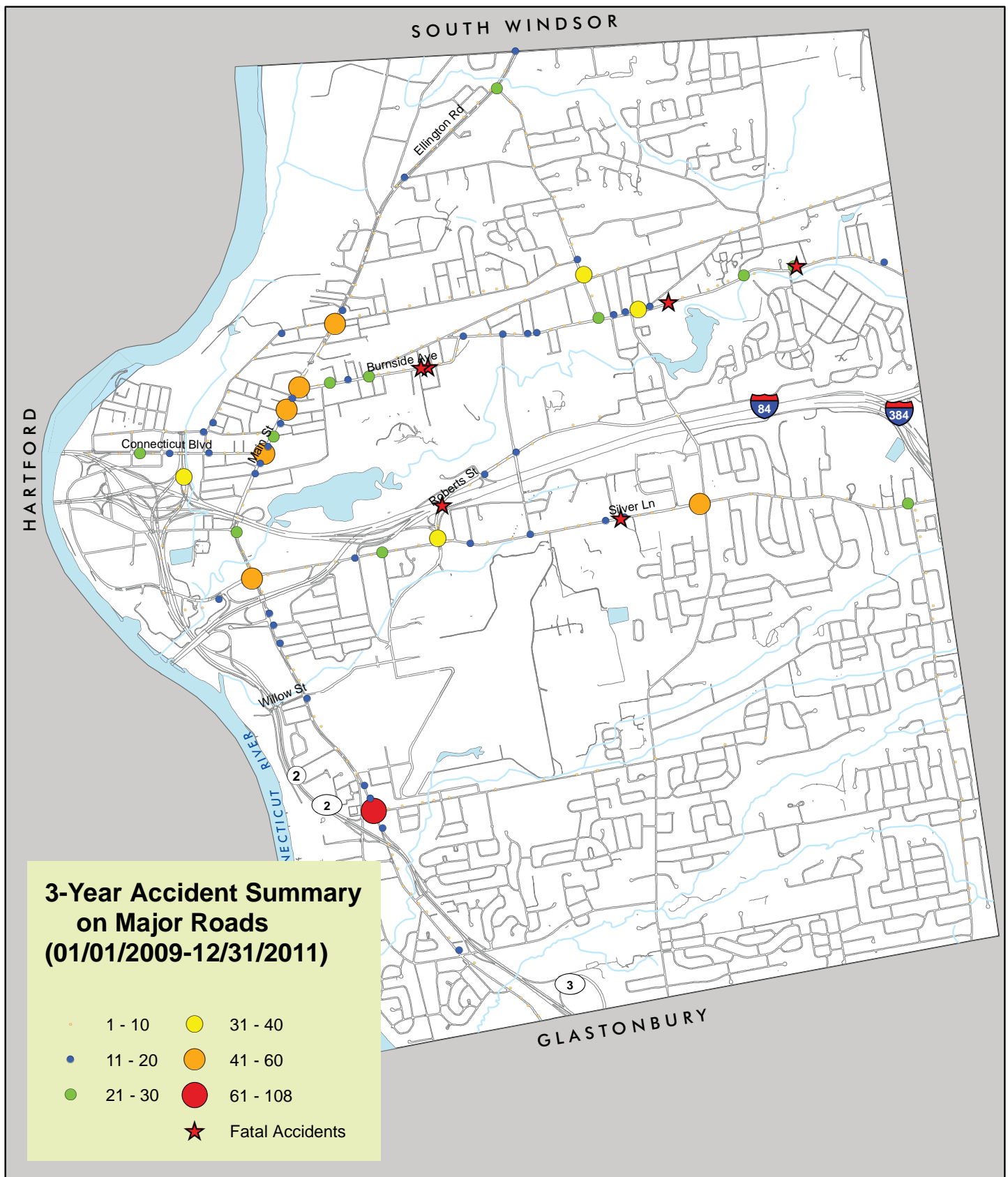
Type of Crash	Frequency
Turning	624
Sideswipe	283
Rear-End	789
Angle	101
Backing	61
Fixed Object	193
Pedestrian	43
Other	98

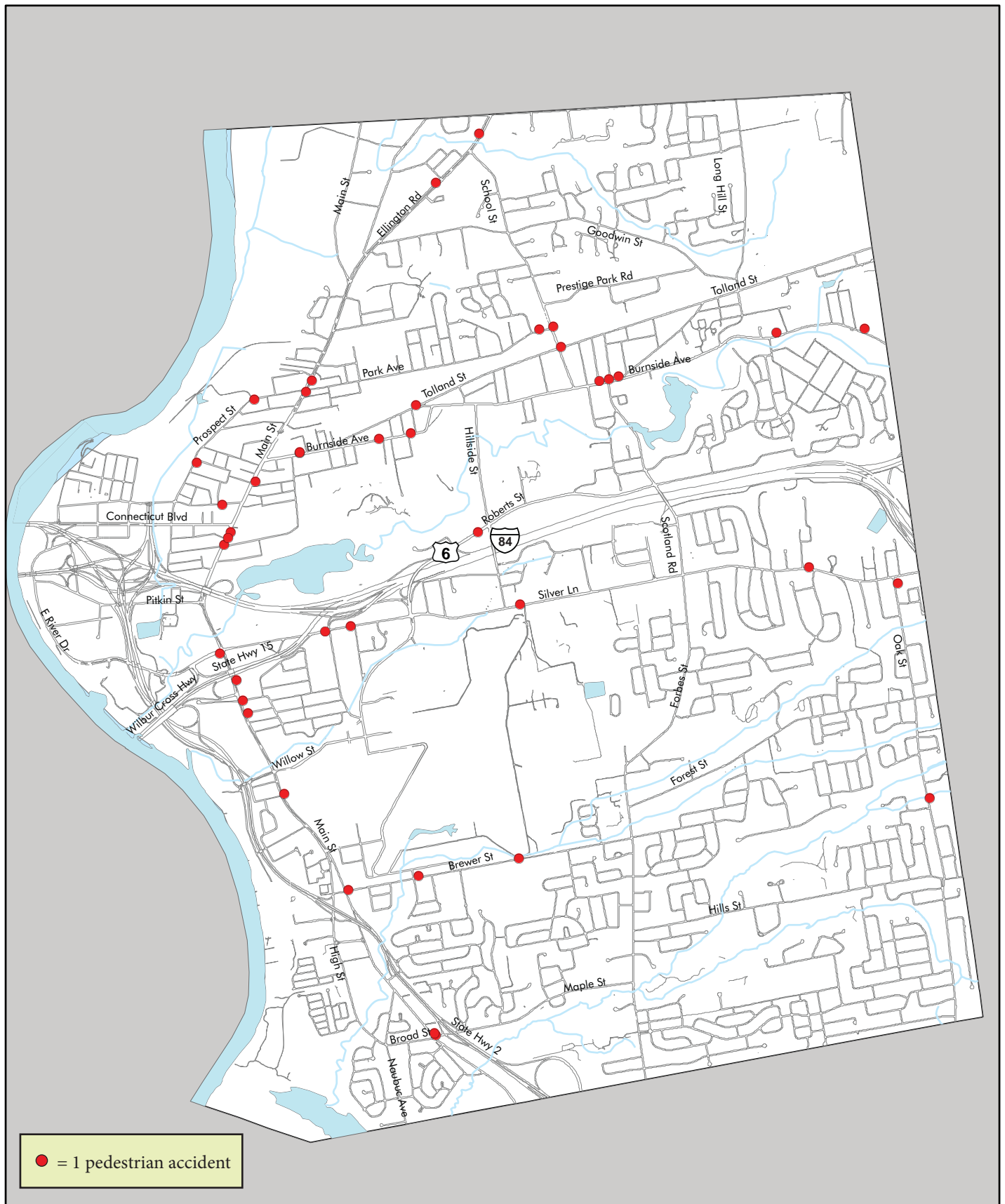
Source: Town of East Hartford

Figure 20 depicts accidents involving pedestrians, which totaled 45 from 2009 to 2011. The following locations appear to have a high number of pedestrian-involved accidents, which could warrant further study on potential actions to improve safety, such as sidewalks and crosswalks:

- Main Street between Silver Lane and Judson Avenue (4 accidents)
- Main Street (Route 5) between Connecticut Boulevard and Central Avenue (3 accidents)
- Burnside Avenue between Williams Street and Larrabee Street (3 accidents)
- Main Street at Maple Street (2 accidents)

¹³ Data reflects all accidents involving vehicles, and does not distinguish between accidents resulting only in property damage and accidents involving injuries.





Transit Network

CT Transit provides local bus service within East Hartford and to surrounding towns (see Figure 21, below). A total of 10 bus routes provide service between East Hartford and the following towns: Hartford, Manchester, South Windsor, Vernon, Rockville, Wethersfield and Glastonbury. Route 85 runs express service between Manchester and Hartford but does not stop in East Hartford. As the table below shows, frequency of service varies, particularly during peak hours.

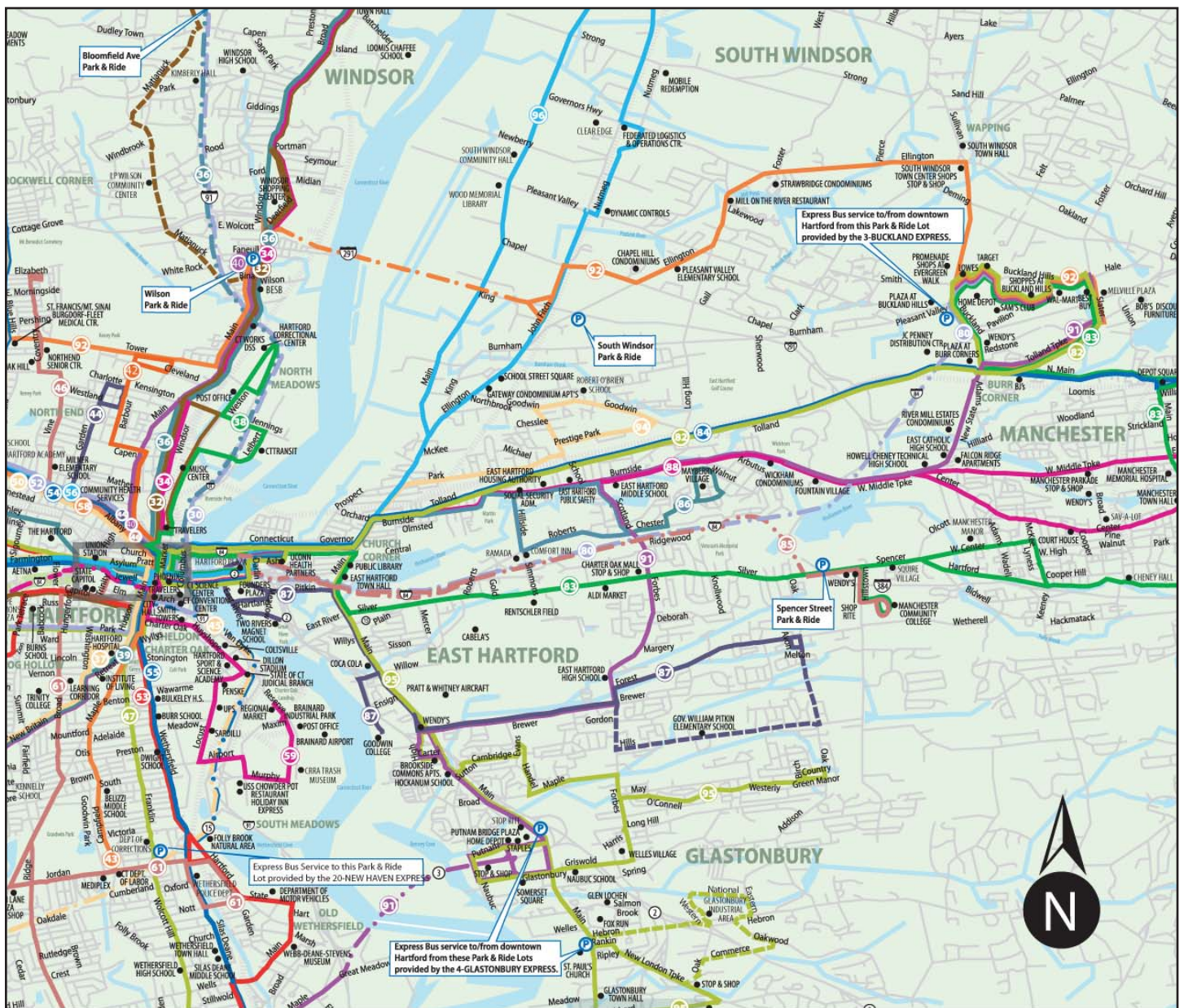
Table 20: CT Transit Bus Routes

Bus Route	Description	Schedule
82	Tolland Street--Buckland Hills	Weekday & Weekend
83	Silver Lane	Weekday & Weekend
84	Tolland Street --Rockville	Weekday & Weekend
85	MCC Flyover	Weekday
86	Burnside Avenue - Mayberry Village	Weekday
87	Brewer Street	Weekday & Saturday
88	Burnside Avenue	Weekday & Weekend
91	Forbes Street Crosstown	Weekday & Weekend
94	Park Avenue	Weekday & Weekend
95	Glastonbury	Weekday & Weekend
96	John Fich Boulevard	Weekday & Saturday

9.3. Pedestrian Circulation and Bikeways

Today, most of the designated bicycle pathways in East Hartford are located within parks and along trails. Chapter 5 highlights the existing trail network in East Hartford, including the proposed extension of the Charter Oak Greenway, one of the most important multi-use trails in the Capitol Region. The trail, which is part of the East Coast Greenway, originates at Forbes Street and Ridgewood Road in East Hartford, running eastward along I-84 and I-384. It is planned to continue along Silver Lane and through Rentschler Field, eventually connecting to the Connecticut River waterfront.

Although there are off-street networks for non-motorized transportation, there are gaps in the streetscape network both for bicycling and walking. Pedestrian and bicycling treatments and connections should be evaluated throughout the town, especially along important corridors such as Main Street and Burnside Avenue, and adjacent to schools. This was echoed in the first public workshop, where residents expressed their desire to make East Hartford a more walkable/bikeable community. Where possible and appropriate, bicycle facilities should be separated from vehicular traffic; where such designs are not suitable, bicycle lanes should be clearly marked. The town should consider traffic calming techniques that reduce the impact of vehicular traffic on pedestrians and bicyclists. This might include streetscape improvements that clearly identify and reduce pedestrian crossing distances or that create planted median strips.



Routes: Please contact the operator of the service in your area for route-specific schedules or visit www.cttransit.com

10 Bradley Flyer	43 Campfield Avenue	60 Farmington Avenue	84 Tolland Street-Rockville
31 Park Street-New Park Avenue	44 Garden Street	61 Broad Street	85 MCC Flyer
32 Windsor Avenue	45 Berlin Turnpike Flyer	62 Farmington Avenue-North Main Street	86 Burnside Avenue-Manchester
33 Park Street-Park Road	46 Vine Street	63 Hillside Avenue	87 Brewer Street
34 Windsor Avenue-Poquonock	47 Franklin Avenue	64 Farmington Avenue-South Main Street	88 Burnside Avenue
35 Westfarms Flyer	48 Blue Hills Avenue-Cottage Grove Rd	65 Farmington Avenue-Farmington	91 Forbes Street Crosstown
36 Windsor Avenue-Day Hill Road	49 Blue Hills Avenue	66 Capitol Avenue	92 Tower Avenue Crosstown
37 New Britain Avenue via Jefferson Street	50 Wethersfield Avenue	67 Asylum Avenue	93 Park Avenue
38 Weston Street	51 Blue Hills Avenue-Blue Hills Ave Ext	68 Granby Street	94 Glastonbury/Hartford
39 New Britain Avenue via Retreat Avenue	52 Middletown/Hartford	69 Ashley Street	95 John Fitch Boulevard
40 North Main Street	53 Bloomfield Avenue	70 Tolland Street-Buckland Hills	
41 New Britain/Hartford	54 Albany Avenue	71 Silver Lane	
42 Barbour Street	55 Locust Street		

--- = part time routing (see timetable for details)
 --- = express (no stops) portion of route

FIGURE 21: CT TRANSIT BUS ROUTES
(HARTFORD SYSTEM MAP)

Continuous street trees and landscaping treatments have the potential to provide an aesthetically pleasing environment for pedestrians and motorists. Two examples of successful median treatments in and around East Hartford are shown below. Glastonbury Boulevard shows how a median planted solely with grass can be a simple, elegant and low-maintenance solution to transform a street.



Glastonbury Boulevard, Glastonbury, CT



Connecticut Boulevard, East Hartford, CT

Some improvements such as gateways or physical landmarks can identify a commercial area and create a sense of place. Programming sponsored by the Town and community organizations can also help to foster a culture where walking and bicycling is embraced. One notable suggestion at the opening public workshop was to close Main Street to vehicular traffic for a weekend afternoon. This community event would help to enliven downtown businesses while encouraging people to walk and bike.

Burnside Avenue

In response to accidents involving cyclists and upon a request from the Town of East Hartford, ConnDOT has investigated options to improve bicycle safety in the town. The Transportation Commissioner's Report on Complete Streets identified a 2.76-mile stretch of Burnside Avenue as a viable location for a "road diet" to improve bicycle operations and safety. The section, extending between Main Street and Mary Street, is currently striped for four lanes, two in each direction, with parking permitted in the outside travel lane. The proposed road diet will reduce the vehicular lanes to two lanes, plus bicycle lanes, with dedicated turn lanes at selected intersections and shoulders wide enough for parking. Thus, the road diet is not anticipated to reduce on-street parking availability. Additionally, the road diet will improve connectivity to other paths for bicyclists including streets with wide shoulders (i.e. Mary Street) and trails such as the Charter Oak Greenway.

The Burnside Avenue road diet will be the first of its kind completed by ConnDOT on a state roadway. The present schedule indicates that the design will be completed in spring 2014, with construction anticipated to start in spring 2015, based on the availability of funding. The

estimated construction cost for this project is approximately \$2.8 million and it is anticipated to be undertaken with 90% Federal funds and 10% State funds.

In consideration of future road diets or traffic calming projects, the Town will need to balance the goals of enhancing bicycle and pedestrian access with providing sufficient on-street parking to serve local businesses and promote economic development.

9.4. Roadway Maintenance

The Town is responsible for the maintenance of seven bridges and a number of culverts along its roadway network. The Town's roadway network is extensive and requires significant investment of resources in order to maintain the various elements of the infrastructure. A 2002 Pavement Management Study documented the condition of the Town's roadway. The study and highlighted recommended improvements with an analysis of long-term strategies and funding scenarios to maintain the roadway network as well as improve the overall condition of the network. Starting in 2004, the Town began implementing a rigorous capital repairs program on arterial and collector roadways that included localized drainage repairs, curbing replacement, pedestrian ramps and new driveway aprons. Figure 22 shows the roadway improvements implemented between 2004 and 2012 as well as identifying the proposed 2013-2014 structural improvement work. The 44.3 miles that have been resurfaced between 2004 and 2012 represent about 30% of the entire roadway system. Figure 23 shows the pavement condition index (PCI) of each road using the surface distress data collected as part of the 2009 pavement evaluation study. In 2005, the Town's roadways had a network-wide average PCI of 65. Between 2005 and 2009, various arterial and collector roads were resurfaced raising the average PCI of these roadway classifications from a 72 to an 85. The residential roadways have lagged in their condition improvement compared to the major roads and are in need of widespread structural improvement.

Systemwide, the current funding level of approximately \$5 million annually for activities associated with the road improvement program (including \$3.5 million for annual construction costs for structural improvements) is insufficient to address network deficiencies. Given limited resources, the 2009 study suggests that major rehabilitation work on streets showing structural base problems be undertaken simultaneously with a program of annually sealing streets that are in good condition to postpone future costly repairs. About \$7 million annually is needed to maintain the roadway networks at the same PCI value. To generate an overall further improvement in the PCI network values, the Town should consider increasing the Road Improvement Program funding level to \$10 million annually over the next several years.

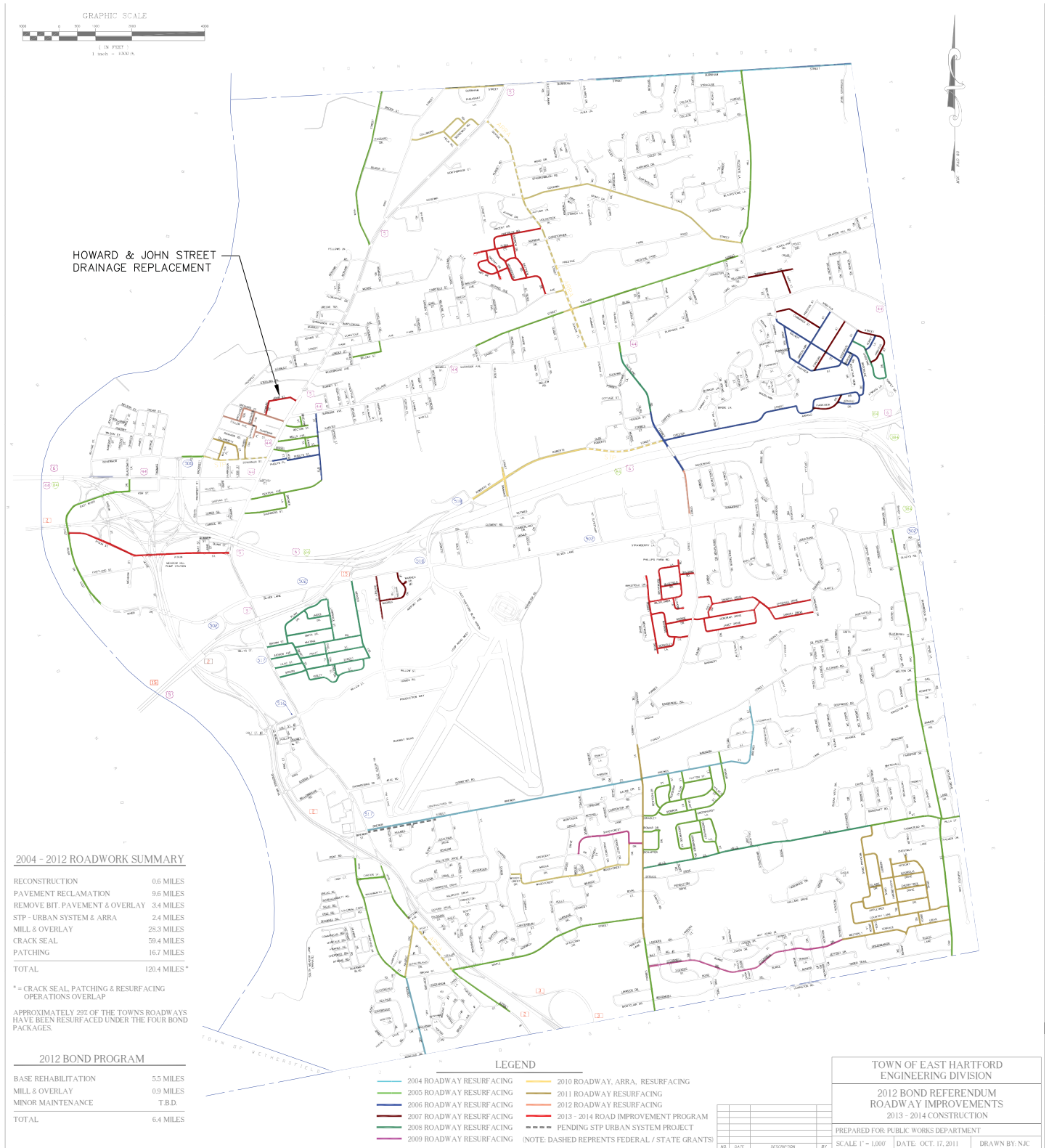
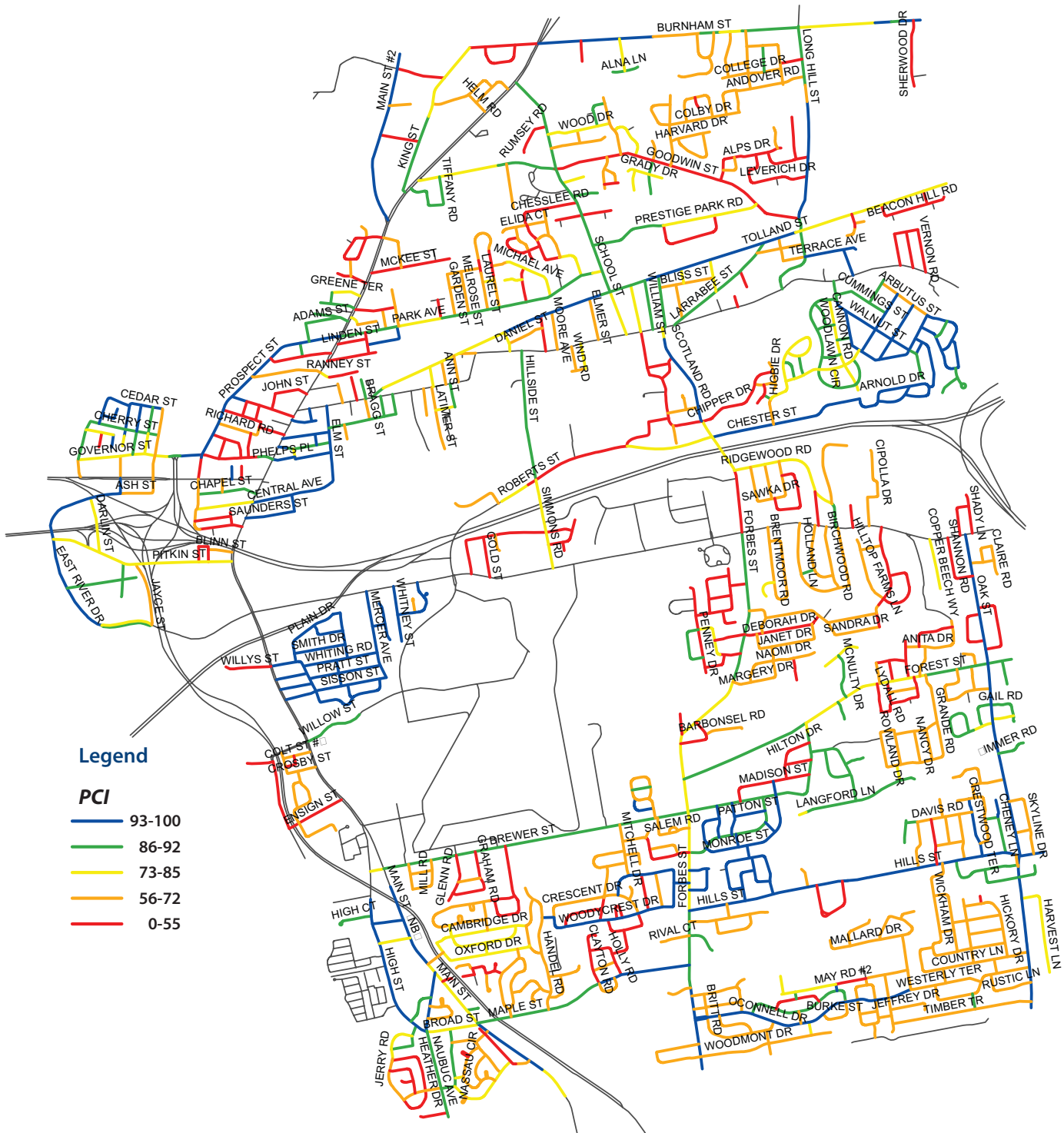


FIGURE 22: ROADWAY IMPROVEMENT PROGRAM (2004-2012)



Pavement Condition Index: PCI was generated for each inventoried pavement management section in East Hartford using the surface distress data collected by VHB. PCI is measured on a scale of one hundred to zero, with one hundred representing a pavement in perfect condition and zero describing a road in impassable condition.

9.5. Future Roadway Needs

This section identifies general roadway improvements that the Town of East Hartford should consider as development increases and reinvestment of existing properties occurs. The recommendations are structured to mitigate and calm traffic flow, improve traffic circulation, enhance safety (both vehicular and pedestrian) and encourage multi-modal travel.

Main Street Corridor

As highlighted in the Town of East Hartford Strategic Economic Development Plan and Land Use Plan Update Recommendations, the creation of traffic patterns conducive for pedestrians in the downtown area is desired. It is recommended that traffic calming techniques, to reduce the adverse impact of vehicular traffic on pedestrians, be evaluated.

Streetscape improvements that clearly identify and reduce pedestrian crossing distances should be incorporated wherever possible, based on conditions on the ground and funding availability (both initial and ongoing). These improvements need not be structural in nature, but could include striping or different pavement treatments. In an effort to rejuvenate the existing retail development on Main Street or the mixed-use development on Burnside Avenue, other items such as locating parking behind buildings and creating a planted median strip should be considered. The 1990 Plan of Development proposed a landscaped median down the center. According to that plan, such an approach would provide a mid-street “pedestrian haven” and would transform the image of Main Street from that of an overly-wide traffic corridor back to the traditional, pedestrian-oriented retail center. The Main Street median concept is shown in Figure 24. It is believed that sufficient right-of-way exists along much of this corridor for a median as shown. In portions where the full width is not possible, a narrower median of alternative treatment could be implemented. The creation of gateways or physical landmarks to identify the commercial area may also be desirable. In all cases, the design should be compatible with existing traffic signal networks.

Ensign Street and Riverside Drive

There are a number of opportunities to improve the connectivity of Goodwin College and the waterfront to Main Street (Figure 24). Ensign Street serves as one two main entrances to the College from Main Street; the other being on Willow Street to the North. In contrast to Willow Street, the residential neighborhood along Ensign Street is predominantly owned by the college, and thus is likely to be connected closely with the institution in the future. Improved pedestrian connections therefore are important not only to connect the neighborhood to the campus but also to bring activity to Main Street and to carry Main Street activity to the riverfront. This could be achieved by establishing Ensign Street as a gateway through upgraded sidewalks, landscaping and gateway signage, as well as potentially encouraging a mix of uses along this corridor. Currently, the sidewalks along Ensign Street do not continue under the Route 2 overpass. This pedestrian connection should be extended all the way to the College and the waterfront, as consistent with the approved Goodwin College Master Plan. Some flexibility in configuration and

design of the roadway may be considered, so long as the overall form and character of the neighborhood is maintained.

In addition, Goodwin College should improve its connectivity to Route 2 and Main Street by extending Riverside Drive to Pent Road to the south. This will also help to relieve some traffic from local streets. Both of these improvements are discussed further in Chapter 11.

Rentschler Field: North-South Connection

With a large area of land within Rentschler Field still available for future development, the Town has a good opportunity to review proposed roadway improvements and make recommendations to mitigate adverse impacts. This special project area is discussed in Chapter 11. To the extent possible, existing traffic circulation and flow on adjacent roadways should be monitored such that traffic from the University of Connecticut football stadium and other uses on the property do not adversely affect surrounding neighborhoods. Creating a north-south corridor to connect to Main Street via Brewer Street is an opportunity to promote connectivity and serve the expected development of the property without placing additional burdens on the local street roadway network. The precise location of this road, which was proposed in the Master Plan for Rentschler Field site, has yet to be decided. During the development process, plans should be evaluated by Town staff to ensure optimum placement and coordination with the existing roadway network, minimizing impacts to the wetlands north of Brewer Street and the residential neighborhood south of the site.

Silver Lane

The segment of Silver Lane between Simmons Road and Forbes Street serves numerous commercial/retail developments. The pavement cross-section continues to vary between four and five lanes. As development along Silver Lane occurs, traffic circulation and accident data should be evaluated to determine if exclusive turn lanes or widened sections are needed. Any such widening should be based on clear evidence of need, fiscal implications and consideration of potential impacts on the surrounding neighborhood.

Transportation Improvements near Goodwin College

Ensign Street

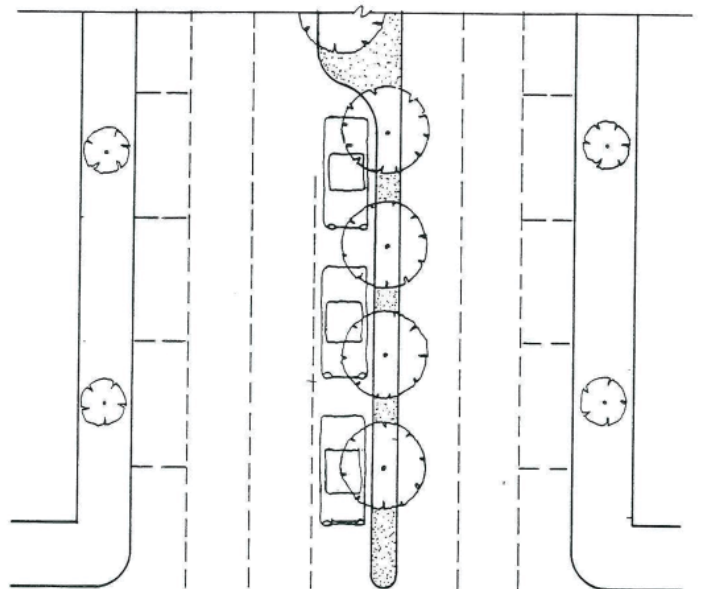
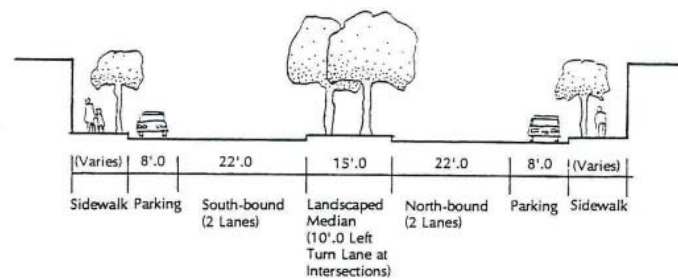
Sidewalk, landscaping and gateway improvements from Main Street to Riverside Drive. Improved pedestrian connection under Route 2.

Riverside Drive

Roadway connection between Riverside Drive and Pent Road



Main Street Median Plan (from 1990 Plan of Development)



9.6. Issues and Opportunities

The priority objective of any transportation plan is to maintain an efficient transportation system, which meets the needs of community residents, while respecting existing patterns of land-use development in the community. The recommendations in this chapter show how the existing roadway network can be improved to enhance safety, eliminate or mitigate existing areas of congestion and provide for future growth and development in accordance with the goals established in the Plan. The following items were identified as specific areas of focus for the Town to consider:

Create pedestrian-friendly traffic corridors in the downtown area. Traffic calming techniques to reduce the adverse impact of vehicular traffic on pedestrians should be evaluated. Streetscape improvements that clearly identify and reduce pedestrian crossing distances should be incorporated wherever possible. The creation of gateways or physical landmarks to identify a commercial area or a specific place may also be desirable. Design should be compatible with the existing traffic signal networks in place.

- Consider the creation of a center-landscaped median along Main Street (as depicted on Figure 24) and other minor arterials and collectors where appropriate, to improve overall aesthetics. All designs should be compatible with the existing traffic signal networks in place. Median installation would need to include modification of the traffic signals and potentially other measures.
- Evaluate traffic calming techniques to reduce the adverse impact of vehicular traffic on residential neighborhoods. Any such techniques should be fully discussed with the public safety agencies to address issues such as winter maintenance. The Town should develop a traffic-calming program that assures communication, consensus and rational allocation of resources. Access management techniques such as combining driveways or restricting turning movements should be evaluated as opportunities arise.
- Support ConnDOT's road diet plan for Burnside Avenue and consider bicycle paths to increase connectivity along adjacent local roads, balancing the need to enhance bicycle and pedestrian access with providing sufficient on-street parking .
- A north-south roadway east of Main Street should be constructed as large-scale development begins to occur within Rentschler Field.
- Supported improved connectivity of Goodwin College and Main Street through improvements along Ensign Street including a continuous pedestrian connection underneath the Route 2 overpass and extension of Riverside Drive to Pent Road.
- Undertake major rehabilitation work on streets exhibiting structural base problems simultaneously with a program of annually sealing streets in good condition to postpone future costly repairs.

10. ECONOMIC DEVELOPMENT

10.1. Introduction

ECONOMIC DEVELOPMENT GOALS:

Promote economic development activity to attract new business and employment opportunities as a way to benefit population, housing and economic trends in East Hartford.

Build on the existing industrial and manufacturing base to promote new diversified business investment in the town.

Recreate Main Street as a showcase of the town, establishing the central business district and the southern end (Goodwin College area south of the Charter Oak Bridge and north of Brewer Street) as vital and active nodes for living, eating, working and entertainment.

Take advantage of the location, views and amenities associated with the riverfront as leverage for economic development and tax base for the Town.

Plan for and develop viable and attractive commercial areas outside of the central business district to meet the needs for goods and services of residents and visitors to East Hartford.

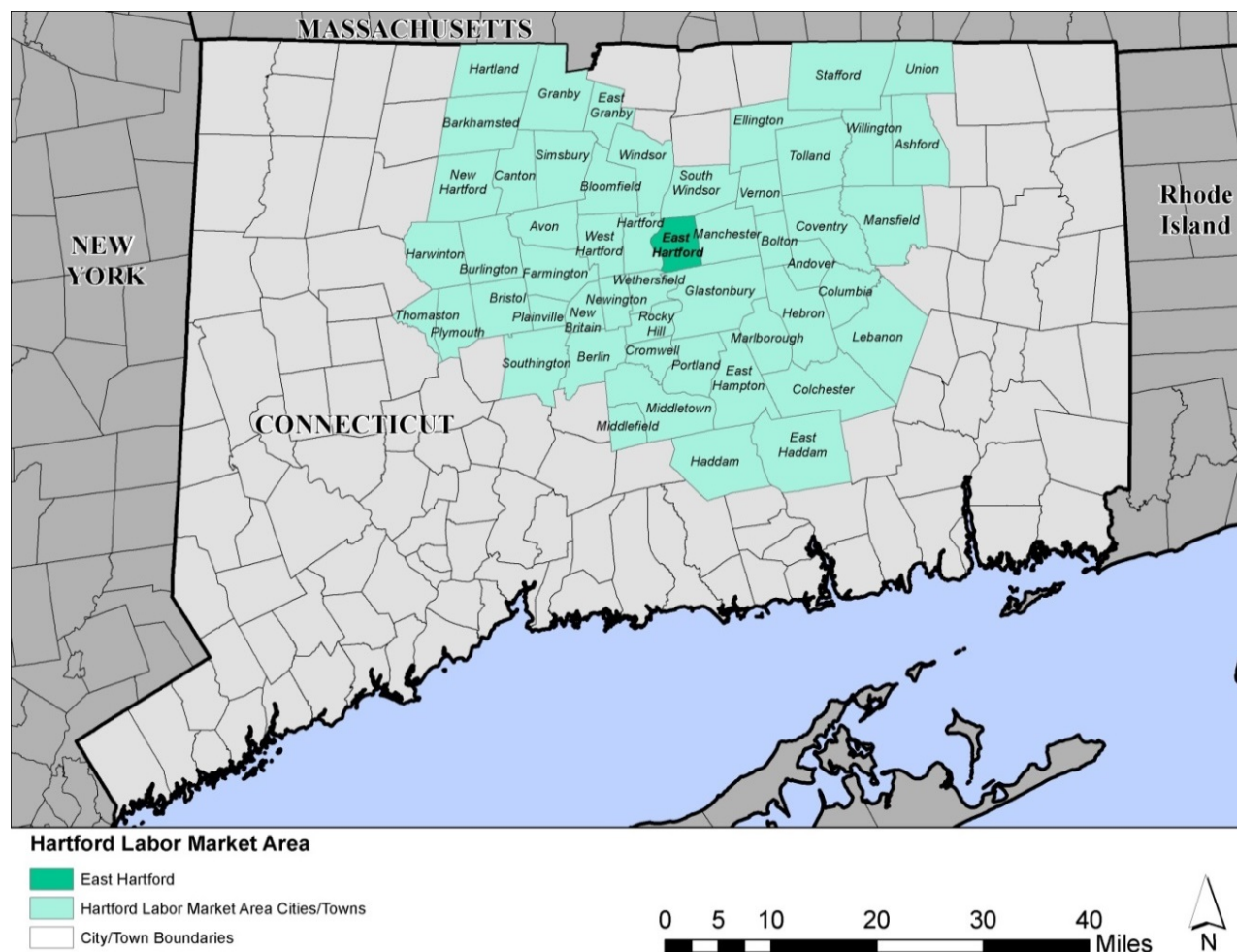
10.2. Local and Regional Trends

East Hartford is at the core of the Hartford Labor Market Area (LMA), as defined by the Connecticut Department of Labor (See Figure 25). This definition reflects patterns of commutation and goods supply into and out of Hartford. Because of the interconnectivity of this area, it is important to look at conditions in the region as a whole, as well as in East Hartford.

10.2.1. Resident Labor Force/Unemployment

As shown in the table that follows the figure, the resident labor force (all those working or looking for work) in East Hartford increased by 6.8% between 2002 and 2012, according to the Connecticut Department of Labor. However, the number of employed persons within that group has grown only slightly – from 23,469 to 23,880, or an increase of only 1.8%.

Figure 25: Hartford Labor Market Area



Source: CT DOL Local Area Unemployment Statistics

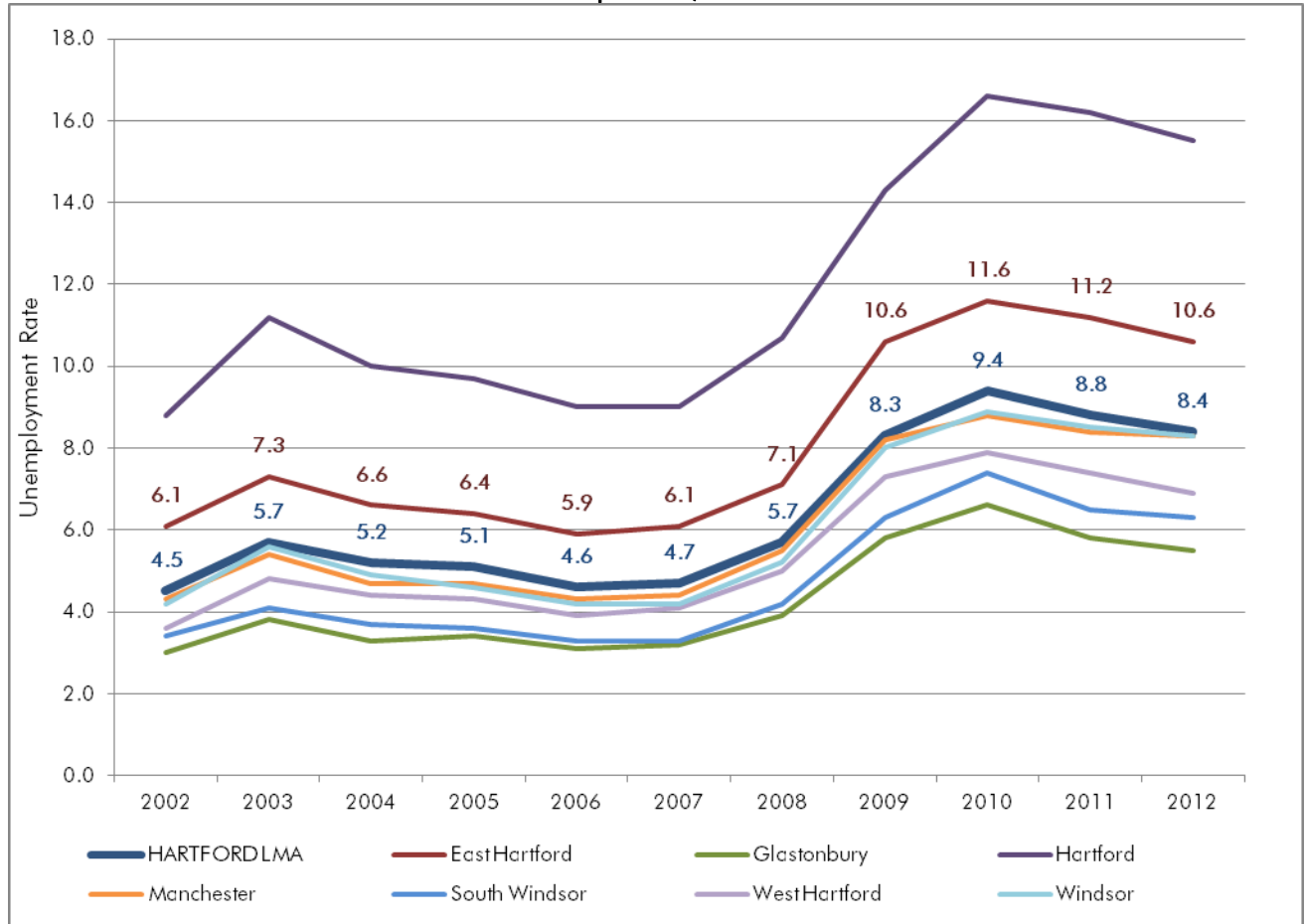
Table 21: Labor Force Status, East Hartford, Annual Average 2005-2012

	Labor Force	Employed	Unemployed	Unemployment Rate
2002	24,998	23,469	1,529	6.1%
2003	24,922	23,098	1,826	7.3%
2004	24,640	23,022	1,618	6.6%
2005	24,700	23,116	1,584	6.4%
2006	24,812	23,358	1,454	5.9%
2007	25,046	23,521	1,525	6.1%
2008	25,376	23,570	1,806	7.1%
2009	25,921	23,184	2,737	10.6%
2010	27,299	24,120	3,179	11.6%
2011	27,373	24,318	3,055	11.2%
2012	26,700	23,880	2,820	10.6%

Source: CT DOL Local Area Unemployment Statistics

This differential between those willing to work and those with jobs is reflected in the increasing unemployment rate, which went from 6.1% in 2002 to 10.6% in 2012. This compares to a national unemployment rate of 8.1% and State and Labor Market Area rates of 8.4%. As shown in the chart that follows, East Hartford's unemployment trend follows the regional pattern.

Chart 11: Average Annual Unemployment Rates: Hartford LMA, East Hartford and Other Selected Municipalities, 2002-2012



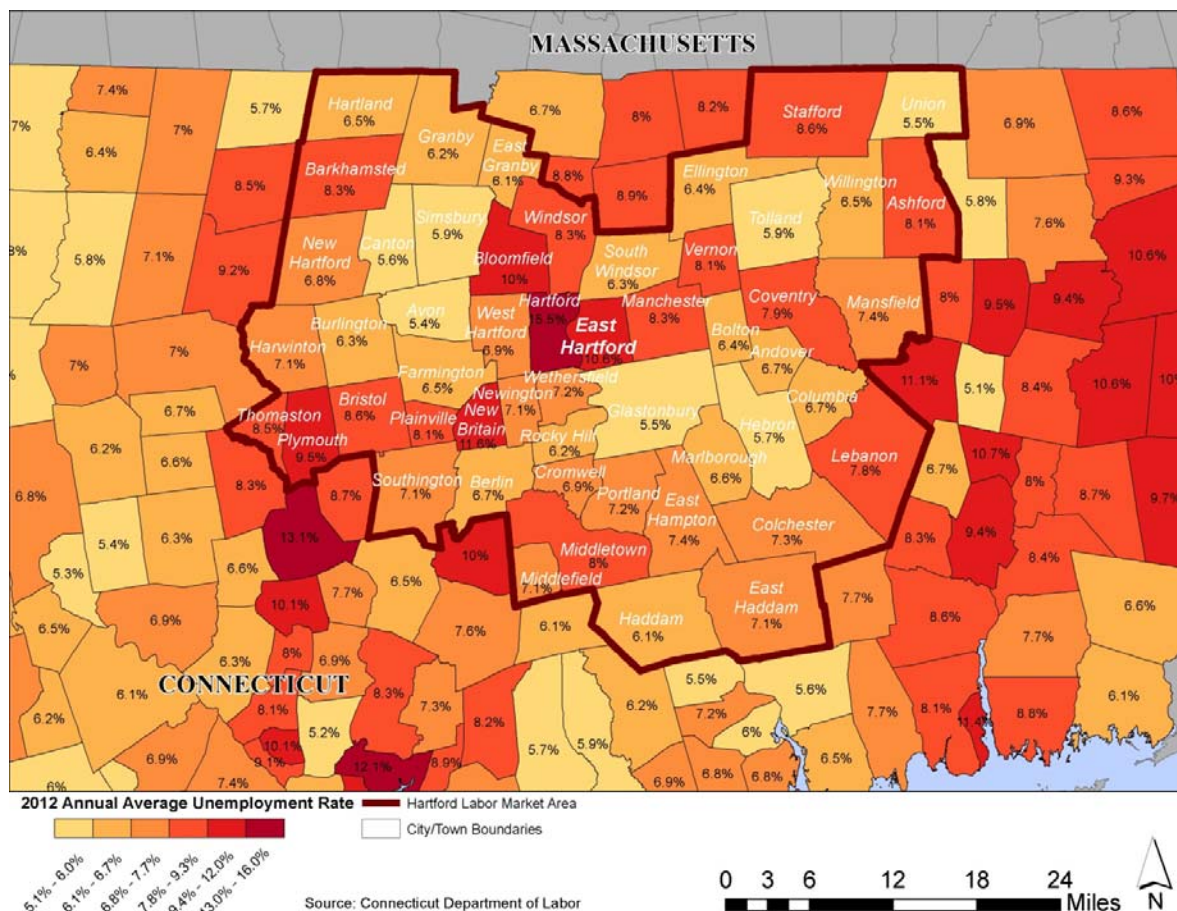
Source: CT DOL Local Area Unemployment Statistics

Figure 26, presents annual average unemployment rates by municipality in 2012. Within the LMA, East Hartford's rate is exceeded only by the City of Hartford and New Britain (15.5% and 11.6%, respectively). The only discernible geographic pattern of unemployment is the expected higher rates in proximity to central cities. Other high unemployment areas are those that have lost major industries.

10.2.2. Resident Employment

The CT DOL reports only summary data, so the Census Bureau's Center for Economic Studies, Longitudinal Employer Household Dataset (CES LEHD) was accessed through its OnTheMap tool, to gather more detailed information on the characteristics of East Hartford's employed residents.

Figure 26: Unemployment Rates in the Region



10.2.3. Industry

Table 22 shows the number of employed East Hartford residents by industry for the years 2002 and 2011. Categories highlighted in dark green have seen growth of 15% or more since 2002; those highlighted in light green have grown between 5% and 15%. Categories highlighted in dark gray have decreased by 15% or more since 2002; those highlighted in light gray have decreased by between 5% and 15%.

The data show that in both 2002 and 2011, the largest share of employed residents worked in the Health Care and Social Assistance industry. This industry category strengthened over the course of the decade, growing by 37.8% and increasing in share from 13.5% of all resident employment to 18%. The growth in health care is a reflection of national trends.

Table 22: East Hartford Employed Labor Force by Industry, 2002 and 2011

	2002		2011		2002-2011
	Employed Labor Force	Share	Employed Labor Force	Share	Percent Change
Health Care and Social Assistance	3,371	13.5%	4,644	18.0%	37.8%
Retail Trade	3,219	12.9%	3,043	11.8%	-5.5%
Manufacturing	2,926	11.7%	2,362	9.2%	-19.3%
Accommodation and Food Services	1,641	6.6%	2,101	8.2%	28.0%
Educational Services	1,958	7.8%	1,955	7.6%	-0.2%
Administration & Support, Waste Management and Remediation	1,708	6.8%	1,878	7.3%	10.0%
Finance and Insurance	2,259	9.0%	1,861	7.2%	-17.6%
Professional, Scientific, and Technical Services	1,451	5.8%	1,502	5.8%	3.5%
Public Administration	1,042	4.2%	1,165	4.5%	11.8%
Wholesale Trade	1,286	5.1%	1,073	4.2%	-16.6%
Transportation and Warehousing	707	2.8%	952	3.7%	34.7%
Other Services (excluding Public Administration)	951	3.8%	931	3.6%	-2.1%
Construction	941	3.8%	640	2.5%	-32.0%
Management of Companies and Enterprises	323	1.3%	462	1.8%	43.0%
Information	525	2.1%	417	1.6%	-20.6%
Real Estate and Rental and Leasing	314	1.3%	354	1.4%	12.7%
Arts, Entertainment, and Recreation	309	1.2%	289	1.1%	-6.5%
Utilities	115	0.5%	121	0.5%	5.2%

Source: OnTheMap.com Census CES LEHD

Retail Trade is the next largest employer of local residents. In 2011, more than one in 10 employed residents (11.8%) had a retail job. The level of retail employment has decreased since 2002, when it accounted for 176 more workers, or a total of 12.9% of the employed labor force. Just over 9% of employed residents (2,362) have manufacturing jobs. This is a decrease of 564 jobs, or 19.3% since 2002.

The economic structure of the area is changing significantly. Although the number of residents working in Education, Professional, Scientific and Technical Services as well as Other Services have changed only slightly (less than 5% in either direction) since 2002, one-half of the 18 listed industries have experienced either a positive or negative change of more than 15%. Along with Health Care and Manufacturing, Accommodation and Food Service employment among residents increased by 28% to account for 2,101 jobs, or 8.2% of job holders. Transportation and Warehousing and Management of Companies and Enterprises have also seen great change in terms of growth rates at 34.7% and 43.0%, respectively; however, in terms of actual employment, these represent gains of only 350 jobs in total.

Significant losses in the number of East Hartford working residents have been seen in Construction (32%, 301 jobs), Information (20.6%, 108 jobs), Manufacturing (19.3%, 564 jobs), Finance and Insurance (17.6 %, 398 jobs) and Wholesale Trade (16.6%, 113 jobs).

10.2.4. Earnings

As seen in the previous section, the shift in employment for East Hartford residents has been from higher-paying jobs in the Manufacturing, Finance & Insurance and Construction industries, to the lower-paying Health Care and Social services and Accommodation and Food Services. In terms of earnings as grouped by the Census, the distribution of earnings has shifted since 2002 from 28.3% to 24.6% of workers making the least amount categorized of \$1,250 per month, and from 28.2% to 39.1% making the highest (more than \$3,333) per month.

Table 23: East Hartford Resident Earnings, 2002 to 2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
\$1,250 per month or less	7,108	6,582	6,595	6,612	6,573	6,569	6,371	5,827	5,644	6,336
\$1,251 to \$3,333 per month	10,928	10,470	10,351	10,435	10,172	9,955	10,080	9,421	9,070	9,377
More than \$3,333 per month	7,089	7,118	7,420	8,017	8,963	9,029	9,801	9,610	9,343	10,074
\$1,250 per month or less	28.3%	27.2%	27.1%	26.4%	25.6%	25.7%	24.3%	23.4%	23.5%	24.6%
\$1,251 to \$3,333 per month	43.5%	43.3%	42.5%	41.6%	39.6%	39.0%	38.4%	37.9%	37.7%	36.4%
More than \$3,333 per month	28.2%	29.4%	30.5%	32.0%	34.9%	35.3%	37.3%	38.7%	38.8%	39.1%

Source: OnTheMap.com Census CES LEHD

However, it is important to note that the highest category, when converted to an annual amount, is only \$40,000 or more. A full 60% of working residents make less than \$40,000 a year. Almost one in four residents have personal earnings in the lowest wage category, or \$15,000 a year; i.e., they make only minimum wage.

10.2.5. Commutation

As shown in Table 23 and further illustrated by distribution in Chart 12, the most common places of work have not changed significantly between 2002 and 2011. The greatest number of employed East Hartford residents work across the river in Hartford, followed by East Hartford and West Hartford.

Table 24: East Hartford Employed Residents by Top 10 Places of Work, 2002-2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	Absolute Change	Percent Change
Hartford	5,168	5,036	4,984	4,961	5,167	5,137	5,187	5,079	4,998	5,174	6	0.1%
East Hartford	4,263	4,084	3,826	3,974	3,706	3,474	3,463	3,258	3,139	3,216	-1,047	-24.6%
West Hartford	1,012	996	943	1,028	1,034	1,096	1,101	980	915	934	-78	-7.7%
Manchester	607	572	510	635	589	591	621	576	665	619	12	2.0%
Glastonbury Center	599	590	610	648	622	694	735	672	605	611	12	2.0%
Newington	515	489	529	531	577	570	584	573	499	511	-4	-0.8%
Wethersfield	376	367	401	398	417	402	337	372	428	398	22	5.9%
New Britain	299	265	278	260	299	335	355	355	389	358	59	19.7%
Middletown	453	459	385	366	472	439	440	411	325	351	-102	-22.5%
Westport	29	25	34	31	65	82	116	137	153	349	320	1103.4%
All Other Locations	11,804	11,287	11,866	12,232	12,760	12,733	13,313	12,445	11,941	13,266	1,462	12.4%

Source: OnTheMap.com Census CES LEHD

The most notable shift in employment is the number of employed residents that both live and work in East Hartford, declining by 24.6%, or more than 1,000 workers, between 2002 and 2011. This is a shift from 17% of all resident employment to only 12.5%.

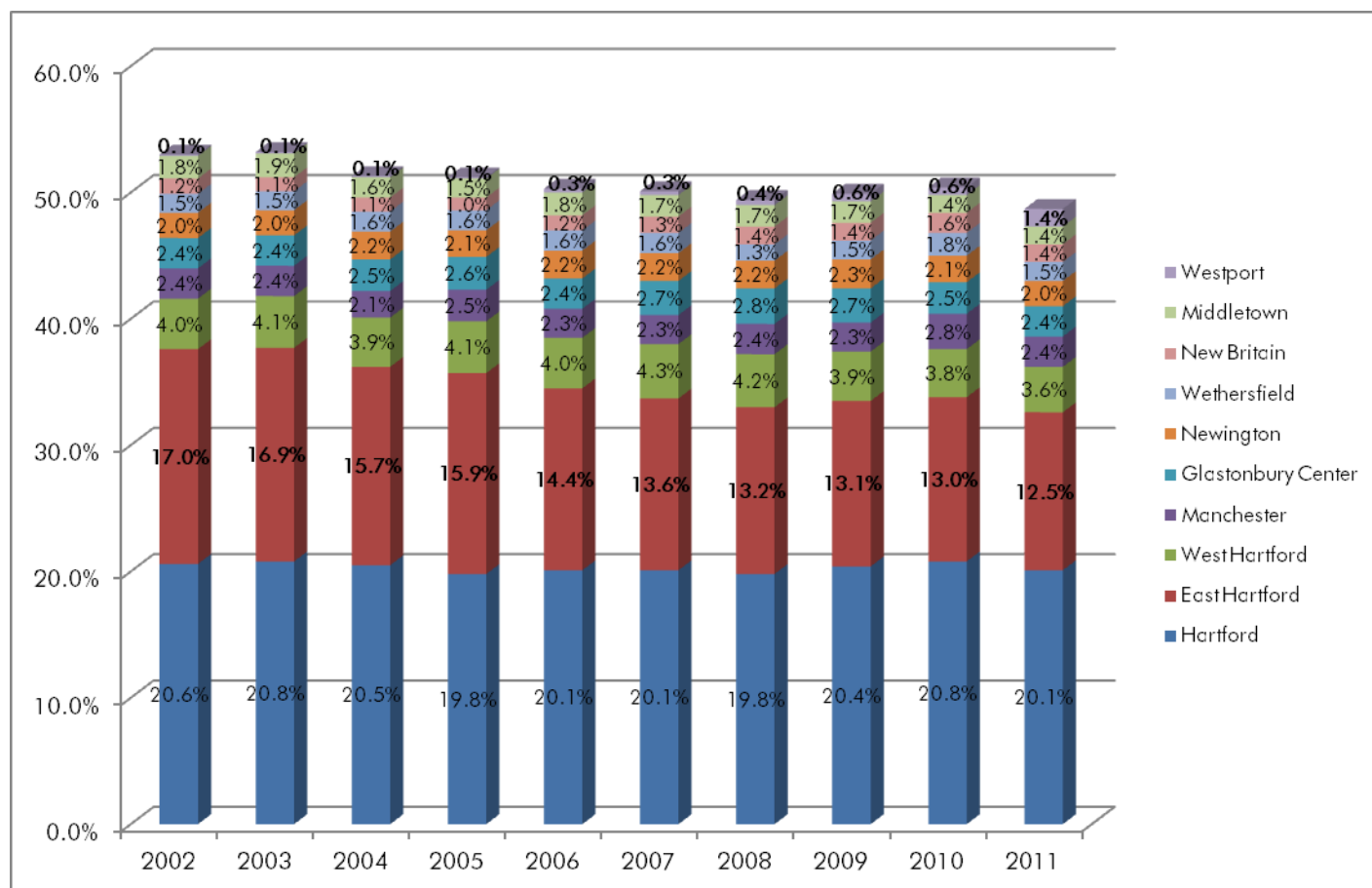
There have been job losses for East Hartford residents in West Hartford and Middletown as well, 180 jobs in total. In terms of increases in jobs, the number of East Hartford residents working in Westport has increased from 29 in 2002 to 349 in 2011, or from 0.1% to 1.4% of all resident jobs.

10.2.6. East Hartford Employment

The previous sections discussed where East Hartford residents were working. This section will discuss East Hartford and the surrounding area as a place of employment, i.e., the jobs in East Hartford, regardless of where the workers live. Source: OnTheMap.com Census CES LEHD

Table 25, on the following page, shows the trend in employment in East Hartford and neighboring towns from 2002 to 2011. In the most general terms, East Hartford and Manchester lost jobs, while the rest of the vicinity – Hartford, West Hartford, Glastonbury and Newington – added jobs over the course of the decade.

Chart 12: Distribution of East Hartford Employed by Top Ten Places of Work, 2002-2011



Source: OnTheMap.com Census CES LEHD

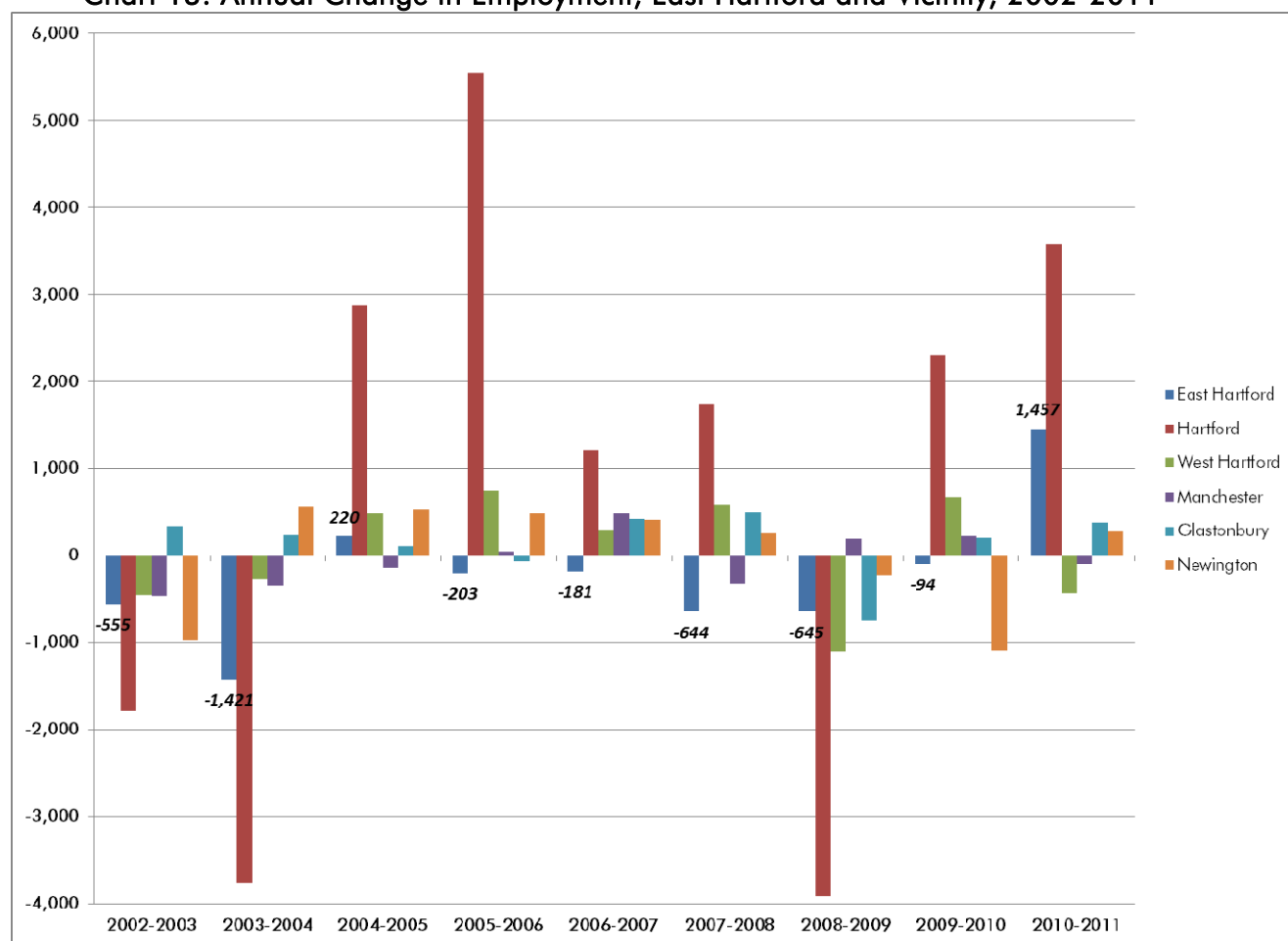
Table 25: Employment in East Hartford and Vicinity, 2002-2011

	East Hartford	Hartford	West Hartford	Manchester	Glastonbury	Newington
2002	32,474	113,527	27,184	9,930	8,560	16,769
2003	31,919	111,745	26,729	9,471	8,897	15,797
2004	30,498	107,984	26,466	9,125	9,129	16,356
2005	30,718	110,854	26,948	8,987	9,242	16,879
2006	30,515	116,410	27,692	9,038	9,174	17,365
2007	30,334	117,623	27,995	9,524	9,597	17,775
2008	29,690	119,357	28,583	9,197	10,097	18,035
2009	29,045	115,449	27,484	9,390	9,357	17,813
2010	28,951	117,748	28,161	9,620	9,564	16,722
2011	30,408	121,334	27,732	9,526	9,941	17,003
Change	-2,066	7,807	548	-404	1,381	234
% Change	-6.4%	6.9%	2.0%	-4.1%	16.1%	1.4%

Source: OnTheMap.com Census CES LEHD

As the table above shows, the number of jobs in East Hartford declined by 2,066 (6.4%) between 2002 and 2011, a greater decline than in any of the surrounding areas. More troubling, it was noted in the previous section that the number of East Hartford residents working in East Hartford had declined by more than 1,000 workers; thus, it can be inferred that half of the total job loss in East Hartford affected the town's residents.

Chart 13: Annual Change in Employment, East Hartford and Vicinity, 2002-2011



Source: OnTheMap.com Census CES LEHD

The employment loss in East Hartford did not happen all at one time with the closing of a single plant or firm. As seen in the chart above, East Hartford lost jobs each year since 2002, with the exception of 2005 and 2011. This is a departure from the surrounding municipalities, which had as many years of job gains as years with losses. While 2005 was a minor increase of 220 jobs, the gain of 1,457 jobs in 2011 was a much-needed step toward recovery. The following sections will look at the major employers in East Hartford for indications of where the losses and gains have occurred.

10.2.7. Major Employers

Table 26 compares the top 15 employers in East Hartford for 2012 vs. 2002.

Table 26: Top 15 Employers in East Hartford 2011: Jobs and Rankings, 2012, 2002

Employer	2012		2002	
	Jobs	Rank	Jobs	Rank
Pratt & Whitney Aircraft	7,700	1	7,200	1
Town of East Hartford	1,830	2	1,531	2
Goodwin College	820	3	NA	NA
Coca Cola Bottling Company	600	4	134	10
Bank of America	550	5	632	4
United Technologies Research	515	6	800	3
Riverside Health Center	438	7	425	5
CT Dept. of Info. Technology	397	8	NA	NA
Cabela's Outdoor Store	326	9	NA	NA
CSC Financial	297	10	400	6
Connecticut Natural Gas	263	11	NA	NA
BKM Total Office	175	12	NA	NA
Xerox	174	13	NA	NA
CT Judicial Dept.	130	14	NA	NA
United Steel	127	15	NA	NA
Addressing Services	NA	NA	330	7
Air Touch Paging	NA	NA	150	8
Cellu-Tissue	NA	NA	140	9
ACCENT Color Sciences	NA	NA	45	11

Source: OnTheMap.com Census CES LEHD, Town of East Hartford, Development Department

Over the past decade, Pratt & Whitney has remained the primary employer in East Hartford, employing 7,700 people 2012, an increase of some 500 jobs, or 6.9%, since 2002. In February 2014, the State of Connecticut reached an agreement with United Technologies Corp., Pratt & Whitney's parent company, reached an agreement in which Pratt & Whitney would keep its headquarters in the state for at least 15 years and build a new engineering center, United Technologies Research Center would also expand its facilities and both companies would increase their employee count. Construction on the new facilities is planned to begin this year and continue through 2018. For East Hartford, the agreement sends a strong signal that both Pratt & Whitney and United Technologies Research are poised to remain a significant presence in the Town and primary employers.

The Town of East Hartford maintains its second-place rank in 2012, having added 299 jobs, or 19.5%. Coca-Cola Bottling Company and Bank of America also remain key employers. While Bank of America cut almost 100 jobs from its local workforce, Coca Cola Bottling more than quadrupled its workforce and rose from the tenth largest employer in 2002 to the fourth in 2012.

Seven of the 2012 top 15 employers did not rank at all in 2002, indicating that a great deal of change has taken place in the municipality over the last decade. One of these is third-ranked Goodwin College, which employs 820 people in East Hartford. Other examples of this include the Connecticut Department of Information Technology (#8, 397 jobs); Cabela's Outdoor Store (#9, 326 jobs); Connecticut Natural Gas (#11, 263 jobs); BKM Total Office (#12, 175 jobs); Xerox (#13, 174 jobs); the Connecticut Judicial Department (#14, 130 jobs); and finally, United Steel (#15, 127 jobs). Of these "new" businesses, it is notable that three are State of Connecticut facilities or utilities and two are major retailers.

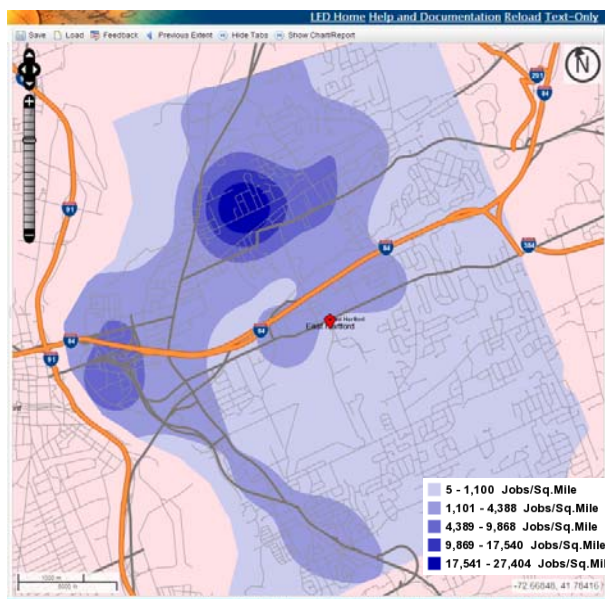
Other notable changes include sixth-ranked United Technologies Research, which cut 285 jobs since 2002 and declined in rank from third place to sixth place, just behind Bank of America. Riverside Health Center, while increasing employment slightly since 2002, dropped two points in the rankings to number seven in 2012.

Four companies, Addressing Services, Air Touch Paging, Cellu-Tissue and ACCENT Color Sciences, which ranked seventh, eighth, ninth and eleventh, respectively, and employed a total of 665 people in 2002, did not make the top 15 employers list in 2012, either moving elsewhere or reducing staff to fewer than 127 employees.

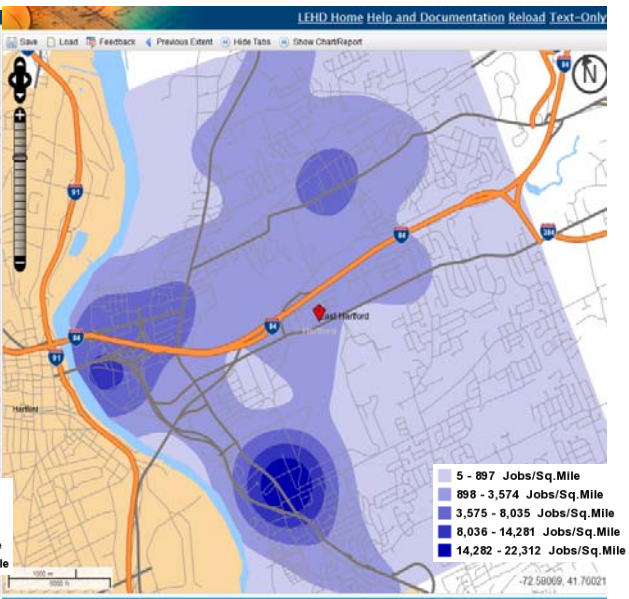
10.2.8. Geographic Distribution

Not only did the nature of jobs in East Hartford change, but the geographic distribution has changed as well. The figures below show the highest concentrations of jobs per square mile in 2002 and 2011. In 2002, employment followed the major highways, including 5, 44 and 2, with the greatest concentration of jobs in the fork at the intersection of Highways 5 and 44 and to a lesser extent at I-84 and 2 as they cross over into Hartford.

East Hartford Jobs per Square Mile 2002



East Hartford Jobs per Square Mile 2011



Source: OnTheMap.com Census CES LEHD

By 2011, jobs had left that northern core, with only a small concentration along Highway 44. Meanwhile, the economic activity at the bridges had intensified, as it has all along the riverside, primarily reflecting increases in State and Goodwin College employment. However, the greatest job density is on Main Street where Pratt & Whitney, Coca-Cola Bottling and Goodwin College are located.

10.2.9. Worker Profiles

East Hartford workers tend to be older than those in surrounding municipalities. As shown in the table that follows, a full 25% of East Hartford workers are 55 or older, the highest among neighboring municipalities. Along with having the greatest share of older workers, it also has a relatively small share of the youngest workers – those 29 or younger – at 17.2%. Only Hartford has smaller share of young workers (16%). The other surrounding towns (West Hartford, Manchester, Glastonbury and Newington) have much younger employees, with shares of the 29 and under cohort ranging from 23.3% in Manchester to 26.8% in Glastonbury.

Table 27: Age Distribution of Selected Area Workers, 2011

	East Hartford	Hartford	West Hartford	Manchester	Glastonbury	Newington
Age 29 or younger	5,219	19,410	6,692	2,223	2,663	4,021
Age 30 to 54	17,582	75,526	14,389	5,182	5,220	9,338
Age 55 or older	7,607	26,398	6,651	2,121	2,058	3,644
	Percent of Total					
Age 29 or younger	17.2%	16.0%	24.1%	23.3%	26.8%	23.6%
Age 30 to 54	57.8%	62.2%	51.9%	54.4%	52.5%	54.9%
Age 55 or older	25.0%	21.8%	24.0%	22.3%	20.7%	21.4%

Source: OnTheMap.com Census CES LEHD

While the majority of workers in the area are in the 30 to 54 age cohort, that percentage is 57.8 in East Hartford, second only to Hartford at 62.2%. Meanwhile, Newington's share in that age range, the next closest, is only 54.9%.

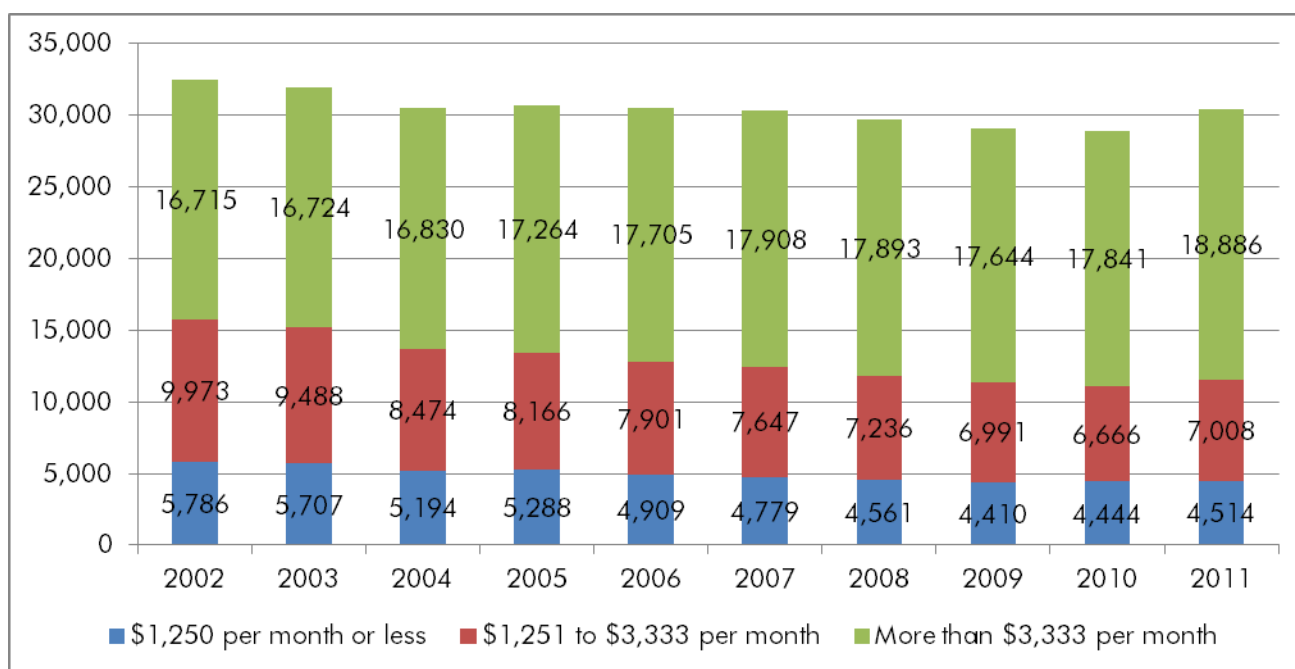
Going hand in hand with the generally older workforce, East Hartford workers tend to make more money than their counterparts in the surrounding areas. Only 14.8% of the jobs in East Hartford are minimum wage, with workers making \$1,250 per month or less. The majority, 62.1%, is in the highest paying category of More than \$3,333 per month – of course, the highest category includes all workers making \$40,000 per year or more. In these terms, only Hartford has a higher wage distribution with 65.4% of its workers being in the highest wage category.

Table 28: Earnings Distribution of Selected Area Workers, 2011

	East Hartford	Hartford	West Hartford	Manchester	Glastonbury	Newington
\$1,250 per month or less	14.8%	12.6%	28.4%	26.8%	27.6%	24.1%
\$1,251 to \$3,333 per month	23.0%	22.0%	32.3%	34.1%	29.6%	29.4%
More than \$3,333 per month	62.1%	65.4%	39.3%	39.1%	42.7%	46.5%

Source: OnTheMap.com Census CES LEHD

Looking at the historical data since 2002, as displayed in the following chart, the largest share of East Hartford jobs has always been in the highest wage category; however the share and number of those making higher wages has continued to grow in absolute terms even though the number of total jobs has decreased.

Chart 14: Earnings Distribution of East Hartford Workers, 2002-2011

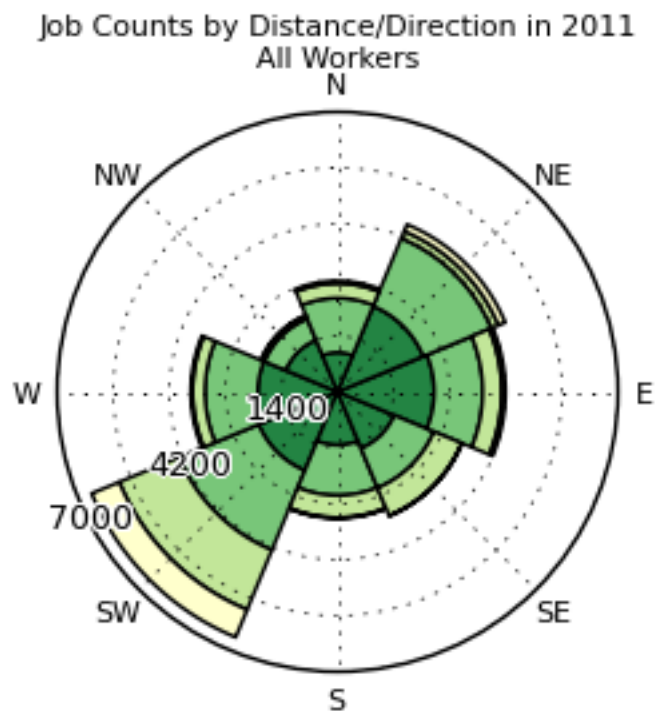
Source: OnTheMap.com Census CES LEHD

10.2.10. Origins of East Hartford Workers

According to the CES, of the 30,408 jobs in East Hartford in 2011, only 3,216, or 10.6%, are held by East Hartford residents. As shown in the chart and table below, East Hartford workers come from very widespread origins; the share from the top nine places of origin total only one third of all workers.

Table 29: Origins of East Hartford Workers, 2011

Top Ten Places of Residence of East Hartford Workers		
East Hartford	3,216	10.6%
Hartford	1,949	6.4%
West Hartford	1,038	3.4%
Manchester	986	3.2%
New Britain	728	2.4%
Bristol	625	2.1%
Middletown	566	1.9%
Wethersfield	530	1.7%
Newington	519	1.7%
All Other	20,251	66.6%
Distance Traveled to Work in East Hartford (colors correspond to radar map)		
Less than 10 miles	14,100	46.4%
10 to 24 miles	10,784	35.5%
25 to 50 miles	4,336	14.3%
Greater than 50 miles	1,188	3.9%



Source: OnTheMap.com Census CES LEHD

Fewer than half (46.4%) of all workers travel less than 10 miles to work every day. One in three travel between 10 and 25 miles to work, while 14.3% travel between 25 and 50 miles and 3.9% or 1,188 travel more than 50 miles to work in East Hartford – most of whom travel from the southwest, and likely by car. These travel patterns not only indicate a labor gap in East Hartford, but also have implications on commutation and traffic.

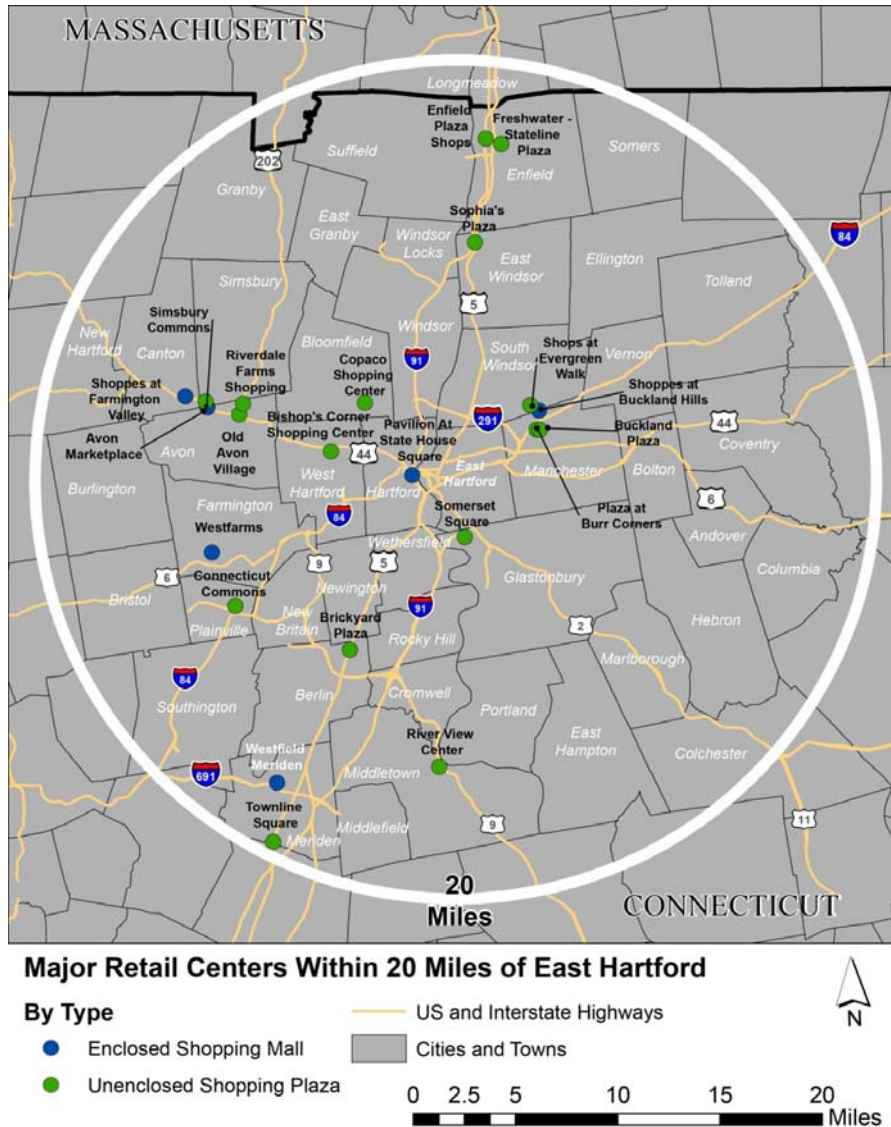
10.2.11. Commercial Areas

As discussed in Chapter 3, East Hartford has a small portion of land devoted to commercial land use, comprising just 4% of the town's land area. While this trend has remained fairly stable for a number of years – commercial land use represented nearly 4% of land area in the 1990 POCD and about 6% in the 2003 POCD – the nature of commercial uses has changed. On Silver Lane, the formerly enclosed Charter Oak Mall has been replaced by a strip mall, while other smaller-scale strip development has located along that corridor and others such as Main Street and Burnside Avenue. The condition of this development varies, with newly built, standalone buildings faring relatively well, and older strip centers experiencing high vacancy rates and in need of upgrades. The northern portion of town recently lost its only grocery store.

The limited commercial venues in East Hartford suggest that its residents are traveling elsewhere for many of their shopping or dining needs; in fact, Figure 27 shows that the town's residents have a number of large-scale shopping centers within short driving distance. In considering future

development or redevelopment of retail uses in town (such as at Rentschler Field), their success will largely depend on filling an appropriate niche, to offer shoppers something they cannot obtain elsewhere in the vicinity.

Figure 27: Shopping Centers in the Region



10.3. Issues and Opportunities

Based on the above discussion of existing conditions, this section recommends some items to be considered through Town action or further study.

10.3.1. Build on key assets for greater economic vitality.

As described in greater detail in Chapter 11, East Hartford contains several important growth areas that are critical to its long-term economic picture: Founders Plaza, the Silver Lane/Rentschler Field area and the south Main Street/Goodwin College area. Each of these represent major assets for the town, and fully capturing their potential and connecting them to each other and to the rest of East Hartford will generate much-needed economic activity.

Another significant asset that the Town can build upon is its central business district, which includes many activity nodes, such as municipal functions, historic properties and parks. Additional mixed-use infill development should be encouraged in this area, with a focus on Main Street as a major commercial node. Adaptive re-use of historic structures should also be facilitated to increase the value of these properties while preserving their character.

East Hartford also has a substantial untapped resource in its Connecticut River waterfront. Portions of the riverfront are well-used, such as Great River Park, but others are greatly underutilized or not accessible by the public, in particular the northern and southern ends. Enhanced access to the town's waterfront would represent a significant improvement in quality of life for many town residents, increasing neighborhood amenities and transforming more areas into neighborhoods of choice. This improved quality of life would serve the twin goals of increasing property values and attracting new residents to East Hartford, both of which would raise the town's tax base and thus increase its fiscal capacity. Recreational uses are not only a nicety for existing East Hartford residents; they can also spawn commercial development and are a major draw for residential development.

10.3.2. Strengthen economic competitiveness to attract, create and retain jobs.

This chapter indicates that many of East Hartford's economic issues stem from its need for more diverse and high-paying jobs. One key factor in improving the jobs picture is keeping and supporting existing businesses. Many of these enterprises may wish to expand but cannot find the right space to suit their needs, or struggle with the legal and contractual hurdles involved in expansion. The Town should facilitate redevelopment of strategic areas with warehouses and other retrofitted space that meets the needs of businesses seeking to expand or relocate. In addition, East Hartford should implement outreach and training programs for minority and small businesses in terms of legal and fiscal requirements of ownership. Outreach and communication to existing businesses should be strengthened – perhaps through in cooperation with the Chamber of Commerce – to ensure that their ongoing needs are being addressed and to assist in expansion or relocation opportunities.

In order to ensure that more of the jobs located in East Hartford are held by residents of the town, the skills of residents must match those needed by prospective employers. Many industries remaining in town require specialized technical training and computer skills not only for office jobs, but for smart-technology industry as well. Better preparation of East Hartford's workforce must start by understanding what skills its residents need to compete for existing and future jobs. It is recommended that the Town, working with a specialized consultant, undertake a separate skillset analysis to determine where skill mismatches may be occurring. With that information, the Town could work with the public schools system as well as private-sector representatives such as charter schools, Goodwin College and major employers on crafting educational and industrial training programs to enhance the competitiveness of East Hartford's workforce.

10.3.3. Reinforce existing neighborhoods and create new neighborhoods of choice.

Improving the business climate and worker training will only go so far to allow East Hartford to reach its full potential. The town's image is not as positive as it could be, and the highest wage earnings working in East Hartford tend to live elsewhere. The town needs to become a place where people of all demographic levels want to live. This means creating diverse housing options throughout the town (including market-rate housing), developing neighborhood commerce to include local convenience retail and maintaining community facilities to adequately serve their neighborhoods.

As detailed in Chapter 8, East Hartford has a large amount of affordable and publicly subsidized housing, which is clearly vital to serve the needs of many of its residents. However, this Plan recommends a greater share of medium- and high-income housing – located, for example, at Founder's Plaza – in order to increase the Town's fiscal capacity by improving the tax base. Such growth in the diversity of housing would create a "housing ladder" for East Hartford residents, so that as their incomes increase, they will have a range of housing options to induce them to stay in the town. Encouraging housing diversity is not intended to adversely affect the character of East Hartford's existing neighborhoods, but to enhance it, by fostering a blend of affordable, workforce and higher-end housing options at different densities throughout the town. By creating a more balanced mix, the Town will be able to provide better services, and potentially bring its mill rate down.

