NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM
BOARD MEETING
Tuesday, March 26, 2013, 1:00 PM
Akron Urban League 440 Vernon Odom Boulevard, Akron, OH

1. Welcome and Introductions
   a. Welcome to local officials and official visitors
      i. Ukrainian Delegation
   b. Introduction of Consortium Members

2. Public Comment

3. For Action
   a. Approval of Meeting Minutes February 26, 2013 (attachment)
   b. Amendment to the Code of Regulations (J. Morrison) (attachment)
   c. Finance Committee Appointments (G. Gallucci)

4. For Discussion
   a. Introduction of Sasaki Team
   b. Progress and status of products (S. Maier)
      i. Dashboard Presentation and Discussion (J. MacDonald)
   c. Objectives for April, May, and June (J. Anderle)
      i. Communications and Engagement (J. Anderle)

5. For Information
   a. Standing Committee Reports
      i. Executive Committee Report
      ii. Technical Steering Committee (attachment)
      iii. Finance Committee Report
      iv. Communications and Engagement Committee Report (attachment)
      v. Nominating Committee Report (no business conducted)
      vi. Personnel Committee Report (no business conducted)
   b. Organization
      i. Month End Financial Report (attachment)
      ii. Open and Pending Contract Update (attachment)
      iii. Leveraged Match Report (attachment)

6. Old Business
   a. Primary and Alternate Representatives
   b. Conflict of Interest Forms

7. New Business
   a. Scenario Planning Update and Business As Usual Scenario (Sasaki)

8. April Watch List (H. Morrison)

Adjourn

Next Board Meeting: Tuesday, April 23, 2013
Akron Urban League 440 Vernon Odom Boulevard, Akron, OH
Board Members: Jason Segedy, Pam Hawkins, Fred Wright, Janice Switzer, Emily Campbell, Mark Moore, Freddy Collier, Angie Byington, Bill D’Avignon, David Beach, Ed Jerse, Shawna Daugherty, John Getchey, Bethia Burke, Joe Calabrese, Mike Challender, Joe Hadley, Grace Gallucci, Mike Lyons, Bob Nau, Jeff Dutton, Erin Seibel, Corey Minor Smith, Gene Nixon

Alternate Board Members: Rachel McCartney, Maribeth Feke, Steve Hambley

Non Members: Hunter Morrison, Jeff Anderle, Emma Petrie Barcelona, Kelley Britt, Anthony Kobak, Julie Whyte, Antoine Buie, Carl Brinkley, Joe MacDonald, Kelly D Harris

A Quorum was present. Grace Gallucci called the meeting to order at 1:25 p.m. Welcome and introductions were made by the board. There was no introduction of public officials or public comment.

There was a motion to approve the January 22, 2013 minutes made by Joe Hadley and seconded by Mike Challender. The motion was approved.

Hunter Morrison discussed that the Board Organization Code of Conduct and Primary/Alternative forms had not been filled out by all board members. The request was made to fill out and send in forms a.s.a.p. The members were asked to designate alternates if they had none.

Hunter Morrison gave a review of ongoing and future work in relation to Scenario Planning in conjunction with Sasaki. The model should be made around the area you’re trying to study. It helps the decision makers understand the long term consequences of the decisions that are made. There are thirty categories in total; four are reserved for housing, which promotes the community, parks, museums, etc.....

The Sasaki team will be at the March 2013 board meeting to discuss Scenario Planning and Fiscal Impact. There was power point presentation discussing the attributes and where we are to date with Scenario Planning. Sara Maier gave a power presentation on work related to the dashboard measures, tool kit and practices, policy recommendations and pilots. Hunter and Sara entertained questions from board members about the related topics.

Most of the discussion was about the scope, nature, level of engagement and those involved in these different sections of the process. Grace Gallucci noted discussing the future of the organization is becoming of increased importance and needs to be discussed at the next meeting. This was also in part to Mike Lyons’ question of what will happen to the staff and process after the December 31, 2013 HUD deadline.

The Regional Impact forums will be held the week of March 11, 2013. There will be two webinars held on March 21 and 22 to discuss the results of the forum.
Jeff Anderle discussed the upcoming events and new dates for Community Engagement. In the coming months listed on the attached green sheet the dates, times and places for the 2013 Northeast Ohio Fair Housing Forums. Save the Date information will be sent out with details on Scenario Planning Workshops. Review the Networks of Networks list and return comments to Jeff. There will be two webinars to review the Communications Toolkit for the Scenario Planning Process. There will be an outreach regarding member match and involvement lead by the Communications and Engagement workstream. Board members are still asked to turn in their leveraged match forms.

The Communications and Engagement Committee plan is to start a social media blast. There will be online network advertising; Facebook ads; promoted tweets; Google advertisement; festival and fair exhibits; radio interviews and additional webinars.

Help is needed by board members to spread the word about upcoming events and meetings. Get people to commit to come and follow thru with them in process to keep them engaged, committed and possible bring additional contacts to the upcoming meetings. This process will help to ensure that the attendance will be a success.

The contract with the Sasaki Group has been executed. The final contract amount was for $1.3 million including the inclusion of the Cobalt Group. Funds will be drawn to down for the contract amount. The 2012 fiscal year will be closed out shortly. No funds have been drawn from TeamNEO. It was suggested that the Sasaki Community meetings be held in the evenings. Some Saturday meetings have been discussed but not committed.

There was an open discussion about meeting protocols and adopted public body standards. According to the attorneys, the board can set limitations on voting remotely. If members are not able to meet, proper equipment would need to be set up and they can’t count towards meeting quorum. According to the Code of Regulations this should only be used once a year. Mike Challender asked about what specific electronic equipment would be needed for this process. It will be brought up for further discussion at the March 2013 board meeting.

There was an announcement made by Emily Campbell from the Center for Community Solution about their upcoming event, The 71st Annual Human Services Institute at Kent State in Portage County. The event is free and invited everyone to attend.

There was a motion to adjourn the meeting by Mike Challender and seconded by Corey Minor Smith. The motion was the approved. The meeting ended at 2:45 p.m.
Memo

To: NEOSCC Board of Directors
From: Hunter Morrison
Date: 03/21/13
Re: Finance Committee

There has not been need to assemble the Finance Committee yet in 2013, but we will need to in April to review some purchases which fall under their purchase threshold and/or will need to be reviewed prior to moving to the Executive Committee and Board for authorization.

The Finance Committee is made up of at least 5 people:
1) The/A vice-chair
2) Treasurer
3) Three additional members appointed by the board.

In 2012, the Finance Committee was comprised of Dan Mamula, Vice-Chair, Grace Gallucci, Treasurer, Bob Nau, Mike Lyons, and Holly Brinda.

Currently, Bob Nau, Jason Segedy, and Rachel McCartney are First, Second, and Third Vice-Chairs, respectfully. Steve Hambley is the Treasurer.

In order to convene the committee, we need confirmation on which vice-chair(s) will be serving on the committee and if there are any changes to the named three additional members.

The PMO will convene the committee as a mutually agreed upon date and time in April prior to the next Board meeting.
Memo

To: Board of Directors
From: Fred Wright and Michael Lyons, Co-Chairs of the Communications and Engagement Workstream
CC: PMO
Date: 3/21/13
Re: Communications and Engagement Work Stream Update

The Communications and Engagement Work Stream met on March 6 and discussed the following:

Project Overview and Timeline

Engagement Update
  Work Shop Schedule
  Staffing Plan

Communications Update
  Editorial Boards and Elected Officials Meeting Update
  Communications Plan Update
  New Overview Hand out
  Communications Toolkit Webinars

Leveraged Match Outreach

Media/Organization Partnerships

Outcomes

Partnership Protocol: The Work Stream has recommended that media and other organizations that are offering in-kind matches to publicize and distribute information about the events be listed as partners on a separate page of the Vibrant NEO website. They can also be listed on one of the slides of the Work Shop presentation. At this point, the members felt that it would be difficult to begin drawing up partnership agreements so a more flexible solution was selected.

The Work Stream’s next meeting will take place on April 16, 2013 at 9:30 am in the Conference Room at the Akron Urban League.
<table>
<thead>
<tr>
<th></th>
<th>TOTAL PROGRAM BUDGET</th>
<th>EXPENDED THROUGH 02/28/13</th>
<th>BUDGET REMAINING (A-B)</th>
<th>C TARGET PROGRAM BUDGET (A-B)/35 mn</th>
<th>PERCENTAGE OF TARGET PROGRAM (B/C)</th>
<th>PERCENTAGE OF TARGET (T11%) PROGRAM (B/D)</th>
</tr>
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<tbody>
<tr>
<td><strong>SALARIES &amp; FRINGES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Salaries</td>
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<td>$926,067</td>
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<td>58%</td>
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<td>Fringe Benefits</td>
<td>266,000</td>
<td>123,127</td>
<td>142,873</td>
<td>133,333</td>
<td>92%</td>
<td>62%</td>
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<td><strong>TRANSPORTATION</strong></td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Local private vehicle</td>
<td>$25,600</td>
<td>$13,500</td>
<td>$12,100</td>
<td>$17,283</td>
<td>72%</td>
<td>59%</td>
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<td>Airfare</td>
<td>5,100</td>
<td>3,523</td>
<td>1,577</td>
<td>3,460</td>
<td>104%</td>
<td>69%</td>
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<tr>
<td>Transportation-Other</td>
<td>5,360</td>
<td>4,313</td>
<td>1,047</td>
<td>3,567</td>
<td>121%</td>
<td>81%</td>
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<tr>
<td>Per diem</td>
<td>8,760</td>
<td>3,424</td>
<td>5,336</td>
<td>6,880</td>
<td>99%</td>
<td>39%</td>
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<td><strong>SUPPLIES AND MATERIALS</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Office supplies</td>
<td>19,500</td>
<td>13,750</td>
<td>5,750</td>
<td>13,320</td>
<td>102%</td>
<td>69%</td>
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<td>Copier/Lease/Usage</td>
<td>15,600</td>
<td>4,862</td>
<td>10,738</td>
<td>10,400</td>
<td>89%</td>
<td>51%</td>
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<tr>
<td><strong>CONSULTANTS</strong></td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>place based Plan</td>
<td>35,000</td>
<td>4,307</td>
<td>30,693</td>
<td>23,333</td>
<td>88%</td>
<td>13%</td>
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<tr>
<td>Collaboration &amp; Support</td>
<td>200,000</td>
<td>151,250</td>
<td>48,750</td>
<td>133,333</td>
<td>123%</td>
<td>76%</td>
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<tr>
<td>GIS &amp; Data Integration</td>
<td>75,000</td>
<td>64,328</td>
<td>10,672</td>
<td>59,000</td>
<td>119%</td>
<td>80%</td>
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<td>Government &amp; PM Support</td>
<td>200,000</td>
<td>163,784</td>
<td>36,216</td>
<td>133,333</td>
<td>123%</td>
<td>82%</td>
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<td>Residential Engagement</td>
<td>2,500</td>
<td>1,090</td>
<td>1,410</td>
<td>1,667</td>
<td>60%</td>
<td>40%</td>
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<tr>
<td>Public &amp; Private Engage</td>
<td>250,000</td>
<td>131,643</td>
<td>118,157</td>
<td>166,667</td>
<td>79%</td>
<td>53%</td>
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<tr>
<td>Web-based Management</td>
<td>200,000</td>
<td>99,491</td>
<td>100,509</td>
<td>133,333</td>
<td>79%</td>
<td>50%</td>
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<tr>
<td>SP, PL and PM</td>
<td>1,320,000</td>
<td>1,320,000</td>
<td>0</td>
<td>0</td>
<td>0%</td>
<td>0%</td>
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<tr>
<td><strong>CONSORTIUM MEMBER CONTRIBUTION</strong></td>
<td>$2,522,000</td>
<td>$740,063</td>
<td>$1,781,937</td>
<td>$794,967</td>
<td>93%</td>
<td>29%</td>
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<td><strong>CONTRACTS</strong></td>
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<td></td>
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<td></td>
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<tr>
<td>Data &amp; Research Evaluation</td>
<td>600</td>
<td>555</td>
<td>15</td>
<td>357</td>
<td>100%</td>
<td>98%</td>
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<tr>
<td><strong>OTHER DIRECT EXPENSES</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Monthly meeting/intra agency</td>
<td>$36,000</td>
<td>$13,172</td>
<td>$22,828</td>
<td>$24,000</td>
<td>55%</td>
<td>37%</td>
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<tr>
<td>Smartphone/Cellphone plans</td>
<td>18,000</td>
<td>8,406</td>
<td>9,594</td>
<td>12,000</td>
<td>70%</td>
<td>47%</td>
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<td>refreshments</td>
<td>0</td>
<td>3,629</td>
<td>(3,629)</td>
<td>0</td>
<td>ADV/REV</td>
<td>#ADV/REV</td>
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<td>Insurance</td>
<td>7,560</td>
<td>5,133</td>
<td>2,427</td>
<td>5,900</td>
<td>62%</td>
<td>41%</td>
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<tr>
<td>Miscellaneous</td>
<td>18,500</td>
<td>5,854</td>
<td>12,646</td>
<td>12,333</td>
<td>66%</td>
<td>32%</td>
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<tr>
<td><strong>TOTAL HUD BUDGET</strong></td>
<td>$6,247,000</td>
<td>$3,351,998</td>
<td>$2,895,002</td>
<td>$3,122,468</td>
<td>107%</td>
<td>54%</td>
</tr>
</tbody>
</table>

* These line items will be within budget as the program progresses toward completion.

** The Consortium has expended approximately fifty-two percent of the Sustainable Communities budget.

Total Contributions To Date:

- Members: 43.61%
- HJD: 56.39%
## CASH POSITION AS OF FEBRUARY 28, 2013

<table>
<thead>
<tr>
<th>Description</th>
<th>Receipts</th>
<th>Disbursements</th>
<th>Balance</th>
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<tbody>
<tr>
<td>BEGINNING BALANCE</td>
<td></td>
<td></td>
<td>$629,373.06</td>
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<tr>
<td>HUD LOCCS REIMBURSEMENT</td>
<td>$51,848.00</td>
<td></td>
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<tr>
<td>FFOEF CONTRIBUTIONS</td>
<td>0.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEMBER CONTRIBUTIONS</td>
<td>0.00</td>
<td></td>
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<tr>
<td>MISCELLANEOUS</td>
<td>0.00</td>
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<tr>
<td>VENDORS</td>
<td>$47,368.06</td>
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<tr>
<td>PAYROLL</td>
<td>42,917.45</td>
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<tr>
<td>ENDING BALANCE</td>
<td></td>
<td></td>
<td>$590,875.58</td>
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<tr>
<td>TOTAL</td>
<td>$51,848.00</td>
<td>$90,245.51</td>
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</table>

**RECEIPTED FUNDS:**

- DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD) $2,355,025.06
- FUND FOR OUR ECONOMIC FUTURE (FFOEF) 115,563.63
- CITY OF ELYRIA 10,000.00

**TOTAL** $2,480,598.63

**ADDITIONAL CASH RESOURCES:**

- NOACA LINE OF CREDIT $0
Memo

To: NEOSCC Board of Directors  
From: Emma Petrie Barcelona  
Date: 3/21/2013  
Re: Open and Pending Contracts and RFPs

Action requested

None

Contract Status

<table>
<thead>
<tr>
<th>Vendor/Purpose</th>
<th>Expended</th>
<th>Invoices pending</th>
<th>PO Amount</th>
<th>Status</th>
</tr>
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<tbody>
<tr>
<td>Center for Community Solutions Regional Data Identification and Availability 2011-10</td>
<td>$16,565</td>
<td>-</td>
<td>$23,000</td>
<td>In progress- additional work supporting Sasaki and dashboard</td>
</tr>
<tr>
<td>R-Strategy Communications, Website and Market Research 2012-09</td>
<td>$255,314</td>
<td>$12,176</td>
<td>$356,320</td>
<td>Work ongoing, on schedule. Will be requesting an authorization amount increase in April or May.</td>
</tr>
<tr>
<td>Center for Community Solutions Creating maps and basic GIS work 2012-11</td>
<td>$15,420</td>
<td>-</td>
<td>$24,948</td>
<td>In progress- additional work supporting dashboard and Sasaki</td>
</tr>
<tr>
<td>Cobalt Group Community Engagement Plan Implementation 2012-13</td>
<td>$114,138</td>
<td>-</td>
<td>$126,760</td>
<td>Work to be concluded in March- additional work will be part of Sasaki contract</td>
</tr>
<tr>
<td>Analysis of Impediments to Fair Housing Western Economic Services 2012-14</td>
<td>$70,823</td>
<td>$23,040</td>
<td>$163,140</td>
<td>Work ongoing, on schedule</td>
</tr>
<tr>
<td>Program Planning Consultant, Scenario Planning and Fiscal Impact 2012-21</td>
<td>-</td>
<td>-</td>
<td>$1,300,000</td>
<td>Under contract, no invoices received to date</td>
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<tr>
<td>Current Board Facilitation 2012-07 2012-17 extension</td>
<td>$167,393</td>
<td>-</td>
<td>$179,063</td>
<td>Work to be completed in January</td>
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## Other Contracts

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<th>Invoices pending</th>
<th>PO amount</th>
<th>Status</th>
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<tr>
<td>Temporary Legal Services Schneider, Smeltz, Ranney &amp; LaFond P.L.L.C.</td>
<td>$3,000</td>
<td>$1,145</td>
<td>$3,000</td>
<td>Term work complete- Final invoice received.</td>
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<tr>
<td>Imagen Photography Board meeting recording 2012-12</td>
<td>$5,750</td>
<td>$575</td>
<td>$8,050</td>
<td>Approved 5-8-12</td>
</tr>
<tr>
<td>FY12 and FY13 Audit and Tax Services Meaden &amp; Moore</td>
<td>-</td>
<td>-</td>
<td>$12,320</td>
<td>Agreement in place for FY2012</td>
</tr>
<tr>
<td>Legal Counsel Buckingham, Doolittle &amp; Burroughs</td>
<td>$21,017</td>
<td>$1,704</td>
<td>$25,000</td>
<td>Agreement in place- no retainer, monthly invoices based on work performed</td>
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### Open and Pending RFQs/RFPs

a. Open  
b. Pending or planning phases

## Completed agreements

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<tr>
<th>Vendor/ Purpose</th>
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<th>Amount unspent</th>
<th>PO amount</th>
<th>Status</th>
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<tr>
<td>Civic Commons Young Professional Events 2012-08</td>
<td>$20,651</td>
<td>$1,349</td>
<td>$22,000</td>
<td>Complete</td>
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<tr>
<td>Cobalt Group Drafting engagement plan 2012-10</td>
<td>$23,885</td>
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<td>$23,885</td>
<td>Complete</td>
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<tr>
<td>Legal Counsel Non-Profit Filing 2011-01</td>
<td>$9,065</td>
<td>$935</td>
<td>$10,000</td>
<td>Complete</td>
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<tr>
<td>Meaden &amp; Moore Audit 2012-04</td>
<td>$7,143</td>
<td>$107</td>
<td>$7,250</td>
<td>complete</td>
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<tr>
<td>CSU- Kirby Date QCP WS Management 2012-03</td>
<td>$29,900</td>
<td>$100</td>
<td>$30,000</td>
<td>Complete</td>
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<td>#</td>
<td>Consortium Board Member</td>
<td>Notes</td>
<td>Committed Match per Consortium Agreement</td>
<td>Cumulative Match Reported</td>
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<tr>
<td>----</td>
<td>--------------------------------------------------------------</td>
<td>-------</td>
<td>------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>1</td>
<td>Akron, City of</td>
<td>received through 4Q12</td>
<td>$69,000</td>
<td>$88,739.53</td>
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<tr>
<td>2</td>
<td>Akron Metropolitan Area Transportation Study (AMATS)</td>
<td>received through 4Q12</td>
<td>$127,812</td>
<td>$108,919.69</td>
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<td>3</td>
<td>Akron Metropolitan Housing Authority</td>
<td>nothing received</td>
<td>$77,642</td>
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<tr>
<td>4</td>
<td>Akron Urban League</td>
<td>received through 4Q12</td>
<td>$69,000</td>
<td>$8,868.62</td>
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<td>5</td>
<td>Ashbuhla County</td>
<td>received through 2Q12</td>
<td>$69,000</td>
<td>$3,600.90</td>
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<td>6</td>
<td>Catholic Charities, Diocese of Youngstown</td>
<td>received through 4Q12</td>
<td>$30,000</td>
<td>$3,927.11</td>
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<td>7</td>
<td>Center for Community Solutions</td>
<td>received through 4Q12</td>
<td>$42,900</td>
<td>$6,613.80</td>
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<td>8</td>
<td>Cleveland, City of</td>
<td>received partial through 2Q12</td>
<td>$69,000</td>
<td>$9,581.40</td>
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<td>9</td>
<td>Cleveland Metroparks</td>
<td>nothing received</td>
<td>$69,000</td>
<td>-</td>
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<td>10</td>
<td>Cleveland Museum of Natural History</td>
<td>received through 3Q12</td>
<td>$71,022</td>
<td>$22,396.07</td>
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<td>11</td>
<td>Cleveland State University</td>
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<td>$79,188</td>
<td>$80,956.76</td>
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<td>12</td>
<td>Cuyahoga County</td>
<td>received through 3Q12</td>
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<td>$39,460.90</td>
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<td>13</td>
<td>Cuyahoga Metropolitan Housing Authority</td>
<td>received through 4Q12</td>
<td>$69,000</td>
<td>$1,252.14</td>
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<td>Eastgate Regional Council of Governments (Eastgate)</td>
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<td>received through 4Q12</td>
<td>$69,000</td>
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<td>Fund for Our Economic Future**</td>
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<td>$850,000</td>
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<td>17</td>
<td>Greater Cleveland Regional Transit Authority</td>
<td>received through 4Q12</td>
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<td>18</td>
<td>Lorain County (Lorain County Growth Partnership)</td>
<td>received through 4Q12</td>
<td>$83,897</td>
<td>$20,751.81</td>
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<td>19</td>
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<td>$49,000</td>
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<td>$19,956.15</td>
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<td>23</td>
<td>Northeast Ohio Four County Regional Planning &amp; Development Organization (NFOCO)</td>
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<td>$69,000</td>
<td>$38,793.21</td>
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<td>Policy Bridge</td>
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<td>Stark County</td>
<td>received through 4Q12 (began tracking 2Q12 when SCATS hit $569,000)</td>
<td>$69,000</td>
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<td>Stark County Regional Planning Commission/Stark County Area Transportation Study (RPC/SCATS)</td>
<td>received through 2Q12 - completed</td>
<td>$69,000</td>
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<td>Summit County Combined Health District</td>
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<td>31</td>
<td>Trumbull County</td>
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<td>32</td>
<td>Youngstown, City of</td>
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<td>$69,000</td>
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<td>33</td>
<td>Youngstown State University</td>
<td>completed match 2Q11</td>
<td>$60,000</td>
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**Total** | $3,048,427 | $1,465,969.50 | 48.1%

*Includes $10,000 cash match
**Includes $500,000 cash match, of which $167,000 has been released and $350,000 is pending

3/21/2013
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**LEGEND**

- X: RECEIVED FORM
- NO ALTERNATE
- NO FORM
NEOSCC Technical Steering Committee Meeting Summary

Tuesday, March 12, 2013
1:30 - 3:30 pm
NOACA's Offices & GoToMeeting Webinar

Minutes from the February 12th meeting were approved. The Sasaki Team led the group via remote connection through a presentation on the Business As Usual (BAU) methodology, including a video of how areas within the grid system will be “painted” for the BAU scenario. Mr. Chris Horne (Sasaki Associates) covered in detail the abandonment drivers methodology that was refined through meetings held on February 25 and March 4 that included members of the TSC and local experts. The BAU will present areas at risk of future abandonment, and should not to be confused as a predictor of abandonment. The TSC approved the abandonment drivers methodology.

Mr. Paul Volpe (City Architecture) then led the group through a discussion of scenario development typologies & place categorization. Also covered were asset mapping that was derived from work the Quality Connected Places Workstream produced last year along with projects of regional significance. This information will be used by the Sasaki Team in building the scenarios. The group wanted to have additional information before approving the place categorization.

Mr. Alex Steinberger (Fregonese Associates) gave an introduction to the fiscal impact model via remote connection. This model uses county-level public information gathered through the Federal Reserve and other sources along with specific local data on development costs, revenues and expenditures, and other variables. Additional detail, including technical documentation, was to be shared with the TSC by the Sasaki Team in the following weeks. The committee decided to assemble a small review team of local experts to critique the methodology and report their findings and comments to the TSC in the next few weeks.

Mr. Joe MacDonald (NEOSCC PMO) updated the group on the draft preliminary Dashboard indicators matrix that was developed through the input from the Dashboard product group using findings from the Conditions & Trends Platform, local dashboards, HUD Flagship Indicators, and comparable regions. He will present this draft preliminary list at the March Board meeting.

An update on the engagement process was provided by Ms. Patti Choby (Cobalt Group). Sites for the pre-alternatives workshops were selected and confirmed and she is working on a preliminary schedule for the other two rounds of workshops. Mr. Horne then discussed the CrowdGauge online tool with the group. This tool will allow users to relate to the BAU scenario visually and will be used to gather input on regional priorities and preferences that will be used along with the workshops to develop the preferred scenario. The committee decided that the draft priorities, projects, and policies listing needed to be further refined, and Ms. Grace Gallucci stated that she would assemble a small team to work on the list in the coming days. This refined list would then be circulated back to TSC for further comment and ultimately approval.

Mr. Jeff Anderle (NEOSCC PMO) closed the meeting with a communications update, covering the editorial board and public officials meetings that were in process. Additionally, he provided a brief Communications & Engagement Workstream update.
Action Products

Dashboard
Visualization tool that communicates a set of indicators and metrics against which progress toward the Vibrant NEO 2040 preferred regional vision will be measured. Every indicator must be sensitive enough to reflect change in a fairly short period, be on a scale or context that make sense to stakeholders and the public, and must be able to "cause" change in policy or practice over the next 3-5 years.

Policy Recommendations
Framework for analyzing the effects existing policies have on the region and what may be needed to create desired change. Provides elected officials and other decision makers with direction and support related to through policy changes and/or strengthening measures needed to achieve the region's preferred vision.

Action Products

Tool Kit & Best Practices
Implementation tools and techniques to realize regional preferred vision developed through Vibrant NEO 2040. Provides stakeholders with resources through tools like mapping, new methods for communications and engagement, and best practices that have been developed for issues facing our region.

Pilots
The emerging best practices that show promise in moving the region towards the preferred vision. They provide an opportunity to test out new approaches to solving the region's problems, and may be small-scale or larger initiatives, but the focus will be on projects on the ground in Northeast Ohio that may be replicated or developed.
Committee &/or Board Presentations

Dashboard
- March – Prelim. draft indicators
- June – Revised indicators & prelim.
- Dashboard mock-up
- September – Final indicators & Dashboard mock-up

Tool Kit & Best Practices
- July – Draft tool kit & best practices
- October – Final tool kit & best practices

Policy Recommendations
- August – Draft policy brief
- November – Final policy brief

Pilots
- May – Draft criteria and pilots list
- October – Final pilots list

Activities Look-ahead Calendar

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<th>April</th>
<th>May</th>
<th>June</th>
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<td>Dashboard</td>
<td>Incorporate Board feedback on draft indicators</td>
<td>Meeting; revise draft indicators and prelim. mock up</td>
<td>Committee/Board presentations on revised indicators and prelim. mock up</td>
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<td>Tool Kit &amp; Best Practices</td>
<td>Meeting; develop draft criteria; issue Request for Best Practices (RBP)</td>
<td>Meeting; review RBP submissions; develop draft tool kit &amp; best practices list</td>
<td>Refine list &amp; prepare draft for July Committee/Board meetings</td>
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<tr>
<td>Policy Recommendations</td>
<td>Refine policy framework based on work group input</td>
<td>Continue policy research &amp; white paper development</td>
<td>Meeting; refine policy brief for August Committee/Board meetings</td>
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<td>Pilots</td>
<td>Meeting; define pilot selection &amp; evaluation criteria</td>
<td>Present draft pilots list through Committees &amp; Board</td>
<td>Work to secure commitments to implement pilots</td>
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</table>
OVERVIEW

- Progress to Date
- Prior Dashboard Efforts
- Guiding Principles
- Potential Indicator “Buckets”
- Example: County Health Rankings
- Next Steps
PROGRESS TO DATE

- January-February: Matrix of Prior Dashboard Efforts
- February 18: Internal Staff Review
- February 28: First Meeting of Dashboard Working Group
- March 10: Memo of Proposed Guiding Principles and Preliminary “Buckets” of Primary Indicators
- March 12: Technical Steering Committee Update
- March 26: NEOSCC Board Update

PRIOR DASHBOARD EFFORTS
(10 DASHBOARDS REVIEWED)

- NEOSCC Work Stream Brainstorms (Spring 2012)
- HUD Flagship Indicators (Summer 2012)
- Fund for Our Economic Future: NEO Dashboard and RECS Indicators
- Center for Community Solutions: NEORIO
- Cleveland Sustainability Office
- Poverty Center at Case Western Reserve University
- Cuyahoga County Greenprint
- San Diego Regional Dashboard (Equinox Center)
- Pittsburgh Today Regional Indicators
- Northeast Indiana Regional Dashboard
POTENTIAL INDICATOR “BUCKETS”
(Final Dashboard Indicators Developed Based on Community Engagement Process)

ECONOMY
- Jobs (Employment)
- Gross Regional Product
- Per Capita Income
- Labor Force Participation

HEALTH
- County Health Rankings (Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute)
- Health Outcomes
  - Mortality (length of life)
  - Morbidity (quality of life)
- Health Factors
  - Health Behaviors
  - Clinical Care
  - Social and Economic Factors (People, Education, Economy)
  - Physical Environment (Environment)

EDUCATION
- Attainment
- Employed
- School Quality
- Professional Certification

ENVIRONMENT
- Air Quality
- Water Quality
- Agricultural Open Space
- Natural Resources Open Space
- Greenhouse Gas Emissions

PEOPLE
- Population Counts
- Migration Patterns
- Distribution/Segregation
  - Race/Ethnicity
  - Income/Poverty
  - Age

TRANSPORTATION
- Affordability (with Housing)
- Vehicle Miles Traveled
- Commute
  - Mode Share
  - Time
  - Distance

GUIDING PRINCIPLES
- Performance, descriptive, and comparative measures
- Keep it simple
- Both public and policymaker consumption
- Reflect short- and long-term goals; local and regional goals
- Do not limit indicators to known data sources; be aspirational
- Surrogate measures (need activity to change numbers)
- Not just numbers, also context (some things beyond control)
- Available, accessible, useable
- Keep tone positive
- Promote opportunities for input; not just for the user
- Ensure output lends itself to graphical, interactive product
- Get organizations to commit, buy-in, act to move “needle”
Our Approach

The drawings and tables show a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work, and play. The ranking in the work or system of health rankings, the University of Wisconsin Population Health Institute (UWPHI) introduced the model to all the health of Wisconsin’s counties every year since 2010.

To explore the elements of our model, you can click on any of the factors.

NEXT STEPS

- NEOSCC Board Feedback on Dashboard
  - Presentation available in print or on website
  - Comments, suggestions, questions, or working group volunteers: contact Joe MacDonald (jmacdonald@neoscc.org)
- April 30 – May 2: Scenario Planning Community Engagement Workshops
- April – June: Development of Revised Regional Indicators, Measurements & Preliminary Visual Mock-Ups
  - Internal Staff Review
  - Dashboard Working Group
  - Technical Steering Committee
  - NEOSCC Board
- May – June: Crowd Gauge Community Engagement Tool
April Objectives
April Objectives

- Regional Planning, Scenario Planning and Fiscal Impact
- Prepare for workshops
- Finalize BAU
- Finalize Fiscal Impact Model
- Phase 2 work plan

- Regional AI
- Continue surveys on-line
- Determining internal review protocol

April Objectives

- Product Development
- Toolkit Product Group will be meeting
- Draft pilot criteria and evaluation will be developed
- Policy Needs Brief Framework

- Communications and Engagement
- Driving traffic to workshops
Communications and Engagement

Registration is now open!

YOU'RE INVITED TO CREATE A MORE VIBRANT, RESILIENT AND SUSTAINABLE NORTHEAST OHIO

Pick a date and location that's most convenient for you!

APRIL 30 The Oberlin Inn
7 N Perry St, Oberlin, OH 44074

MAY 1 Third Federal Savings & Loan Auditorium
3300 Euclid Ave, Cleveland OH 44115
Internal Development and Retention Summit

MAY 2 Akron Urban League
445 Sweeney Place Blvd, Akron, OH 44327
Workshops and Passion into Product

John F Kennedy High School
358 Central Parkway Ave, 16, Warren OH 44484
Sharing, Transferring, and Selling Ideas

The Metropolitan Centre
68 Cleveland Ave, 67, Canton OH 44702
Tour and Your Business

Cuyahoga Community College
Kinsman College East
4400 Kinsman Blvd, Cleveland OH 44108
DSC Video: Connecting with Your Customers

All events begin with an open house and registration from 6:00 - 7:00 PM
Workshop take place from 8:00 - 10:00 PM. Register at Vibrant2040.org/workshops
Work Shop Outreach

- General Public
- Network of Network List
- NEOSCC Mailing List
- State Legislators, Mayors and Township Trustees
- Board Organizations and Networks
- Work Stream Members
- Media

Communications

- Completed meetings with The Akron Beacon Journal, The Plain Dealer, The Vindicator and Crain’s – other meetings still be scheduled
- Launched media network, google, and facebook advertising
- Other outlets will begin in April
Work Shop Outreach

- General Public
- Network of Network List
- State Legislators, Mayors and Township Trustees
- Board Organizations and Networks
- Work Stream Members
- Media

What you can do

Communications Tool Kit

- PDF of the Vibrant NEO 2040 handout
- Square ad image
- Banner ad image
- JPEG of the Work Shop invite
- Sample 100, 200, 300, 500 word articles
- Sample email message
- Sample Facebook post
- Sample Tweets
- PDF of What is Scenario Planning?
- Sample Press Release
Communications Tool Kit

CREATE A MORE VIBRANT NORTHEAST OHIO

ADD YOUR VOICE!

April 30
Oberlin
Warren

May 1
Cleveland
Canton

May 2
Akron
Warrensville Hts.

What you can do

Next two weeks

1. Printed Invites and Overviews will be delivered to your office; please distribute
2. A formatted email invite was just sent to you (Email #1), please send to your contacts
3. A communications tool kit email was just sent to you (Email #2) please make sure it gets to the appropriate person (communications staff)
4. Participate or ask your communications staff to participate in the tool kit webinars on April 2 and 3rd (details are in Email #2)
What Is Scenario Planning?

**SCENARIOS** are stories about the future. They summarize likely future outcomes based on what we know about the present and what we know about how the world works. Every weather forecast, for example, presents a scenario for the future, based on what meteorologists know about the current weather and what they know about how weather patterns develop.

VibrantNEO 2040's scenarios will tell stories about our possible futures, based on where Northeast Ohio is today and the choices we might make about how we use our land and how we invest our resources. Once we create these scenarios, we will be able to compare how successful they are at achieving our common goals for the region, judge which choices would be best for Northeast Ohio's future, and create a shared vision and framework for the future around those choices.

**VibrantNEO 2040’s Scenario Planning**

**STEP 1: WHERE IS NORTHEAST OHIO TODAY?**
Every VibrantNEO 2040 scenario will start with measuring where we are now and identifying trends that may affect our future: These include what is happening with our population, how are we using land, what policies are we pursuing and enacting, what are we investing in, and many more factors.

**STEP 2: WHAT IF WE KEEP DOING WHAT WE ARE DOING NOW?**
The first scenario VibrantNEO 2040 will develop is called “BUSINESS-AS-USUAL.” It outlines what Northeast Ohio’s future will look like if we keep doing what we are currently doing - what will our communities look like, how successful will our economy be, and how much will it likely cost us, if we keep our current policies and approaches to land use, transportation and development in place?

**STEP 3: WHAT IF WE PURSUE DIFFERENT PRIORITIES?**
Once we know what will happen if we keep doing what we are currently doing, we can begin to ask how the future might change if we start doing things differently. What if we decide to protect certain types of land use or choose to make broadening the different types of housing options available to Northeast Ohioans our number one goal? Each of these choices could lead to a different scenario.
To know which scenarios to create, VibrantNEO 2040 is asking people from all across Northeast Ohio to participate in scenario-building exercises that will help make sure we are focused on the things Northeast Ohioans think are most important. Working with the information gathered through these exercises and the other ways the public can participate, we will develop a small set of **ALTERNATIVE SCENARIOS** about Northeast Ohio’s future to go along with the Business-As-Usual scenario.

**STEP 4: WHAT SCENARIOS LEAD TO THE BEST OUTCOMES?**
To judge the choices we make in the Business-As-Usual scenario and the other scenarios we develop, we will need to identify **SCENARIO INDICATORS**, which allow us to measure and compare trends and likely outcomes in the different scenarios. These indicators will reflect Northeast Ohio’s priorities, will be easy to understand, will work across all the scenarios being reviewed, and will help show our region’s long-term health. The indicators that we settle on will serve as a scorecard to rate the different scenarios. Based on this scorecard we will be able to judge the results of the choices we might make.

**STEP 5: HOW SHOULD WE PRIORITIZE OUR CHOICES FOR NORTHEAST OHIO?**
In addition to knowing the likely results of the choices we make, we also need to know what our choices will cost, and how they might pay off. For this, VibrantNEO 2040 will develop a detailed **FISCAL IMPACT ANALYSIS**, which will allow us to explore the financial trade-offs we might have to make to achieve our goals for the region. With our scenarios, indicators, and fiscal impact analysis in hand, VibrantNEO 2040 will challenge Northeast Ohioans to have a thoughtful, region-wide conversation about what we really value about our region and what we are willing to invest in those values.

**STEP 6: WHAT DOES OUR PREFERRED VISION OF NORTHEAST OHIO’S FUTURE LOOK LIKE?**
Knowing what we as Northeast Ohioans value and how we prefer to prioritize our region’s choices and investments, VibrantNEO 2040 will take what we have learned from its different scenarios — what worked best in each scenario in pursuing Northeast Ohio’s goals and priorities — and build a new scenario for the region that maximizes our outcomes. This will be the final product of VibrantNEO’s Scenario Planning: **Our region’s PREFERRED SCENARIO for its future.**

**WHAT'S NEXT?**
VibrantNEO’s Preferred Scenario will represent the best path that Northeast Ohio can take to create the kind of future it wants for this region. Once the Preferred Scenario is complete, VibrantNEO 2040 will turn to its next step of moving Northeast Ohio down this path: **IMPLEMENTATION.**

*For additional information or to learn more about how to get involved, please visit [www.vibrantneo.org](http://www.vibrantneo.org).*
April 2013 List

1. Vibrant NEO Workshops –April 30, May 1 and May 2 (http://vibrantneo.org/workshops/)
   Open House and Registration begin at 5:30, ALL WORKSHOPS WILL BEGIN 6:30 PM.

   April 30
   Oberlin (Lorain, Medina, and western Cuyahoga)
   The Oberlin Inn, 7 North Main Street, Oberlin, OH 44074

   Warren (Mahoning, Trumbull and Ashtabula)
   John F. Kennedy High School, 2550 Central Pkwy Ave SE, Warren, OH 44484

   May 1
   Cleveland (Central Cuyahoga and inner-ring suburbs)
   Third Federal Savings & Loan (Auditorium), 7007 Broadway Avenue, Cleveland, OH 44105

   Canton (Wayne and Stark)
   The Metropolitan Centre, 601 Cleveland Avenue NW, Canton, OH 44702

   May 2
   Akron (Summit and Portage)
   Akron Urban League, 440 Vernon Odom Boulevard, Akron, OH 44307

   Warrenville Hts. (Lake, eastern Cuyahoga, and Geauga)
   Corporate College – East, 4400 Richmond Road, Warrensville Heights, OH 44128

2. Workshop volunteers are still needed for facilitation and other tasks. Contact: kbritt@neoscc.org.

3. Work Shop Communication Toolkit webinars: April 2 and 3. See email notification or contact: janderle@neoscc.org.

4. Final Quality Connected Places (QCP) meeting on April 12, 2:00-4:00 pm, location to be determined.
   This meeting will wrap up the work from the past year and serve as an opportunity to recruit
   volunteers for Scenario Planning. For information on QCP, contact jwhyte@neoscc.org.

5. Regional Analysis of Impediments to Fair Housing Choice survey is still open. Visit
   http://vibrantneo.org/vibrantneo-2040/neoscc-fair-housing-surveys-released/ for more information
   or contact akobak@neoscc.org.

6. DUE APRIL 10 - Leveraged Match (SMaier@mpo.noaca.org and janderle@neoscc.org) The
   Communications & Engagement Work stream will be conducting outreach regarding member match
   and involvement (Please remember to submit your match forms to
   sustainablecommunities@mpo.noaca.org) for 2013.
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<thead>
<tr>
<th>April 2013</th>
<th>Meetings/Presentations</th>
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<tr>
<td><strong>Regional Planning, Scenario Planning and Fiscal Impact</strong></td>
<td>April 9 – Technical Steering Committee</td>
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<tr>
<td>Prepare for workshops</td>
<td>Fiscal Impact Model and Business As Usual Scenario Draft Review</td>
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<td>Finalize BAU</td>
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<tr>
<td>Finalize Fiscal Impact Model</td>
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<td>Phase 2 work plan</td>
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<td><strong>Regional AI</strong></td>
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<tr>
<td>Continue surveys on-line</td>
<td>April 12 – Quality Connected Places</td>
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<tr>
<td>Determining internal review protocol</td>
<td>2:00 – 4:00, Location TBD</td>
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<td><strong>Product Development</strong></td>
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<td>Toolkit Product Group will be meeting</td>
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<td>Draft pilot criteria and evaluation will be developed</td>
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<td>Policy Needs Brief Framework</td>
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<td><strong>Communications and Engagement</strong></td>
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<td>Driving traffic to workshops</td>
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<td><strong>Finance Committee meeting TBD</strong></td>
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<td><strong>Time of Technical Steering Committee TBD</strong></td>
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<td><strong>Date of Executive Committee TBD</strong></td>
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