



VIBRANT NEO 2040

*Board Meeting
May 28, 2013*



NEO Sustainable
Communities
Consortium

Objectives



June Objectives

Regional Planning, Scenario Planning and Fiscal Impact

- Distribute Phase 1 feedback
- Develop Alternative Scenarios
- Launch Imagine MyNEO!

Regional AI

- Publish Draft Report for Public Comment
- Conduct Presentation Meetings throughout the region



June Objectives

Product Development

- Dashboard: Revise draft indicators, provide indicator measures and preliminary visual mock ups; present HUD Flagship Indicators report through Committees & Board
- Tool Kit & Best Practices: Review submissions for ‘What’s Working? What is Needed?’; develop draft tool kit & best practices list
- Policy Recommendations: Review submissions for ‘What’s Working? What is Needed?’; continue policy research & white paper development
- Pilots: Review submissions for ‘What’s Working? What is Needed?’; present draft pilots list and criteria through Committees & Board



June Objectives

Communications and Engagement

- Finalize participation metrics
- Media outreach – workshop follow-up and Imagine MyNEO
- Implement Phase Two Strategy
- Exhibit at events throughout the region



Progress and Status of Products



Action Products

Dashboard

Visualization tool that communicates a set of indicators and metrics against which progress toward the *Vibrant NEO 2040* vision will be measured.

Tool Kit & Best Practices

Implementation tools and techniques to realize regional preferred vision developed through *Vibrant NEO 2040*.

Policy Recommendations

Framework for analyzing the effects existing policies have on the region and what may be needed to create desired change.

Pilots

The emerging best practices that show promise in moving the region towards the preferred vision.

Work Accomplished Since the April Board Meeting

- Dashboard (Joe MacDonald):
 - HUD Flagship Indicators draft report in review; June Committee/Board presentations
 - Incorporating BAU feedback into Dashboard indicators
 - Preparation for July Committee/Board presentations
- Tool Kit & Best Practices (Anthony Kobak):
 - “What is Working? What is Needed?” call for best practices, tools & pilots launched in late April
 - Meeting held April 25
 - Regional AI draft report in review

Work Accomplished Since the April Board Meeting

- Policy Recommendations (Kelley Britt):
 - “What is Working? What is Needed?” call
 - Incorporating BAU feedback into policy framework
- Pilots (Julie Whyte):
 - “What is Working? What is Needed?” call
 - Meeting held May 15
 - Draft pilot criteria and organization being refined per working group input

Committee &/or Board Presentations

Dashboard

March – Prelim. draft indicators
June – HUD Flagship Indicators
July – Revised draft indicators & prelim. Dashboard mock-ups
September – Final indicators & Dashboard mock-up

Tool Kit & Best Practices

July – Regional Analysis of Impediments to Fair Housing Choice
August – Draft tool kit & best practices
October – Final tool kit & best practices

Policy Recommendations

August – Draft policy brief
November – Final policy brief

Pilots

June – Draft criteria and pilots list
October – Final pilots list

Activities Look-ahead Calendar

| | June | July | August |
|---------------------------|---|---|---|
| Dashboard | Meeting; refinements from BAU; present HUD Flagship Indicators report | Present revised draft indicators and prelim. mock-ups | Meeting; prepare for September presentations |
| Tool Kit & Best Practices | Meetings; Regional AI presentations; refine list & prepare draft | Present draft tool kit & best practices to TSC; Regional AI presentations | Draft tool kit & best practices EC/Board presentations |
| Policy Recommendations | Meeting; policy analysis work based on BAU feedback | Refine policy brief for August presentations | Present draft policy brief; policy analysis based on Alternative Scenarios feedback |
| Pilots | Meeting; present draft criteria and progress | Finalize criteria; work to secure commitments to implement | Meeting; draft final materials and pilots list |



Regional Analysis of Impediments to Fair Housing Choice Draft Report Review & Presentations



NEOSCC

NEO Fair Housing Choice Report Review & Presentations

- A study, known as a Regional Analysis of Impediments (AI) to Fair Housing Choice, to evaluate fair housing throughout the 12 Counties of Northeast Ohio
 - Contracted with Western Economic Services to conduct Regional AI
 - Study began Fall 2012
 - Fair Housing Forums held throughout region
March 2013



NEO Fair Housing Choice Report Review & Presentations

- Public review period June 10-July 9, 2013
- Online or print review
 - Will be available online at www.vibrantneo.org
 - Printed study available (fees may apply for copies) at:
 - NEOSCC
 - Northeast Ohio Areawide Coordinating Agency
 - Stark County Regional Planning Commission
 - Eastgate Regional Council of Governments



NEO Fair Housing Choice Report Review & Presentations

- 11 public presentations throughout region:
- June 18
 - 9:00am – Mahoning County, Covelli Centre
 - 11:30am – Trumbull County, The Wean Foundation
 - 2:30pm – Lake & Geauga Counties, Mentor Municipal Center
 - 7:00pm – Ashtabula County, Ashtabula County Old Courthouse
- June 19
 - 9:00am – Portage County, Portage County Regional Planning Commission
 - 11:30am – Summit County, Akron Urban League
 - 2:30pm – Medina County, City of Medina, City Hall
 - 7:00pm – Stark & Wayne Counties, The Lillian Beane Center



NEO Fair Housing Choice Report Review & Presentations

- June 20
 - 9:00am – Lorain County, Lorain County Transportation & Community Center
 - 12:00pm – Cuyahoga County, The Castell Conference Center at Lutheran Hospital
 - 2:30pm – Cuyahoga County, Cleveland Heights Community Center
- All interested citizens are encouraged to attend any of the public meetings and/ or forward written comments to: NEOSCC, 146 S. High Street, Suite 800, Akron, OH 44308 or akobak@neoscc.org.



Communications Update



NEOSCC

Overview of Round One Vibrant NEO Workshop Attendance

Total Attendees: 589

NEOSCC Board Organizations

- 28 of 33 organizations represented
- 24 of 33 organizations had either primary or alternate in attendance
- Nearly 20% of all attendees were from Board organizations

Work Streams/Product Development Groups

- 14 Non Board Members



Overview of Round One Vibrant NEO Workshop Attendance

Outreach to new participants

- 38% indicated that they were new to this type of an event (Turning Point results)

Government

- 45 elected officials
- 40 different government entities



Media Coverage

- Crain's Cleveland Business, "Committee's roadmap is complex, extensive" 5/27/13
- Warren Tribune Chronicle, "Group has vision for the region, Vibrant NEO holds workshops" 5/20/13
- Cleveland Plain Dealer, "Northeast Ohio is on the glide path to a grim 2040: editorial" 5/18/13
- WKSU, "Citizens Plan for the Future of NEO" 05/02/13
- CoolCleveland.com, "VIDEO: A Vibrant NEO Speaks Out"
- The Chronicle Telegram, "Consortium seeks strategy to avert dim future for region" 5/1/13



Media Coverage

- The Medina-Gazette, “Group talks future of Northeast Ohio” 5/1/13
- Ideastream, “Sustainability Consortium To Hold Public Workshops on Suburban Sprawl” 4/30/13
- Cleveland Plain Dealer, “VibrantNEO shows how sprawl + urban abandonment is a lose-lose scenario for Northeast Ohio taxpayers” 04/28/13
- Youngstown Vindicator, “You can be a part of region’s future” Op-Ed 4/28/13
- Akron Beacon Journal, “What future for our region?” Op-Ed 4/25/13
- The Medina Gazette, “Group game for regional planning” 4/18/13





Print, Online and Radio Marketing

\$25,000 spent
Additional \$16,000
given in-kind



On-Line Presence/Traffic 3/15 – 5/3 7 week period

Vibrantneo.org

- Unique Visits: 5,085
- New Visitors: 3,400
- Pages per visit 4.58
- Avg. visit duration 2 mins. 52 secs.

Facebook page

- Added 300 “likes”
- Generated 530 visits to our website

Twitter

- Added 100 new followers
- Generated 148 visit to our website



Business as Usual Scenario Planning Workshop Results (Sasaki Team)

Scenario Planning Next Steps (Sasaki Team)

- i. Alternative Scenarios**
- ii. Imagine MyNEO**



Leveraged Match Resource Allocation Update



Why is Leveraged Match Necessary?

- Local match (in-kind or leveraged resources) required to draw down federal funds
- Part of our cooperative agreement with HUD
 - Minimum amount: \$1.998 million
- Part of NEOSCC Consortium Agreements
 - Pledged match amount: \$3.048 million



What Qualifies as Match?

- Work on behalf of or in support of NEOSCC that would not normally be undertaken as part of your daily duties or activities
- Examples to date:
 - Board members' time at meetings, plus travel time & mileage
 - Consortium members' staff time spent working on products like land use & zoning maps
 - Consultant proposal review & selection processes

Current Status of Reported Match

- Reporting improved greatly since January
- \$1.548 million reported through 1Q13
 - 77.5% of HUD committed amount
 - 50.8% of Consortium agreement committed amount
- Still, match reporting has not been equally distributed
 - A few members significantly over-matching
 - Some members have been highly participatory but have not yet or only partially reported



Ways to Meet Your Organization's Match Commitment in 2013

- Scenario planning workshops
 - Small group facilitation
 - Publicity & outreach
 - Participant
- Join or assign staff to a product group
 - Dashboard, Tool Kit, Policy & Pilots groups
- Volunteer meeting space, printing, or transportation for scenario planning workshops & other engagement efforts
- Continue to attend regular meetings



Match Reporting in 2013

- Leveraged Match tracking form
 - Same exact format as July 2012 update
 - Tabs for each quarter of the grant period
 - As always, can still use prior format
- Tracking form available on GlassCubes
- Historical meeting attendance is available on GlassCubes
- Send form each quarter (Jan. 10, Apr. 10, Jul. 10, Oct. 10, Jan. 10) to sustainablecommunities@mpo.noaca.org



June Watch List

- Our June Board meeting will be held on Thursday, June 27 at 1:00 pm. We will be returning to the Akron Urban League for that month.
- Imagine MyNEO will be launching the first week of June! You will be receiving a tool kit in the mail to help promote the on-line game later this week. We will also be hosting webinars on June 6 and 7
- Draft of the Regional Analysis of Impediments for Fair Housing Choice Report will be available for Public Comment beginning June 10. The draft report will be available on-line as well as in-print (fees for copies may apply). Final comments are due by July 9.
- Fair Housing Draft Report Presentations – SEE FLYER FOR ALL DATES, LOCATIONS & TIMES.
- Request for Best Practices, Policies, Tools & Pilots is open online. Visit <http://vibrantneo.org/products-what-is-workingwhat-is-needed/> and help us build the toolkit.
- Engagement Outreach – we will be working with the entire board to build our workshop audiences over the coming months. You will be contacted about this shortly.

