



# **Northeast Ohio Sustainable Communities Consortium**

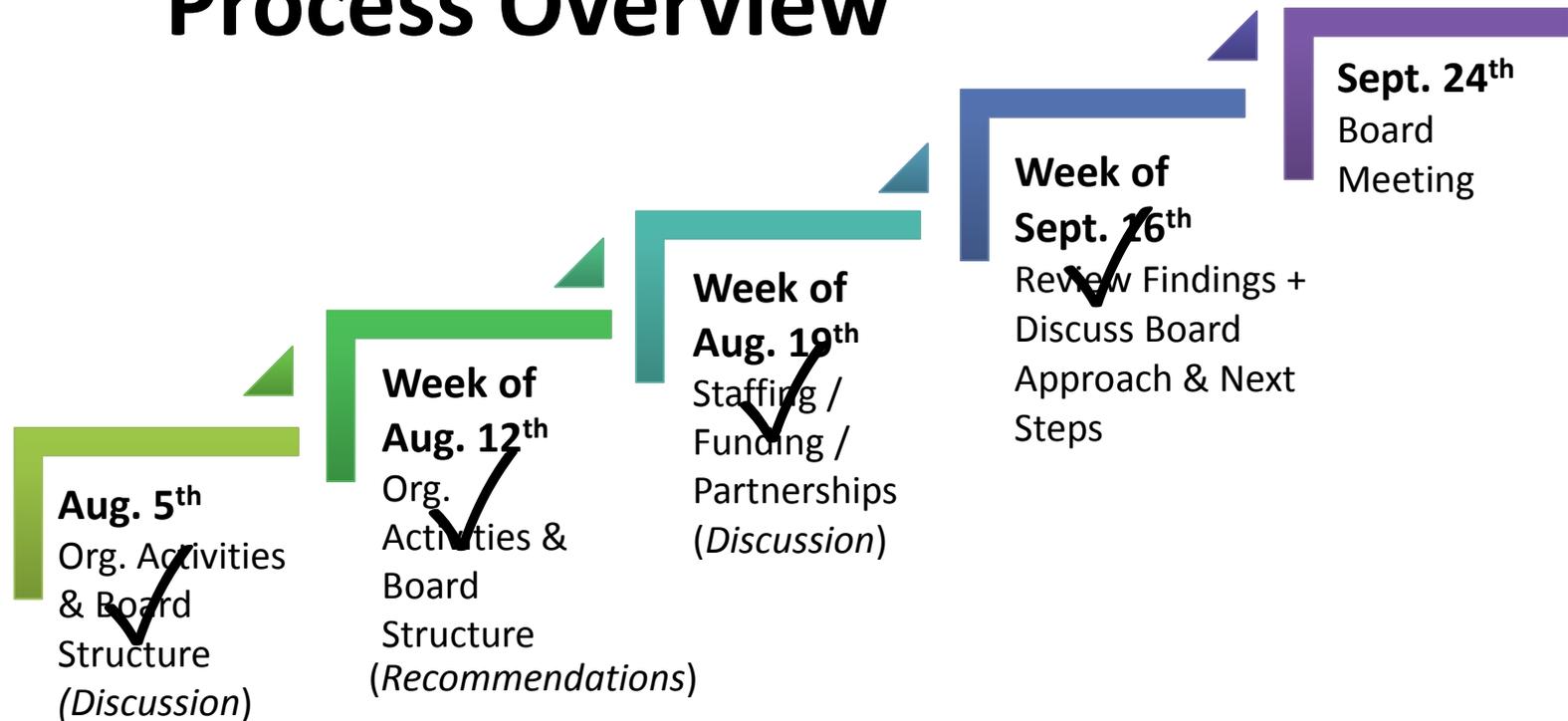
## **NEOSCC Future Committee Update**

September 24, 2013

## GOALS

- Discuss the *issues and options* generated through the board retreat
- Conduct *research or outreach* to assist with feasibility assessment
- Examine *pros and cons* of each option and determine the best, most feasible choice for NEOSCC
- Present *recommendations* to the full NEOSCC board on September 24<sup>th</sup>

# Process Overview





# THE REALITY

# Proposed Regional Vision Draft Objectives



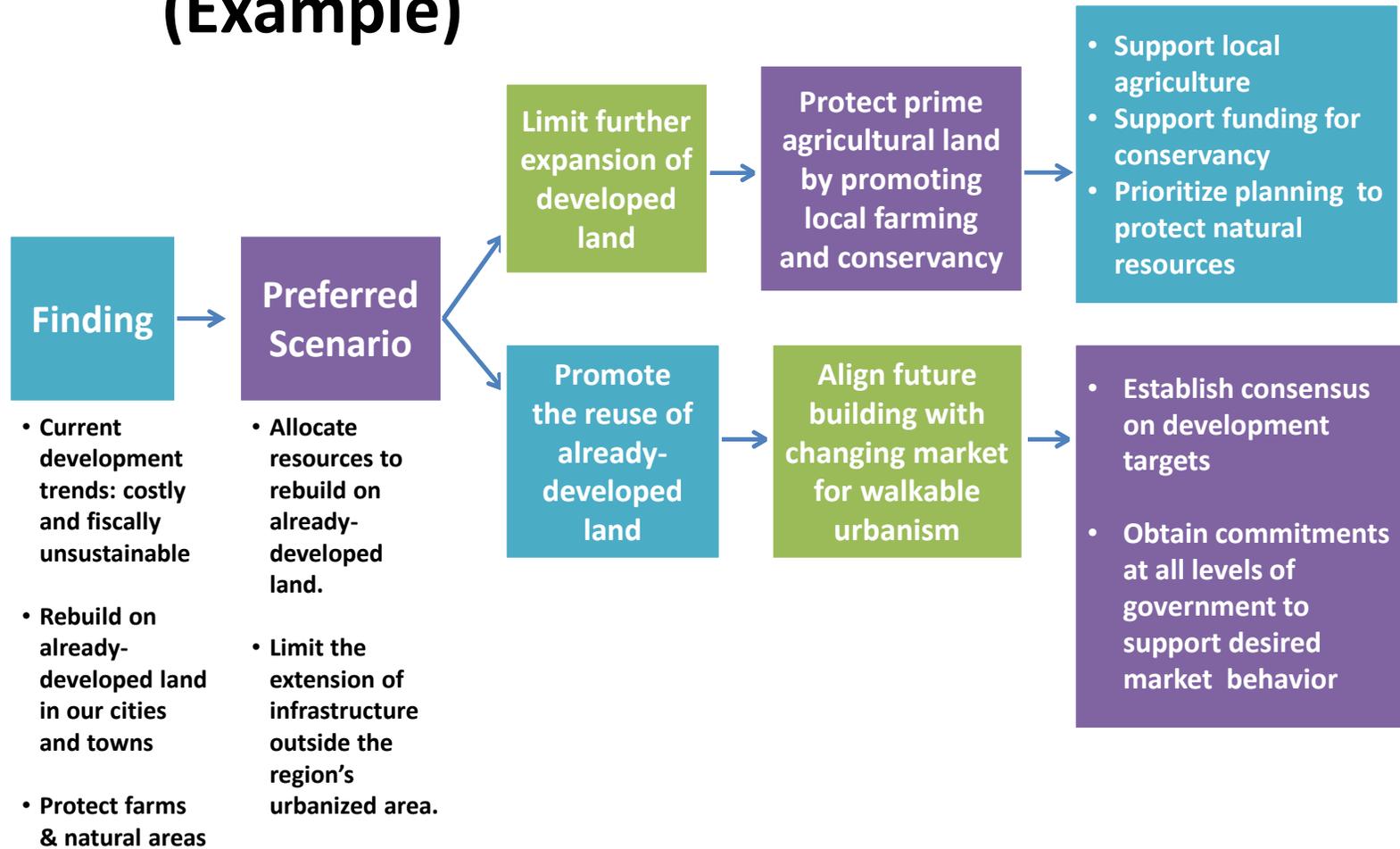
- Overarching theme: promote investment in existing communities
- Protect our soil, water, air, and ecologically sensitive areas
- Improve regional fiscal health
- Develop our regional economy with accessible employment opportunities
- Enhance regional transit system
- Cultivate and celebrate local assets and places of public value
- Expand our parks and open space network
- Preserve our prime farmland

# Position Statement



- We expect a promising future for Northeast Ohio, but only if we address recent unsustainable development trends: Several decades of unabated outward migration in the face of modest regional population growth has resulted in housing markets characterized by an oversupply of units, weak prices, high vacancy rates, and widespread abandonment of the region's oldest neighborhoods.
- Across the region, the creation of additional developable land through the extension of the region's infrastructure systems has been accompanied by the simultaneous abandonment of already developed land and the infrastructure that supports it. If this pattern of simultaneous infrastructure expansion and abandonment continues unabated, every community in Northeast Ohio will face chronic fiscal stress. By 2040, expenditures are likely to exceed revenues by upwards of 30% in the region's counties.
- Continued outward expansion reduces our region's prime agricultural land and threatens our sensitive ecological areas while leaving large swaths of our legacy cities and towns abandoned: Blighted neighborhoods, abandoned shopping malls, and industrial brownfields would sap the vitality and weaken the tax base of each of our legacy industrial cities and their adjacent suburbs.
- We must act now to advocate for policies that stimulate investment in existing communities while protecting our agricultural heritage and rural communities. By doing so, we can achieve more environmentally balanced and fiscally sustainable development patterns throughout our region. Clean Ohio, historic tax credits, county land banks, regional transit, rural land conservancy, and farmland preservation are all available tools to achieve these goals. We must advocate for the continuation and expansion of these tools.
- NEOSCC is the only organization in Northeast Ohio that has assembled a broad and diverse group of leaders who are committed to and capable of implementing a regional development framework (Vibrant NEO 2040) that protects our future by creating conditions for a vibrant, resilient, and sustainable Northeast Ohio. 6

# THE OPPORTUNITY (Example)





# THE WORK

## **CURRENT MISSION**

We exist to create conditions for a more vibrant, resilient, and sustainable Northeast Ohio.

## **PROPOSED MISSION**

NEOSCC creates conditions for a more vibrant, resilient, and sustainable Northeast Ohio by assisting communities with research, analysis, and planning; assembling & engaging broad and diverse stakeholder groups; and collectively advocating for effective policy changes.

## HOW TO GET IT DONE:

### NEOSCC ACTION

*Strategic implementation on a regional scale*

#### ASSIST (Tech, Tools, Data)

Scenario planning,  
maps, data, VibrantNEO  
website, dashboard of  
regional indicators,  
policy analysis,  
measurement

#### ASSEMBLE & Engage

Forum to share ideas,  
build consensus, and  
catalyze actions at a  
regional scale

#### ADVOCATE for Change

Collaborative  
advocacy and  
communication on  
issues of regional  
significance

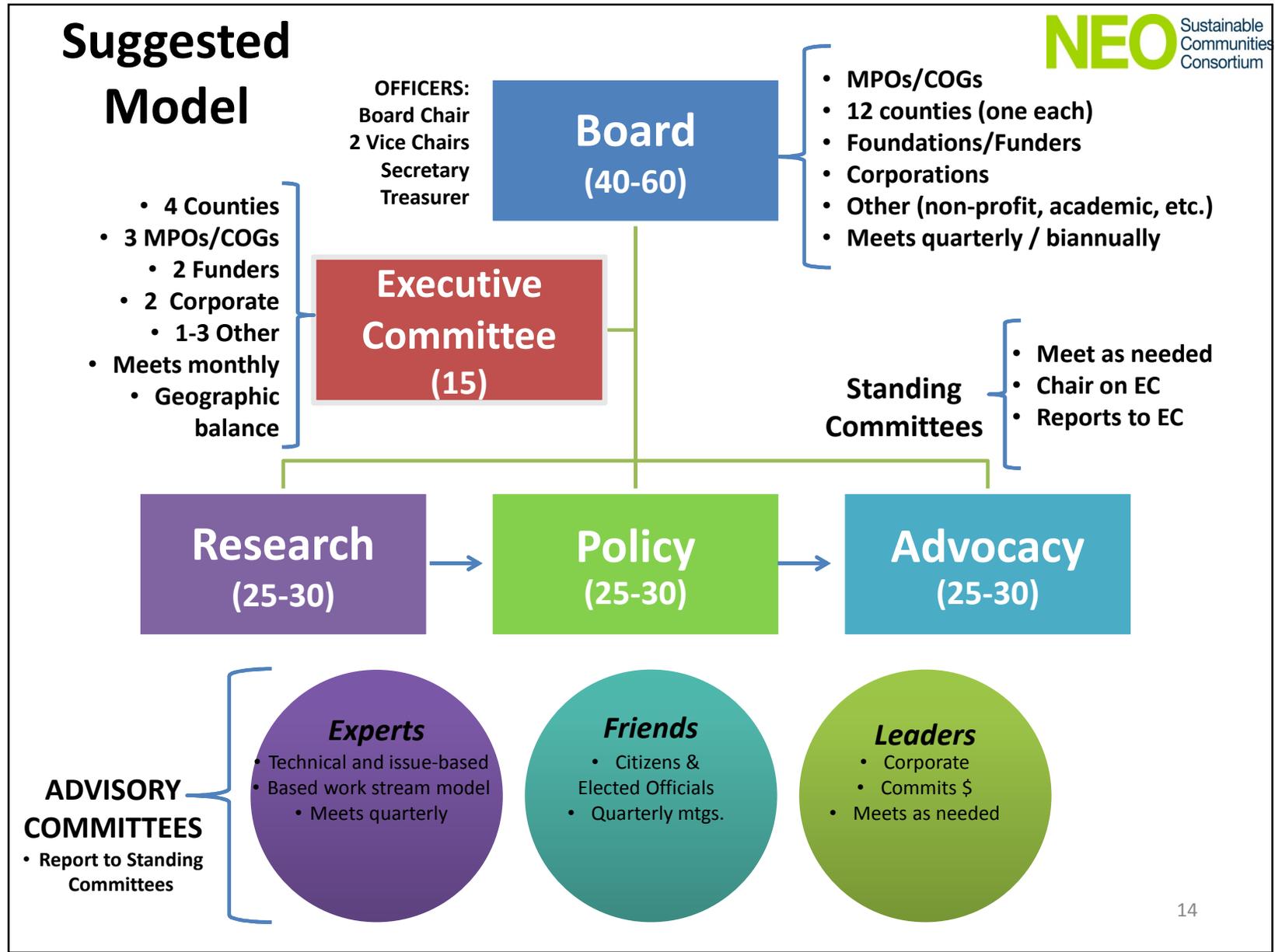


# THE BOARD

## General Criteria for Future Board Membership

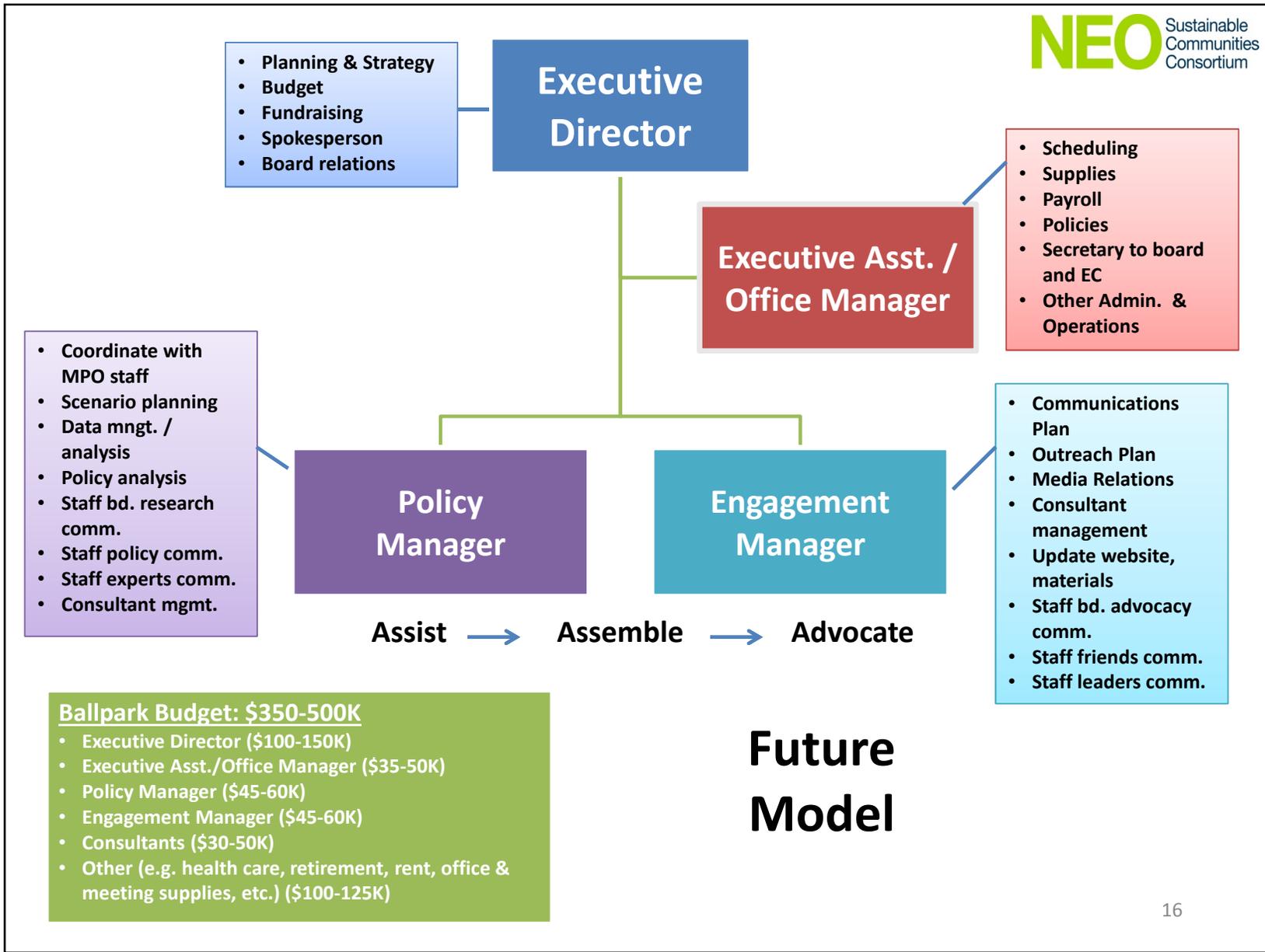


- Believes that the region's future must be fiscally, environmentally, and economically sustainable
- Supports the implementation of the regional vision and framework
- Has a passion to create conditions for a vibrant, resilient, and sustainable NEO
- Agrees to advocate for policy changes at local and regional level
- Has the capacity to influence and ability to effect change
- Makes the commitment to support transparent, engaged, and open-source approach for sharing data and aligning local and regional measures
- Has the will and means to provide financial and/or in-kind resources





# THE STAFF





# THE FUNDING

## The Future Campaign

### *Protecting Our Region's Future*

- NEOSCC will implement the Vibrant NEO 2040 plan by assisting communities with research, analysis, & planning; assembling & engaging broad and diverse stakeholder groups; and advocating for real policy changes throughout the region.
- The current organizational model anticipates four organizational staff positions and total budget of approximately \$500K:
  - Executive Director
  - Executive Assistant/Office Manager
  - Policy Manager
  - Engagement Manager
- NEOSCC seeks \$500,000 each year to support an initial 3-year pilot program for a total of \$1.5 million, which would fund these staff positions and their vital activities.
- NEOSCC seeks foundation, government, business membership, non-profit membership, project-based, and in-kind funding to support its work.

**The Future Campaign Annual Funding Model**

Assumes funding for specific projects, e.g.

- HUD
- Land Bank

Assumes support from board members e.g.

- Staff
- Office

Assumes funding by 5 MPOs/COGs

- NOACA
- Eastgate
- SCATS
- NEFCO
- AMATS

Assumes 10 non-profits contribute \$1K each, e.g.

- RTA
- CMNH
- RPI

Assumes \$40K / year from five foundations e.g.

- Cleveland
- Gund
- FFEF
- MacArthur Fnd.
- Kresge Fnd.
- GAR
- Knight
- Stark Community Fnd.

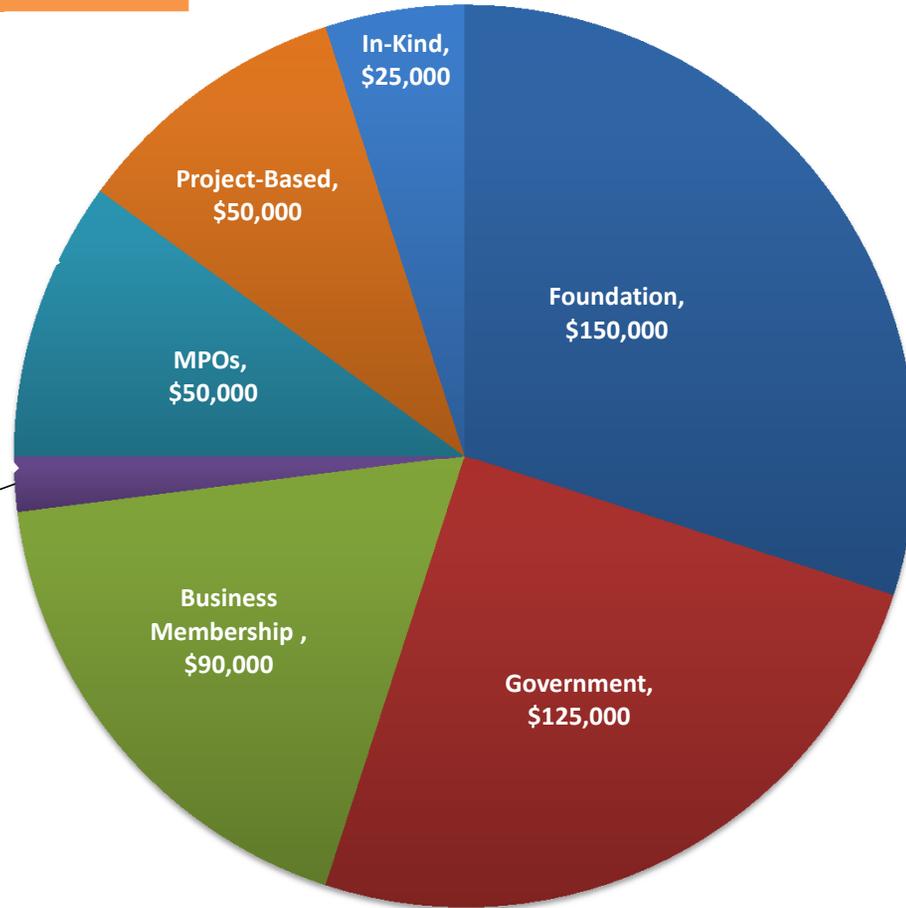
**Non-Profit Membership, \$10,000**

Assumes 9 corporations contribute \$10K / year, e.g.

- Cleveland Clinic
- University Hospitals
- Summa Health
- St. Elizabeth
- Eaton
- Goodyear
- Sherwin Williams
- Key Corp
- Timken
- PNC Bank
- First Energy

Assumes dues of \$15,000/year from 8 current member counties:

- Ashtabula
- Mahoning
- Trumbull
- Cuyahoga
- Lake
- Lorain
- Stark
- Summit



**One-Year Total = \$500K**  
**Three-Year Total = \$1.5M**

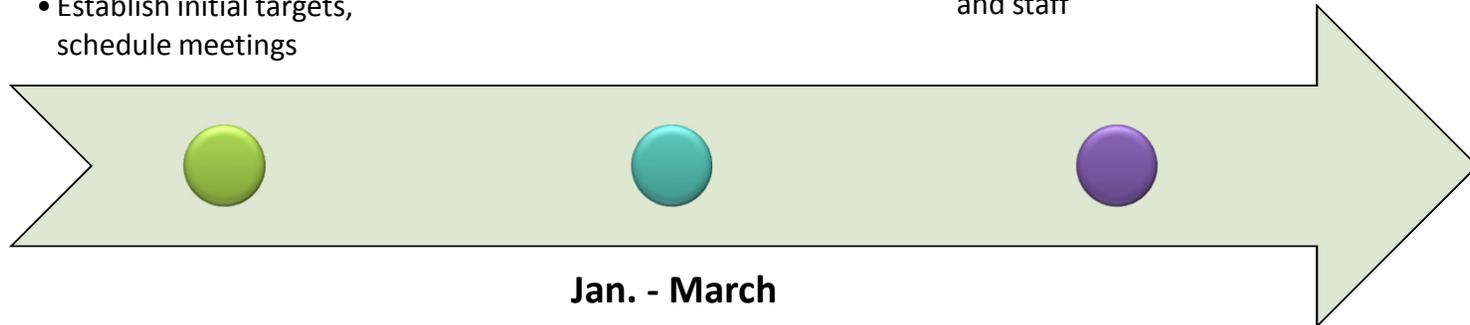
# Future Campaign Timeline

## Oct. - Dec.

- Create transition plan
- Identify one/few actionable items from Sazaki plan
- Complete case for support
- Finalize list of funding prospects
- Develop compelling presentation & collateral package
- Establish initial targets, schedule meetings

## April - June

- Finalize budget
- Complete on-boarding of board and advisory comm.
- Engage Executive Director and staff



## Jan. - March

- Meet with prospects
- Build board and advisory committees
- Define job descriptions for Executive Director and staff



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