**Board Meeting**  
**March 26, 2013**

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**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

<table>
<thead>
<tr>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<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>
</tr>
<tr>
<td>Meeting; develop draft criteria; issue Request for Best Practices (RfBP)</td>
<td>Meeting; review RfBP submissions; develop draft tool kit &amp; best practices list</td>
<td>Refine list &amp; prepare draft for July Committee/Board meetings</td>
</tr>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>

### Northeast Ohio Regional Dashboard:
March 2013 Update
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
- Expenditures
- School Quality
- Professional Certifications

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

HOUSING
- Affordability (with Transportation)
- Value
- Transactions (Sales/New Leases)
- Vacancy Rates (Owned/Rented)
- Ownership Rates

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”

EXAMPLE:
Community Health Rankings

Our Approach
The Rankings are based on 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. Building on the work of America’s Health Rankings, the University of Wisconsin Population Health Institute has used this model to rank the health of Wisconsin’s counties every year since 2003.

To explore the elements of our model, you can click on any of the boxes below.
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 20
The Oberlin Inn
7 N. Main St. Oberlin, OH 44074
General Public, Network of Network Listeners

MAY 1
Third Federal Savings & Loan (auditorium)
300 Broadway Ave. Cleveland OH 44115
General Workshop attendees and Networking Hub

MAY 2
Akron Urban League
445 Thomas Edison Blvd. Akron OH 44307
General and Network Council

John F Kennedy High School
350 Central Parkway Ave. SE, Warren OH 44481
General Workshop attendees and Networking Hub

The Metropolitan Centre
612 Cleveland Ave. N.W., Canton OH 44702
General Workshop attendees and Networking Hub

Cuyahoga Community College
Corporate College East
4800 East 90th St. Warrensville Heights OH 44128
General Workshop attendees and Networking Hub

All events begin with an open house and registration from 1:30 – 2:30 PM.
Workshops take place from 2:30 – 5:00 PM. Register at www.vibranteo.com/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!

Join Us

April 30
Oberlin
Warren

May 1
Cleveland
Canton

May 2
Akron
Warrensville Hts.

Click to learn more!
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)
5. Work with your staff on Volunteer Opportunities

http://vibrantneo.org/get-involved/add-your-voice/ can do
Timeline

Where are we in the process?

- **We are here**: Workshops
- **Business as Usual Scenario**
  “Where are we headed currently?”
- **Alternative Scenarios**
  “What are the possibilities?”
- **Preferred Scenario**
  “Where do we want to go?”
What do the outputs look like? (a review)
What does it all mean? How will this be useful to you?
Scenario modeling overview

**Goals:**

- Get the big issues on the table and prioritize them
- Experiment with a range of strategies
- Down the road: align local actions with regional vision
Timeline

Drilling down: from now through the first workshop series

We are here Workshop

Business as Usual Scenario
“Where are we headed currently?”

Scenario modeling overview

Where will we be when we arrive at the first workshop series?
Scenario modeling overview

Business as usual scenario:

- Continues current trends of growth and decline
- Same housing mix
- Same employment mix
- Zoning and development patterns continue

Scenario modeling overview

Where will we be when we arrive at the first workshop series?
Scenario modeling overview

Where will we be when we arrive at the first workshop series?

- Population in the region is forecast to grow from 479,000 people today to 745,000 in 2050
- This increase of 266,000 people is equivalent to 1.1% growth annually (same as average growth rate for the region for past 60 years)
- Population distribution shifts towards older age groups

**POPULATION SHIFTS**

<table>
<thead>
<tr>
<th>Projected Age Distribution of the Greater Des Moines Region</th>
<th>2010</th>
<th>2050</th>
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<tbody>
<tr>
<td>Ages 0-19</td>
<td>28.4</td>
<td>27.5</td>
</tr>
<tr>
<td>Ages 20-34</td>
<td>21.3</td>
<td>18.5</td>
</tr>
<tr>
<td>Ages 35-49</td>
<td>21.4</td>
<td>18.3</td>
</tr>
<tr>
<td>Ages 50-64</td>
<td>17.8</td>
<td>13.0</td>
</tr>
<tr>
<td>Ages 65-79</td>
<td>7.7</td>
<td>5.5</td>
</tr>
<tr>
<td>Ages 80+</td>
<td>3.4</td>
<td>7.5</td>
</tr>
</tbody>
</table>

**Shift 2010-2050**

<table>
<thead>
<tr>
<th></th>
<th>% Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19</td>
<td>0.9</td>
</tr>
<tr>
<td>20-34</td>
<td>-2.8</td>
</tr>
<tr>
<td>35-49</td>
<td>0.1</td>
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<tr>
<td>50-64</td>
<td>2.8</td>
</tr>
<tr>
<td>65-79</td>
<td>5.5</td>
</tr>
<tr>
<td>80+</td>
<td>4.1</td>
</tr>
</tbody>
</table>

Sources: REMI, Inc.; Guten Grun + Associates.

Workshops

What will we do at the workshops?

- Presentations
- Map-based exercises

**What will sustainable development in Greater Des Moines look like?**

--- And how do we get there?
Workshops

What will we do at the workshops?

- Instant crowd feedback
- Value discussions
- Participant report-back

SAVE THE DATE!

ADD YOUR VOICE TO HELP MAKE NEO MORE VIBRANT

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

April 30:
- Oberlin (Lorain, Medina and western Cuyahoga)
- Warren (Medina, Trumbull and Ashtabula)

May 1:
- Cleveland (Central Cuyahoga and inner-ring suburbs)
- Lorain (Lake and Cuyahoga)

May 2:
- Akron (Summit and Portage)
- Warrensville (Hiram,内部, eastern Cuyahoga and Geauga)

All workshops will begin at 6:30 pm

NEOSCC | Vibrant NEO 2040 is an initiative of the Northeast Ohio Sustainable Communities Coalition

SET THE COURSE FOR NEO’S FUTURE

This year, you have the opportunity to help create a new, shared vision for a more vibrant, resilient and sustainable Northeast Ohio. The first opportunity is almost here – so save the date!

The Vibrant NEO process will look at the future of Northeast Ohio through a series of public workshops and online tools. What will it look like in 2040 if we keep doing what we're doing? What are the potential outcomes if we do things differently? We can only answer these questions together.
**Workshops**

**Goals:**

- Communicate the scenario process and insights
- Instant feedback and discussion on key value questions
- Understand your neighbors
- Reaction to trend spatial patterns: what do you like? What don't you like? Why?
- What kind of future would you like to see? What would you like us to test in the alternative scenarios?