BUSINESS AS USUAL WORKSHOP RESULTS
## Business As Usual Scenario
### Workshop Schedule & Agenda

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>APRIL 30 (Tues)</td>
<td>5:30 – 6:30</td>
<td>Open House</td>
</tr>
<tr>
<td>Oberlin</td>
<td>6:30 – 6:50</td>
<td>Welcome &amp; Video</td>
</tr>
<tr>
<td>Warren</td>
<td>6:50 – 7:20</td>
<td>Presentation &amp; Instant Polling</td>
</tr>
<tr>
<td>MAY 1 (Wed)</td>
<td>7:20 – 7:35</td>
<td>Instructions</td>
</tr>
<tr>
<td>Cleveland</td>
<td>7:35 – 8:20</td>
<td>Map Activity</td>
</tr>
<tr>
<td>Canton</td>
<td>8:20 – 8:30</td>
<td>Report Back</td>
</tr>
<tr>
<td>MAY 2 (Thurs)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Akron</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Warrensville Heights</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Workshop Results

1. **Attendance**
2. **Process & Format**
3. **Content Feedback – Recurring Themes**
   - Map Activity
   - Table Notes
   - Instant Polling Results

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**Goals for Ongoing Outreach and Workshop #2**

**Goals for Ongoing Outreach and Workshop #2**

&

**Issues to Test with Alternative Scenario Development**
589 Business as Usual Scenario Workshop Attendees

A Oberlin
B Cleveland
C Warrensville Heights
D Akron
E Canton
F Warren

Outside of study area: 6 (3 OH, 3 PA)
General Attendance: Who Showed Up?

- Attendance was:
  - Slightly more men than women, but generally evenly distributed between male/female participants
  - Predominantly White/Caucasian
  - Predominantly age 45-64 with very few participants in the 18-24 age bracket

- Representing HH with income levels between $75,000-$150,000
General Attendance: Who Showed Up? (continued)

• Majority of participants hold a college degree and many have a graduate degree
• Generally, participants were from the county in which the workshop was held
• Most effective form of outreach (in this order):
  – email
  – word of mouth
  – organizational newsletter
Process & Format

*Information collected on written feedback forms
(450 people responded – 76% response rate)*

What participants most enjoyed about the workshops:
- Group interaction/discussion
- Mapping activity
- Learning/information presented

**Suggestions for organizers that would improve the experience:**
- Better explanation of the mapping activity
- More Q & A time (primarily from Corporate College East)
- More time for table discussion
- Activity was too complex
Process & Format

Information collected on written feedback forms
(450 people responded – 76% response rate)

The workshop DID allow participants to participate in the future development of NEO (large majority) but generally speaking they voiced concern about implementation.

Participants DID get to talk about everything they were passionate about.

If participants could change one thing it would be:

- More time for the group and mapping activity/discussion
- Experience a more diverse audience
- Shorter introduction comments
- Maps that are more detailed
- Disrespectful people should be removed (Corporate College East)
Workshop Results

1. Attendance
2. Process & Format
3. Content Feedback – Recurring Themes
   - Map Activity
   - Table Notes
   - Instant Polling Results

Goals for Ongoing Outreach and Workshop #2

- Increase overall attendance, minority participation, younger demographic participation, diverse income participation
- Maintain geographic representation
- Ensure that participants have a comfortable, productive opportunity to provide feedback and engage in the process
Workshop Results

1. Attendance

2. Process & Format

3. Content Feedback – Recurring Themes
   - Instant Polling Results
   - Map Activity
   - Table Notes

Goals for Ongoing Outreach and Workshop #2
& Issues to Test with Alternative Scenario Development
Instant Polling

How much do you agree or disagree?

We should continue to grow outward to create new jobs and housing.

- 17% Agree
- 20% Somewhat agree
- 15% Neutral
- 10% Somewhat disagree
- 45% Disagree
Map Activity

Land Use BAU 2040: Based on Past Trends
Land Use Current
Map Activity

• “Write your own future” now that you have seen the Business as Usual scenario for the future
• Use 4 types of stickers (“chips”) to show where different types of development and investment should happen
  - Dispersed Growth
  - Compact Growth
  - Neighborhood Reinforcement
  - Neighborhood Reinvestment

• Draw recommended transit routes, open spaces, roadways, etc. on the map
• Take notes at your table to capture the conversation
• Present the results if you wish
Land Use Current

Strategies to Strengthen Region's Cores Through Transit Connections

- Compact Development
- Dispersed Development
- Abandoned
- Parks and Conservation

VIBRANT NEO
Map Activity: Response Statistics

Total maps: 73
Stickers used: 3,536

Pages of notes: 88
(0-2 pages per table; 24 tables did not submit notes)
Synthesizing the Feedback

GIS Database and Images

Raw Text and Aggregated Summary

Spreadsheets and PowerPoint

Raw files will be uploaded to web by the end of this week
Map Activity – Compiled Results
Chip Majorities

This map shows the types of use most frequently assigned to locations within the study area.
Dispersed Growth Placement Frequency

- Low density; mostly single-family homes and highway-oriented commercial
Dispersed Growth
Placement Frequency – High Agreement (4+ tables)

Low density; mostly single-family homes and highway-oriented commercial
Compact Growth Placement Frequency

Moderate density; mix of housing types and job locations
Compact Growth
Placement Frequency – High Agreement (4+ tables)

Moderate density; mix of housing types and job locations
Neighborhood Reinforcement Placement Frequency

Low-moderate density; mix of single family homes, shopping centers, and town centers

Reinforcement (all chips shown)
FREQUENCY
1 table
11 tables
Low-moderate density; mix of single family homes, shopping centers, and town centers
Neighborhood Reinvestment Placement Frequency

Moderate density; mix of housing types and jobs, similar to compact growth
Neighborhood Reinvestment
Placement Frequency – High Agreement (4+ tables)

Moderate density; mix of housing types and jobs, similar to compact growth
For Growth, Jobs are First and Foremost

Polling Question: What top 2 items would enable Northeast Ohio communities to retain residents and attract new ones?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Item</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Better public transportation</td>
<td>101</td>
</tr>
<tr>
<td>2</td>
<td>Higher quality schools</td>
<td>207</td>
</tr>
<tr>
<td>3</td>
<td>Number and variety of jobs available</td>
<td>392</td>
</tr>
<tr>
<td>4</td>
<td>Safety</td>
<td>78</td>
</tr>
<tr>
<td>5</td>
<td>Lower taxes</td>
<td>97</td>
</tr>
<tr>
<td>6</td>
<td>Better housing options</td>
<td>60</td>
</tr>
</tbody>
</table>
Polling Question: How much do you agree or disagree? *We should continue to grow outward to create new jobs and housing.*

53-87% of participants somewhat or fully disagree with continued outward growth to create new jobs and housing.
**Polling Question:** How much do you agree or disagree? *Should reinvest in existing communities to create new jobs and housing.*

<table>
<thead>
<tr>
<th>Location</th>
<th>Agree</th>
<th>Somewhat Agree</th>
<th>Neutral</th>
<th>Somewhat Disagree</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Cleveland</td>
<td>91%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
<td></td>
</tr>
<tr>
<td>Warrensville Heights</td>
<td>77%</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Oberlin</td>
<td>66%</td>
<td>17%</td>
<td>7%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Warren</td>
<td>80%</td>
<td>12%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Akron</td>
<td>73%</td>
<td>16%</td>
<td>5%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Canton</td>
<td>77%</td>
<td>13%</td>
<td>5%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

83-95% of participants somewhat or fully agree with reinvestment in existing communities to create new jobs and housing.
Polling Question: How concerned are you about the level of abandonment seen in the “Business as Usual” scenario?

<table>
<thead>
<tr>
<th>City</th>
<th>Significantly concerned</th>
<th>Moderately concerned</th>
<th>Not concerned</th>
<th>I don’t think this trend will continue</th>
<th>I have no opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>East Cleveland</td>
<td>78%</td>
<td>12%</td>
<td>2%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Warrensville Heights</td>
<td>52%</td>
<td>17%</td>
<td>7%</td>
<td>23%</td>
<td>1%</td>
</tr>
<tr>
<td>Oberlin</td>
<td>41%</td>
<td>32%</td>
<td>9%</td>
<td>15%</td>
<td>3%</td>
</tr>
<tr>
<td>Akron</td>
<td>43%</td>
<td>36%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
</tr>
<tr>
<td>Canton</td>
<td>54%</td>
<td>26%</td>
<td>8%</td>
<td>10%</td>
<td>3%</td>
</tr>
</tbody>
</table>

69-90% of participants are significantly or moderately concerned about abandonment.
Polling Question: What are the 2 most important factors to you when choosing a place to live?
1. Alternative scenario must incorporate jobs and economic development.

2. Alternative scenario should emphasize jobs and housing growth in infill or redevelopment situations.

3. There is significant concern about abandonment and addressing it should be a goal of the alternative scenarios.

4. Alternative scenarios should provide housing choice.

5. Expand public transportation and non-auto options; provide some targeted highway improvements; pay attention to jobs/housing balance.

6. Protect parks and agriculture; expand trail system.