Thank you for joining us for today’s open house!

Vibrant NEO 2040 is a regional visioning and decision-making framework that is bringing together residents, elected leaders, the professional community, and civic groups to create a roadmap to a stronger Northeast Ohio.

The open house today looks at a series of “what-if” regional futures for Northeast Ohio. These “alternative scenarios” present the impacts of different growth and policies on issues like quality of life, the economy, the environment, transportation, and much more.

There are many stations around the room with activities and information. As you walk around, think about which scenarios best match your vision for the future of Northeast Ohio. Throughout the workshop, you’ll find opportunities to record your opinions on various topics. Look for the comment cards at stations, and please let us know what you think!

visit our website VibrantNEO.org
The first Vibrant NEO 2040 outreach event occurred in the spring of 2013. If you attended, thank you for your participation! We presented the findings of the “Trend” Scenario and asked attendees to create their own scenarios with maps and game pieces. We also asked for instant crowd reactions to the presentation and collected general comments. We used all of this feedback to create the alternative scenarios that you see at this open house.

Your feedback today will help us create a preferred regional scenario, which we will present at the final outreach event in the fall of 2013.
WHAT IS SCENARIO PLANNING?

A learning tool
Vibrant NEO 2040 is using a scenario planning process to build a shared vision for the future of Northeast Ohio. Scenario planning acknowledges that there is no such thing as a crystal ball: rather than trying to predict the future, scenarios help us to explore several possible futures before we commit to a course of action. This enables us to make better-informed decisions about how we invest resources.

Based in reality
Each scenario uses a set of rules and assumptions, firmly rooted in the realities of Northeast Ohio, to show possible consequences of particular choices in such areas as housing, transportation, and land use. Historical trends are used in projecting patterns of movement and development in the region, and current conditions determine the constraints and possible choices. Also, the scenarios are spatial: they describe the physical outcomes of our choices, which in turn impact many of the things we care about, such as the economy, quality of life, transportation, the environment, and much more.
THE FOUR SCENARIOS

The four scenarios shown at this open house are meant to provide insight. The goal is not to pick a “winner”. Instead, consider how each scenario impacts the things you value, where the results may yield surprising insights, and how you might combine elements of multiple scenarios to create an ideal future (as well as what may be missing from all four). Feedback will be used to create a preferred scenario, which will be a key outcome of the Vibrant NEO 2040 process.

“GROW THE SAME”
What if we grow and don't do things differently?

“TREND”
What if our growth and approach stays the same?
The Trend Scenario (Business as Usual) was presented at Workshop 1.

“GROW DIFFERENTLY”
What if we grow and do things differently?

“DO THINGS DIFFERENTLY”
What if we do things differently and our growth stays the same?

DO THINGS DIFFERENTLY

Whenever you see four maps laid out together at the open house, they will follow the pattern in this diagram.

Each scenario tests different assumptions about people, jobs, priorities, and policies for Northeast Ohio.
# Land Use Overview

What do the colors on the maps mean?

<table>
<thead>
<tr>
<th>Mixed Use</th>
<th>Commercial</th>
<th>Industrial</th>
<th>Other Built</th>
<th>Residential: Urban or Multifamily</th>
<th>Residential: Suburban</th>
<th>Residential: Rural</th>
<th>Abandoned</th>
<th>Other Unbuilt</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Mixed Use" /></td>
<td><img src="image2" alt="Commercial" /></td>
<td><img src="image3" alt="Industrial" /></td>
<td><img src="image4" alt="Other Built" /></td>
<td><img src="image5" alt="Residential: Urban or Multifamily" /></td>
<td><img src="image6" alt="Residential: Suburban" /></td>
<td><img src="image7" alt="Residential: Rural" /></td>
<td><img src="image8" alt="Abandoned" /></td>
<td><img src="image9" alt="Other Unbuilt" /></td>
</tr>
</tbody>
</table>

- **Mixed Use**: Stores, restaurants, and offices
- **Commercial**: Public buildings, hospitals, parking lots, roads, schools, and airports
- **Industrial**: Vacant structures and abandoned lots
- **Other Built**: Undeveloped land that is not conserved, cemeteries, and utility easements
Our diverse region faces significant challenges today. What future do we want?

Earlier phases of NEOSCC’s work examined current conditions in depth. NEOSCC has found that the 5 realities facing Northeast Ohio today include:

1. Taxpayers are burdened by costly fragmentation across our local/regional governments.
2. Cultural and natural resources are under stress.
3. Rising infrastructure costs exceed our means to pay.
4. Land use patterns affect local and regional budgets.
5. Our overall economy needs to be stronger.

Current Population: 
3,821,300 residents

Current Employment: 
1,731,700 jobs

Current Open Space: 
276,000 acres of parks and conservation land
The “Trend” Scenario tests what the region might look like in 2040 if current development rates, patterns, and policies continue. This scenario includes:

- flat growth in population and employment
- trend of outward development away from existing communities
- majority of residential, office, and retail development is suburban-style, auto-oriented
- continued pattern of abandonment in urban areas

Population 2040: 3,914,600 residents (0.1% annual growth rate)
Employment 2040: 1,839,800 jobs (0.2% annual growth rate)
Parks + Conservation Land 2040: 398,700 acres

On its current course, the region faces a future with intense outward migration away from its legacy cities, high rates of abandonment, and new development that is expensive for tax payers to build and maintain.
THE “GROW THE SAME” SCENARIO
What if we grow and don’t do things differently?

With jumps in population and employment, “Grow the Same” overcomes some of the challenges in the “Trend” Scenario. However, without any other changes, there will still be significant outward migration and a large amount of new development that is expensive to build and maintain. The increase in new development will impact many natural and agricultural resources.

Population 2040: 4,696,400 residents (0.8% annual growth rate)
Employment 2040: 2,232,700 jobs (1% annual growth rate)
Parks + Conservation Land 2040: 398,700 acres (Same as “Trend”)
THE “DO THINGS DIFFERENTLY” SCENARIO

What if we do things differently and our growth stays the same?

2040
NEW DEVELOPMENT HIGHLIGHTED

Population 2040: 3,914,600 residents (0.1% annual growth rate) (Same as “Trend”)
Employment 2040: 1,839,800 jobs (0.2% annual growth rate) (Same as “Trend”)
Parks + Conservation Land 2040: 564,600 acres

Even without a major increase in jobs and people, the region can strengthen its legacy communities, protect its farms and natural areas, and achieve fiscal stability.

This scenario tests what the region might look like in 2040 if growth remains flat but policies and development patterns change. This scenario includes:

- A focus on reinvestment in existing communities (in contrast with the current trend of outward migration)
- Limiting new development in environmentally sensitive areas like wetlands and floodplains and protecting agricultural land
- Using existing infrastructure whenever possible (roads, sewers, and utilities)
- An increased proportion of mixed use, walkable development
- Expanded public transportation network to connect people, jobs, and other destinations
- The greatest amount of new conservation land of any of the scenarios (the focus on prioritizing growth near existing communities reduces competition in rural and undeveloped areas)

Population 2040: 3,914,600 residents (0.1% annual growth rate) (Same as “Trend”)
Employment 2040: 1,839,800 jobs (0.2% annual growth rate) (Same as “Trend”)
Parks + Conservation Land 2040: 564,600 acres
THE “GROW DIFFERENTLY” SCENARIO
What if we grow and do things differently?

2040
NEW DEVELOPMENT HIGHLIGHTED

“GROW THE SAME”
What if we grow and don’t do things differently?

“GROW DIFFERENTLY”
What if we grow and do things differently?

“TREND”
What if our growth and approach stays the same?

“DO THINGS DIFFERENTLY”
What if we do things differently and not growth stays the same?

This scenario combines the higher growth of “Grow the Same” with the different policies of “Do Things Differently.” This scenario tests what the region might look like if additional growth occurs and is prioritized in and near existing urban areas. See the board summarizing “Do Things Differently” for a list of key policy inputs. Despite the emphasis on open space preservation, “Grow Differently” has less conservation than “Do Things Differently” because the higher number of people and jobs creates competition and drives up land prices.

Population 2040: 4,696,400 residents (0.8% annual growth rate) (Same as “Grow the Same”)
Employment 2040: 2,232,700 jobs (1% annual growth rate) (Same as “Grow the Same”)

Parks + Conservation Land 2040: 481,600 acres

875,200 new residents
501,000 new jobs
205,600 new acres of parks & conservation land

Changing policies has a bigger positive impact on fiscal outcomes than simply adding more people and jobs, but doing both results in the highest revenue compared with costs. Abandonment also practically disappears. The additional growth results in more open space conflict compared with “Do Things Differently.”
OUTWARD MIGRATION

The region has been migrating outward for decades. What are the impacts of this trend?

Outward migration means that new construction tends to occur outside of already-established cities, villages, townships and neighborhoods. These new homes, shopping centers, office buildings, hospitals, churches and schools are often occupied by residents that were already living elsewhere in the region. When this occurs and no one moves in to fill the gaps in the communities that are left behind, the result is abandonment, which has severe financial, social, and psychological costs.

New development away from existing communities is linked to abandonment in legacy communities.

Abandonment doesn’t just leave behind homes and other buildings. It also leaves behind overgrown lots, roads, sewers, and utilities that tax payers must maintain.

Outward migration and abandonment are linked. When new construction exceeds regional demand, older buildings are abandoned. This is a hardship for the communities left behind and also means taxpayers must pay for new infrastructure to support the new development.
Outward migration requires new infrastructure and results in abandonment. Inward investment reuses existing infrastructure and reduces abandonment.
Different policies and market conditions can produce radically different development patterns for Northeast Ohio. These patterns have significant impacts on abandonment, fiscal stability, and the future of today’s rural and undeveloped places.
Attendees were provided with a set of game pieces representing new development that matched historical trends but were given the option of trading for alternative development types and land uses.

- **Digitized maps & table notes**
- **Compiled keypad results**
- **Analysed data and patterns**

The majority of tables wanted to:
- Reinvest in legacy communities
- Balance auto-oriented development with communities that support walking, biking, and public transportation
- Protect natural and agricultural resources

### Alternative Scenarios

Priorities & Policies for the “Do Things Differently” & “Grow Differently” Scenarios

We incorporated the recurring feedback themes and the placement of the game pieces into the inputs for the “Do Things Differently” and “Grow Differently” scenarios.
Development affects wildlife habitats, agriculture land, recreational open space, and air, water, and soil quality.

OPEN SPACE: ENVIRONMENT & AGRICULTURE

Importance of the natural environment
- Forests, rivers, streams, lakes, wetlands, and other open spaces benefit our region in multiple ways:
  - cleaning air, soil, and water
  - providing habitat for local wildlife and migrating birds
  - offering recreation opportunities like hiking, canoeing, hunting, fishing, bird-watching, and mountain biking
  - reducing flooding

Significance of agriculture
- Agriculture is a major part of NEO’s regional economy:
  - Several internationally recognized brands have roots in Northeast Ohio
  - Acts as a source of local economic development by supporting maple sugaring, wine making, and tourism

Development transforms open space and can diminish its ecological and economic functions

Scenario impacts on energy use and greenhouse gas emissions:

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Energy Use from new development (BTU/year)</th>
<th>Carbon Emissions from new development (Tons CO2/year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Trend&quot;</td>
<td>29.3 billion (average 99,700 per housing unit and 16,000 per job annually)</td>
<td>2.7 mil (average 9.3 per housing unit and 1.5 per job annually)</td>
</tr>
<tr>
<td>&quot;Grow the Same&quot;</td>
<td>62.8 billion (average 99,300 per housing unit and 17,200 per job annually)</td>
<td>5.9 mil (average 9.3 per housing unit and 1.6 per job annually)</td>
</tr>
<tr>
<td>&quot;Do Things Differently&quot;</td>
<td>11.0 billion (average 75,400 per housing unit and 17,700 per job annually)</td>
<td>1.0 mil (average 7.0 per housing unit and 1.7 per job annually)</td>
</tr>
<tr>
<td>&quot;Grow Differently&quot;</td>
<td>46.8 billion (average 81,600 per housing unit and 18,700 per job annually)</td>
<td>4.4 mil (average 7.6 per housing unit and 1.7 per job annually)</td>
</tr>
</tbody>
</table>

What is impervious land cover and why does it matter?
Impervious surfaces, such as driveways and roads, do not absorb stormwater and create runoff. Increased stormwater runoff can cause erosion, increase the risk of flooding, and lower water quality.

What is high ecological value land?
Areas of high ecological value support plants and animals and generate and protect natural resources. To identify these areas, we consider factors like vegetation, proximity to other open spaces, soil type, geographic features, and type of land or water (wetland, pond, river, coast, etc).

What is prime agricultural land?
The physical and chemical characteristics of land determine how suitable it is for growing food or other crops. Soil character and typical weather conditions are a few of the factors that influence whether land is well-suited for agriculture. Northeast Ohio has approximately 1.2 million acres of prime agricultural land.

Classification are based upon soil surveys from the Natural Resources Conservation Service (NRCS) which are developed in cooperation with the USDA, EPA, and other organizations. The chart includes areas of prime farmland, farmland of local importance, and farmland of unique importance.
Northeast Ohio has significant environmental assets. Depending on the region's future course of action, these assets could be linked and protected or challenged by new development pressure.

Developing an additional 1% of the region may not seem like a big deal, but in a 12 county region, 1% is a lot of land (38,400 acres). 1% is a little larger than Cuyahoga Valley National Park (33,000 acres).

The protection of open space in “Trend” and “Grow the Same” is based upon land prices and ecological value. Acquisition is opportunistic and occurs where ecological value is high and land prices are low. As a result, new open space is likely to be disconnected and scattered.

Open space acquisition in “Do Things Differently” and “Grow Differently” is driven by an overarching strategy that aims to protect:
- river and stream corridors and other water bodies
- large patches of land that are good for wildlife habitat
- linkages between existing open space and greenways, especially between Lake Erie and areas further south
- in many places where this conservation occurs, and particularly along waterways and in linkages to the existing park network, we assume there will be trails and paths for walking, biking, and other forms of recreation.
DEVELOPMENT VS ENVIRONMENTAL PROTECTION

what if we
ALLOW DEVELOPMENT ANYWHERE?

- Increased land supply can lower development costs
- Additional development generates tax revenue
- Development on or near sensitive ecological areas can disrupt their functions
- Development near waterbodies can create flood risks and hurts water quality

what if we protect
ENVIRONMENTALLY SENSITIVE AREAS?

- Protects water quality and preserves habitat for wildlife
- Keeps development out of areas that are at risk for flooding
- Creates building restrictions, which could increase development costs or cause a developer to go elsewhere

"DO THINGS DIFFERENTLY" AND "GROW DIFFERENTLY SCENARIOS" DO NOT ALLOW DEVELOPMENT TOO CLOSE TO WATERBODIES

There is competition for land. Many natural areas provide important ecological functions, but they also represent potential development revenue.

Natural resources are important and need to be protected...

Our development regulations are too much of a burden...

river corridors and water bodies impacted

THE "TREND" AND "GROW THE SAME" SCENARIOS ALLOW DEVELOPMENT TO OCCUR NEAR WATERBODIES

NEFCO
PLACE TYPES and COMMUNITY CHARACTER

What do you want your community to look like? The physical surroundings are more than aesthetics; they impact whether it's possible to walk and bicycle, whether public transportation is viable, energy consumption, other environmental impacts, infrastructure costs, tax revenue, and more.

what if we develop in a
DISPERSED PATTERN?

- Homes tend to be single-family with large lots
- Destinations have ample parking
- Separation of land uses: retail, commercial, and housing are all located away from each other
- It is necessary to own a car to get around
- Homes are often far away from work and shopping, which sometimes causes long commutes
- A spreadout development pattern cannot support public transportation
- The separation of uses, larger lots, wider roads, and large parking lots of dispersed growth require a greater number of acres per household than compact development.
- From a public perspective, infrastructure costs are high and per-acre tax revenues are low.

I like being able to drive to do my shopping and always being able to find a parking spot.
I like having a large lot in a quiet neighborhood.

what if we develop in a
COMPACT PATTERN?

- Destinations are nearby, with shopping and work potentially within walking or biking distance
- Mix of land uses: retail, commercial, and residential within the same neighborhood
- Mix of housing: single family homes, townhouses, and apartment buildings
- Compact development patterns provides the density necessary to support public transportation
- From a public perspective, infrastructure costs are lower and per-acre tax revenues are higher.
- The same amount of money will buy less land in a compact vs dispersed community

As an older adult, I'm glad everything is close by. I can walk to dinner or take the bus to other destinations.

I feel safe letting my kids bike to their friends' homes.

Dispersed development offers more space, separates land uses, and focuses on the car; compact development is closer together, has a greater mix land uses and is more conducive to walking, biking, or taking public transportation.
CARS vs. PUBLIC TRANSPORTATION

The scenarios test two different transportation approaches: one that emphasizes auto-oriented investment, and a second that balances cars with walkability and public transportation. These approaches affect more than just the ways that people move around: transportation is a major factor that influences and responds to the look and feel of a place, its land uses, and the kinds of development that take place.

what if we prioritize

AUTO-ORIENTED DEVELOPMENT?

Transportation 2040
“Trend” & “Grow the Same” Scenarios

Roads are what we use most, so that’s where our tax dollars should go. Transit’s not a priority here.

I’d love to commute to work by train, but currently I don’t have reliable service. In these scenarios, I can own a car but don’t need to use it for every trip.

The transportation strategy behind this network is a continuation of current transit service and an investment in new roads, road expansions, and new interchanges to service the development at the edges of today’s urbanized area. These investment priorities are consistent with the dispersed, auto-oriented development found in the “Trend” and “Grow the Same” scenarios.

what if we prioritize

PUBLIC TRANSIT & WALKABILITY?

Transportation 2040
“Do Things Differently” & “Grow Differently” Scenarios

I’d love to commute to work by train, but currently I don’t have reliable service. In these scenarios, I can own a car but don’t need to use it for every trip.

These scenarios represent a significant additional investment in public transportation. Commuter rail connects communities along Lake Erie and south from Cleveland down to Canton. Express bus and bus rapid transit connect many of the smaller communities around the Cleveland and Akron metro areas and extend a commuter bus line from Akron to Youngstown. These routes connect current job and population centers and serve as anchors for future compact, transit oriented development in the “Do Things Differently” and “Grow Differently” scenarios.

THE TRANSPORTATION NETWORK INFLUENCES HOW PEOPLE GET AROUND AND HOW MUCH THEY DRIVE.

Average daily vehicle miles traveled per household*

<table>
<thead>
<tr>
<th></th>
<th>“Trend”</th>
<th>“Grow the Same”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Trend”</td>
<td>23.7 miles</td>
<td>25.4 miles</td>
</tr>
<tr>
<td>“Grow the Same”</td>
<td>8.5 trips</td>
<td>8.2 trips</td>
</tr>
</tbody>
</table>

* Only household-based trips included

Average weekly non-auto trips per household*

<table>
<thead>
<tr>
<th></th>
<th>“Trend”</th>
<th>“Grow the Same”</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Trend”</td>
<td>22.5 miles</td>
<td>22.0 miles</td>
</tr>
<tr>
<td>“Grow the Same”</td>
<td>10.0 trips</td>
<td>9.6 trips</td>
</tr>
</tbody>
</table>

Transportation goes beyond mobility: it is a cross-cutting theme that influences, and is influenced by, development, land use, place types, and community character.
# Public Transportation Trade-Offs

## Benefits of Public Transportation

- Connects people and jobs
- Improved mobility for people of all ages
- Catalyst for development
- Creates jobs
- Moves more people in the same amount of roadspace
- Improves air quality and reduces greenhouse gas emissions
- Reduces transportation costs

## Costs of Public Transportation

<table>
<thead>
<tr>
<th>Capital Costs</th>
<th>Economic Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>$200 million total ($168.4 million for the transit component was provided by the full funding grant agreement with the FTA; $31.6 million for non-transit improvements, including sidewalks, utilities, and public art)</td>
<td>$5.8 billion in investment—$3.3 billion for new construction and $2.5 billion for building rehab; generated $62 million in local taxes; and increased jobs by 13,000</td>
</tr>
</tbody>
</table>

## Case Study: Cleveland HealthLine BRT

- The HealthLine is a Bus Rapid Transit (BRT) in downtown Cleveland. The 9.38 miles long system includes 36 stations.
- Ridership has been increasing rapidly since the system opened in 2008. (48.2 million passenger trips in 2012, a 5% increase from previous year)
- This year, the Healthline was ranked as the top BRT line in the US by the Institute for Transportation and Development Policy (rankings are based on service planning, infrastructure, station design, quality of service, and access)
- Capital Costs: $200 million total ($168.4 million for the transit component was provided by the full funding grant agreement with the FTA; $31.6 million for non-transit improvements, including sidewalks, utilities, and public art)
- Economic Benefits: Since the HealthLine opened in 2008, the corridor has attracted $5.8 billion in investment—$3.3 billion for new construction and $2.5 billion for building rehab; generated $62 million in local taxes; and increased jobs by 13,000

**Vibrant NEO 2040**

Public transportation has many benefits. Although it does require significant capital investment, a well-designed system usually creates positive economic impacts that exceed costs.
FISCAL HEALTH: JOBS, INFRASTRUCTURE, & SERVICES

We’ve heard that jobs and the economy are top priorities for Northeast Ohio. The different development patterns and infrastructure investments shown in the scenarios produce very different outcomes for public budgets and ultimately the taxpayers.

What do these graphs mean?

Green = Fiscally Strong
- Values greater than 0 mean that the government is bringing in more revenue than it is spending
- These budget surpluses indicate more money is available to finance new infrastructure projects, fund school systems, and maintain existing infrastructure

Red = Fiscally Weak
- Values less than 0 mean that the government is spending more money than it is bringing in
- These budget deficits could mean higher taxes or decreased levels of service

Financial Outcomes
- Negative fiscal impact across the region
- All counties experience declining revenues compared with costs
- The most fiscally strong county in 2040 is weaker than the weakest county today

What is driving these changes?
- **High Cost of New Infrastructure**: Most new development is dispersed and requires lots of new roads and utilities. These are expensive to build and maintain. The costs of this kind of development to the municipality usually exceed revenue over the long term.
- **High Rates of Abandonment**: The high rates of new abandonment result in lost tax revenue and additional demolition and clean-up costs. The per-person cost of infrastructure increases because fewer people are left to pay for systems sized for a much larger population.

If current trends continue, all counties will be operating “in the red.”
FISCAL HEALTH: JOBS, INFRASTRUCTURE, & SERVICES

Consequences of adding more & jobs

"Grow the Same"
The difference between "Trend" and "Grow the Same" is an increase in 800,000 people and 400,000 jobs.

"Do Things Differently"
The difference between "Trend" and "Do Things Differently" is a change in policies and investments.

"Grow Differently"
The difference between "Trend" and "Grow the Same" is an increase in 800,000 people and 400,000 jobs and a change in policies and investments.

Financial Outcomes
- The region overall performs better with more people and jobs, but some counties still see rising costs relative to revenue compared with today.
- There is an increased disparity between fiscally strong and fiscally weak counties. Some counties do very well; others do very poorly.
- Many of the counties "in the red" are relatively rural today and experience an influx of people by 2040 in this scenario. Either tax rates or land use policy would need to change in order to pay for the infrastructure and services required to support the new population.

What is driving these changes?
- More people and jobs add revenue, but this change alone doesn’t solve all of the region’s fiscal challenges.
- Some of the additional residential growth, particularly the dispersed, auto-oriented development, creates long-term costs that outweigh the revenue generated.
- Sheer numbers help fill in the gaps created by outward migration and result in lower abandonment and improved fiscal outcomes for the legacy industrial cities.

Financial Outcomes
- The region overall performs better financially in this scenario than it does today.
- The improvements associated with the new policies and investments of "Do Things Differently" have nearly twice the magnitude of those created simply by adding more people and jobs, as seen in the "Grow the Same" scenario.
- This scenario has the least variation between the fiscally strongest and weakest counties.

What is driving these changes?
- Takes advantage of infrastructure that has already been built.
- Capitalizes on legacy industrial sites as unique assets for future industry job growth.
- More compact options with improved transit access - revenue exceeds costs.
- Minimal increase in abandonment

Financial Outcomes
- This scenario has the highest revenues relative to costs for the region overall, although the improvement over "Do Things Differently" is slight.
- The distribution of outcomes at the county level is more uneven than "Do Things Differently" but less extreme than "Grow Differently."

What is driving these changes?
- This scenario takes advantage of the same system efficiencies as "Do Things Differently" but to a higher degree. After a certain point, the gains created from this approach level off, as seen in the small jump between "Do Things Differently" and "Grow Differently."
- Even though this scenario has the best overall fiscal outcome, some counties remain "in the red." These tend to be counties that are rural today but are growing rapidly relative to their existing population. For those communities, this scenario doesn’t mean that a balanced budget is out of reach. It means that it will difficult for them to add population, maintain the same tax structures and development patterns as today, and balance their budgets.

More jobs and better policies can each individually improve the fiscal health of the region, but the best outcomes result from a coordinated effort that combines both. Also, the scenarios show that it’s possible for the region to achieve financial stability even without a large increase in population and employment. Finally, those communities that are rural today but rapidly growing will need to make important decisions about managing growth in the future in order to preserve their values while maintaining balanced budgets.
## Scenario Summary

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>“Trend” Scenario</strong></td>
<td>3,914,600</td>
<td>1,839,800</td>
<td>+ 93,430</td>
<td>+ 108,100</td>
<td>+ 121,500</td>
<td>+ 276,800</td>
<td>+ 174,900</td>
</tr>
<tr>
<td></td>
<td>residents</td>
<td>jobs</td>
<td>new residents</td>
<td>new jobs</td>
<td>new acres of parks + conserved land</td>
<td>new housing units</td>
<td>new abandoned housing units</td>
</tr>
<tr>
<td><strong>“Grow the Same” Scenario</strong></td>
<td>4,696,400</td>
<td>2,232,700</td>
<td>+ 875,000</td>
<td>+ 501,000</td>
<td>+ 121,500</td>
<td>+ 546,000</td>
<td>+ 93,100</td>
</tr>
<tr>
<td><strong>“Do Things Differently” Scenario</strong></td>
<td>3,914,600</td>
<td>1,839,800</td>
<td>+ 93,430</td>
<td>+ 108,100</td>
<td>+ 288,500</td>
<td>+ 120,000</td>
<td>+ 19,800</td>
</tr>
<tr>
<td><strong>“Grow Differently” Scenario</strong></td>
<td>4,696,400</td>
<td>2,232,700</td>
<td>+ 875,000</td>
<td>+ 501,000</td>
<td>+ 205,600</td>
<td>+ 459,000</td>
<td>+ 2,400</td>
</tr>
</tbody>
</table>

### Types of Housing
- Urban Home or Multifamily Apartment
- Suburban Home
- Rural Home
<table>
<thead>
<tr>
<th>Acres of Outward Migration</th>
<th>Lane Miles of New Roads</th>
<th>Acres of Prime Agricultural Land Lost</th>
<th>Acres of Land of High Ecological Value Lost</th>
<th>Acres of New Impervious Cover</th>
<th>Daily Vehicle Miles Traveled per Household</th>
<th>% of Jobs near Transit</th>
<th>% of Residents near Transit</th>
<th>Cost to Revenue Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>23,400 acres consumed by outward migration</td>
<td>3,100 lane miles of new roads</td>
<td>31,110 acres of prime farmland lost</td>
<td>6,300 acres of conserved land lost</td>
<td>28,300 acres of new impervious surface</td>
<td>23.7 vehicle miles traveled a day per household</td>
<td>41% of jobs near transit</td>
<td>25% of residents near transit</td>
<td>-33.7%</td>
</tr>
<tr>
<td>48,400</td>
<td>6,000</td>
<td>60,000</td>
<td>12,000</td>
<td>55,100</td>
<td>25.4</td>
<td>39%</td>
<td>25%</td>
<td>-6.4%</td>
</tr>
<tr>
<td>4,100</td>
<td>700</td>
<td>4,700</td>
<td>500</td>
<td>8,100</td>
<td>22.5</td>
<td>50%</td>
<td>35%</td>
<td>+ 10.4%</td>
</tr>
<tr>
<td>29,800</td>
<td>2,400</td>
<td>18,800</td>
<td>3,300</td>
<td>30,600</td>
<td>22.0</td>
<td>53%</td>
<td>34%</td>
<td>+ 13.8%</td>
</tr>
</tbody>
</table>

**Daily Vehicle Miles Traveled per Household:**
- 23.7 vehicle miles traveled a day per household
- 25.4 vehicle miles traveled a day per household
- 22.5 vehicle miles traveled a day per household

**Cost to Revenue Ratio:**
- -33.7%
- -6.4%
- + 10.4%
- + 13.8%
ImagineMyNEO is an interactive, online tool for envisioning the future of Northeast Ohio. As of mid-July, 1,067 unique responses had been recorded, representing all 12 counties of the region. Developed as part of Vibrant NEO, ImagineMyNEO offers individuals a chance to learn about planning issues, opportunities, and tradeoffs, as well as to explore potential policies and investments. Responses to ImagineMyNEO will be used to inform a preferred future scenario.

**WHAT IS IMAGINE MY NEO?**

**HOW DOES IT WORK?**

1. **Identify Priorities**
   ImagineMyNEO first asks users to identify their priorities for the future. Users give stars to the priorities they value most. The size of the icons represents the number of stars selected assigned to the issue.

2. **Understand Impacts**
   Second, users can learn about how different planning projects and policies impact the priorities they selected. Icons change color as users click on policies that might have a positive, neutral, or negative impact, and clicking on each icon reveals a written explanation. The colors of the icons represent how selected projects and policies support respondents’ priorities.

3. **Plan a Scenario**
   In the final stage, it’s decision time: users have 15 coins and may choose as many policies as they want and as many projects as they can afford.

   In the final screens, users can view a map to see what people voted for in different counties. Users can click on individual projects and policies to see where they are receiving the greatest percentage of the votes.

The above image presents a preliminary composite profile of the region’s priorities, based on the responses received as of mid-July on ImagineMyNEO.
**PRIORITIES**

- We have clean air, water, and land
- Residents can find good jobs and share in the region’s financial success
- There are recreational opportunities and parks nearby
- I can experience great arts, culture, sports, and entertainment
- We preserve our open spaces and natural resources
- We have well-maintained infrastructure
- Children can safely walk or bike to neighborhood schools
- I can get to places without a car
- We preserve and invest in our central cities
- My community has an urban character
- My taxes are low
- I can easily stay in my community after I retire
- My community has a rural character
- My community has a suburban character
- There are fewer local development and zoning regulations

**POLICIES & PROJECTS**

- Encourage mixed-use development
- Remove one-lane, major developments, and key Karen near transit
- Regionalize or if there are local protection provisions of some services
- Enact stronger local pollution regulations
- Ban local tax measures regionally
- Encourage a greater variety of housing types in the community
- Require developers to pay for their own infrastructure
- Allow higher residential densities in my community
- Enforce easements to ensure that growth
- Raise government regulations on development
- Protect the land and marsh of local government

**PRELIMINARY FINDINGS**

**TOP REGIONAL PRIORITIES BY COUNTY**

- Ashtabula
- Cuyahoga
- Geauga
- Lake
- Lorain
- Mahoning
- Medina
- Portage
- Summit
- Stark
- Trumbull
- Wayne

**TOTAL STAR RATES**

- Ashtabula 3,676
- Cuyahoga 3,453
- Geauga 3,155
- Lake 3,152
- Lorain 3,118
- Mahoning 2,924
- Medina 2,656
- Portage 2,550
- Summit 2,514
- Stark 2,382
- Trumbull 2,267
- Wayne 2,210

**TOTAL LIKES**

- Ashtabula 2,922
- Cuyahoga 2,793
- Geauga 2,656
- Lake 2,655
- Lorain 2,554
- Mahoning 2,460
- Medina 2,464
- Portage 2,337
- Summit 2,333
- Stark 2,276
- Trumbull 2,176
- Wayne 2,043

*The above coin totals represent a standardized total assigned to each project based on the proportion of coins received for each project category to the total coins possible for each project category.*
Currently, many of the region’s job centers are only accessible by car. The transit networks in “Do Things Differently” and “Grow Differently” significantly enhance access to these sites.