

## Questions – Vibrant NEO Vision Sessions

We received nearly 100 questions at the 11 Vision Sessions in October. In order to reply in an organized manner, we have created a few major categories for the questions:

- About US – questions regarding NEOSCC and Vibrant NEO.
- Vision – questions regarding the development of the Vibrant NEO Vision.
- Data – questions regarding the data utilized or process during the Scenario Planning Process.
- Definitions – questions on terminology or concepts presented at the Vision Sessions.
- Surveys – questions regarding the two public opinion polls that NEOSCC has conducted.
- Economic Development – questions regarding economic development and jobs.
- Policies – questions regarding policy recommendations.
- Engagement – questions on the engagement process.
- Other – questions that did not seem to align with the other categories.

In these categories, we have grouped together similar questions and responses. All questions are bulleted while answers are in the framed text box.

This is the first of three question/answer documents that will be published. If you do not see an answer to the question you submitted it will be in one of the next two sets. The next document will be published at the end of the December and the final document will accompany the publishing of the report and appendix in February.

## About Us

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- What is Vibrant NEO?
- Who is Vibrant Ohio?

The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is a group of 33 organizations from across the 12-county Northeast Ohio region that have come together to create conditions for a more vibrant, resilient, and sustainable Northeast Ohio.

NEOSCC is leading the development of Vibrant NEO 2040, a regional visioning and decision-making framework. NEOSCC is building Vibrant NEO 2040 around the idea that developing a shared vision for the future, through a robust engagement process can and will lead Northeast Ohio to a future that is more productive, healthier, economically and socially equitable.

NEOSCC is developing products through the Vibrant NEO 2040 process to enable the public, local agencies, and Northeast Ohio communities to inform, prioritize, align, and coordinate actions to advance our quality of life, sustainability, and resiliency. Vibrant NEO 2040 will also help eliminate waste of resources and leverage regional assets, investments, and opportunities to their fullest potential. Two key ways that Vibrant NEO2040's success will be judged are how well it spurs local action and equips decision makers, planners, experts and residents with tools to implement the goals of their communities.

At the end of this Question and Answer document, you can find a more detailed description of what Vibrant NEO is and What it is Not.

- How was NEOSCC started? Did the partnership for sustainable communities/ Federal Gov't reach out to an individual/group here in NEO or vice versa?
- Clarification of funding
- Program Funding
- Who started this and when & where, who pays for it?
- Did "locals" approach you? Or the other way around?
- Why is Federal Government involved?
- Specifically who started + why?

In June 2009 the U.S. Department of Housing and Urban Development (HUD), U.S. Department of Transportation (DOT), and the U.S. Environmental Protection Agency (EPA) joined together to create the Partnership for Sustainable Communities. The Partnership has been coordinating their work to help communities around the country better meet their housing, transportation, and environmental goals—laying the groundwork for an economy that provides good jobs now and creates a strong foundation for long-term prosperity.

During the summer of 2010, a group of key Northeast Ohio regional organizations, including the four Metropolitan Planning Organizations and two Councils of Government, six of the 12 counties, five of the largest cities, three metropolitan housing authorities, The Fund for Our Economic Future, the Regional Prosperity Initiative, and Cleveland State University convened to develop and submit a proposal for The Partnership for Sustainable Communities Category One: Planning Grants. During the proposal planning process, which was funded by the Fund for Our Economic Future, this unprecedented collaboration of stakeholders in Northeast Ohio agreed to establish a new, independent initiative and non-profit organization with a formal, truly collaborative governance structure and a small but dedicated operating structure. The Northeast Ohio Area wide Coordinating Agency (NOACA) volunteered to serve as the Lead Applicant and Fiscal Agent on the proposal submission.

In November 2010, the applicants represented by NOACA were awarded \$4.25M federal grant from the U.S. Department of Housing and Urban Development (HUD) as part of the Partnership for Sustainable Communities Initiative. The initiative has also received both local funding through the Fund For Our Economic Future and 47% in-kind match by its Board. Both serve as local match as required by the grant and donations.

- Why only 14 on the Executive Committee?

The NEOSCC board is comprised of 33 organizations. The number of executive committee members was determined as part of the organizational development process in early 2011 and is ratified in the non-profit code of regulations. The executive committee consists of representatives from each of the

Metropolitan Planning Organizations/Councils of Governments (MPO/COGS) as well as geographic representatives from the MPO/COG service areas.

- Why only NEO included?
- If this is not regional planning. How come 12 counties are involved together?
- Not regionalism but you have a regional vision?
- How come 4 counties of the 12 follow NEOSCC when they are not members? (Medina, Wayne, Portage, Geauga)

The 12 counties were defined by the service areas of the four Metropolitan Planning Organizations and two Councils of Governments who came together to submit the original application. These include the Akron Metropolitan Area Transportation Study (coverage – Portage and Summit), Eastgate Regional Council of Governments (coverage – Ashtabula, Mahoning and Trumbull), Northeast Ohio Areawide Coordinating Agency (coverage – Cuyahoga, Geauga, Lake, Lorain and Medina), Northeast Ohio Four County Regional Planning & Development Organization (coverage - Portage, Stark, Summit and Wayne) and the Stark County Regional Planning Commission (coverage - Stark).

We do have six counties (Ashtabula, Cuyahoga, Lorain, Mahoning, Summit and Trumbull) that have joined as individual entities.

Northeast Ohio increasingly functions as an economically integrated region. In prior generations most people lived and worked in the same community. Vibrant NEO 2040 recognizes that the world is changing and our region must change with it. Increasingly our country's metropolitan regions—and not just our historic core cities—are the geographic units of global competitiveness. The degree of a region's economic success in the global marketplace depends on how agile it is in meeting the demands of an ever-changing global economy; therefore, we must work together to address our challenges as a region to safeguard our future.

While there are challenges facing our region, Vibrant NEO 2040 also recognizes that Northeast Ohio is rich in assets that should be celebrated and leveraged to their fullest potential. These assets, when viewed regionally, can serve as a feature for resident and business retention and attractions, and offer an opportunity to improve the quality of life for all.

- How does local community take back control of their lands?

There is nothing about the Vibrant NEO 2040 process that would force a local government to participate or change. Every local government, organization and individual participating in creating Vibrant NEO 2040 is doing so by choice. While it's not a requirement, all we ask of local governments interested in participating is that they be willing to talk and to listen.

Once Vibrant NEO 2040 is complete, it will be presented to local governments and their constituents for review and consideration. It will be up to local governments and their constituents to decide if adopting and implementing the recommendations from the Vibrant NEO 2040 Vision and Framework

and using the tools that NEOSCC is developing is in their best interest. NEOSCC is not a government entity and has no jurisdiction or authority.

**VIBRANT NEO 2040 RESPECTS AND WILL PROTECT THE RIGHTS OF PROPERTY OWNERS.** Planning, when done correctly, protects the rights of property owners by helping to ensure land is put to its highest and best use, resources are carefully managed, and property values aren't undermined. NEOSCC clearly stated its commitment to property rights in its goals for Vibrant NEO 2040:

***Goal 3: Respect Choice***

- *Preserving our quality of life, expanding choices for Northeast Ohio's citizens and respecting local government and individual property rights are essential principles for this process.*

- Where else in U.S. is this being done?
- What other cities are using this approach to regional planning? Is their vision similar?

While the Partnership for Sustainable Communities has awarded 116 grants to locations throughout the United States (you can access at map at <http://www.sustainablecommunities.gov/map.html>), it is important to remember that every grantee is unique. The approach we are taking in Northeast Ohio, while using some of the same tools as other parts of the country, is based on regional issues and opportunities, engagement and the make-up of our board.

- Has Geauga County been eliminated from this group & are you using our tax dollars?
- Why were there no meetings in Geauga County?

The County Government of Geauga chose not to participate. Geauga is including in Vibrant NEO 2040 due to its being in the NOACA service area. The 12 counties were defined by the service areas of the four Metropolitan Planning Organizations and two Councils of Governments who came together to submit the original application. These include the Akron Metropolitan Area Transportation Study (coverage – Portage and Summit), Eastgate Regional Council of Governments (coverage – Ashtabula, Mahoning and Trumbull), Northeast Ohio Areawide Coordinating Agency (coverage – Cuyahoga, Geauga, Lake, Lorain and Medina), Northeast Ohio Four County Regional Planning & Development Organization (coverage - Portage, Stark, Summit and Wayne) and the Stark County Regional Planning Commission (coverage - Stark).

Regarding the use of tax dollars, the grant is primarily funded through a federal grant from the U.S. Department of Housing and Urban Development (HUD) as part of the Partnership for Sustainable Communities Initiative.

We have been asked by an official in Geauga County not to hold our meetings in the county.

- Who/what groups is this vision being done for?

The Vibrant NEO 2040 Vision is being developed for the 12-county Northeast Ohio region that lies within the service areas of four Metropolitan Planning Organizations and two Councils of Government: Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Medina, Portage, Stark, Summit, and Wayne. It is sponsored by local governments and non-profit organizations that provide services within these areas.

- Dan Troy said in the beginning that there is not a federal or state level entity imposing this, but this is already funded by a grant from HUD, who has made a rule change that allows them to do just that. How can you guarantee that won't happen?

From time to time, federal agencies provide grants, on a competitive basis, for communities to undertake studies. The Sustainable Communities Planning Grant is just such a study: It provides federal funds to provide communities to look into the future and weigh the choices that they have. Funds for this and any other federal grant program come from funding authorized by Congress as part of the annual budget process.

- Who/what can stop this process?

Vibrant NEO 2040 is a study, not a process. NEOSCC will complete this study in final draft form by the end of 2013. It will be up to local communities and agencies to implement its findings, if they so choose.

## Vision

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- You say this isn't a "plan." Do you plan to have a "plan" in the future?

No, we do not intend to have a "plan". As a "framework," Vibrant NEO 2040 will be a structure of policies, practices and relationships that better align the region's decision-making and enhance the ability of the Northeast Ohio citizens and governments to make the big and small decisions. The intent of NEOSCC in developing the Vibrant NEO 2040 regional vision and framework is that its recommendations, development standards, indicator targets, and action products be available for implementation at the Metro and local levels at the option of their respective decision makers.

- Why does Painesville/Lake's attitude to multi-family housing affect/impact Cleveland?

Painesville and Lake County are part of the Greater Cleveland housing market. These community's decision to build or not build multi-family housing impacts the overall supply of that type of housing within the Greater Cleveland market.

- How do you get people moving back to crime, drug ridden communities? What about schools?

Crime, drugs and similar pathologies impacts a community's quality of life. The ability of any community—urban, suburban or rural—to attract households and businesses—depends on the quality of life it can offer. Meeting the need to maintain the quality of life in all of our existing communities is one of the goals of the Vibrant NEO Vision.

As fewer and fewer households have school-age children, the direct impact of schools on the quality of life in our communities has diminished. Having said that, it is important to recognize the critical importance good schools play in our future: The most significant impact of quality education is on our region's ability to compete economically by having a well-educated workforce.

- It might be interesting to see whether what people feel should be priorities for the region for example, more transportation option, compact development, would be options they personally would incorporate into their lives. I think bus service is important but not sure I would give up my car for public transportation. Are there discrepancies between the exercise of planning for the future and actual personal choices.

The Vibrant NEO 2040 Vision is all about increasing—not reducing—the range of choices we have in our region. In speaking to the need to develop housing to meet the market demand needs of today and tomorrow, the Vision advocates building a wider range of choices of housing types than we do today: In most of Northeast Ohio today, our only option for new housing is a large single-family house at the edges of the region. In speaking to how we move around the region, the Vision advocates having more choices—to drive a car, walk, ride a bicycle, or take a bus or train—than we do today: Today in most of Northeast Ohio, our only option is an automobile.

- Could you explain how your vision/plan aligns w/other plans in the region or vice versa, e.g. Cleveland climate action plan, balanced growth plans, etc.?

Though not specific to climate action or balanced growth, Vibrant NEO 2040 and other projects like Sustainable Cleveland 2019 and the Oberlin Project are perfectly compatible. NEOSCC has been working with Sustainable Cleveland 2019 and the Oberlin Project since NEOSCC launched and has been incorporating lessons from both projects into its efforts. In addition, Vibrant NEO 2040 is being designed to be broad enough to allow for a wide variety of innovative local approaches to reaching its goals.

- On investment in existing communities, does support follow where people live or work?

It depends on source of funds the type of investment. Most local tax revenues are raised and spent within an individual community. The exception is the local payroll taxes. They taxes are collected where a person works and may be shared with the community where the person lives. Taxes raised at the county, state and federal level are less sensitive to the place a person lives or works. Taxes raised by a county, the state or the federal government from one community can be spent in another community. The Vibrant NEO Vision recommends that these funds be invested in the region's existing communities.

- How are you going to get people to move? What/who is going to build housing near jobs/businesses?

NEOSCC is not going to move anyone anywhere. In a free country, people move where they want to. As a general rule, people move to new or newer housing whenever they have a choice. Today, almost all of the region's newest housing is the edges of the region. The Vibrant NEO Vision recommends that more of the region's new housing be built in already established communities so that people have more choices of where to live in our region.

The region's home builders and commercial developers will build housing in the future as they have in the past. In several Northeast Ohio communities developers are responding to a growing demand for housing near work. The most visible example of this trend is Downtown Cleveland.

- Where does local government have a footprint? What have they already tried?

Local government's "footprint" is everywhere: Every part of Northeast Ohio falls within a local government. There are over 400 local jurisdictions—counties, cities, villages and townships—responsible for providing services to their constituents. In recent years the region's local governments have faced reduce budgets and increased costs. Many are trying new ways to collaborate with their neighborhoods, their counties, and their metropolitan areas—to make ends meet.

## Data

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- Anyway, I am open to looking at the data and understanding how the various conclusions were reached and how the four scenarios were developed.
- Much/most of this data is on the web site?
- The data will be on the website along with the assumptions that you used?
- Can you include cost estimates for public transit vs. roads?

We will be publishing all of the data and sources in the appendix of the final report. This will be available in February. In the meantime, we have provided a description of how the Trend Scenario was developed. It is available on our website at the following link: <http://vibrantneo.org/phase-one-workshop-results/>.

## Definitions/Slide Clarifications

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### Compact Housing

- Define compact housing

“Compact housing” includes single family homes on smaller lots (less than or equal to 7,000 square feet), two or three family homes, or multifamily apartment buildings (4 or more units). Many traditional urban neighborhoods’ homes fall within this category (for example, the City of Cleveland Heights and Highland Square in the City of Akron).

Compact housing in Cleveland Heights (Source: Google Street View)



- Can you tell me how big these compact houses are going to be per acre?

“Compact houses” is a general descriptive term that includes a range of different kinds (and sizes) of homes. Compact houses vary in size, from apartment units up to single family homes. The defining factors of a compact house:

- Is lot size for single family homes (lot size less than or equal to 7000 square feet)
- Number of units – anything with more than 1 unit (all apartments are considered “compact” by our definition, regardless of lot size or unit size)

The size of a single family, compact home could be anything that fits on a 7000 square foot lot in accordance with local zoning codes (which typically limit height and require some degree of setback from lot edges).

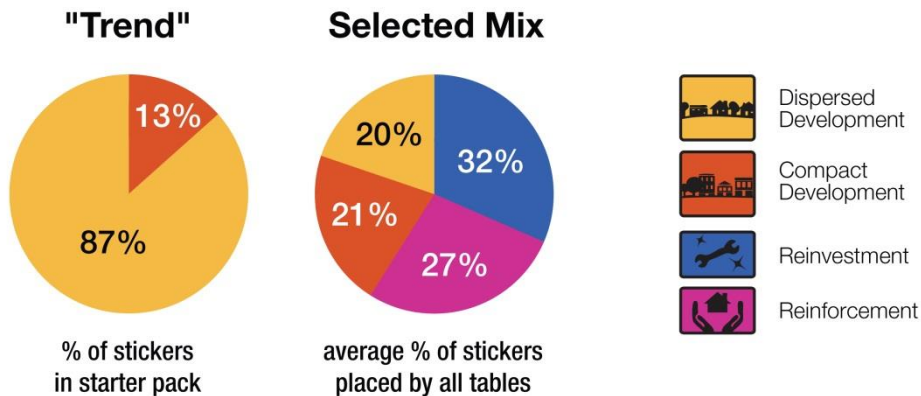
- Why is “compact development” preferred and dispersed development nearly universal?

Housing preferences have shifted over time in the United States due to many different factors. Traditionally, urban neighborhoods were built with compact housing – single family homes close to



one another. In the mid to late 20<sup>th</sup> century, fueled by highway expansions, zoning codes, and federal housing policy (especially tax deductions for interest paid on mortgages), more suburban-style subdivisions (dispersed development) were built. Average new home size expanded significantly, while average household size dropped. Dispersed development was almost always accompanied by a car-dependent lifestyle: shops, schools, grocery stores, and jobs were all too far away to walk, and public transportation was not available (suburbs usually have too few people per acre to support bus service). The quantity of dispersed development meant that housing choice was very limited. Today, many people have expressed the desire for a different kind of housing option – one that places shops, restaurants, and parks within walking distance or accessible by bicycle or public transit. Changing demographics also has contributed to desires for compact neighborhoods. As residents grow older, they may want a smaller home where they can get around without a car. The NEO framework recommends increasing compact housing options for several reasons:

**Most importantly, residents who participated in public meetings expressed a preference for more compact housing options than currently exist.** At the first round of meetings, participants created maps that reflected their ideas for a better NEO 2040. Participants were given game pieces that reflected the trend of development in Northeast Ohio (nearly 90% dispersed), and were allowed to trade in pieces if they wanted for a different mix of development. The average percentage of stickers placed by each table showed a clear preference for a more diverse mix of housing options than the trend of developing predominately dispersed development. (Reinvestment and Reinforcement include renewing existing compact neighborhoods).



At the second round of public meetings (Open Houses), participants filled out dials to reflect their ideal neighborhood. The results were also in favor of compact, mixed-use development.

Neighborhood Comment Card:

**WHAT DO YOU THINK?**  
 What does your ideal community look like?  
 Draw your responses on the dials below

dispersed development      compact development

all residential      mix of residential, retail, & commercial

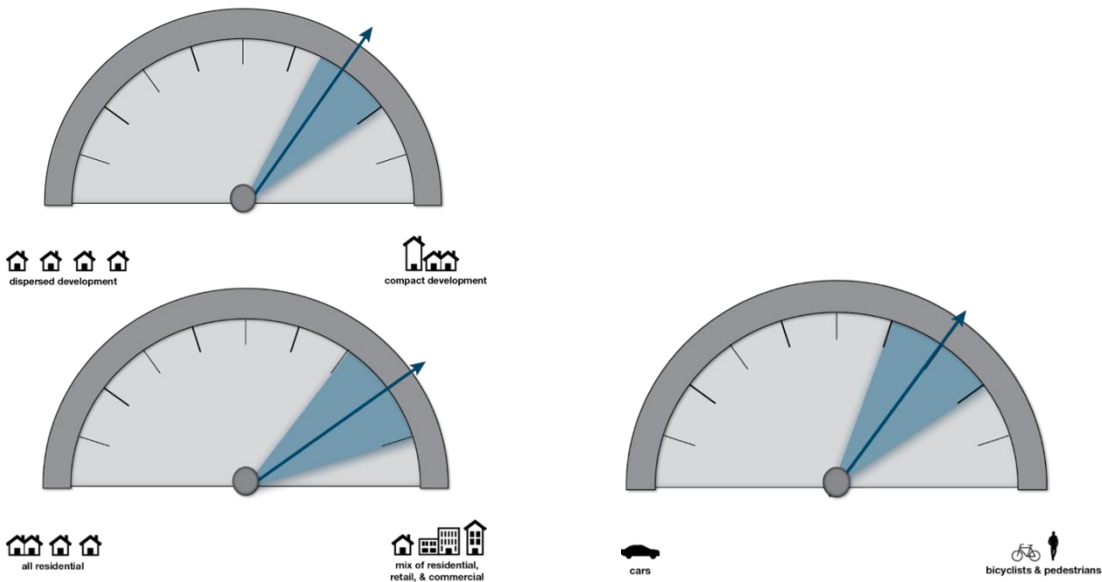
cars      bicyclists & pedestrians

*Your input on transit can be provided at the transportation station.*

Comments

What is your home zip code?

Dial results (shading shows range of median responses from all open house locations; arrow shows composite regional median response):



Reasons some people prefer compact housing also include environmental and fiscal ones. From an environmental perspective, compact houses help the environment by taking up less space (allowing more open space to remain as working farmland or forests) and by requiring less energy to heat and cool than dispersed development's larger homes. From a fiscal perspective, compact development costs less to serve with infrastructure and generally brings higher tax revenues than dispersed development. The fiscal health of the region is stronger in scenarios with greater percentages of dispersed development.

**The most important goal of Vibrant NEO is that new housing expands housing choice for residents. The idea is not that all new housing is compact, but that new housing expands housing options, so residents can choose the housing option – compact, dispersed, or something else – that best fits their needs, desires, and budgets.**

All scenarios include a range of housing options, but “Do Differently” and “Grow Differently” include a greater percentage of compact styles with the goal of expanding housing choice.

New Housing in the scenarios:

Scenario	% of all new homes that are compact	% of all new homes that are dispersed
Trend	25%	75%
Grow the Same	26%	74%
Do Things Differently	66%	34%
Grow Differently	55%	45%

- On slide 43, what does "expand compact housing options" mean? What will be built, and where?

“Expand compact housing options” means that new housing should include a greater percentage of compact housing options than the tendency has been with new development. For the past few decades, the majority of new construction has been dispersed – single family homes on larger lots, strip-style shopping centers and malls, and separate office parks. The majority of participants at the NEO public workshops and open houses have expressed a preference for compact development (see previous question for specific feedback). The Vibrant NEO framework recommends that new housing development include more compact options, in accordance with this feedback.

“Compact housing” is not a single kind of home, but a range of housing options that are more compact in nature than typical suburban-style homes. Compact housing includes:

- single family homes on smaller lots (less than or equal to 7,000 square feet)
- two or three family homes
- multifamily apartment buildings (4 or more units)

The Vibrant NEO framework recommends that new housing be focused in existing developed areas, instead of on working farmland, forests, or other open space. It’s important to keep in mind that the Vibrant NEO process is a voluntary framework; the type and location of new housing will be influenced by developer decisions, individual homeowners, local zoning codes, and other factors.

- Slide 51, "improve coordination between transit investments and land use," what does this mean?

Transit investments in Northeast Ohio include the full range from bus routes and shelters to park-and-ride facilities to fixed route bus rapid transit and light rail. These investments of public funds often create opportunities to focus private development of housing, commercial and offices within walking distance of the transit investment. "Improving coordination" simply means encouraging transit agencies, cities and local property owners to work together to get the highest and best use of land around these transit investments.

- What factors did you use in determining a "cost risk area" Example – A village who is all residential is very different from a village town a city which has residential, commercial and industrial base.

We will be publishing all of the data and factors in the appendix of the final report. This will be available in February.

- On slide 23, what constitutes ""ecologically sensitive areas"?"

"Ecologically sensitive areas" are areas that are especially important for clean water or wildlife. It includes:

- Steep slopes (where, if developed, would likely result in erosion)
- Floodplains and river/stream corridors\*
- Wetlands\*
- Patches of old, undisturbed forests
- Areas that otherwise offer special ecosystems for wildlife (unique geology, plants, or other factors)

These areas are considered "sensitive" because they are especially at risk from new development. The same house built in one of these areas would have significantly more negative impacts to wildlife and clean water than one built in a different location.

\* The areas around and along water bodies are especially important because they:

- are an important part of the habitat (home) for turtles and other animals
- filter excess nutrients like nitrogen and phosphorous from stormwater, which helps clean water and reduces algae
- trap erosion and keep sediment out of water (helping water bodies stay clear, rather than muddy)
- shade bodies of water, which helps keep water temperature acceptable for fish

- Slide 25, what are ""accessible employment opportunities?"

Having "access" to jobs can mean two things: 1) having the education and skills to **get** the job or 2) having a way to **get to** the job. While NEOSCC supports the efforts other organizations are making

in education and workforce development that enable people to get a job, the focus of Vibrant NEO 2040 has been on whether people can choose how they get to their job—in a car, on a bus or rapid, biking or walking. The Vibrant NEO Vision advocates locating more of our jobs on sites which offer people the opportunity to choose how they want to commute.

- Slide 29, what does "preserving our prime farmland" mean? The free market will adjust for this

"Prime Farmland" is the land that has been classified as having soils that are best suited for farming. These soils once use for residential and commercial development cannot be restored. "Preserving" farmland means several things. First, it means acknowledging the unique value of these soils as a natural resource and not encouraging their use for development by extending infrastructure further into areas with prime farmland. Second, it means working with willing property owners to preserve the region's prime farm land through the use of farmland trusts and similar voluntary agreements. Third, it means strengthening the agricultural sector as an important element in the region's economy.

- Slide 32, what does "diversity of neighborhoods and place types" mean?

Again, it's all about choice. Vibrant NEO envisions a region that offers a wide range of places to choose from—city neighborhoods, established towns, and suburban communities—and advocates investing in these established communities to ensure that they remain desirable places to live well into the future.

- Draft vision?

Vibrant NEO 2040 will not be a "Final Vision" until the NEOSCC board approves it. Prior to that, the Consortium members will undertake their own review in their respective communities. The dates, times and locations of local meetings regarding the draft Vision will be posted on the Vibrant NEO web site.

- How did you determine cost of transportation for NEO? >25%

The H+T Affordability Index (<http://htaindex.cnt.org/map/>) provides information about average household spending for both housing and transportation. One of the features on the website, is a tool that website shows what number of residents in a selected geography spend either less than 15% or 15-25% on transportation.

Calculation method for determining the percentage of NEO residents who spend >25% income on transportation:

- Added up the total number of residents in the 12 counties of Northeast Ohio that spend less than 25% of their income on transportation
- Calculate number of residents who spend more than 25% (subtracted first number from the total number of residents in Northeast Ohio)
- Divide number that spend more than 25% by the total number of residents

- Explain dials between cars vs. walk/bike

Arrow is the mean for the entire region. We also figured out the average for each individual meeting location. We bounded the shaded area by the two most extreme averages and shaded in the middle. So if Ashtabula was the lowest with 6.5 and Cleveland was the highest at 8 we put two lines there and shaded in the area in between

- Where strategic nodes are identified the Lake Erie industrial ports are listed – why not airports and rail centers?

Good point. The region’s industrial ports are identified because they offer multiple development opportunities. Each has a deep water port with freight rail access and anchor adjacent private waterfront development sites. We will include airports. They also have multiple functions: They are transportation/logistics centers and anchor adjacent private development. The region has three Primary Airports (Cleveland Hopkins International Airport, Akron-Canton Regional Airport and Youngstown-Warren Regional Airport). The Federal Aviation Administration give them this designation because they provide scheduled passenger services and have over 10,000 passenger boardings per year. While the region has several intermodal rail centers, they are modest in scale and are limited in their impact as catalysts for the development of adjacent properties.

- Community Categorization – Where does Senior Living centers fit into the program? Condos?

Senior Living centers and condominiums both meet the definition of “compact development.” The Vibrant NEO Vision includes these housing types and recommends that they be located in places that offer sidewalks and access to transit, thereby affording residents multiple ways to get around their community without relying exclusively on an automobile. Within our region, these sites are most likely to be found in our Legacy Cities, Established Towns, First Ring Suburbs and some Second Ring Suburbs. With some exceptions, most of our Outer Ring Suburbs lack sidewalks and the density to support transit services.

## Surveys

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- Please post statistically valid survey report on the web: questions asked, methods, results, and breakdown by community if possible, variation & deviation. (This is very important) confidence interval.
- Can you post the answers to the surveys on the website?
- Exactly how many people were polled and where do the majority of people who were polled live. I feel there are millions in the region whose opinions were not polled.
- Public feedback-were the surveys taken before or after an NEOSCC presentation?

As another means for gauging the values of the region, NEOSCC has conducted two benchmark surveys of residents in 12 counties in Northeast Ohio. The statistically valid surveys were conducted by TRIAD Research Group. Both were blind surveys wherein respondents did not know that NEOSCC organization was surveying for the information.

The first survey included a total of 802 interviews were completed with residents, 400 by telephone and 402 on-line. The results from the two survey modes were merged and weighted demographically. This first round was conducted from April 20 to April 27, 2012 and has a margin of error of  $\pm 3.5\%$ .

For the second survey, a total of 610 interviews were completed with residents, 300 by telephone and 310 on-line. The results from the two survey modes were merged and then weighted demographically. It was completed between June 7 and 12, 2013. The survey has a margin of error of  $\pm 4.0\%$ .

The content of these two surveys focused on the issues of perceptions of the region, quality of life, sustainability and the role of government. The results were used to inform the scenario planning process and the development of the regional vision. The timing of the surveys was not connected to any of the other Vibrant NEO events.

Complete survey results are available at <http://Vibrant NEO.org/public-opinion-polling/>

## Economic Development

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- Why are NEO Staff concentrating on properties instead of economic improvement? (Without work people will move away)
- Why is there no work force development other than perhaps transportation as well being with comes down to jobs?
- Don't you need jobs first?

The focus of the Vibrant NEO 2040 process is on the land use as it relates to economic development, transportation, housing and the environment. While not an economic development planning initiative, NEOSCC did convene a work stream specifically on this issue as it relates to land use. We also knew that our work was running in parallel with the Northeast Ohio's Regional Economic Competitiveness Strategy (RECS).

RECS is an economic development planning process involving over 100 private sector business leaders engaged to examine the region's current economy and assess its future. The initiative is led by Team NEO, a collaboration of the region's Chambers of Commerce and the Fund for Our Economic Future (the Fund), a collaboration of the region's philanthropic organizations and focuses the economy of Team NEO's 18-county Northeast Ohio region.

The RECS process began in 2011, and has taken place concurrently with the Northeast Ohio Sustainable Communities Consortium's Vibrant NEO 2040 regional planning process. In so far as the two efforts involve several of the same organizations, including the Fund and Cleveland State University's Levin College of Urban Affairs, the leadership of NEOSCC agreed to align its spatially-driven 30-year (2010-2040) examination of the region's future with the RECS aspatial analysis of the region's economy for the varying time periods extending up to 15 years (2010-2025).

## Engagement

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- Why do you think that all of this planning will work and why have you not made this more public?
- As a highly involved person in Northeast Ohio I only recently found out about this initiative. How was this marketed & to who?

*Vibrant NEO 2040* provided the forum for Northeast Ohioans to engage in community visioning – a grassroots process of articulating community values, priorities, and shared concerns – to address our challenges and aspirations to collaboratively craft a shared vision for the region’s long-term future, complete with goals related to its major systems of land use, housing, transportation, economic development, and environmental protection. Further, the Vibrant NEO process highlighted many of the success stories and best practices utilized in Northeast Ohio today to deal with regional and local issues. By sharing and building on these successes, entities across the region may grow stronger and more resilient in the face of our challenges.

NEOSCC believes that by viewing systems issues through both a regional and a local lens and by encouraging associated communities of practice among local governments and non-profit organizations Northeast Ohio will improve efficiency across all sectors, lessen the burden of government, and improve the region’s ability to compete in the emerging global economy. The intent of NEOSCC in developing the Vibrant NEO 2040 regional vision and framework is that its recommendations, development standards, indicator targets, and action products be available for implementation at the Metro and local levels at the option of their respective decision makers.

A comprehensive communications and engagement plan was developed to increase awareness about Vibrant NEO 2040, its process and its products as well as educating and informing constituents, stakeholders and populations that have historically been difficult to engage.

The communications plan included both earned and paid media, the creation of a dynamic website, and the development of a social media presence. This has included paid advertisements in the on-line media outlets of The Plain Dealer, The Akron Beacon Journal, The Canton Repository, The Chronicle Telegram, The Youngstown Vindicator and Cool Cleveland as well as public radio stations WKSU, WCPN and WYSU. We have also advertised through sponsorship on Western Reserve Public Television.

The initiative has been featured in 130 news stories in publications throughout the region over the last 18 months.

#### Outreach

- Total Engaged (meeting attendance, Imagine MyNEO and Public Polls) 5612
- Total Meeting Attendance 2835
- Imagine MyNEO Participants 1365
- 29,000 visits to Vibrant NEO.org (average visit 3:45)
- 17,800 unique visits to Vibrant NEO.org
- 5,500 unique visits to the Conditions & Trends Platform (average visit 4:51)
- 3,000 e-newsletter subscribers
- 3,300 social media followers (Linked-In, Facebook and Twitter)



- Who's your audience by population? (Who is determining the course?)

The following is a breakdown of attendance by County of residence for the total of all three Vibrant NEO Scenario Planning events.

	% of Scenario Planning Attendees	Actual Census
Ashtabula	4%	3%
Cuyahoga	33%	33%
Geauga	3%	2%
Lake	6%	6%
Lorain	11%	8%
Mahoning	9%	6%
Medina	2%	5%
Portage	4%	4%
Stark	7%	10%
Summit	14%	14%
Trumbull	7%	6%
Wayne	1%	3%

- What was the personal level of commitment to the Vision of the workshop attendees?

During the round of vision sessions in October, we ended the power point with the following question:

**13. Do you support this regional vision? (Multiple Choice)**

	Responses	
	Percent	Count
Strongly Support	35.31%	125
Support	27.40%	97
Somewhat Support	12.71%	45
Neutral	3.39%	12
Somewhat Oppose	3.11%	11
Oppose	2.26%	8
Strongly Oppose	14.41%	51
No comment	1.41%	5
<b>Totals</b>	<b>100%</b>	<b>354</b>

## Policies

- What has to change at state level? How is that going to be pursued
- Please include specific policy changes that communities would have to make in order to implement.
- What kind of state legislative change is needed?

The Vibrant NEO 2040 Vision and Framework will include recommendations on policy changes that will support the implementation of the objectives. We recognize that the vision alone is not enough to effect change. We also developed a set of actions products to encourage, equip, and support Northeast Ohioans to learn, share, create, and act together to create a more vibrant future. The vision and these products will hopefully inspire and guide decision-making at the Metropolitan Planning Organization (MPO) and local level to ensure that land use, transportation, and environmental considerations are simultaneously addressed by their processes.

## Other

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- How about integrating political units such as police, 911 services, etc. into regional units?

The concept of shared services similar to what you have mentioned is beginning to gain traction in the region. It is not something that is a part of the Vibrant NEO 2040 analysis. Information on some of the communities that are implementing shared services can be found at <http://www.efficientgovnetwork.org/>.

- Is there any effect to promote combining jurisdiction? (Municipalities) or is that too political?

The concept of combining jurisdictions is not something that is a part of the Vibrant NEO 2040 analysis.

## NEOSCC AND VIBRANT NEO 2040

The Northeast Ohio Sustainable Communities Consortium (NEOSCC) is a group of 33 organizations from across the 12-county Northeast Ohio region that have come together to create conditions for a more vibrant, resilient, and sustainable Northeast Ohio.

NEOSCC is leading the development of Vibrant NEO 2040, a regional visioning and decision-making framework. NEOSCC is building Vibrant NEO 2040 around the idea that developing a shared vision for the future, through a robust engagement process can and will lead Northeast Ohio to a future that is more productive, healthier, economically and socially equitable.

NEOSCC and Vibrant NEO 2040 are largely funded by a highly competitive, first-of-its kind, \$4.25M federal grant from the U.S. Department of Housing and Urban Development (HUD) as part of the Partnership for Sustainable Communities Initiative. The Sustainable Communities Initiative is an interagency collaboration among HUD, the U.S. Department of Transportation, and the U.S. Environmental Protection Agency.

*In the paragraphs below, we describe what Vibrant NEO 2040 is, what it will be, and what it is not.*

**VIBRANT NEO IS A LOCAL INITIATIVE.** NEOSCC is made up of local governments, agencies, and organizations from across Northeast Ohio that have come together to create the means to work together toward goals for Northeast Ohio that we all share. All decisions to accept, pursue and implement Vibrant NEO 2040 will need to be made at the local level, through our region's Metropolitan Planning Organizations, Councils of Government, and our County, Municipal, Village, and Township governments.

**VIBRANT NEO 2040 WILL BE A VISION BASED ON SHARED VALUES.** Developing Vibrant NEO 2040 is an opportunity for Northeast Ohioans to explore the region's long-term development patterns and think together about what we want for the future of our region. Vibrant NEO 2040 will reflect the values, voices and vision of Northeast Ohioans and will be a roadmap to a stronger Northeast Ohio.

**VIBRANT NEO 2040 WILL BE A "FRAMEWORK"** As a "framework," Vibrant NEO 2040 will be a structure of policies, practices and relationships that better align the region's decision-making and enhance the ability of the Northeast Ohio citizens and governments to make the big and small decisions.

**VIBRANT NEO 2040 IS FOCUSED ON THE LONG-TERM IMPACT OF HOW WE USE LAND AND RESOURCES.** Land-use affects many things and, as a result, Vibrant NEO 2040 is a broad initiative. But it is not all encompassing. NEOSCC believes in the importance of recognizing the relationships among land use, transportation, infrastructure investment, and environmental quality and Vibrant NEO 2040 will promote integrated regional land use and housing, transportation, and capital investment planning.

**VIBRANT NEO 2040 IS BASED ON DATA AND ANALYSIS.** Currently, many decisions are made and practices are carried out in Northeast Ohio in the absence of accurate and accessible region-wide or local data. Vibrant NEO 2040 aspires to provide this missing information and articulate the region's choices clearly and unambiguously. NEOSCC has drawn together information and expertise from all across the region and from throughout the country to help create Vibrant NEO 2040. Local government agencies and organizations have contributed thousands of hours of time and data from more than 200 pre-existing local planning and policy initiatives have been reviewed and analyzed. Hundreds of volunteer experts and social scientists focusing on transportation, infrastructure, housing, economic development, environmental quality, planning and design, and many other areas have worked side-by-side with NEOSCC staff and its team of consultants to ensure Vibrant NEO 2040 reflects our best thinking and deepest understanding of our region.

**THE PROCESS TO CREATE VIBRANT NEO 2040 IS BROAD, TRANSPARENT AND INCLUSIVE.** The Vibrant NEO 2040 process actively seeks increased participation and decision-making by populations that have been left out of such processes in the past and has already involved thousands of Northeast Ohioans through its workshops, public meetings, speaking engagements, media relations, advertising, online communication, surveys, and publications.

NEOSCC firmly believes that facilitating an open and honest public process like Vibrant NEO 2040 requires defending everyone's right to offer an opinion, even if that opinion is that the public process should just go away. Protecting and encouraging a diversity of thought and points of view enriches the process and its results. Everything NEOSCC does is chronicled on its website, [www.VibrantNEO.org](http://www.VibrantNEO.org).

**VIBRANT NEO 2040 RESPECTS AND WILL PROTECT THE RIGHTS OF PROPERTY OWNERS.**

Planning, when done correctly, protects the rights of property owners by helping to ensure land is put to its highest and best use, resources are carefully managed, and property values aren't undermined. NEOSCC clearly stated its commitment to property rights in its goals for Vibrant NEO 2040:

***Goal 3: Respect Choice***

*Preserving our quality of life, expanding choices for Northeast Ohio's citizens and respecting local government and individual property rights are essential principles for this process.*

**VIBRANT NEO 2040 WILL EXPAND THE CHOICES AVAILABLE TO NORTHEAST OHIOANS.** The ways that Northeast Ohio is currently using land and resources limit our choices about where and how

we live, how we travel, what natural and built resources we have at our disposal, and how we spend public dollars. By working together developing and implementing Vibrant NEO 2040, residents and local governments will share data, develop common approaches to shared priorities, focus efforts and resources, eliminate duplication, and, ultimately expand the choices available to them.

**PARTICIPATION IN VIBRANT NEO 2040 IS A CHOICE.** While local government has been and will continue to be crucial to the development and implementation of Vibrant NEO 2040, there is nothing about the Vibrant NEO 2040 process that would force a local government to participate or change. Every local government, organization and individual participating in creating Vibrant NEO 2040 is doing so by choice.

**VIBRANT NEO 2040 IS BEING DESIGNED TO HELP LOCAL GOVERNMENTS BE MORE EFFECTIVE AND EFFICIENT.** NEOSCC is developing products through the Vibrant NEO 2040 process to enable the public, local agencies, and Northeast Ohio communities to inform, prioritize, align, and coordinate actions to advance our quality of life, sustainability, and resiliency. Vibrant NEO 2040 will also help eliminate waste of resources and leverage regional assets, investments, and opportunities to their fullest potential. Two key ways that Vibrant NEO2040's success will be judged are how well it spurs local action and equips decision makers, planners, experts and residents with tools to implement the goals of their communities.

**VIBRANT NEO 2040'S IMPLEMENTATION WILL BE UP TO LOCAL GOVERNMENTS.** Once Vibrant NEO 2040 is complete, it will be presented to local governments and their constituents for review and consideration. It will be up to local governments and their constituents to decide if adopting and implementing the recommendations from the Vibrant NEO 2040 Vision and Framework and using the tools that NEOSCC is developing is in their best interest.

**VIBRANT NEO 2040 WILL HAVE NO EFFECT ON MUNICIPAL BOUNDARIES.** Vibrant NEO 2040 is being designed to protect and preserve the things we value most about Northeast Ohio and one of those things is our local communities, with their rich histories and commitment to self-determination. Many of these communities have participated in NEOSCC since its inception; Vibrant NEO 2040 will be a tool to strengthen local governments, not undermine them.

**VIBRANT NEO 2040 DOES NOT ADDRESS ISSUES OF REVENUE AND TAXATION.** While Vibrant NEO 2040 will make recommendations about where financial resources may be deployed to have the greatest impact and how Northeast Ohio can achieve greater efficiency in its use of built and natural resources, how local governments generate financial resources is well beyond its scope and is a matter left to local governments and residents to decide.

## **NEOSCC's Mission**

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NEOSCC's purpose centers on three words:

- **VIBRANT** – Full of energy and enthusiasm; vigorous, lively, and vital.
- **RESILIENT** – Responsive to change; adaptable; Able to spring back; rebound



- SUSTAINABLE – Meeting present needs while retaining the ability to meet future needs; not exhausting resources, and,

NEOSCC’s mission is to create conditions for a more VIBRANT, RESILIENT, and SUSTAINABLE Northeast Ohio – Northeast Ohio that is full of vitality, a good steward of its built and natural resources, and that is adaptable and responsive to change.

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