

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM  
BOARD MEETING  
Tuesday, March 26, 2013, 1:00 PM  
Akron Urban League 440 Vernon Odom Boulevard, Akron, OH

1. Welcome and Introductions
  - a. Welcome to local officials and official visitors
    - i. Ukrainian Delegation
  - b. Introduction of Consortium Members
2. Public Comment
3. For Action
  - a. Approval of Meeting Minutes February 26, 2013 (attachment)
  - ~~b. Amendment to the Code of Regulations (H. Morrison)~~
  - c. Finance Committee Appointments (G. Gallucci)
4. For Discussion
  - a. Introduction of Sasaki Team
  - b. Progress and status of products (S. Maier)
    - i. Dashboard Presentation and Discussion (J. MacDonald)
  - c. Objectives for April, May, and June (J. Anderle)
    - i. Communications and Engagement (J. Anderle)
5. For Information
  - a. Standing Committee Reports
    - i. Executive Committee Report
    - ii. Technical Steering Committee (attachment)
    - iii. Finance Committee Report
    - iv. Communications and Engagement Committee Report (attachment)
    - v. Nominating Committee Report (no business conducted)
    - vi. Personnel Committee Report (no business conducted)
  - b. Organization
    - i. Month End Financial Report (attachment)
    - ii. Open and Pending Contract Update (attachment)
    - iii. Leveraged Match Report (attachment)
6. Old Business
  - a. Primary and Alternate Representatives
  - b. Conflict of Interest Forms
7. New Business
  - a. Scenario Planning Update and Business As Usual Scenario (Sasaki)
8. April Watch List (H. Morrison)

Adjourn

Next Board Meeting: Tuesday, April 23, 2013  
Akron Urban League 440 Vernon Odom Boulevard, Akron, OH



# NORTHEAST OHIO SUSTAINABLE COMMUNITY CONSORTIUM

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Tuesday, February 26, 2013  
Akron Urban League  
440 Vernon Odom Boulevard  
Akron, OH

**Board Members:** Jason Segedy, Pam Hawkins, Fred Wright, Janice Switzer, Emily Campbell, Mark Moore, Freddy Collier, Angie Byington, Bill D'Avignon, David Beach, Ed Jerse, Shawna Daugherty, John Getchey, Bethia Burke, Joe Calabrese, Mike Challenger, Joe Hadley, Grace Gallucci, Mike Lyons, Bob Nau, Jeff Dutton, Erin Seibel, Corey Minor Smith, Gene Nixon

**Alternate Board Members:** Rachel McCartney, Maribeth Feke, Steve Hambley

**Non Members:** Hunter Morrison, Jeff Anderle, Emma Petrie Barcelona, Kelley Britt, Anthony Kobak, Julie Whyte, Antoine Buie, Carl Brinkley, Joe MacDonald, Kelly D Harris

A Quorum was present. Grace Gallucci called the meeting to order at 1:25 p.m. Welcome and introductions were made by the board. There was no introduction of public officials or public comment.

There was a motion to approve the January 22, 2013 minutes made by **Joe Hadley** and seconded by **Mike Challenger**. The motion was approved.

Hunter Morrison discussed that the Board Organization Code of Conduct and Primary/Alternative forms had not been filled out by all board members. The request was made to fill out and send in forms a.s.a.p. The members were asked to designate alternates if they had none.

Hunter Morrison gave a review of ongoing and future work in relation to Scenario Planning in conjunction with Sasaki. The model should be made around the area you're trying to study. It helps the decision makers understand the long term consequences of the decisions that are made. There are thirty categories in total; four are reserved for housing, which promotes the community, parks, museums, etc.....

The Sasaki team will be at the March 2013 board meeting to discuss Scenario Planning and Fiscal Impact. There was power point presentation discussing the attributes and where we are to date with Scenario Planning. Sara Maier gave a power presentation on work related to the dashboard measures, tool kit and practices, policy recommendations and pilots. Hunter and Sara entertained questions from board members about the related topics.

Most of the discussion was about the scope, nature, level of engagement and those involved in these different sections of the process. Grace Gallucci noted discussing the future of the organization is becoming of increased importance and needs to be discussed at the next meeting. This was also in part to Mike Lyons' question of what will happen to the staff and process after the December 31, 2013 HUD deadline.

The Regional Impact forums will be held the week of March 11, 2013. There will be two webinars held on March 21 and 22 to discuss the results of the forum.

## NORTHEAST OHIO SUSTAINABLE COMMUNITY CONSORTIUM

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Jeff Anderle discussed the upcoming events and new dates for Community Engagement. In the coming months listed on the attached green sheet the dates, times and places for the 2013 Northeast Ohio Fair Housing Forums. Save the Date information will be sent out with details on Scenario Planning Workshops. Review the Networks of Networks list and return comments to Jeff. There will be two webinars to review the Communications Toolkit for the Scenario Planning Process. There will be an outreach regarding member match and involvement lead by the Communications and Engagement workstream. Board members are still asked to turn in their leveraged match forms.

The Communications and Engagement Committee plan is to start a social media blast. There will be online network advertising; Facebook ads; promoted tweets; Google advertisement; festival and fair exhibits; radio interviews and additional webinars.

Help is needed by board members to spread the word about upcoming events and meetings. Get people to commit to come and follow thru with them in process to keep them engaged, committed and possible bring additional contacts to the upcoming meetings. This process will help to ensure that the attendance will be a success.

The contract with the Sasaki Group has been executed. The final contract amount was for \$1.3 million including the inclusion of the Cobalt Group. Funds will be drawn to down for the contract amount. The 2012 fiscal year will be closed out shortly. No funds have been drawn from TeamNEO. It was suggested that the Sasaki Community meetings be held in the evenings. Some Saturday meetings have been discussed but not committed.

There was an open discussion about meeting protocols and adopted public body standards. According to the attorneys, the board can set limitations on voting remotely. If members are not able to meet, proper equipment would need to be set up and they can't count towards meeting quorum. According to the Code of Regulations this should only be used once a year. Mike Challender asked about what specific electronic equipment would be needed for this process. It will be brought up for further discussion at the March 2013 board meeting.

There was an announcement made by Emily Campbell from the Center for Community Solution about their upcoming event, The 71<sup>st</sup> Annual Human Services Institute at Kent State in Portage County. The event is free and invited everyone to attend.

There was a motion to adjourn the meeting by **Mike Challender** and seconded by **Corey Minor Smith**. The motion was the approved. The meeting ended at 2:45 p.m.



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# Memo

**To:** NEOSCC Board of Directors  
**From:** Hunter Morrison  
**Date:** 03/21/13  
**Re:** Finance Committee

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There has not been need to assemble the Finance Committee yet in 2013, but we will need to in April to review some purchases which fall under their purchase threshold and/or will need to be reviewed prior to moving to the Executive Committee and Board for authorization.

The Finance Committee is made up of at least 5 people:

- 1) The/A vice-chair
- 2) Treasurer
- 3) Three additional members appointed by the board.

In 2012, the Finance Committee was comprised of Dan Mamula, Vice-Chair, Grace Gallucci, Treasurer, Bob Nau, Mike Lyons, and Holly Brinda.

Currently, Bob Nau, Jason Segedy, and Rachel McCartney are First, Second, and Third Vice-Chairs, respectfully. Steve Hambley is the Treasurer.

In order to convene the committee, we need confirmation on which vice-chair(s) will be serving on the committee and if there are any changes to the named three additional members.

The PMO will convene the committee as a mutually agreed upon date and time in April prior to the next Board meeting.

# Memo

**To:** Board of Directors  
**From:** Fred Wright and Michael Lyons, Co-Chairs of the Communications and Engagement Workstream  
**CC:** PMO  
**Date:** 3/21/13  
**Re:** Communications and Engagement Work Stream Update

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The Communications and Engagement Work Stream met on March 6 and discussed the following:

Project Overview and Timeline

Engagement Update  
Work Shop Schedule  
Staffing Plan

Communications Update  
Editorial Boards and Elected Officials Meeting Update  
Communications Plan Update  
New Overview Hand out  
Communications Toolkit Webinars

Leveraged Match Outreach

Media/Organization Partnerships

## Outcomes

**Partnership Protocol:** The Work Stream has recommended that media and other organizations that are offering in-kind matches to publicize and distribute information about the events be listed as partners on a separate page of the Vibrant NEO website. They can also be listed on one of the slides of the Work Shop presentation. At this point, the members felt that it would be difficult to begin drawing up partnership agreements so a more flexible solution was selected.

The Work Stream's next meeting will take place on April 16, 2013 at 9:30 am in the Conference Room at the Akron Urban League.

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

FEBRUARY 2013 - FINANCIAL INFORMATION

	TOTAL PROGRAM BUDGET (A)	EXPENDED THROUGH 02/28/13 (B)	BUDGET REMAINING (A-B)	C TARGET PROGRAM BUDGET (A/35)*25 mo.	PERCENTAGE OF TARGET PROGRAM (B/C)	PERCENTAGE OF TARGET (71%) PROGRAM (B/A)
<b><u>SALARIES &amp; FRINGES</u></b>						
SALARIES	\$ 1,390,000	\$ 811,564	\$ 578,436	\$ 926,667	88%	58%
FRINGE BENEFITS	200,000	123,127	76,873	133,333	92%	62%
	\$ 1,590,000	\$ 934,691	\$ 655,309	\$ 1,060,000	88%	59%
<b><u>TRANSPORTATION</u></b>						
LOCAL PRIVATE VEHICLE	\$ 25,860	\$ 13,560	\$ 12,290	\$ 17,233	79%	52%
AIRFARE	5,100	3,623	1,577	3,400	104%	69%
* TRANSPORTATION- OTHER	5,360	4,313	1,037	3,567	121%	81%
* PERDIEM	8,700	3,424	5,276	5,800	59%	39%
	\$ 45,000	\$ 24,820	\$ 20,180	\$ 30,000	83%	55%
<b><u>SUPPLIES AND MATERIALS</u></b>						
OFFICE SUPPLIES	19,980	\$ 13,780	6,200	13,320	103%	69%
COPIER LEASE/USAGE	15,600	4,862	10,738	10,400	47%	31%
MEETING ACCOMODATIONS			0	0	#DIV/0!	#DIV/0!
* LAPTOPS/WORKSTATIONS	22,500	21,896	604	15,000	146%	97%
OFFICE EQUIPMENT	1,000		1,000	667	0%	0%
CELLPHONES/IT TELECOMM	30,920	12,372	18,548	20,613	60%	40%
	90,000	\$ 52,910	37,090	60,000	88%	59%
<b><u>CONSULTANTS</u></b>						
ECONOMIC BASE ANALYSIS	\$ 25,000	\$ 31,750	\$ (6,750)	\$ 16,667	191%	127%
BUILT & NATURAL ENVIRON	2,250		2,250	1,500	0%	0%
COMMUNITIES	200,000	90,642	109,458	133,333	68%	45%
TRANSPORTATION & IT CONNECTIONS	2,250	1,750	500	1,500	117%	78%
PLACE BASED REGIONAL PLAN	35,000	4,307	30,693	23,333	18%	12%
COLLABORATION & GOVERN SUPP	200,000	151,258	48,742	133,333	113%	76%
GIS & DATA INTEGRATION	75,000	64,338	10,662	50,000	129%	86%
GOVERNANCE & PMO SUPPORT	200,000	163,784	36,216	133,333	123%	82%
RESIDENTIAL ENGAGEMENT	2,500	1,000	1,500	1,667	60%	40%
PUBLIC & PRIVATE SECTOR ENGAGE	250,000	131,843	118,157	166,667	79%	53%
WEB-BASED MANAGEMENT	200,000	99,491	100,509	133,333	75%	50%
SP, FI, AND PM	1,320,000		1,320,000	880,000	0%	0%
OTHER CONSULTANTS	10,000		10,000	6,667	0%	0%
	\$ 2,522,000	\$ 740,063	\$ 451,937	\$ 794,667	93%	29%
CONSORTIUM MEMBER CONTRIBUTION	1,770,500	1,461,911	308,589	1,032,792	142%	83%
<b><u>CONTRACTS</u></b>						
DATA & RESEARCH EVALUATION	600	\$ 585	15	367	160%	98%
FISCAL AGENT FEE	89,400	66,704	22,696	64,633	122%	75%
LEGAL	36,000	24,324	11,676	22,000	111%	68%
AUDIT/TAX RETURNS/ACCTG/HR	21,000	9,516	11,484	12,833	74%	45%
FURNITURE MOVING	3,000	1,400	1,600	1,833	76%	47%
	150,000	102,529	47,471	91,667	112%	68%
<b><u>OTHER DIRECT EXPENSES</u></b>						
MONTHLY MEETING/INTRA AGENCY	\$ 36,000	\$ 13,172	\$ 22,828	\$ 24,000	55%	37%
SMARTPHONE/CELLPHONE PLANS	18,000	8,406	9,594	12,000	70%	47%
REFRESHMENTS	0	3,529	(3,529)	0	#DIV/0!	#DIV/0!
INSURANCE	7,500	3,103	4,397	5,000	62%	41%
MISCELLANEOUS	18,500	6,864	11,636	12,333	56%	37%
	\$ 80,000	\$ 35,074	\$ 44,926	\$ 53,333	66%	44%
TOTAL HUD BUDGET	\$ 6,247,500	\$ 3,351,998	\$ 1,565,502	\$ 3,122,458	107%	54%**

\* These line items will be within budget as the program progresses toward completion.

\*\* The Consortium has expended approximately fifty-two percent of the Sustainable Communities budget.

Total Contributions To Date:  
Members 43.61%  
HUD 56.39%

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

CASH POSITION AS OF FEBRUARY 28, 2013

<u>DESCRIPTION</u>	<u>RECEIPTS</u>	<u>DISBURSEMENTS</u>	<u>BALANCE</u>
BEGINNING BALANCE			\$ 629,373.06
HUD LOCCS REIMBURSEMENT	\$ 51,848.00		
FFOE CONTRIBUTIONS	0.00		
MEMBER CONTRIBUTIONS	0.00		
MISCELLANEOUS	0.00		
VENDORS		\$ 47,368.06	
PAYROLL		42,977.45	
ENDING BALANCE			\$ 590,875.55
TOTAL	<u>\$ 51,848.00</u>	<u>\$ 90,345.51</u>	

RECEIPTED FUNDS:

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)	\$ 2,355,035.00
FUND FOR OUR ECONOMIC FUTURE (FFOEF)	115,563.63
CITY OF ELYRIA	10,000.00
TOTAL	<u>\$ 2,480,598.63</u>

ADDITIONAL CASH RESOURCES:

NOACA LINE OF CREDIT \$0



# Memo

To: NEOSCC Board of Directors  
From: Emma Petrie Barcelona  
Date: 3/21/2013  
Re: Open and Pending Contracts and RFPs

## Action requested

None

## Contract Status

### Consultants

Vendor/ Purpose	Expended	Invoices pending	PO Amount	Status
Center for Community Solutions Regional Data Identification and Availability 2011-10	\$16,565	-	\$23,000	In progress- additional work supporting Sasaki and dashboard
R-Strategy Communications, Website and Market Research 2012-09	\$255,314	\$12,176	\$356,320	Work ongoing, on schedule. Will be requesting an authorization amount increase in April or May.
Center for Community Solutions Creating maps and basic GIS work 2012-11	\$15,420	-	\$24,948	In progress- additional work supporting dashboard and Sasaki
Cobalt Group Community Engagement Plan Implementation 2012-13	\$114,138	-	\$126,760	Work to be concluded in March- additional work will be part of Sasaki contract
Analysis of Impediments to Fair Housing Western Economic Services 2012-14	\$70,823	\$23,040	\$163,140	Work ongoing, on schedule
Program Planning Consultant, Scenario Planning and Fiscal Impact 2012-21	-	-	\$1,300,000	Under contract, no invoices received to date
Currere Board Facilitation 2012-07 2012-17 extension	\$167,393	-	\$179,063	Work to be completed in January

### Other Contracts

Vendor/ Purpose	Expended	Invoices pending	PO amount	Status
Temporary Legal Services Schneider, Smeltz, Ranney & LaFond P.L.L.	\$3,000	\$1,145	\$3,000	Term work complete- Final invoice received.
Imagen Photography Board meeting recording 2012-12	\$5,750	\$575	\$8,050	Approved 5-8-12
FY12 and FY13 Audit and Tax Services Meaden & Moore	-	-	\$12,320	Agreement in place for FY2012
Legal Counsel Buckingham, Doolittle & Burroughs	\$21,017	\$1,704	\$25,000	Agreement in place- no retainer, monthly invoices based on work performed

### Open and Pending RFQs/RFPs

- a. Open
- b. Pending or planning phases

### Completed agreements

Vendor/ Purpose	Expended	Amount unspent	PO amount	Status
Civic Commons Young Professional Events 2012-08	\$20,651	\$1,349	\$22,000	Complete
Cobalt Group Drafting engagement plan 2012-10	\$23,885	-	\$23,885	Complete
Legal Counsel Non-Profit Filing 2011-01	\$9,065	\$935	\$10,000	Complete
Meaden & Moore Audit 2012-04	\$7,143	\$107	\$7,250	complete
CSU- Kirby Date QCP WS Management 2012-03	\$29,900	\$100	\$30,000	Complete

# NEOSCC Consortium Membership & Leveraged Match Tracking - as of February 19, 2013

# Consortium Board Member	Notes	Committed Match per Consortium Agreement	Cummulative Reported Match	Percentage of Reported to Committed Match
1 Akron, City of	received through 4Q12	\$ 69,000	\$ 88,739.53	128.6%
2 Akron Metropolitan Area Transportation Study (AMATS)	received through 4Q12	\$ 127,812	\$ 108,919.69	85.2%
3 Akron Metropolitan Housing Authority	nothing received	\$ 77,642	\$ -	0.0%
4 Akron Urban League	received through 4Q12	\$ 69,000	\$ 8,868.62	12.9%
5 Ashtabula County	received through 2Q12	\$ 69,000	\$ 3,600.90	5.2%
6 Catholic Charities, Diocese of Youngstown	received through 4Q12	\$ 30,000	\$ 3,927.11	13.1%
7 Center for Community Solutions	received through 4Q12	\$ 42,900	\$ 6,613.80	15.4%
8 Cleveland, City of	received partial through 2Q12	\$ 69,000	\$ 9,581.40	13.9%
9 Cleveland Metroparks	nothing received	\$ 69,000	\$ -	0.0%
10 Cleveland Museum of Natural History	received through 3Q12	\$ 71,022	\$ 22,396.07	31.5%
11 Cleveland State University	received through 4Q12	\$ 79,188	\$ 80,996.76	102.3%
12 Cuyahoga County	received through 3Q12	\$ 69,000	\$ 39,460.90	57.2%
13 Cuyahoga Metropolitan Housing Authority	received through 4Q12	\$ 69,000	\$ 7,252.14	10.5%
14 Eastgate Regional Council of Governments (Eastgate)	received through 4Q12	\$ 69,000	\$ 74,424.30	107.9%
15 Elyria, City of*	received through 4Q12	\$ 69,000	\$ 28,760.53	41.7%
16 Fund for Our Economic Future**	received through 4Q11	\$ 850,000	\$ 316,835.90	37.3%
17 Greater Cleveland Regional Transit Authority	received through 4Q12	\$ 69,000	\$ 27,468.25	39.8%
18 Lorain County (Lorain County Growth Partnership)	received through 4Q12	\$ 83,897	\$ 20,751.81	24.7%
19 Lorain County Community College	received through 4Q12	\$ 49,000	\$ 4,717.95	9.6%
20 Mahoning County	received through 4Q12	\$ 69,000	\$ 19,956.15	28.9%
21 Northeast Ohio Area-wide Coordinating Agency (NOACA) (Fiscal Agent)	received through 4Q12 (partial)	\$ 179,415	\$ 214,120.11	119.3%
22 Northeast Ohio Community Development Alliance	nothing received	\$ 28,771	\$ -	0.0%
23 Organization (NEFCO)	received through 4Q12 (partial)	\$ 69,000	\$ 38,793.21	56.2%
24 Policy Bridge	received through 3Q12	\$ 45,000	\$ 18,507.50	41.1%
25 Regional Prosperity Initiative	received through 4Q12	\$ 15,000	\$ 87,367.97	582.5%
	received through 4Q12 (began tracking 2Q12 when SCATS hit \$69,000)			
26 Stark County	received through 2Q12 - completed	\$ 69,000	\$ 24,322.39	35.2%
27 Stark County Regional Planning Commission/Stark County Area Transportation Study (RPC/SCATS)	received through 3Q12	\$ 69,000	\$ 69,000.00	100.0%
28 Stark Metropolitan Housing Authority	received through 4Q12	\$ 97,728	\$ 14,012.17	14.3%
29 Summit County	received through 4Q12	\$ 69,000	\$ 33,889.32	49.1%
30 Summit County Combined Health District	nothing received	\$ 38,034	\$ -	0.0%
31 Trumbull County	received through 4Q12	\$ 69,000	\$ 29,075.30	42.1%
32 Youngstown, City of	completed match 2Q11	\$ 60,000	\$ 60,000.00	100.0%
33 Youngstown State University		\$ 3,048,427	\$ 1,465,969.50	48.1%
<b>Total</b>				

\*Includes \$10,000 cash match

\*\*Includes \$500,000 cash match, of which \$167,000 has been released and \$50,000 is pending

Northeast Ohio Sustainable Communities Consortium Board of Directors 2013 Conflict of Interest Check-Off List					
Entity	Primary Representative	Conflict of Interest Form Received	Alternate Representative	Conflict of Interest Form Received	Primary Alternate Form Received
Akron Metropolitan Area Transportation Study	Jason Segedy	X	Curtis Baker	X	X
Akron Metropolitan Housing Authority	Pamela Hawkins	X	Tony O'Leary	X	X
Akron Urban League	Fred Wright	X	Sheri Myricks	X	X
Ashtabula County	Peggy Carlo	X	Janice Switzer	X	X
Catholic Charities, Diocese of Youngstown	Brian Corbin	X	George Garchar	X	X
The Center for Community Solutions	John Begala		Emily Campbell	X	X
City of Akron	Mark Moore	X	Nancy Cook	X	X
City of Cleveland	Freddy Collier	X	Robert Brown	X	X
City of Elyria	Holly Brinda	X	Angie Byington	X	X
City of Youngstown	Bill D'Avignon	X		NO/ALTERNATE	
Cleveland Metro Parks	Brian Zimmerman			NO/ALTERNATE	
Cleveland Museum of Natural History	David Beach	X	Marc Lefkowitz	X	X
Cleveland State University Maxine Goodman Levin College of Urban Affairs	Edward Hill		Stuart Mendel		
Cuyahoga County	Ed Jerse	X	Nathan Kelly		X
			Emily Lungard		
Cuyahoga Metropolitan Housing Authority	Donovan Duncan	X	Shawna Daugherty	X	X
Eastgate Regional Council of Governments	John Getchey	X	Rachel	X	X
Fund for Our Economic Future	Brad Whitehead		John Mitterholzer		
Fund for Our Economic Future			Bethia Burke		
Greater Cleveland Regional Transit Authority	Joseph Calabrese	X	Maribeth Feike	X	
Lorain County	Mike Challenger	X	Donald Romancak		
Lorain County Community College	Roy Church	X	Shara Davis	X	
Mahoning County	Carol Rimechio-Righetti	X	Anna DeAscentis	X	X
Northeast Ohio Four County Regional Planning and Development Organization (NEFCO)	Joe Hadley	X	Sylvia Chinn-Levy	X	X
NOACA	Grace Gallucci	X	Steve Hambley	X	X





## NEOSCC Technical Steering Committee Meeting Summary

Tuesday, March 12, 2013

1:30 - 3:30 pm

NOACA's Offices & GoToMeeting Webinar

Minutes from the February 12<sup>th</sup> meeting were approved. The Sasaki Team led the group via remote connection through a presentation on the Business As Usual (BAU) methodology, including a video of how areas within the grid system will be "painted" for the BAU scenario. Mr. Chris Horne (Sasaki Associates) covered in detail the abandonment drivers methodology that was refined through meetings held on February 25 and March 4 that included members of the TSC and local experts. The BAU will present areas at risk of future abandonment, and should not to be confused as a predictor of abandonment. **The TSC approved the abandonment drivers methodology.**

Mr. Paul Volpe (City Architecture) then led the group through a discussion of scenario development typologies & place categorization. Also covered were asset mapping that was derived from work the Quality Connected Places Workstream produced last year along with projects of regional significance. This information will be used by the Sasaki Team in building the scenarios. The group wanted to have additional information before approving the place categorization.

Mr. Alex Steinberger (Fregonese Associates) gave an introduction to the fiscal impact model via remote connection. This model uses county-level public information gathered through the Federal Reserve and other sources along with specific local data on development costs, revenues and expenditures, and other variables. Additional detail, including technical documentation, was to be shared with the TSC by the Sasaki Team in the following weeks. **The committee decided to assemble a small review team of local experts to critique the methodology and report their findings and comments to the TSC in the next few weeks.**

Mr. Joe MacDonald (NEOSCC PMO) updated the group on the draft preliminary Dashboard indicators matrix that was developed through the input from the Dashboard product group using findings from the Conditions & Trends Platform, local dashboards, HUD Flagship Indicators, and comparable regions. He will present this draft preliminary list at the March Board meeting.

An update on the engagement process was provided by Ms. Patti Choby (Cobalt Group). Sites for the pre-alternatives workshops were selected and confirmed and she is working on a preliminary schedule for the other two rounds of workshops. Mr. Horne then discussed the CrowdGauge online tool with the group. This tool will allow users to relate to the BAU scenario visually and will be used to gather input on regional priorities and preferences that will be used along with the workshops to develop the preferred scenario. **The committee decided that the draft priorities, projects, and policies listing needed to be further refined, and Ms. Grace Gallucci stated that she would assemble a small team to work on the list in the coming days. This refined list would then be circulated back to TSC for further comment and ultimately approval.**

Mr. Jeff Anderle (NEOSCC PMO) closed the meeting with a communications update, covering the editorial board and public officials meetings that were in process. Additionally, he provided a brief Communications & Engagement Workstream update.





## Action Products

### Dashboard

Visualization tool that communicates a set of indicators and metrics against which progress toward the *Vibrant NEO 2040* preferred regional vision will be measured. Every indicator must be sensitive enough to reflect change in a fairly short period, be on a scale or context that make sense to stakeholders and the public, and must be able to "cause" change in policy or practice over the next 3-5 years

### Policy Recommendations

Framework for analyzing the effects existing policies have on the region and what may be needed to create desired change. Provides elected officials and other decision makers with direction and support related to through policy changes and/or strengthening measures needed to achieve the region's preferred vision



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## Action Products

### Tool Kit & Best Practices

Implementation tools and techniques to realize regional preferred vision developed through *Vibrant NEO 2040*. Provides stakeholders with resources through tools like mapping, new methods for communications and engagement, and best practices that have been developed for issues facing our region

### Pilots

The emerging best practices that show promise in moving the region towards the preferred vision. They provide an opportunity to test out new approaches to solving the region's problems, and may be small-scale or larger initiatives, but the focus will be on projects on the ground in Northeast Ohio that may be replicated or developed



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## Committee &/or Board Presentations

### Dashboard

March – Prelim. draft indicators  
June – Revised indicators & prelim.  
Dashboard mock-up  
September – Final indicators &  
Dashboard mock-up

### Tool Kit & Best Practices

July – Draft tool kit & best practices  
October – Final tool kit & best  
practices

### Policy Recommendations

August – Draft policy brief  
November – Final policy brief

### Pilots

May – Draft criteria and pilots list  
October – Final pilots list



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## Activities Look-ahead Calendar

	April	May	June
Dashboard	Incorporate Board feedback on draft indicators	Meeting; revise draft indicators and prelim. mock up	Committee/Board presentations on revised indicators and prelim. mock up
Tool Kit & Best Practices	Meeting; develop draft criteria; issue Request for Best Practices (RfBP)	Meeting; review RfBP submissions; develop draft tool kit & best practices list	Refine list & prepare draft for July Committee/Board meetings
Policy Recommendations	Refine policy framework based on work group input	Continue policy research & white paper development	Meeting; refine policy brief for August Committee/Board meetings
Pilots	Meeting; define pilot selection & evaluation criteria	Present draft pilots list through Committees & Board	Work to secure commitments to implement pilots



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## OVERVIEW

- Progress to Date
- Prior Dashboard Efforts
- Guiding Principles
- Potential Indicator "Buckets"
- Example: County Health Rankings
- Next Steps



## PROGRESS TO DATE

- January-February: Matrix of Prior Dashboard Efforts
- February 18: Internal Staff Review
- February 28: First Meeting of Dashboard Working Group
- March 10: Memo of Proposed Guiding Principles and Preliminary “Buckets” of Primary Indicators
- March 12: Technical Steering Committee Update
- March 26: NEOSCC Board Update



## PRIOR DASHBOARD EFFORTS

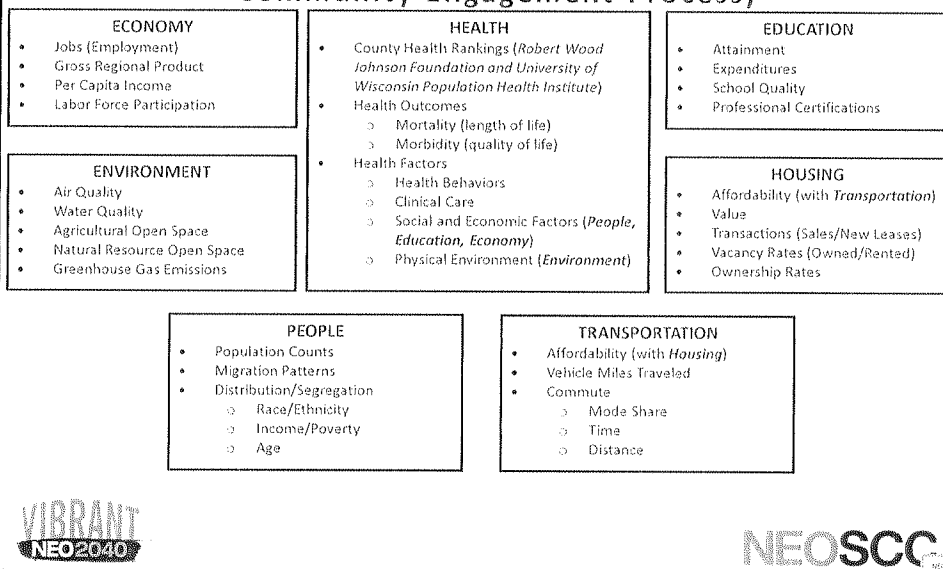
(10 DASHBOARDS REVIEWED)

- NEOSCC Work Stream Brainstorms (Spring 2012)
- HUD Flagship Indicators (Summer 2012)
- Fund for Our Economic Future: NEO Dashboard and RECS Indicators
- Center for Community Solutions: NEORIO
- Cleveland Sustainability Office
- Poverty Center at Case Western Reserve University
- Cuyahoga County Greenprint
- San Diego Regional Dashboard (Equinox Center)
- Pittsburgh Today Regional Indicators
- Northeast Indiana Regional Dashboard



## POTENTIAL INDICATOR “BUCKETS”

(Final Dashboard Indicators Developed Based on  
Community Engagement Process)



## GUIDING PRINCIPLES

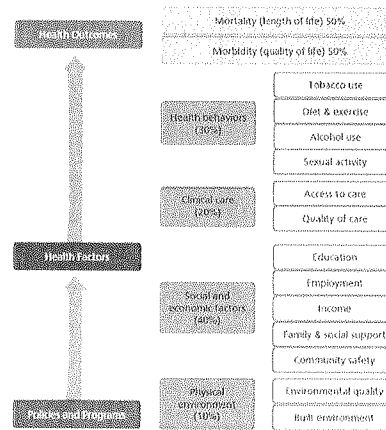
- Performance, descriptive, and comparative measures
- Keep it simple
- Both public and policymaker consumption
- Reflect short- and long-term goals; local and regional goals
- Do not limit indicators to known data sources; be aspirational
- Surrogate measures (need activity to change numbers)
- Not just numbers, also context (some things beyond control)
- Available, accessible, useable
- Keep tone positive
- Promote opportunities for input; not just for the user
- Ensure output lends itself to graphical, interactive product
- Get organizations to commit, buy-in, act to move “needle”

## EXAMPLE: Community Health Rankings

### Our Approach

The *Rankings* are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play. Building on the work of America's Health Rankings, the University of Wisconsin Population Health Institute has used this model to rank the health of Wisconsin's counties every year since 2003.

To explore the elements of our model, you can click on any of the boxes below.



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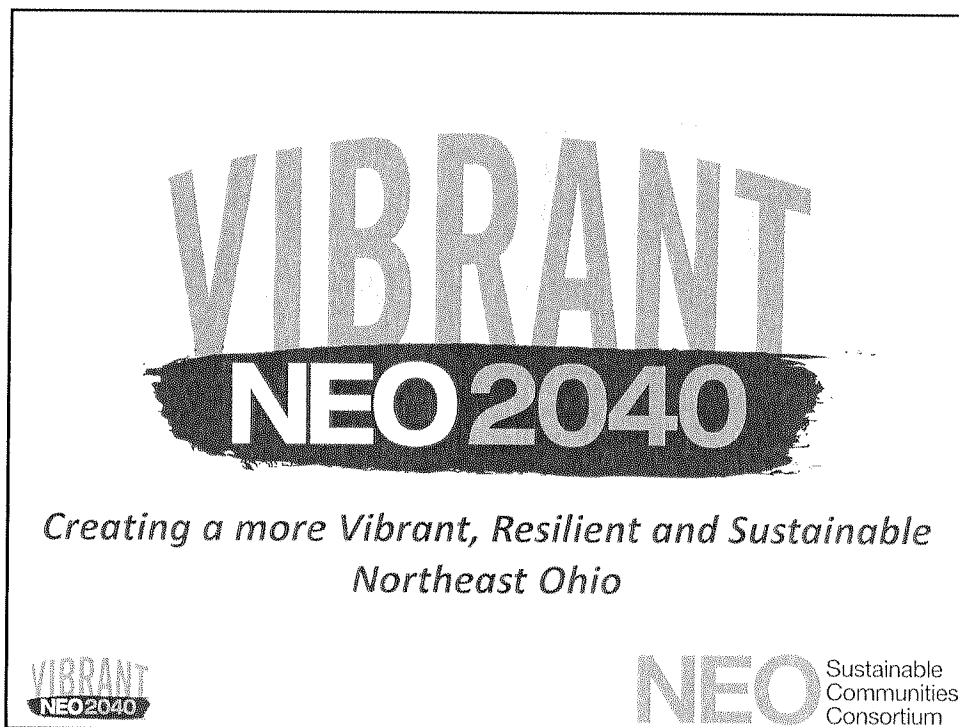
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## NEXT STEPS

- NEOSCC Board Feedback on Dashboard
  - Presentation available in print or on website
  - Comments, suggestions, questions, or working group volunteers: contact Joe MacDonald ([jmacdonald@neoscc.org](mailto:jmacdonald@neoscc.org))
- April 30 – May 2: Scenario Planning Community Engagement Workshops
- April – June: Development of Revised Regional Indicators, Measurements & Preliminary Visual Mock-Ups
  - Internal Staff Review
  - Dashboard Working Group
  - Technical Steering Committee
  - NEOSCC Board
- May – June: Crowd Gauge Community Engagement Tool

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## April Objectives



## April Objectives

**YOU'RE INVITED TO CREATE A MORE VIBRANT, RESILIENT AND SUSTAINABLE NORTHEAST OHIO**



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

- |   |   |
|---|---|
| <b>APRIL 30 The Oberlin Inn</b><br>7 N Main St. Oberlin, OH 44074<br>(Lorain, Medina, and western Cuyahoga counties)                                    | <b>John F Kennedy High School</b><br>2550 Central Parkway Ave. SE, Warren OH 44484<br>(Mahoning, Trumbull and Ashland counties)                           |
| <b>MAY 1 Third Federal Savings &amp; Loan (auditorium)</b><br>7007 Broadway Ave. Cleveland OH 44105<br>(Central Cuyahoga county and inner-ring suburbs) | <b>The Metropolitan Centre</b><br>66 Cleveland Ave., NW Canton OH 44702<br>(Wayne and Stark counties)   |
| <b>MAY 2 Akron Urban League</b><br>440 Vernon Odom Blvd., Akron OH 44307<br>(Summit and Portage counties)   | <b>Cuyahoga Community College Corporate College East</b><br>4400 Richmond Rd., Warrensville Hts OH 44128<br>(Lake, eastern Cuyahoga, and Geauga counties) |

**NEOSCC** | VibrantNEO 2040 is an initiative of the Northeast Ohio Sustainable Communities Consortium. For more information visit [VibrantNEO.org](http://VibrantNEO.org)

*All events begin with an open house and registration from 5:30 - 6:30 PM. Workshops take place from 6:30 - 8:30 PM. Register at [vibrantneo.org/workshops](http://vibrantneo.org/workshops)*



## April Objectives

- Regional Planning, Scenario Planning and Fiscal Impact
- Prepare for workshops
- Finalize BAU
- Finalize Fiscal Impact Model
- Phase 2 work plan
  
- Regional AI
- Continue surveys on-line
- Determining internal review protocol



## April Objectives

- Product Development
- Toolkit Product Group will be meeting
- Draft pilot criteria and evaluation will be developed
- Policy Needs Brief Framework
  
- Communications and Engagement
- Driving traffic to workshops



## Communications and Engagement



## Registration is now open!

**YOU'RE INVITED TO CREATE A MORE VIBRANT, RESILIENT AND SUSTAINABLE NORTHEAST OHIO**



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## Work Shop Outreach

- General Public
- Network of Network List
- NEOSCC Mailing List
- State Legislators, Mayors and Township Trustees
- Board Organizations and Networks
- Work Stream Members
- Media



## Communications

- Completed meetings with The Akron Beacon Journal, The Plain Dealer, The Vindicator and Crain's – other meetings still be scheduled
- Launched media network, google, and facebook advertising
- Other outlets will begin in April



## Work Shop Outreach

- General Public
- Network of Network List
- State Legislators, Mayors and Township Trustees
- Board Organizations and Networks
- Work Stream Members
- Media




## What you can do

### Communications Tool Kit

- PDF of the Vibrant NEO 2040 handout
- Square ad image
- Banner ad image
- JPEG of the Work Shop invite
- Sample 100, 200, 300, 500 word articles
- Sample email message
- Sample Facebook post
- Sample Tweets
- PDF of What is Scenario Planning?
- Sample Press Release



## Communications Tool Kit




**Vibrant NEO 2040** will use a tool called **Scenario Planning** to help draw a clearer picture of Northeast Ohio's future. You will develop scenarios about Northeast Ohio's possible futures by asking, "If we do these things, what will be the results?"

**What Will the Future Cost?**

### Creating NEO's Future Depends On You!

Find out how at: [VibrantNEO.org/Opportunities](http://VibrantNEO.org/Opportunities)



By participating in VibrantNEO 2040, you will be helping produce the initiative's **FINAL ACTION PRODUCTS**. VibrantNEO's Scenario Planning process will produce the **Final Action Products**.

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**NEO's Future Depends On You!**

VibrantNEO 2040 doesn't exist without the participation of as many Northeast Ohioans as possible. We've created a number of ways for Northeast Ohioans to get involved in VibrantNEO 2040.

### 3 Rounds of Workshops

VibrantNEO 2040 will hold three rounds of multiple, evening workshops all across the region to make it easy for Northeast Ohioans to attend. To see the workshop schedule broken out by location and find out more, visit [VibrantNEO.org/Workshops](http://VibrantNEO.org/Workshops).



<b>1</b> Apr 30 - May 2 Business & Industry Scenario Public Workshops	<b>2</b> Jul 29 - Aug 2 Alternative Scenario Public Workshops	<b>3</b> Sep 9 - Sep 12 Preferred Scenario Public Workshops	<b>October 22</b> Presentation of Final Report to Board and Public
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**Building NEO's Future**


By participating in VibrantNEO 2040, you will be helping produce the initiative's **FINAL ACTION PRODUCTS**. VibrantNEO's Scenario Planning process will produce the **Final Action Products**.

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ASHTABULA • CUYAHOGA • GEauga • LAKE • LOrain • MAHoning • MEDINA • PORTAGE • STARK • SUMMIT • TRUMBULL • WAYNE

## Communications Tool Kit



### CREATE A MORE VIBRANT NORTHEAST OHIO




**ADD YOUR VOICE!**



**NEOSCC**

**Join Us**

<b>April 30</b> Oberlin Warren	<b>May 1</b> Cleveland Canton	<b>May 2</b> Akron Warrensville Hts.
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**Click to learn more!**

## Communications Tool Kit

**CREATE A  
MORE VIBRANT  
NORTHEAST OHIO**

**VIBRANT  
NEO2040**

Click to learn more!

**ADD YOUR VOICE!**

**Join Us**

**April 30**

Oberlin  
Warren

**May 1**

Cleveland  
Canton

**May 2**

Akron  
Warrensville Hts.



**NEOSCC**

Click to learn more!

**VIBRANT  
NEO2040**

**NEOSCC**

## What you can do

### Next two weeks

1. Printed Invites and Overviews will be delivered to your office; please distribute
2. A formatted email invite was just sent to you (Email #1), please send to your contacts
3. A communications tool kit email was just sent to you (Email #2) please make sure it gets to the appropriate person (communications staff)
4. Participate or ask your communications staff to participate in the tool kit webinars on April 2 and 3<sup>rd</sup> (details are in Email #2)

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NEO2040**

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## VIBRANT NEO 2040

VibrantNEO 2040 is an effort of the Northeast Ohio Sustainable Communities Consortium (NEOSCC) to create a more vibrant, sustainable, and resilient future for Northeast Ohio (For more information, please visit [www.vibrantneo.org](http://www.vibrantneo.org).) To achieve this goal we have to figure out what choices we can make now that will give us the greatest chance for success in the future. To do this, NEOSCC is using a tool called **SCENARIO PLANNING**.

# What Is Scenario Planning?

*SCENARIOS are stories about the future. They summarize likely future outcomes based on what we know about the present and what we know about how the world works. Every weather forecast, for example, presents a scenario for the future, based on what meteorologists know about the current weather and what they know about how weather patterns develop.*

**VibrantNEO 2040's scenarios will tell stories about our possible futures**, based on where Northeast Ohio is today and the choices we might make about how we use our land and how we invest our resources. Once we create these scenarios, we will be able to compare how successful they are at achieving our common goals for the region, judge which choices would be best for Northeast Ohio's future, and create a shared vision and framework for the future around those choices.

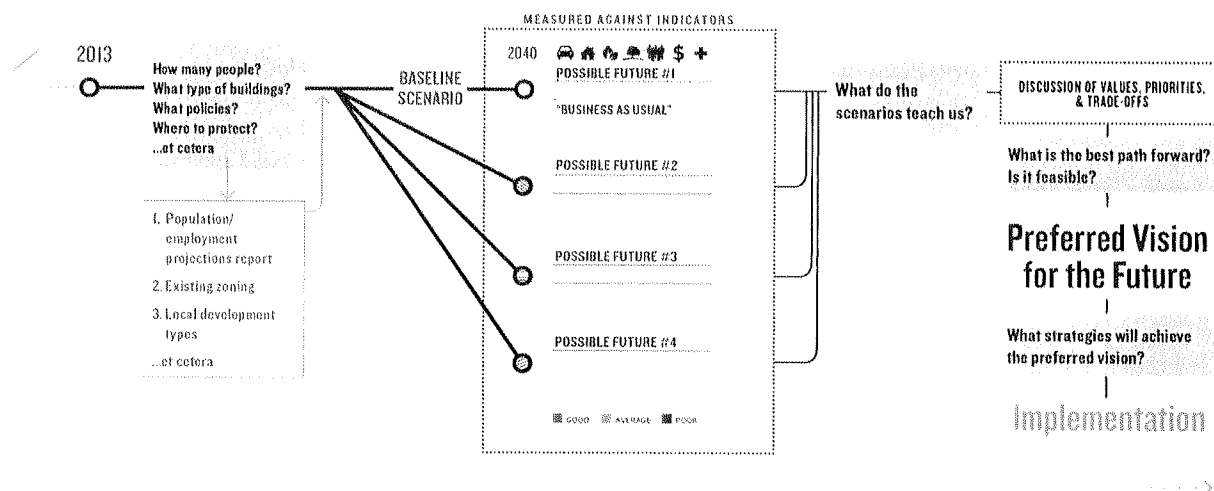
## VibrantNEO 2040's Scenario Planning

### STEP 1: WHERE IS NORTHEAST OHIO TODAY?

Every VibrantNEO 2040 scenario will start with measuring where we are now and identifying trends that may affect our future: These include what is happening with our population, how are we using land, what policies are we pursuing and enacting, what are we investing in, and many more factors.

### STEP 2: WHAT IF WE KEEP DOING WHAT WE ARE DOING NOW?

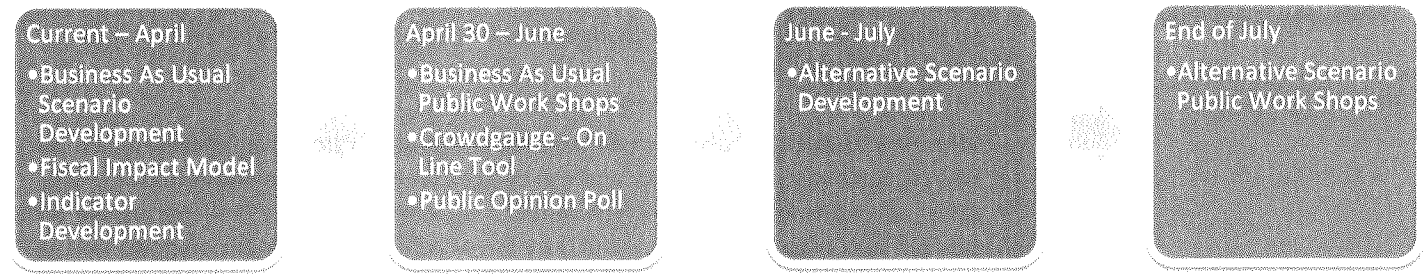
The first scenario VibrantNEO 2040 will develop is called "**BUSINESS-AS-USUAL**." It outlines what Northeast Ohio's future will look like if we keep doing what we are currently doing - what will our communities look like, how successful will our economy be, and how much will it likely cost us, if we keep our current policies and approaches to land use, transportation and development in place?



### STEP 3: WHAT IF WE PURSUE DIFFERENT PRIORITIES?

Once we know what will happen if we keep doing what we are currently doing, we can begin to ask how the future might change if we start doing things differently. What if we decide to protect certain types of land use or choose to make broadening the different types of housing options available to Northeast Ohioans our number one goal? Each of these choices could lead to a different scenario.

To know which scenarios to create, VibrantNEO 2040 is asking people from all across Northeast Ohio to participate in scenario-building exercises that will help make sure we are focused on the things Northeast Ohioans think are most important. Working with the information gathered through these exercises and the other ways the public can participate, we will develop a small set of **ALTERNATIVE SCENARIOS** about Northeast Ohio's future to go along with the Business-As-Usual scenario.



#### STEP 4: WHAT SCENARIOS LEAD TO THE BEST OUTCOMES?

To judge the choices we make in the Business-As-Usual scenario and the other scenarios we develop, we will need to identify **SCENARIO INDICATORS**, which allow us to measure and compare trends and likely outcomes in the different scenarios. These indicators will reflect Northeast Ohio's priorities, will be easy to understand, will work across all the scenarios being reviewed, and will help show our region's long-term health. The indicators that we settle on will serve as a scorecard to rate the different scenarios. Based on this scorecard we will be able to judge the results of the choices we might make.

#### STEP 5: HOW SHOULD WE PRIORITIZE OUR CHOICES FOR NORTHEAST OHIO?

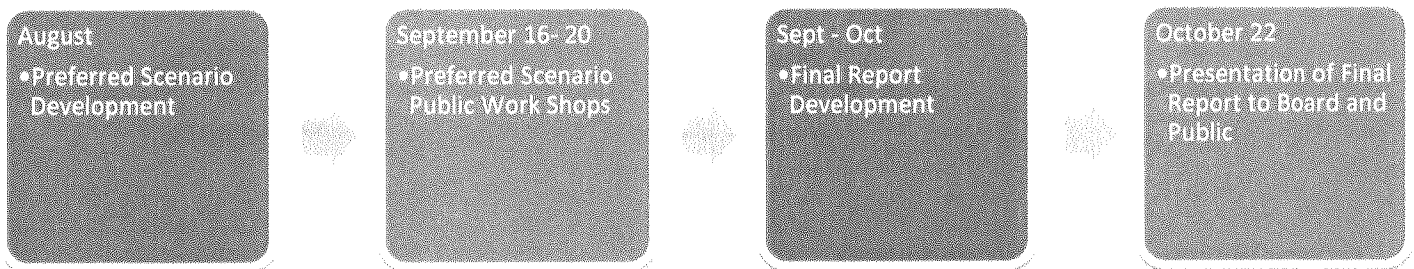
In addition to knowing the likely results of the choices we make, we also need to know what our choices will cost, and how they might pay off. For this, VibrantNEO 2040 will develop a detailed **FISCAL IMPACT ANALYSIS**, which will allow us to explore the financial trade-offs we might have to make to achieve our goals for the region. With our scenarios, indicators, and fiscal impact analysis in hand, VibrantNEO 2040 will challenge Northeast Ohioans to have a thoughtful, region-wide conversation about what we really value about our region and what we are willing to invest in those values.

#### STEP 6: WHAT DOES OUR PREFERRED VISION OF NORTHEAST OHIO'S FUTURE LOOK LIKE?

Knowing what we as Northeast Ohioans value and how we prefer to prioritize our region's choices and investments, VibrantNEO 2040 will take what we have learned from its different scenarios – what worked best in each scenario in pursuing Northeast Ohio's goals and priorities – and build a new scenario for the region that maximizes our outcomes. This will be the final product of VibrantNEO's Scenario Planning: **Our region's PREFERRED SCENARIO for its future.**

#### WHAT'S NEXT?

**VibrantNEO's Preferred Scenario** will represent the best path that Northeast Ohio can take to create the kind of future it wants for this region. Once the Preferred Scenario is complete, VibrantNEO 2040 will turn to its next step of moving Northeast Ohio down this path: **IMPLEMENTATION.**



*For additional information or to learn more about how to get involved, please visit [www.vibrantneo.org](http://www.vibrantneo.org).*



## April 2013 List

1. Vibrant NEO Workshops –April 30, May 1 and May 2 (<http://vibrantneo.org/workshops/> )  
Open House and Registration begin at 5:30, ALL WORKSHOPS WILL BEGIN 6:30 PM.

### April 30

Oberlin (Lorain, Medina, and western Cuyahoga)

The Oberlin Inn, 7 North Main Street, Oberlin, OH 44074

Warren (Mahoning, Trumbull and Ashtabula)

John F. Kennedy High School, 2550 Central Pkwy Ave SE, Warren, OH 44484

### May 1

Cleveland (Central Cuyahoga and inner-ring suburbs)

Third Federal Savings & Loan (Auditorium), 7007 Broadway Avenue, Cleveland, OH 44105

Canton (Wayne and Stark)

The Metropolitan Centre, 601 Cleveland Avenue NW, Canton, OH 44702

### May 2

Akron (Summit and Portage)

Akron Urban League, 440 Vernon Odom Boulevard, Akron, OH 44307

Warrenville Hts. (Lake, eastern Cuyahoga, and Geauga)

Corporate College – East, 4400 Richmond Road, Warrensville Heights, OH 44128

2. Workshop volunteers are still needed for facilitation and other tasks. Contact: [kbritt@neoscc.org](mailto:kbritt@neoscc.org).
3. Work Shop Communication Toolkit webinars: April 2 and 3. See email notification or contact: [janderle@neoscc.org](mailto:janderle@neoscc.org)).
4. Final Quality Connected Places (QCP) meeting on April 12, 2:00-4:00 pm, location to be determined. This meeting will wrap up the work from the past year and serve as an opportunity to recruit volunteers for Scenario Planning. For information on QCP, contact [jwhyte@neoscc.org](mailto:jwhyte@neoscc.org) .
5. Regional Analysis of Impediments to Fair Housing Choice survey is still open. Visit <http://vibrantneo.org/vibrantneo-2040/neoscc-fair-housing-surveys-released/> for more information or contact [akobak@neoscc.org](mailto:akobak@neoscc.org).
6. DUE APRIL 10 - Leveraged Match ([SMaier@mpo.noaca.org](mailto:SMaier@mpo.noaca.org) and [janderle@neoscc.org](mailto:janderle@neoscc.org)) The Communications & Engagement Work stream will be conducting outreach regarding member match and involvement (Please remember to submit your match forms to [sustainablecommunities@mpo.noaca.org](mailto:sustainablecommunities@mpo.noaca.org)) for 2013.

April 2013	
<p><u>Regional Planning, Scenario Planning and Fiscal Impact</u>          Prepare for workshops          Finalize BAU          Finalize Fiscal Impact Model          Phase 2 work plan</p> <p><u>Regional AI</u>          Continue surveys on-line          Determining internal review protocol</p> <p><u>Product Development</u>          Toolkit Product Group will be meeting          Draft pilot criteria and evaluation will be developed          Policy Needs Brief Framework</p> <p><u>Communications and Engagement</u>          Driving traffic to workshops</p>	<p><u>Meetings/Presentations</u>          April 9– Technical Steering Committee          Fiscal Impact Model and Business As Usual Scenario Draft Review</p> <p>April 12 – Quality Connected Places          2:00 – 4:00, Location TBD</p> <p>• April 16 – Communications and Engagement, 9:00 am, Akron Urban League</p> <p>April 23 –Board Meeting 1:00 pm, Akron Urban League          Fiscal Impact Model and Business As Usual Scenario Review</p> <p><b>Finance Committee meeting TBD</b></p> <p><b>Time of Technical Steering Committee TBD</b></p> <p><b>Date of Executive Committee TBD</b></p>