



***NEOSCC Board Meeting
August 27, 2013***



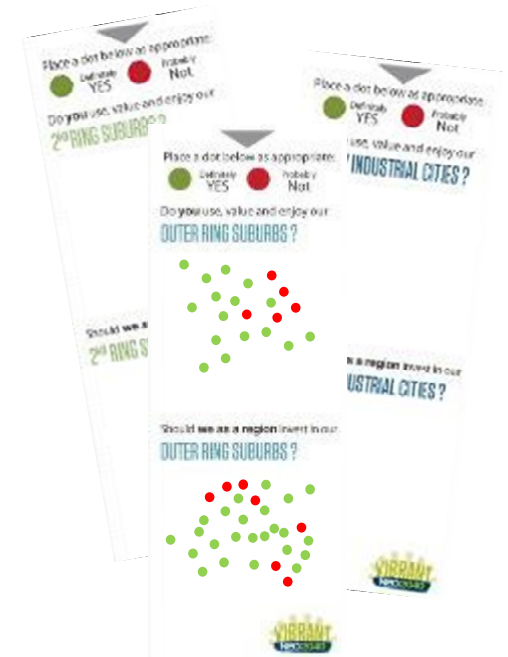
NEO Sustainable
Communities
Consortium

ALTERNATIVE SCENARIOS OPEN HOUSE RESULTS



NEOSCC

Synthesizing the Feedback



Attendance
Reporting

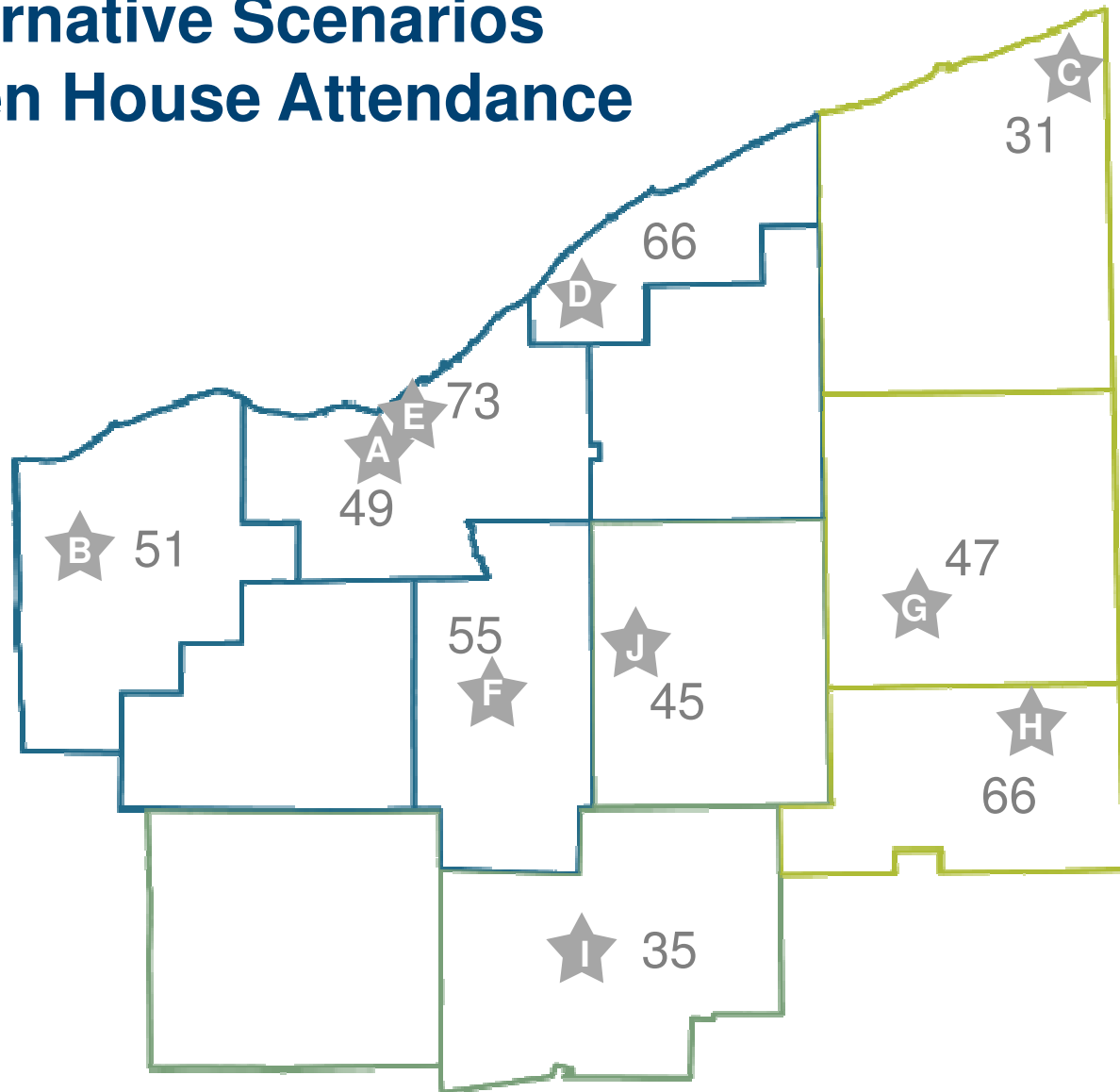


Direction for
Preferred Scenario

NEOSCC

518 Alternative Scenarios Open House Attendance

- ★ A Cleveland Zoo
- ★ B Lorain
- ★ C Ashtabula
- ★ D Willowick
- ★ E Cleveland Public Library
- ★ F Akron
- ★ G Warren
- ★ H Youngstown
- ★ I Canton
- ★ J Kent



- 32 of 33 board member organizations participated
- 29 board organizations sent volunteers or provided space

Summary of Attendance

	Total attendance	Registered, but did not attend	Not originally on CEP list, but attended	Originally on CEP list and attended	Did not register, but attended
Cleveland - Zoo	49	39	20	29	14
Lorain - LCCC	51	24	30	21	28
Ashtabula - KSU	31	7	17	14	21
Lake - Willowick	66	17	45	21	46
Cleveland - Library	73	32	26	47	29
Summit - Akron	55	30	33	22	25
Trumbull - Warren	47	25	33	14	20
Mahoning - Youngstown	66	18	47	19	42
Portage - Kent	45	12	7	38	20
Stark - Canton	35	18	25	10	22
	518	222	283	235	267

- 32 of 33 board member organizations participated
- 29 board organizations sent volunteers or provided space



Method of Notification

NOTIFICATION

Email or US Mail	45%
Email or Newsletter from Organization	12%
Local Newspaper	11%
Radio	6%
Facebook Invitation	9%
Friend or Colleague Invitation	20%
other	16%



Demographic Characteristics of Participants

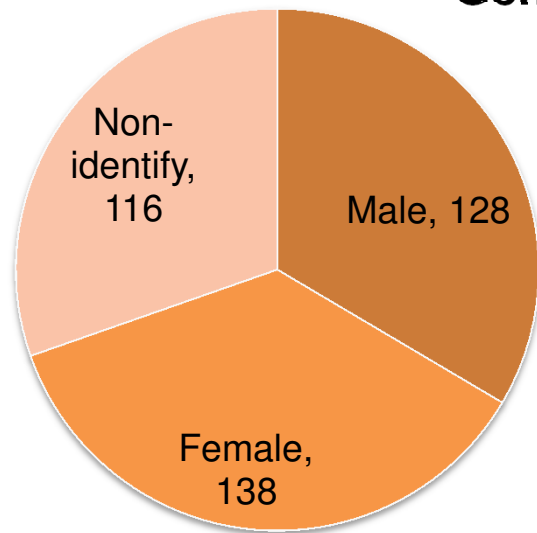
382 respondents (74% of attendees) provided some demographic data:

- + Many did not provide details on key demographic attributes
- + 69% response rate on gender
- + 63% response rate on income
- + 67% response rate on age
- + 68% response rate on race

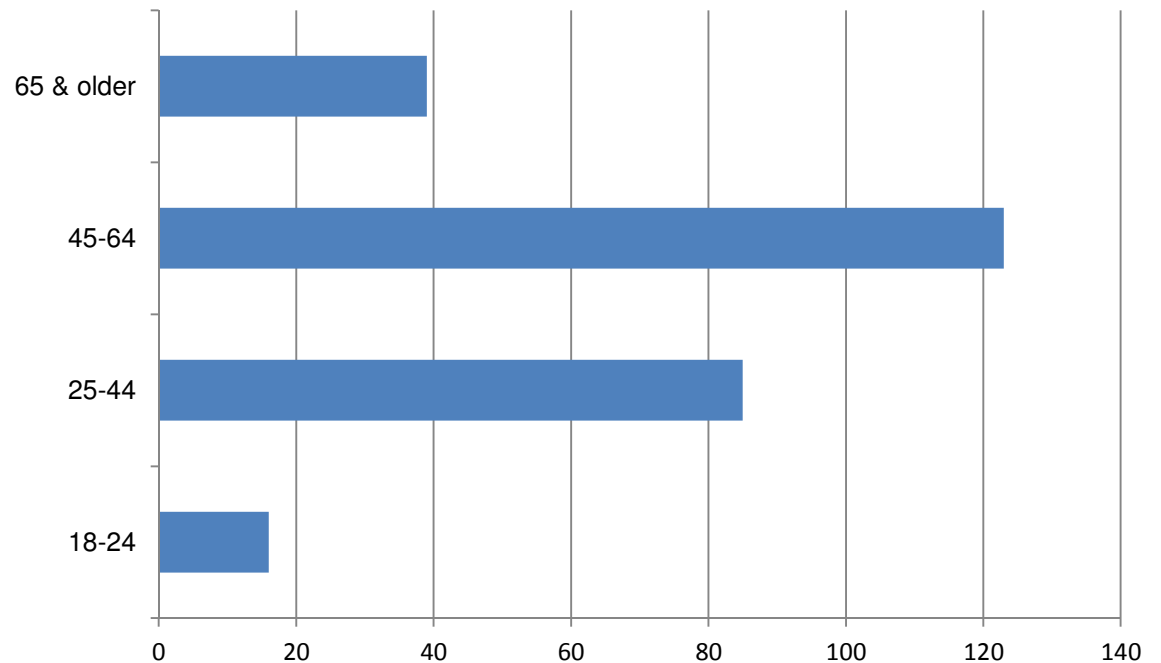
71-75% of attendees responded to the feedback questions (response rate varied by question)

Demographic Characteristics of Participants

Gender

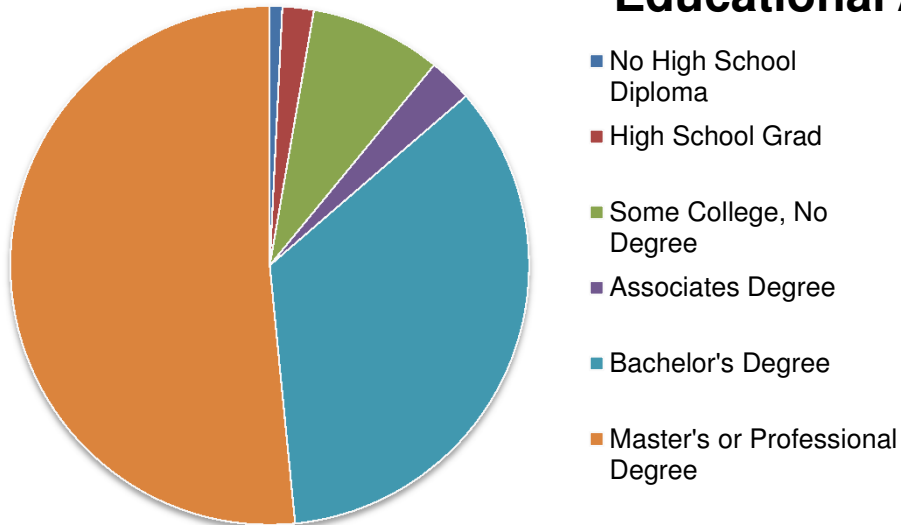


Age

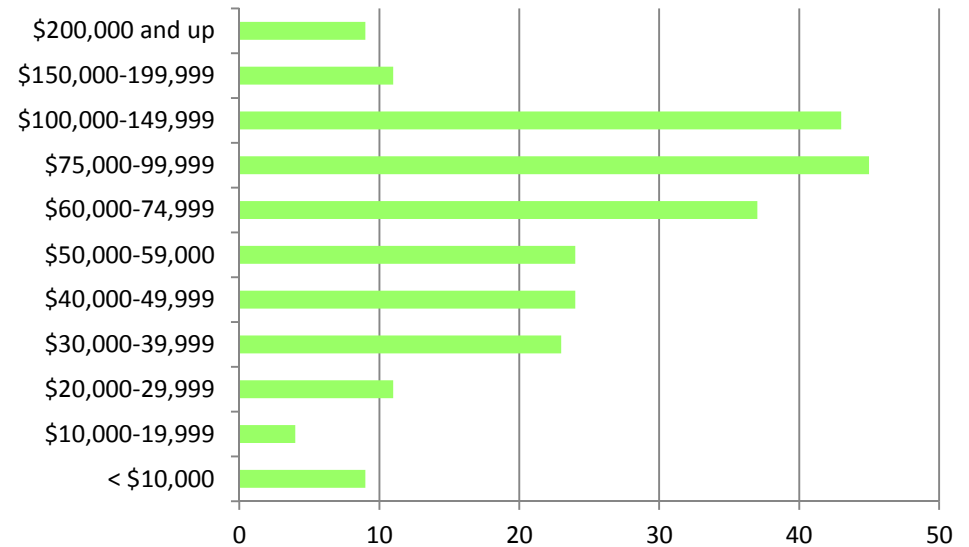


Demographic Characteristics of Participants

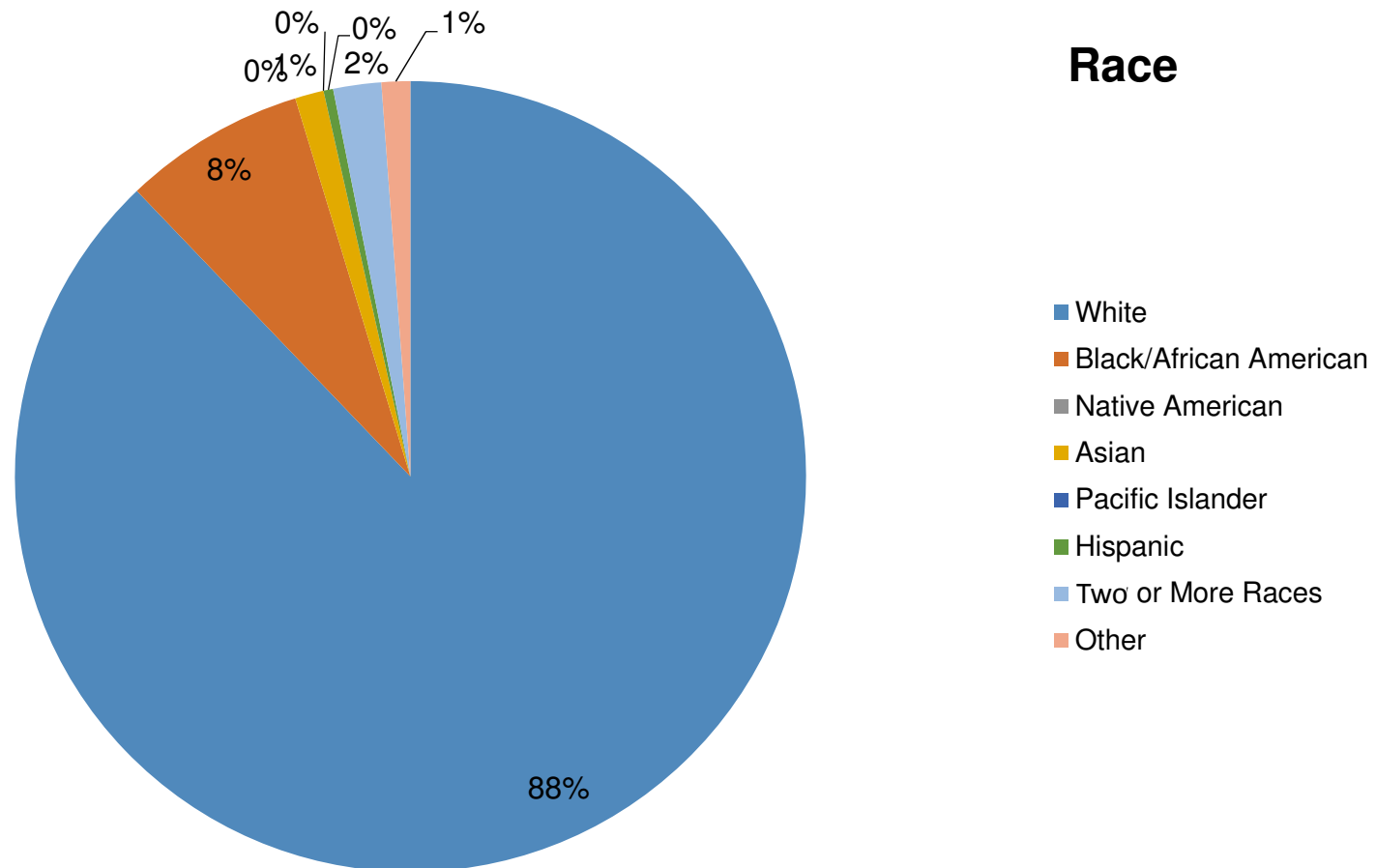
Educational Attainment



Income



Demographic Characteristics of Participants







THIS IS OUR NORTHEAST OHIO!

These are the places we live, work and play that we have created. This is how our communities have grown.



What places matter to you most? Where should we invest and grow in the future?

TELL US HOW YOU FEEL!

NORTHEAST OHIO IS MADE UP OF QUALITY CONNECTED PLACES



Place a dot below an appropriate category.

1913

City grows over, rather than under, existing infrastructure.

2017 PLANNING DEVELOPMENT

NORTHEAST OHIO QUALITY CONNECTED PLACES



NORTHEAST OHIO IS QUALITY-CONNECTED

THIS INCLUDES OUR LEGACY INDUSTRIES

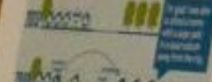
- Established Pre-1950
- Industrial Significance
- Connected to Region
- Culture, Social and Economic Center
- Historical & Knowledge Communities
- Stable and Diverse Main City Area
- Jobs and the Heart of Housing





OUTWARD MIGRATION VS. INWARD REINVESTMENT

What if we
BUILD OUTWARD?



2000 2030

OUTWARD MIGRATION

NEW INFRASTRUCTURE

2000 2030

OUTWARD MIGRATION

NEW INFRASTRUCTURE

2000 2030

OUTWARD MIGRATION

NEW INFRASTRUCTURE

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2000 2030

OUTWARD MIGRATION

NEW INFRASTRUCTURE

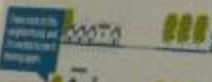
2000 2030

OUTWARD MIGRATION

NEW INFRASTRUCTURE

2000 2030

What if we
BUILD INWARD?



2000 2030

INWARD REINVESTMENT

EXISTING INFRASTRUCTURE

2000 2030

INWARD REINVESTMENT

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INWARD REINVESTMENT

EXISTING INFRASTRUCTURE

2000 2030

Outward migration requires new infrastructure and results in abandonment. Inward investment reuses existing infrastructure and reduces abandonment.

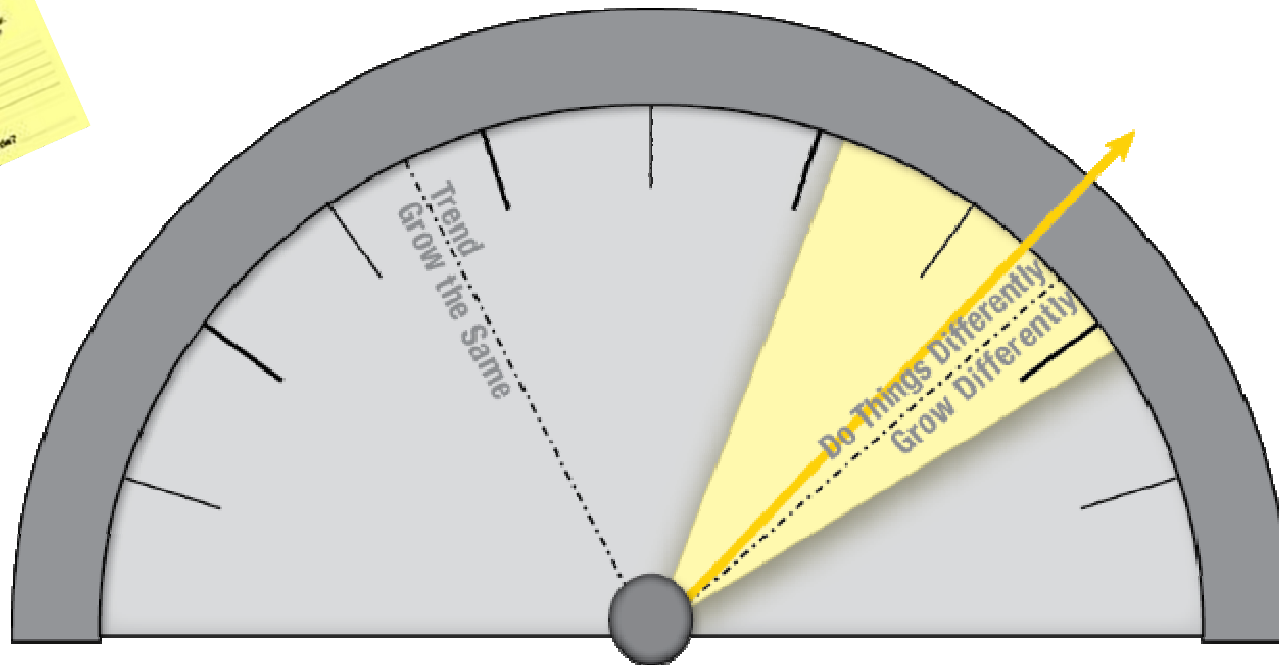








Autos vs Alternative Transportation



auto-oriented
infrastructure

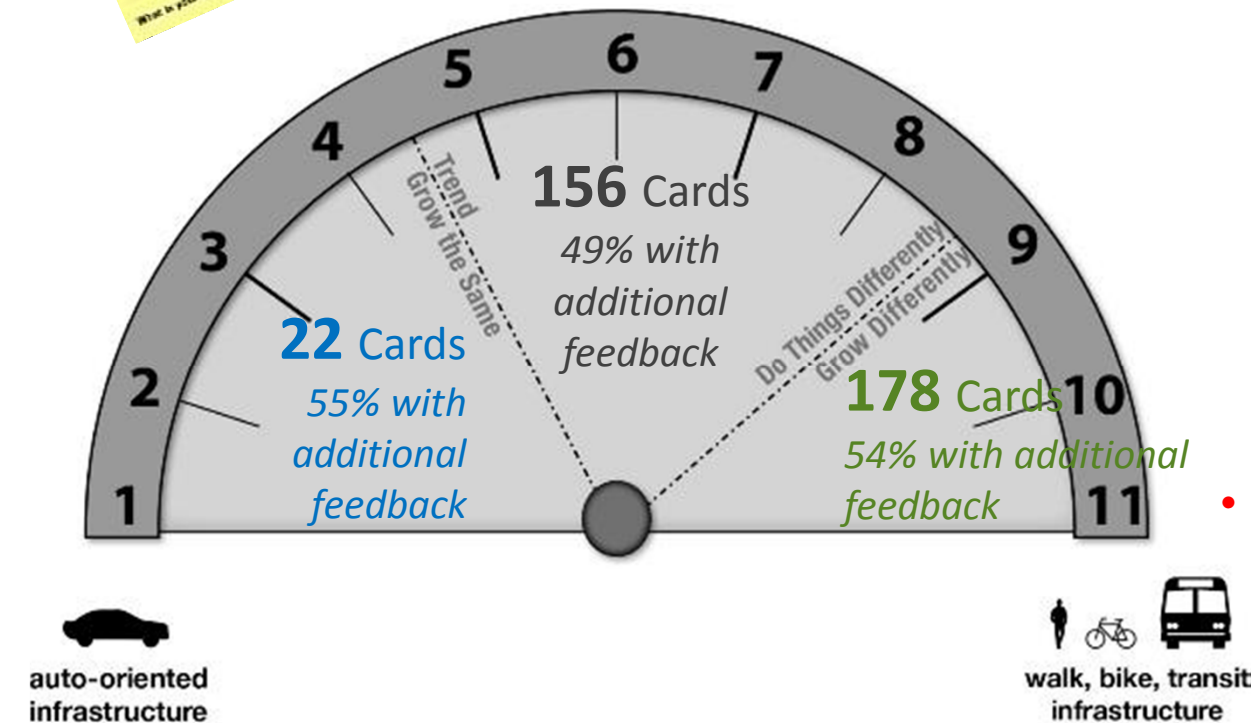


walk, bike, transit
infrastructure



NEOSCC

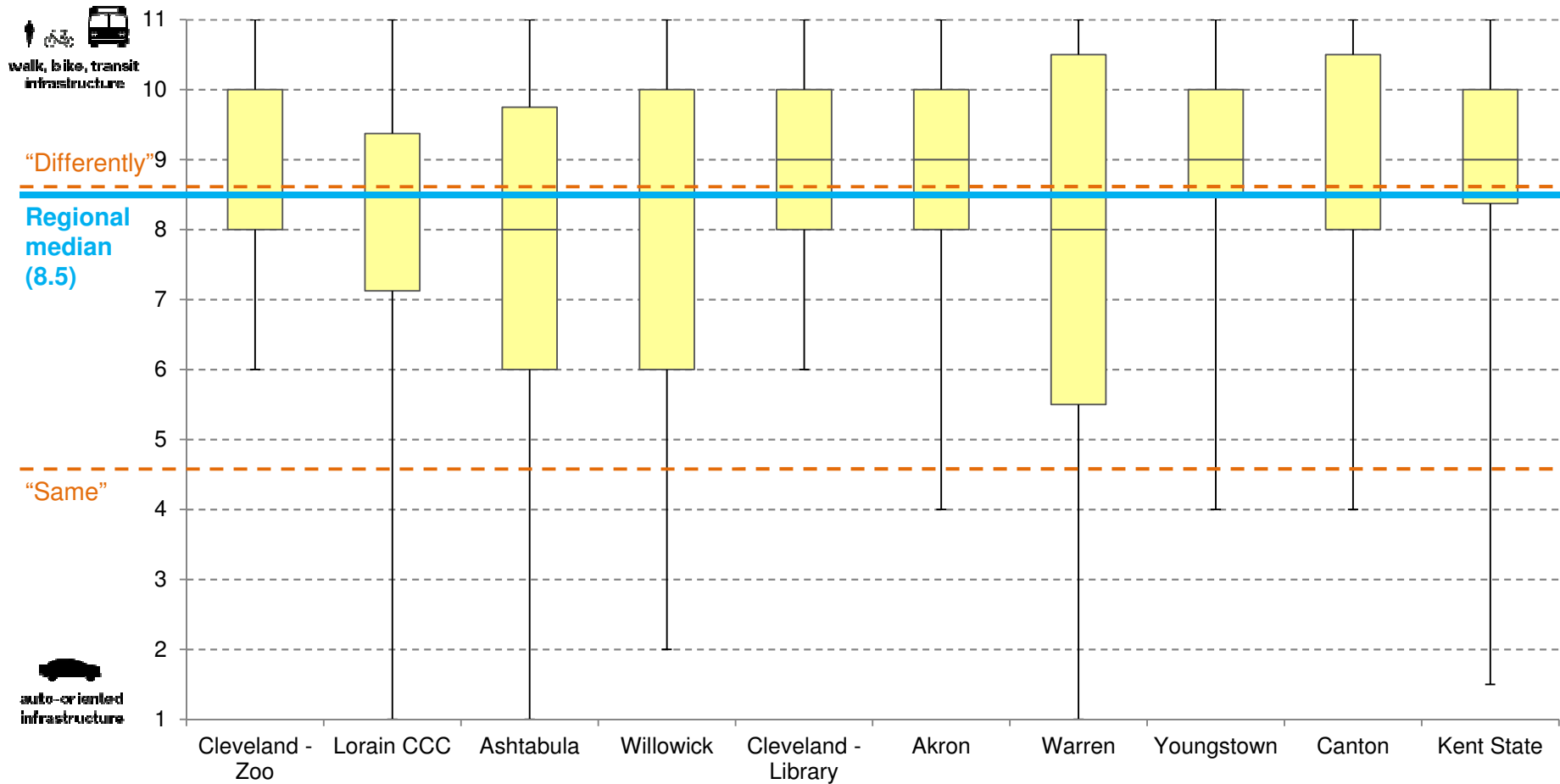
Autos vs Alternative Transportation



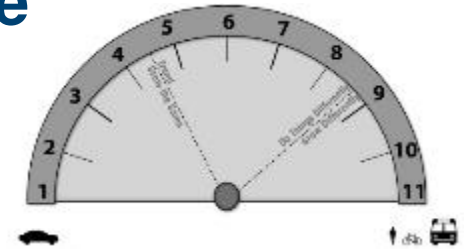
386 cards turned in:

- Filled out dial: **356 (92%)**
- Did not fill out dial but gave feedback: **28**
- **55%** of all cards included additional comments
(REFLECTS A HIGH LEVEL OF ENGAGEMENT)
 - ranged from 44% - 65% across all locations
 - Feedback provided at similar rates for full range of spectrum
- Blank cards: **2**

Autos vs Alternative Transportation



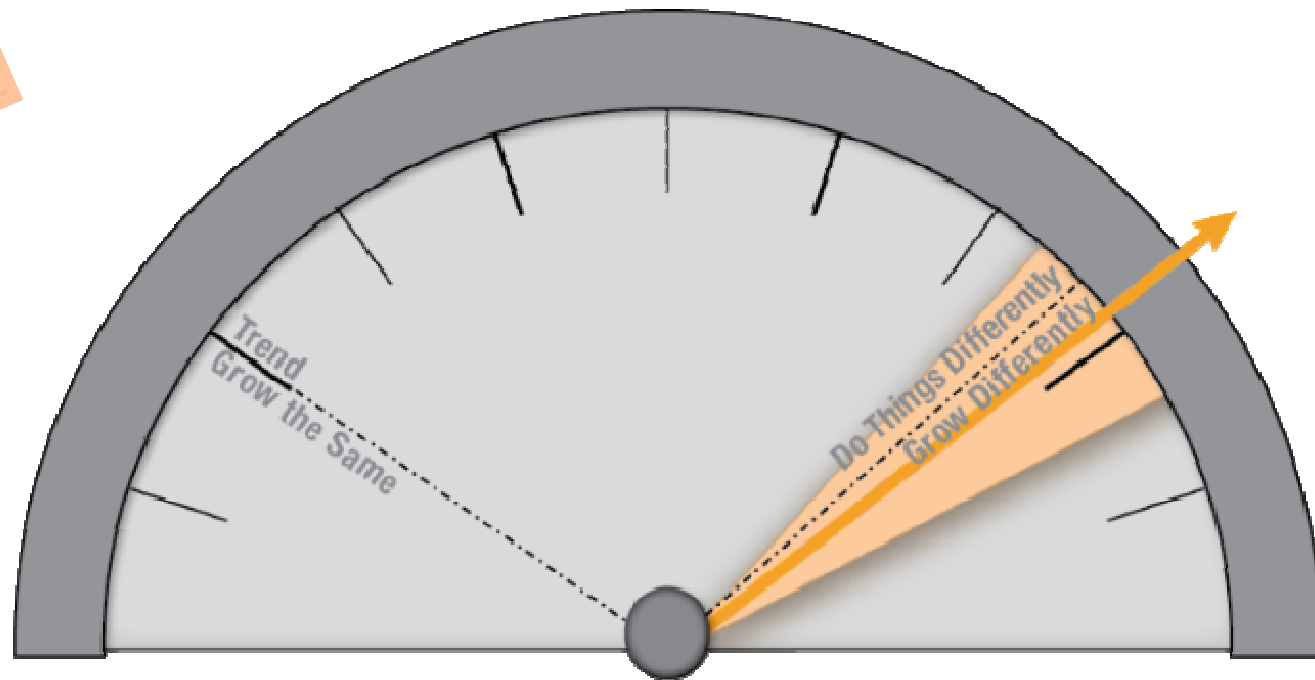
Sample of Comments – Autos vs. Alternative Transportation



- “Put the \$ in - Urban: bus, Rural: Car” (1)
- “I like the idea of getting somewhere on my own.” (4)
- “Our auto-oriented infrastructure is deeply engrained in NEO. That won't change quickly. Any growth we have requires upgrades to our abysmal roads/bridges - not necessarily new miles but "new" (revamped) miles.” (5.5)
- “Those of us who are in rural residential settings are inclined to need the automobile and roads more than the more urban desires.” (6.5)
- “I am in favor of public transportation, however, the region is dependent on cars and interstates. The interstate system is in desperate need of funding.” (7)
- “We need all types of transportation.” (8)
- “I would love to be able to walk/bike or use public transportation for more regular activities.” (8)
- “Walk/bike/transit are very key in redevelopment & growing our cities, conserving our land and protecting precious land & resources, but I'm in no hurry to give up my car just yet.” (8.5)
- “Establish bike lanes, improve sidewalks, have mixed-use neighborhoods, where walking is easy and is the norm. Make driving less necessary.” (11)

(#) indicates where dial was drawn

Outward Growth vs Inward Reinvestment



building outward



building inward
(infill development)



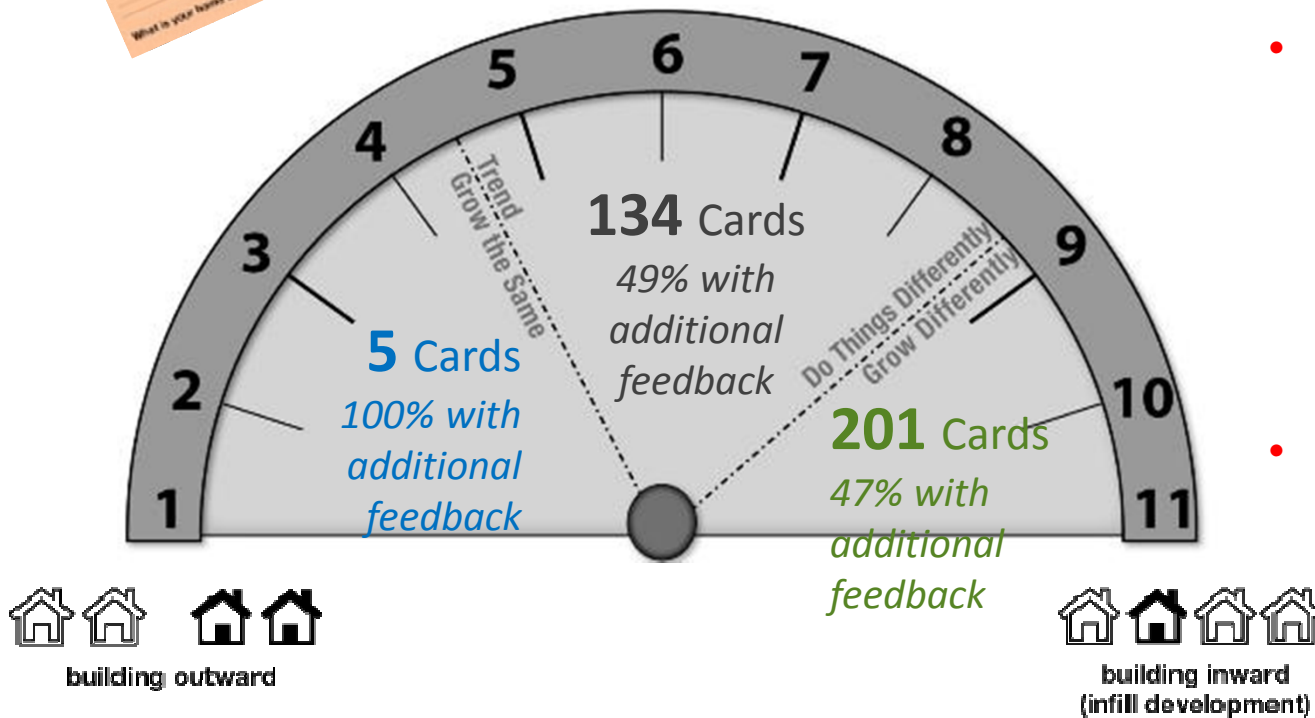
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Investment Priorities: Outward Growth vs Inward Reinvestment



370 cards turned in:

- Filled out dial: **340 (92%)**
- Did not fill out dial but gave feedback: **25**
- **51%** of all cards with additional feedback
 - ranged from 36% - 70% across all locations
 - Feedback provided for full range of spectrum
- Blank cards: 5



Outward Growth vs Inward Reinvestment



Regional
median
(9.0)

"Differently"

"Same"



Cleveland - Zoo Lorain CCC Ashtabula Willowick Cleveland - Library Akron Warren Youngstown Canton Kent State



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Sample of Comments – Outward Growth vs. Inward Reinvestment



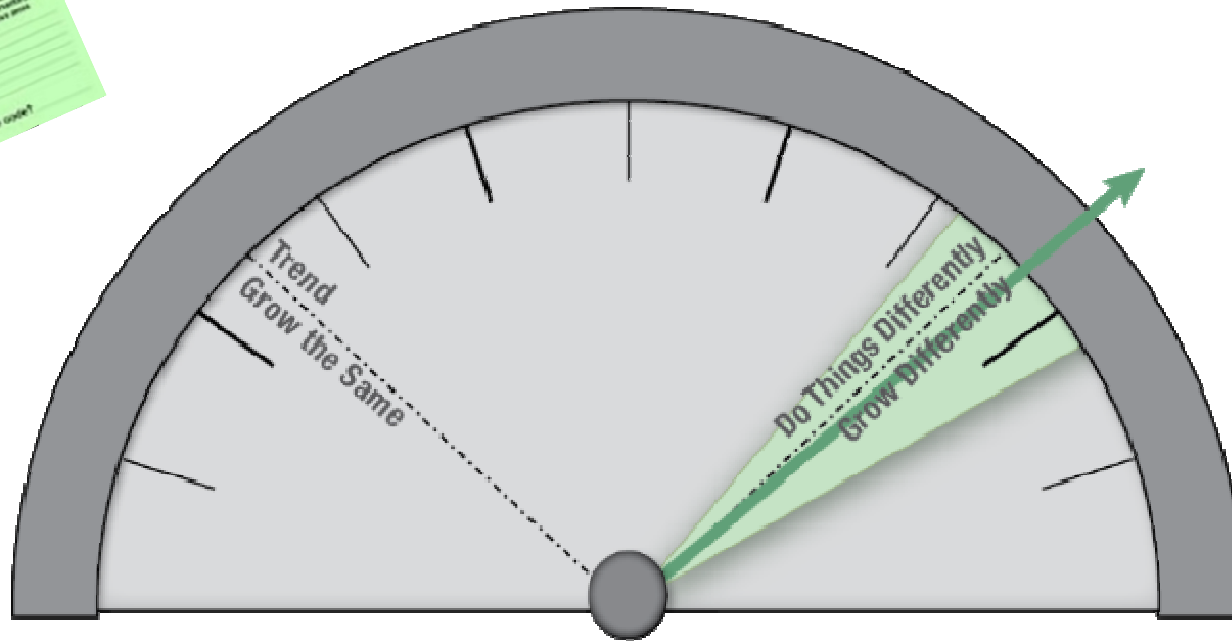
- “Building outward and/or inward should be up to the free marketplace not some mob rule decision.” (2)
- “Building inward offers lots of challenges. Distressed center cities are difficult to make attractive particularly high-poverty areas.” (6)
- “I think we can grow differently and build outward.” (6)
- “Yes, of course, but unless government applies a heavy hand, private capital will be drawn toward greenfields, and people will still pay to escape cities. I applaud this vision, but can't see how it is realistic.” (7)
- “Why build out when so much property is available within? Tear down old buildings and use property to grow.” (8.5)
- “Both are needed but rebuilding our core needs to be done first.” (8.5)
- “Since Cleveland's infrastructure is built for over a million people reusing existing infrastructure makes financial & environmental sense.” (10)
- “Outward growth will result in a financial burden to taxpayers.” (10.5)
- “Sprawl sucks. Building inward helps everyone.” (11)
- “Our cities are gems that need a little polishing with spots to shine more brightly.” (11)
- “This supports well-being of older adults, safety of children sense of community - economic access for varied income levels.” (11)
- “NE Ohio does need to not invest in communities. The people of the communities will.” (x)

(#) indicates where dial was drawn; (x) indicates comment was left but dial was not sketched

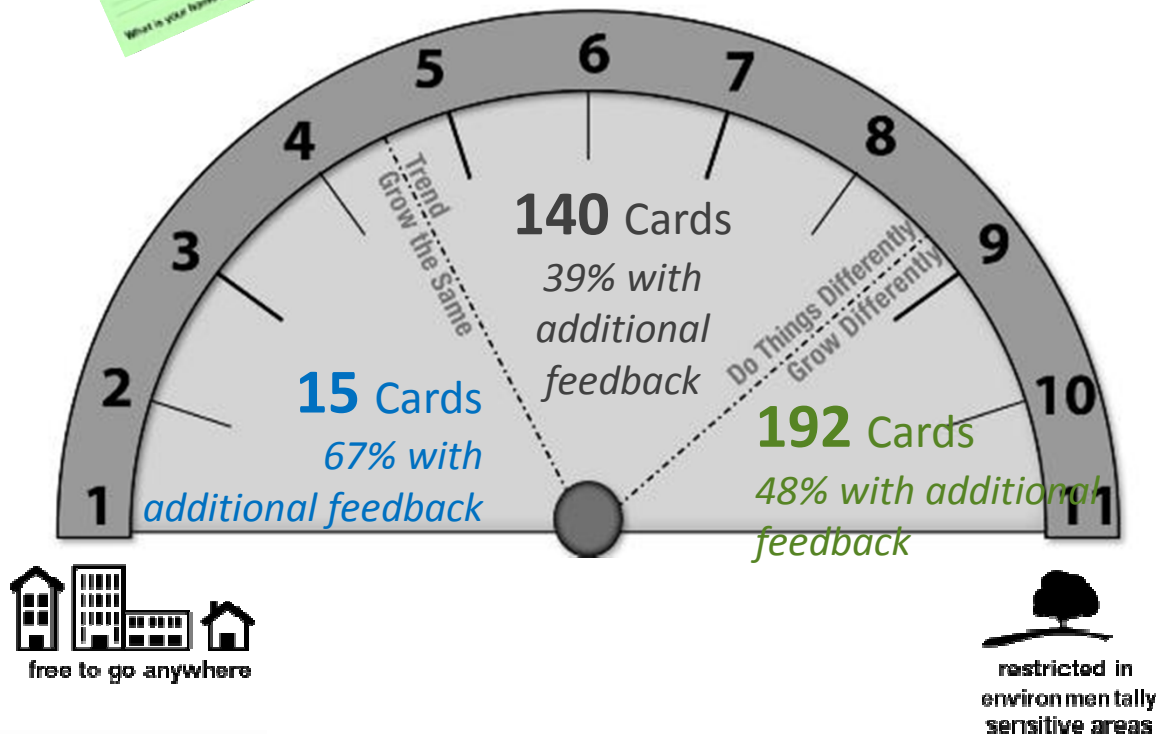


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Development vs Environmental Protection



Development vs Environmental Protection



381 cards turned in:

- Filled out dial: 347 (91%)
- Did not fill out dial but gave feedback: 27
- **49%** of all cards with additional feedback
 - ranged from 33% - 66% across all locations
 - Feedback provided at similar rates for full range of spectrum
- Blank cards: 7

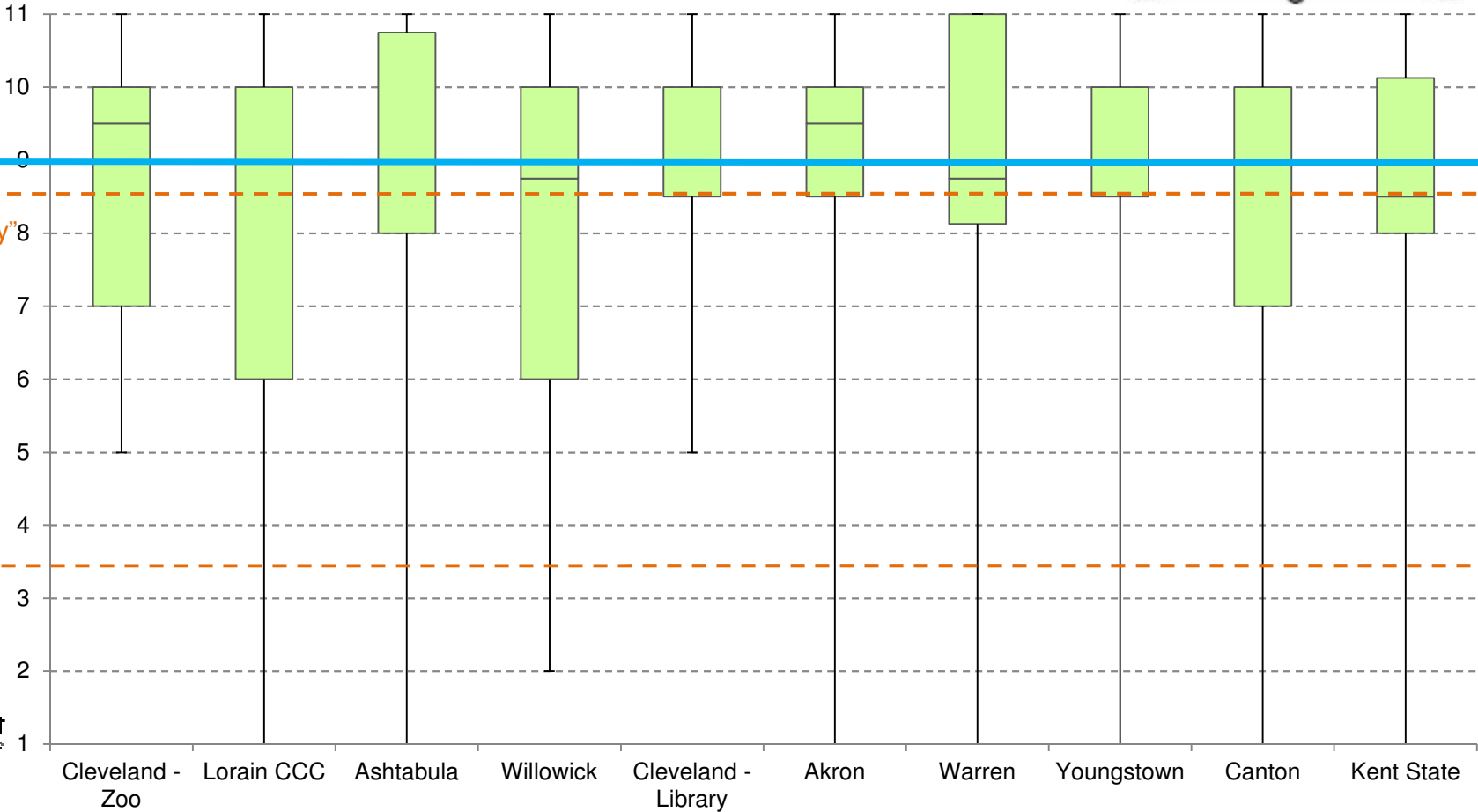
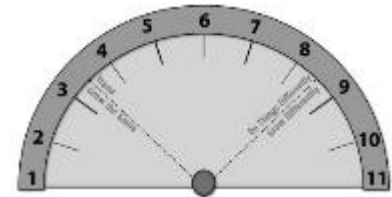
Development vs Environmental Protection



Regional
median
(9.0)

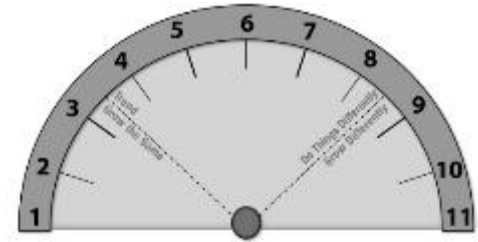
"Differently"

"Same"



NEOSCC

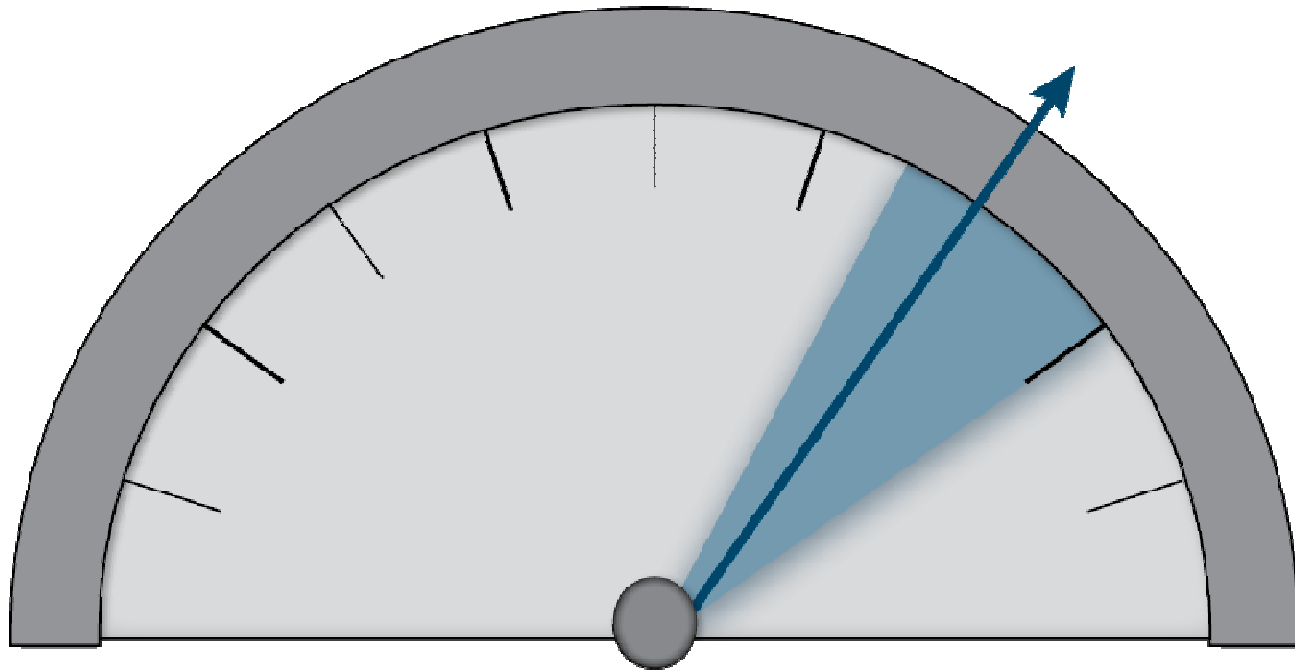
Sample of Comments – Development vs. Environmental Protection



- “Freedom of choice is more important than politicians making my decisions for me.” (1)
- “Extreme government regulation is almost never the best way. Building first class educational, amenity and infrastructure (and transit) in areas of desired growth is a better choice. Preserve liberty.” (2)
- “Metroparks are great and could expand more, but can't focus too much on environmental restrictions if you want growth.”(6)
- “I like the trees but I like freedom to go anywhere.” (6)
- “We don't need new neighborhoods. We need to fix the blight.” (8.5)
- “We have lots of land to use. We need to protect our environmentally sensitive areas!” (9.5)
- “More restricted and protective of environmental areas is great - as long as the green spaces are still accessible to residents via parks, bikeways, trails.” (10)
- “Absolutely - we need to protect our environment” (11)
- “We have wasted prime agricultural lands. Ohio is blessed with fertile soils when compared to the rest of the world and they should be protected. We are also wasting our historic built environment which is an underused asset that can be leveraged for population growth.” (11)
- “I think the EPA already aggressively limits any development in sensitive areas. I'm afraid I will lose my private rights of land use on my private land due to overcontrolling restrictive zoning. We encourage agricultural use. This seems to be the modern environmentalist enemy when in fact it is the perfect land steward of good land practice usage and maintaining open undeveloped spaces.” (x)

What Does Your Ideal Community Look Like?

Development Form



dispersed development



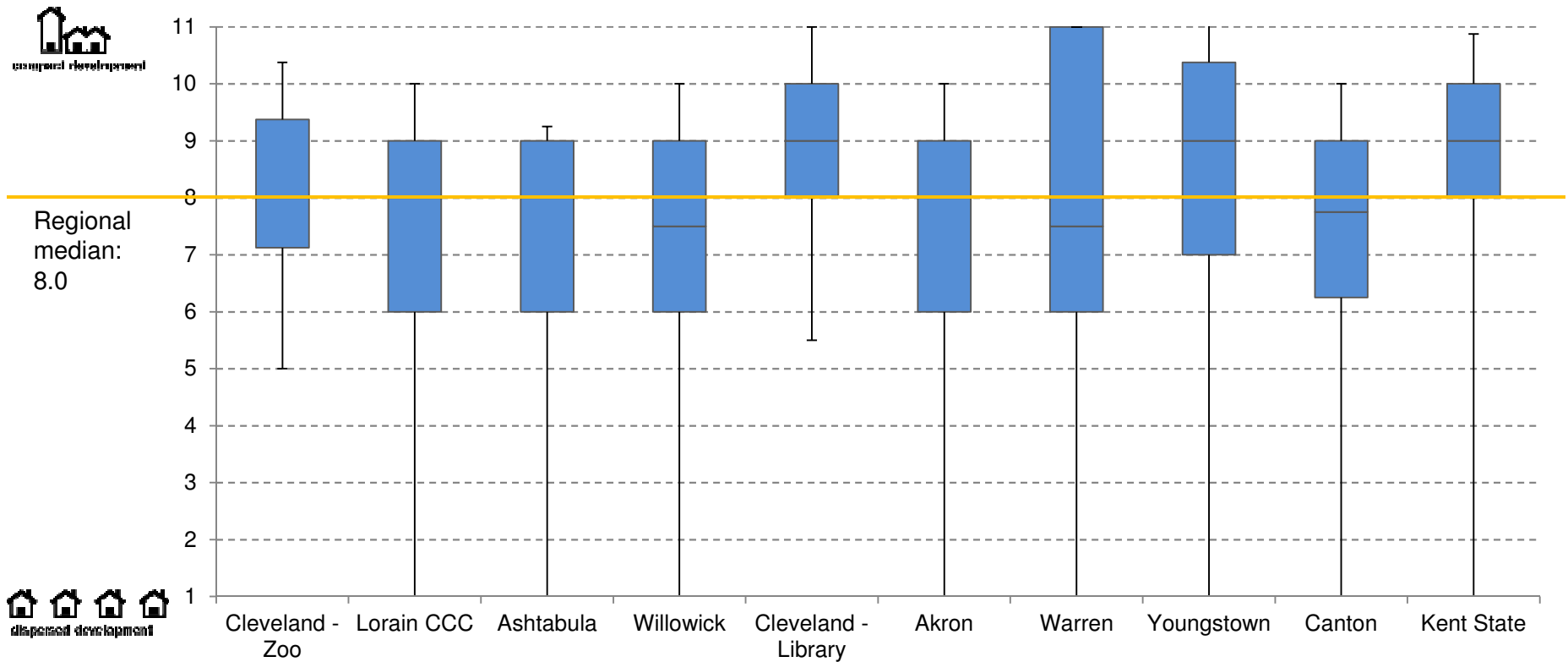
compact development



NEOSCC

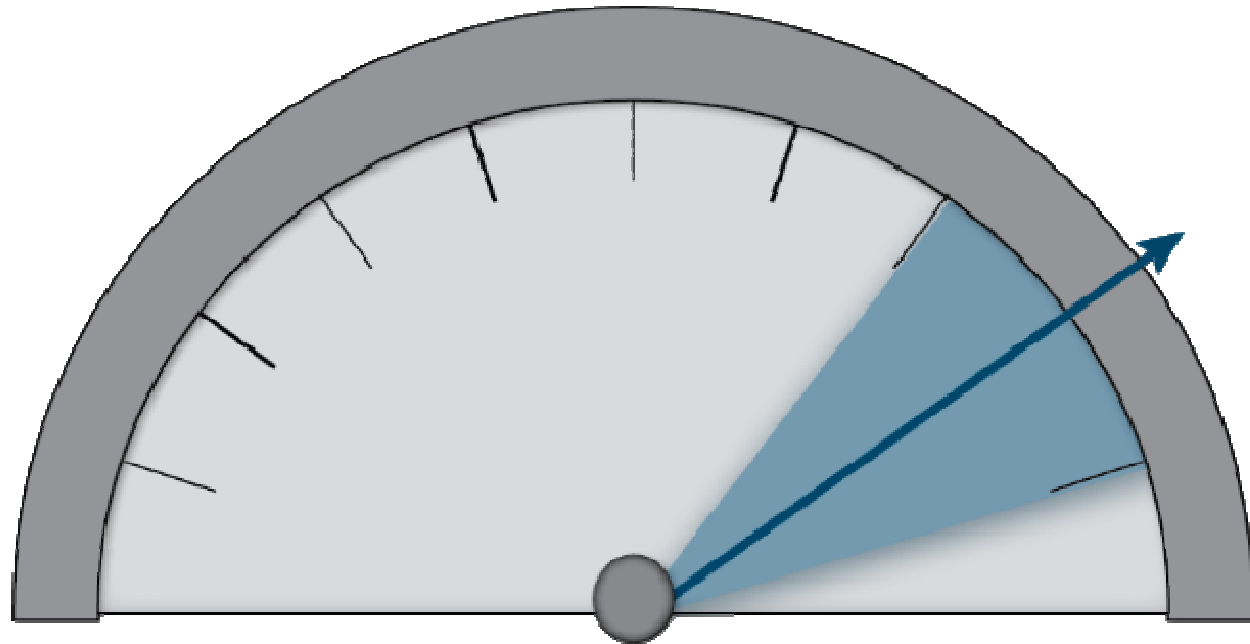
What Does Your Ideal Community Look Like?

Development Form

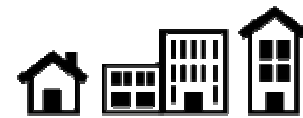


What Does Your Ideal Community Look Like?

Patterns of Land Use



all residential



mix of residential,
retail, & commercial



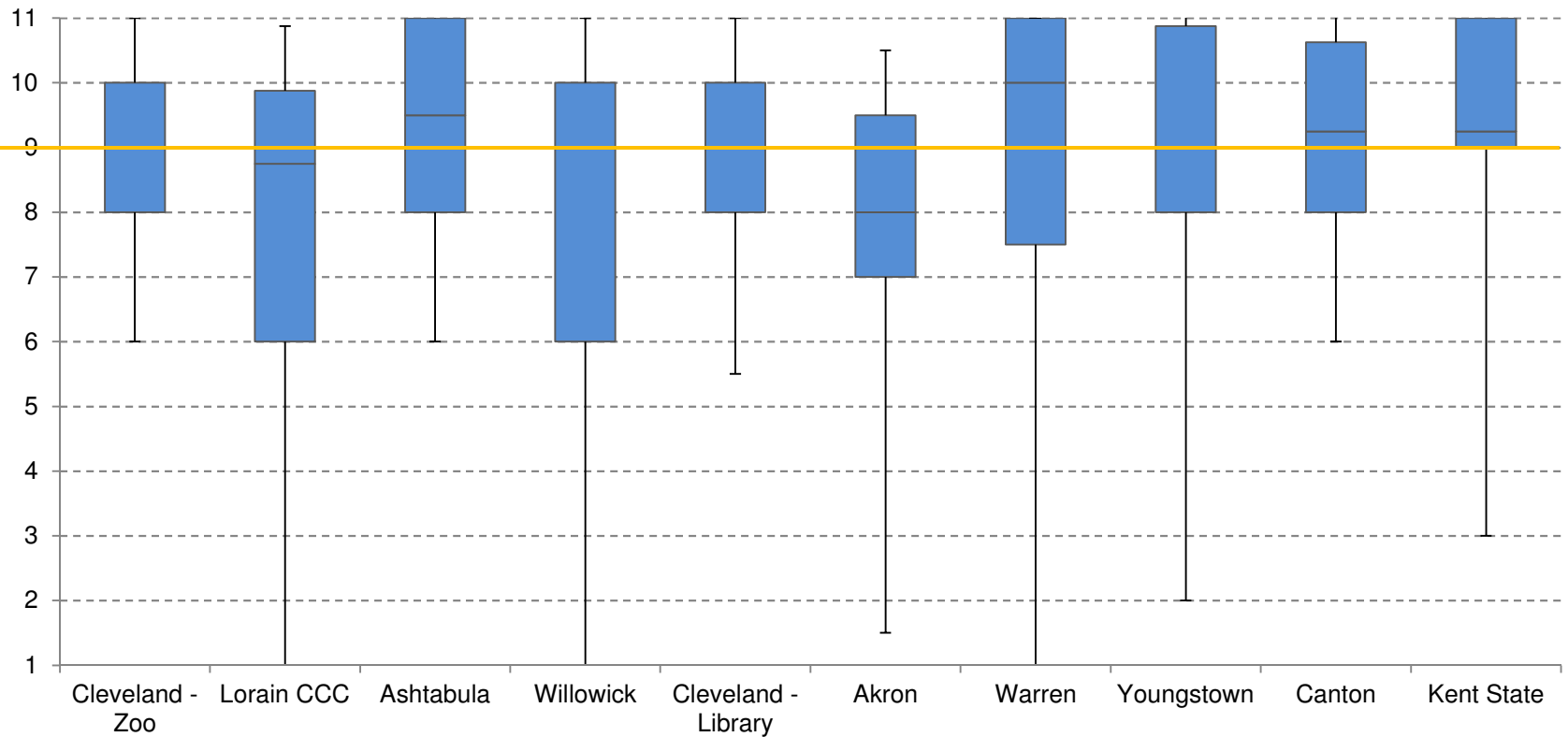
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What Does Your Ideal Community Look Like?

Development Form



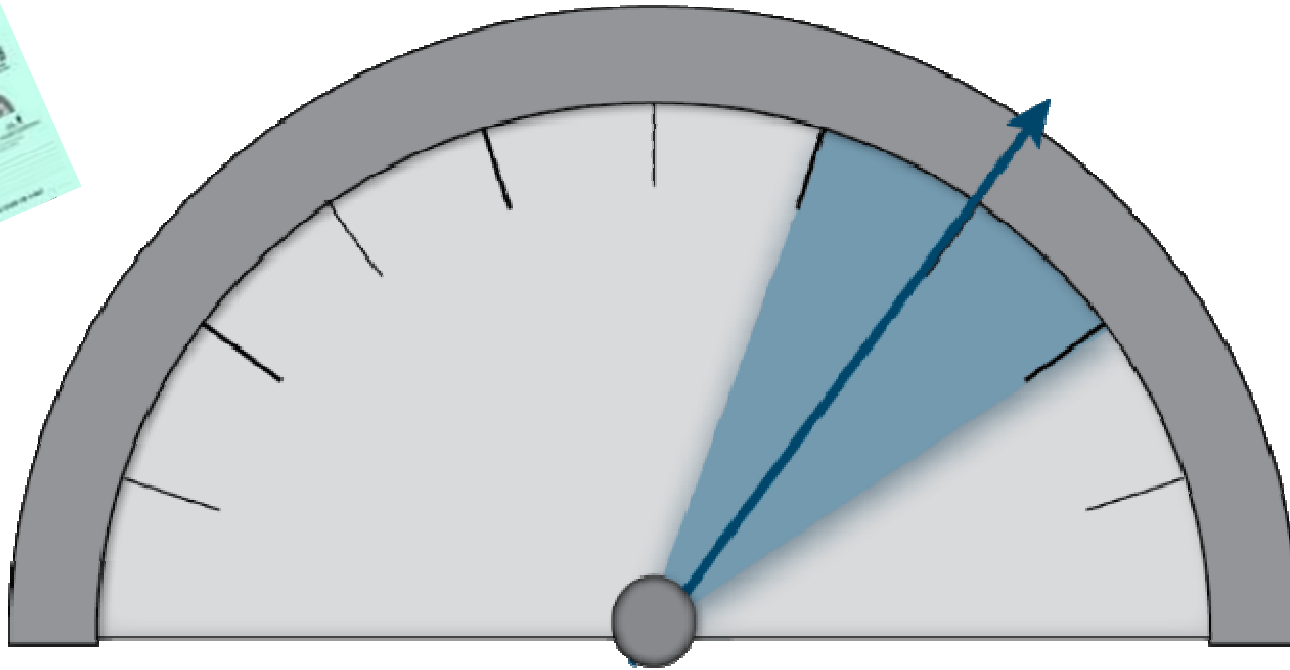
Regional
median:
9.0



NEOSCC

What Does Your Ideal Community Look Like?

Modal Accessibility



cars



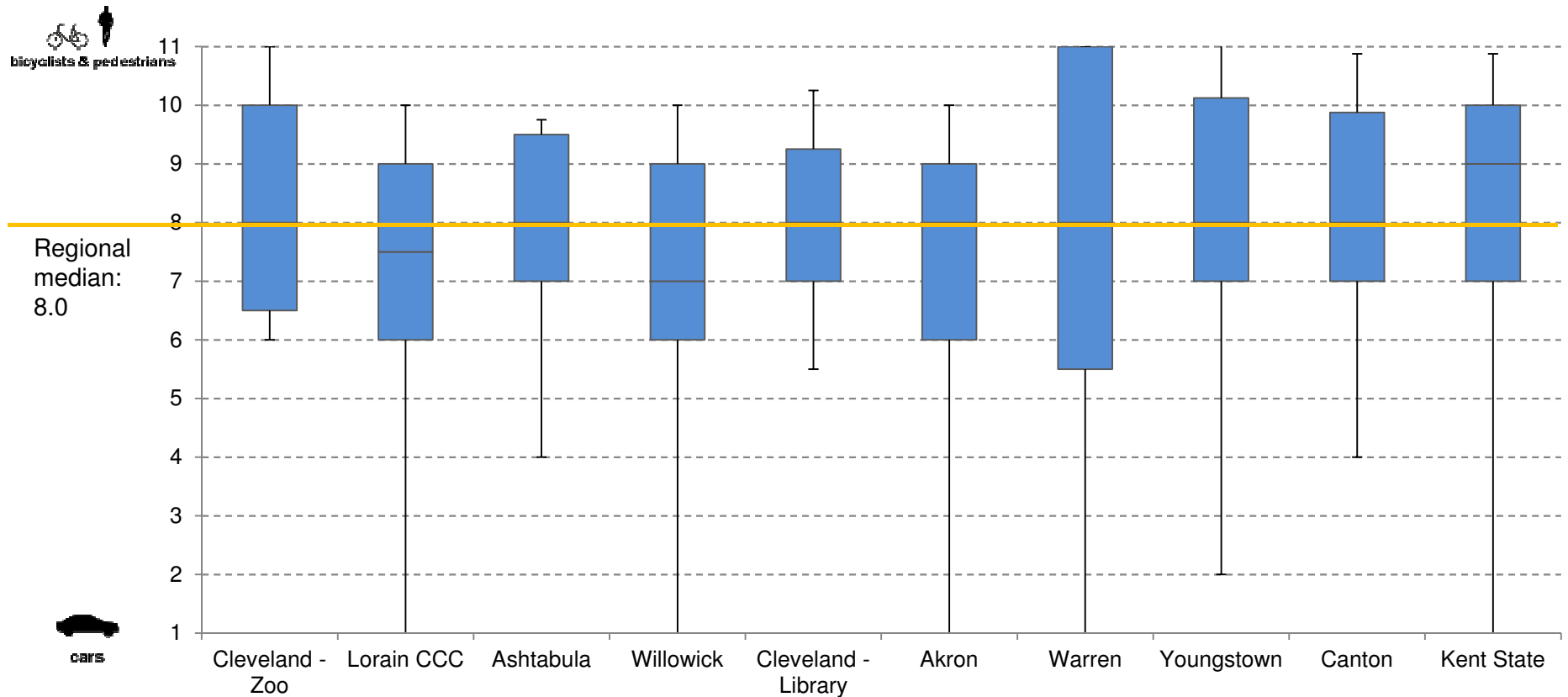
bicyclists & pedestrians



NEOSCC

What Does Your Ideal Community Look Like?

Modal Accessibility



What Does Your Ideal Community Look Like?



378 cards turned in:

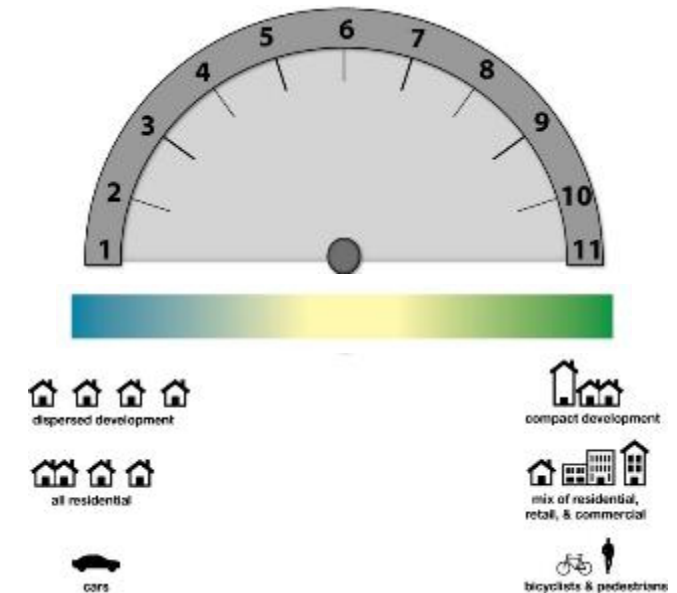
- Filled out at least one dial: 362 (96%)
- Did not fill out any dials but gave feedback: 7
- % of all cards with additional feedback: 33%
- Blank cards: 9



What Does Your Ideal Community Look Like?

Top 10 Themes (of additional comments)

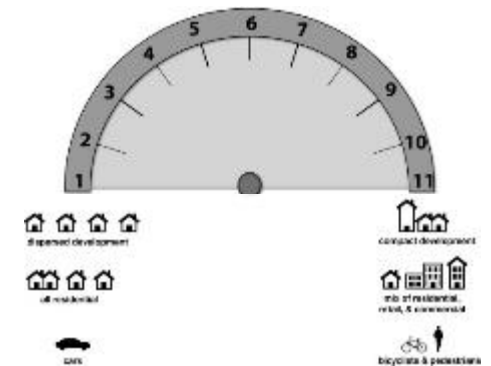
		Average of Dials with this theme			
	Theme	Count of Comments	Dispersed vs. Compact	Residential vs. Mixed	Cars vs. Bicycles
1	Transit	13	6.7	9.1	6.6
2	Balance	11	7.2	8.5	7.1
3	Community	8	7.3	8.7	8.2
4 (tie)	Multimodal	7	8.9	9.5	8.5
4 (tie)	Mixed Use	7	8.9	9.5	8.7
6	Health	6	8.4	10.6	10.5
7 (tie)	Urban	4	9.2	9.8	10.0
7 (tie)	Good examples	4	8.3	8.7	8.2
7 (tie)	Home Rule	4	2.8	5.5	2.8
7 (tie)	Auto	4	6.8	9.2	6.9



What Does Your Ideal Community Look Like?

Sample Comments

Dispersed vs. Compact	Residential vs Mixed	Cars vs Bicyclists	Ideal community comments
1.5	1.5	1	1) Hands off our personal freedoms, 2) Mix as the market allows, 3) Keep your bike out of my way. You don't pay road taxes.
5	8	6	NE Ohio is notable because we do have "space" - we can still live in single family homes with yards, yet be near a city or town. I like that about my home.
6	6	6	The reason I picked the middle road is that change comes slowly with people. Though I am for the different results we must change slowly!
8	8	6	Remake our idea of cities. 20th Century model does not work well.
9	9	7	It's all a balancing act.
8	8	8	Vibrant urban. Livable, walkable, healthy community with naturalized green space _ permaculture, urban food forests, artists!
8	7.5	8	Done wisely, we can have it all.
10.5	8.5	8.5	Community, community, community. We need to bring people back together.
11	11	11	Think eco-friendly & density.
11	11	11	Walkable communities are healthier.
x	x	x	Is this a new community? Or are we looking to retrofit our current communities? The reality is that there are so many communities that were not designed for what we all think is ideal.
x	x	x	There need to be more "eco villages" Look at the one at Berea College, KY. . .

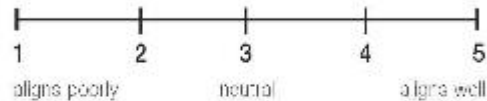


There is a wide range of specific ideas about ideal communities, but generally, these communities would share an emphasis on walking, biking, mixed uses, and compact development

Overall impressions feedback

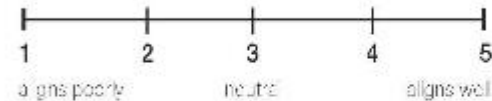
1. On a scale of 1-5, how well does each scenario align with YOUR VISION for the future of Northeast Ohio?

"Grow the Same" Scenario



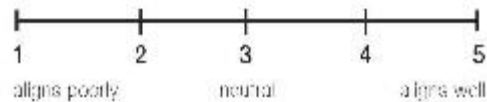
Why?

"Grow Differently" Scenario



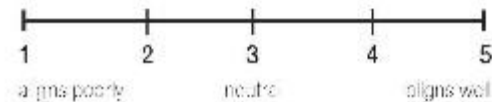
Why?

"Trend" Scenario



Why?

"Do Things Differently" Scenario



Why?

2. In your evaluation of the scenarios, which element(s) matter the most?

mark all that apply

☐ Outward Migration

☐ Transportation

☐ Open Space & Environment

☐ Jobs & Fiscal Health

☐ Development & Community Character

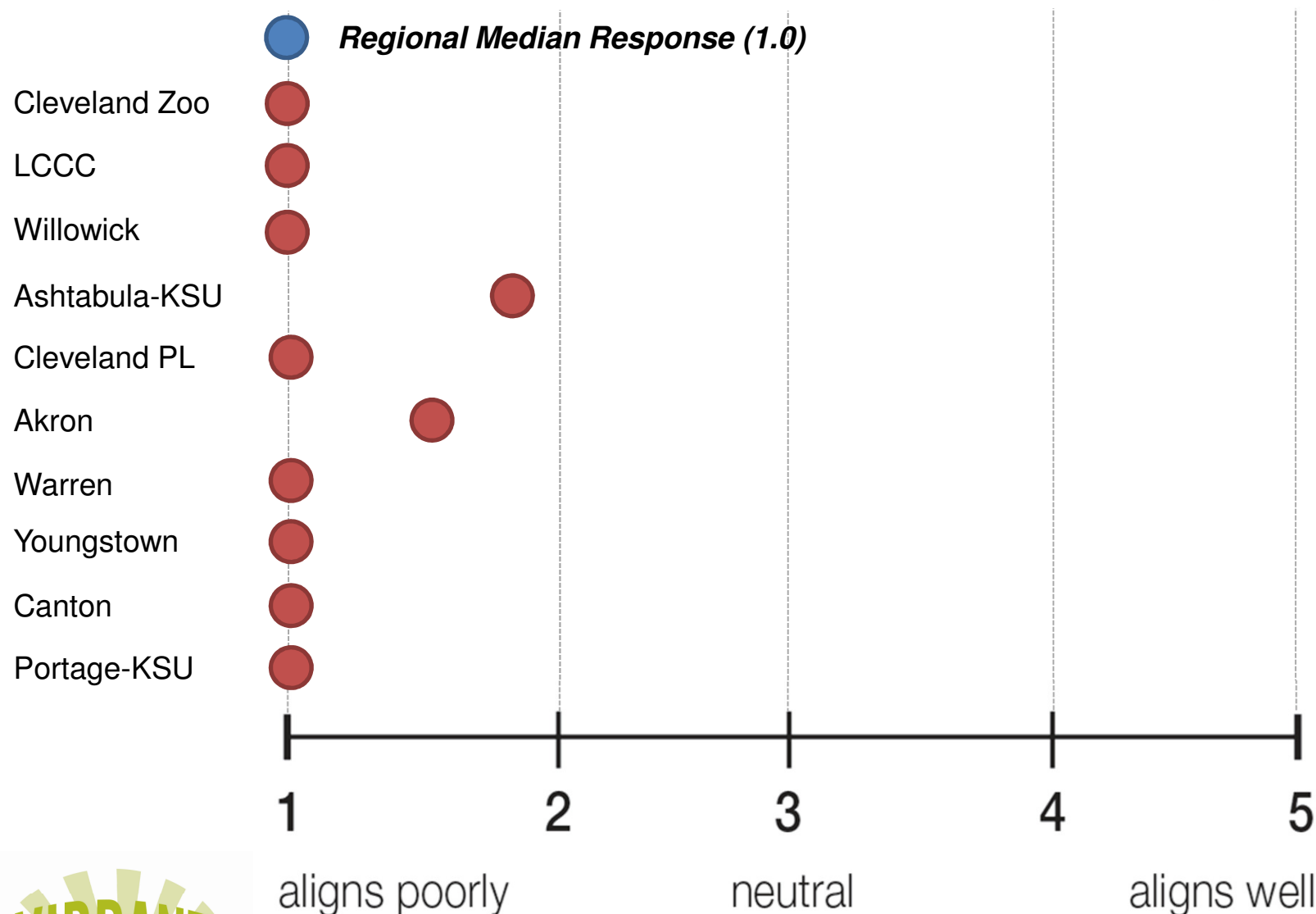
☐ Other:

3. What is missing from the scenarios?

How Well Does Each Scenario Match Your Vision?

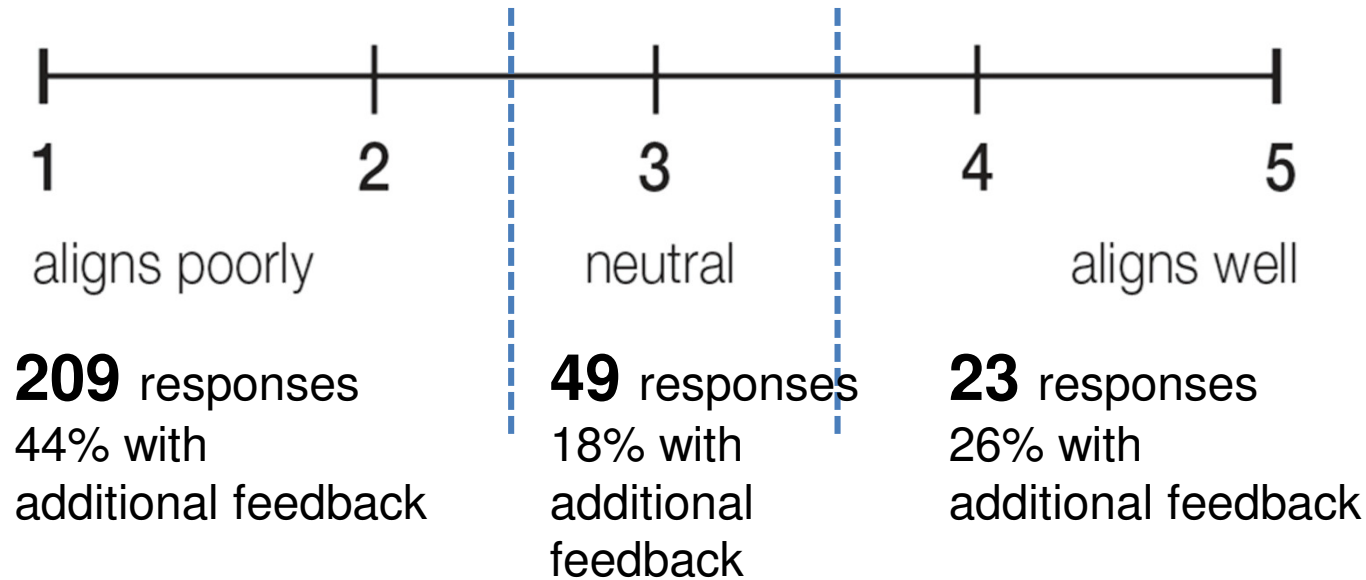
“Trend” Scenario

“GROW THE SAME”	“GROW DIFFERENTLY”
“TREND”	“DO THINGS DIFFERENTLY”



How Well Does Each Scenario Match Your Vision?

“Trend” Scenario



379 cards turned in:

- Circled preference on scale: 281 (74%)
- Did not circle preference but gave feedback: 3
- % of all cards with additional feedback: 29%
- Did not circle or give feedback: 95

How Well Does Each Scenario Match Your Vision?

“Trend” Scenario – Sample Comments

Why did people feel this scenario aligned poorly?

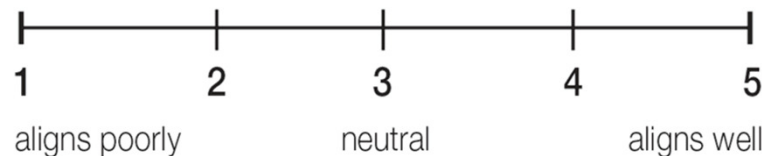
- Enormous **problems** in all areas covered -- transportation, housing, environment, etc. (1)
- **Destroys excellent assets** we already have. (1)
- It does not appear though good things will come out of staying on the same path. (1)
- It's not working now. Why would it in 2040? (1)
- **Challenges remain unsolved**, the burden that outward migration places on creating new, expanded infrastructure concerns me. (1)
- I don't want to live next **to even more vacancy and blight**. (1)

Neutral

- **Reality** if we do nothing. (3)
- Good things are happening, but I **would like things to be more progressive**. (3)

What prompted people to feel this scenario aligns well?

- **Freedom** to move where we want to. (5)
- Not my preferred, but this will be what happens if we do not break the cycles of cynicism, apathy and insular non-cooperation. (5)

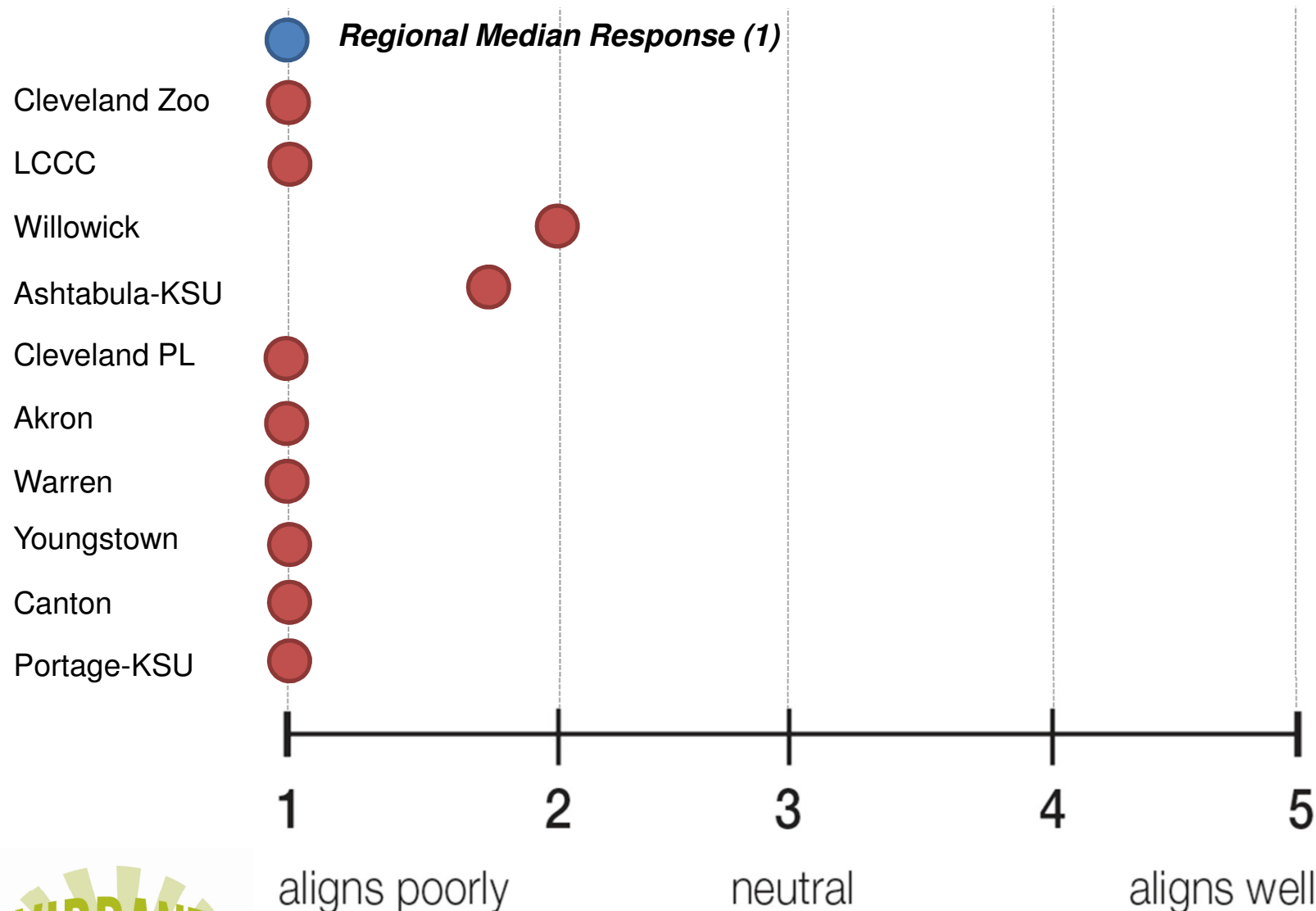


NEOSCC

How Well Does Each Scenario Match Your Vision?

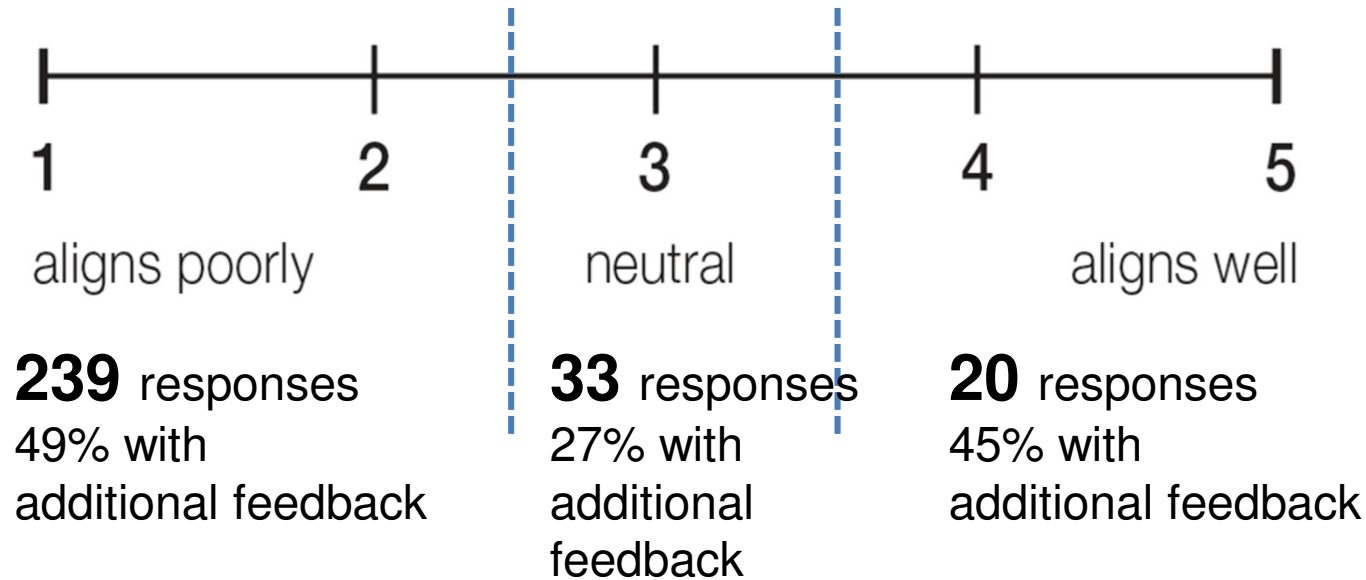
“Grow the Same” Scenario

“GROW THE SAME”	“GROW DIFFERENTLY”
“TREND”	“DO THINGS DIFFERENTLY”



How Well Does Each Scenario Match Your Vision?

“Grow the Same” Scenario



379 cards turned in:

- Circled preference on scale: 292 (77%)
- Did not circle preference but gave feedback: 5
- % of all cards with additional feedback: 37%
- Did not circle or give feedback: 82

How Well Does Each Scenario Match Your Vision?

“Grow the Same” Scenario – Sample Comments

Why did people feel this scenario aligned poorly?

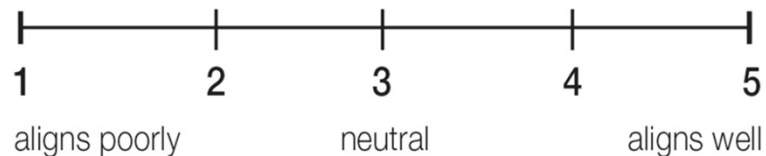
- Too much outdated infrastructure, agricultural and natural areas cost, too much driving miles & new roads. **Challenges in NEO remain unsolved and perhaps intensify.** (1)
- I can't see anything on the horizon that leads me to believe that we are going to experience significant growth. (1)
- It **exacerbates income inequality** - products of affluence verses pockets of non-affluence (1)
- **Extremely fiscally and environmentally irresponsible.** (1)
- Continuing what we have done for much of the 20th century makes no sense. Look what "grow the same" has brought us. (1)

Neutral

- **Better than - trend.** But not good enough. (3)
- **Growth fixes/masks a lot of problems.** Not ideal, but unplanned growth is better than planned decline. (3)

What prompted people to feel this scenario aligns well?

- Not my preferred, but **this will be what happens** if we do not break the cycles of cynicism, apathy and insular non-cooperation. (5)
- **Maximum freedom** (5)
- **Free market** is the American way. (5)
- That is what made this country great. (5)

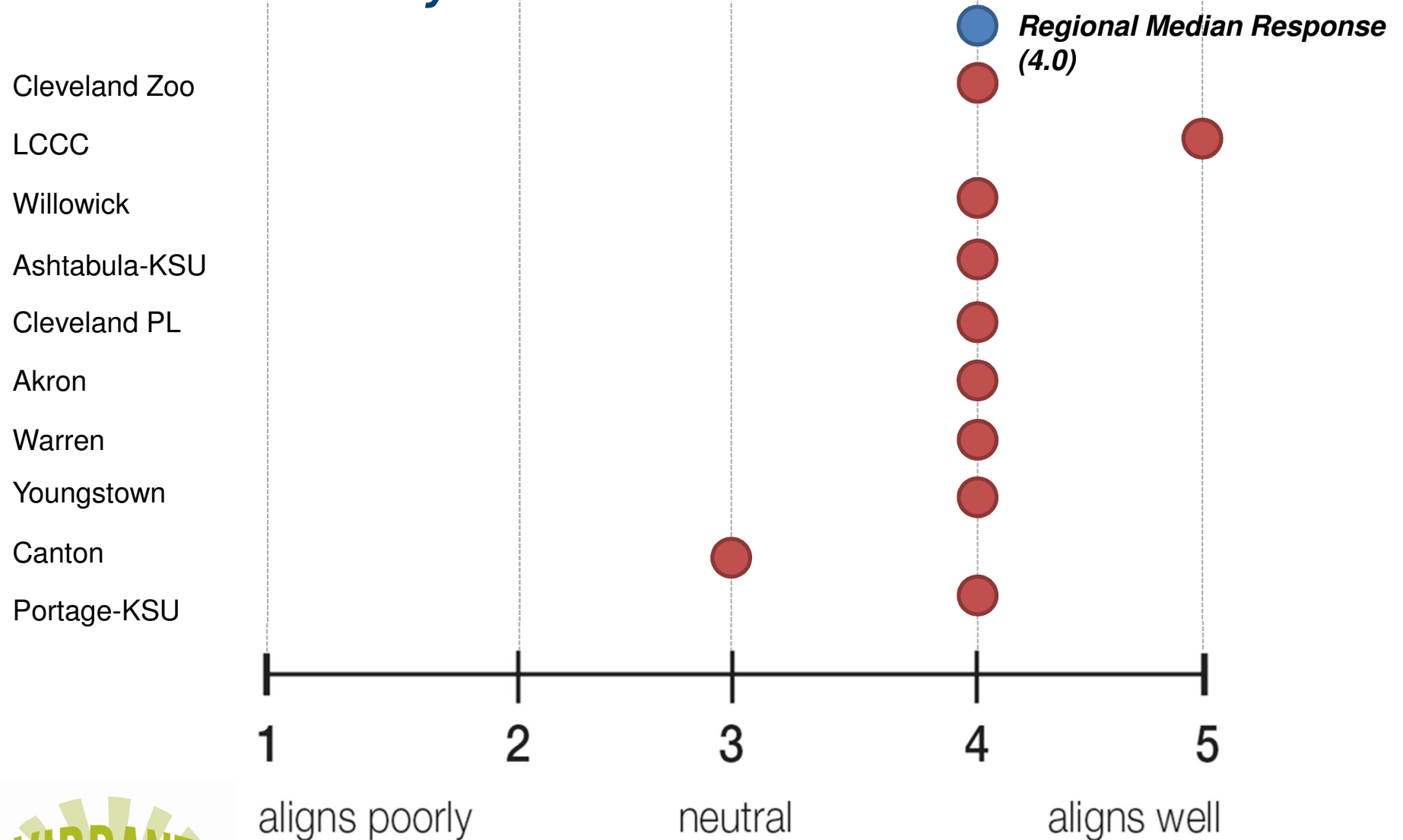


NEOSCC

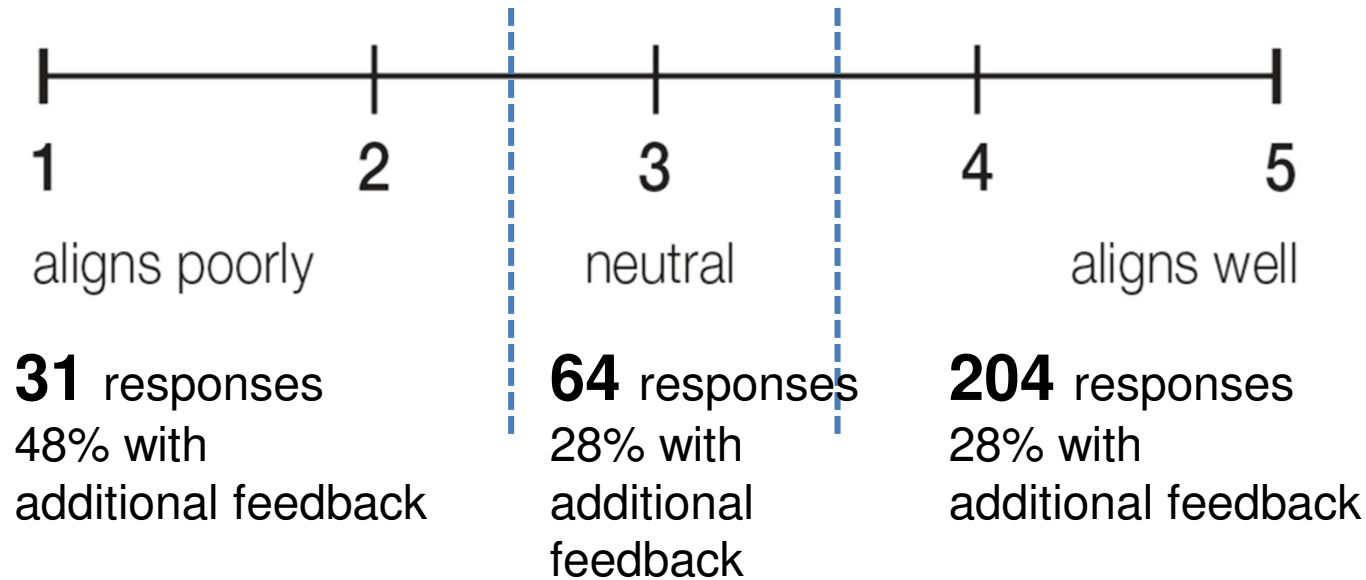
How Well Does Each Scenario Match Your Vision?

“Grow Differently” Scenario

“GROW THE SAME”	“GROW DIFFERENTLY”
“TREND”	“DO THINGS DIFFERENTLY”



How Well Does Each Scenario Match Your Vision? “Grow Differently” Scenario



379 cards turned in:

- Circled preference on scale: 299 (79%)
- Did not circle preference but gave feedback: 4
- % of all cards with additional feedback: 36%
- Did not circle or give feedback: 76

How Well Does Each Scenario Match Your Vision?

“Grow Differently” Scenario – Sample Comments

Why did people feel this scenario aligned poorly?

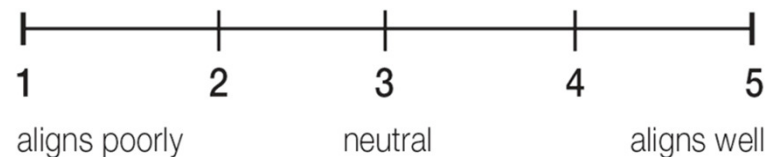
- **Adaptive re-use of what we have makes more sense.** (1)
- **I do not believe that more lands needs to go to parks.** (1)
- **Bureaucratic** (1)
- No point in adding more space when we **haven't managed what we have well.** (2)

Neutral

- It would be nice if we experienced significant growth, but it **seems unlikely.** (3)
- We **don't really need more people.** I like mid-sized. (3)
- OK, but **too much emphasis on growth alone.** (3)

What prompted people to feel this scenario aligns well?

- I am interested in **growing our urban centers and preserving open space.** (4)
- I like the growth and doing it compactly. I don't know if we can expect or need to strive for national population and job growth. (4)
- Mostly good. Smart growth. **Not sure I'd want us to grow as much as the predictions in this scenario, but the policies it envisions are good.** (4)
- **Not optimistic enough** (4)
- **Improves transportation and saves green spaces** while maintaining suburbs. (5)
- I feel this scenario **makes the most out of what already exists.** (5)
- **Reinvestment in existing infrastructure. Job growth. Less abandonment.** (5)

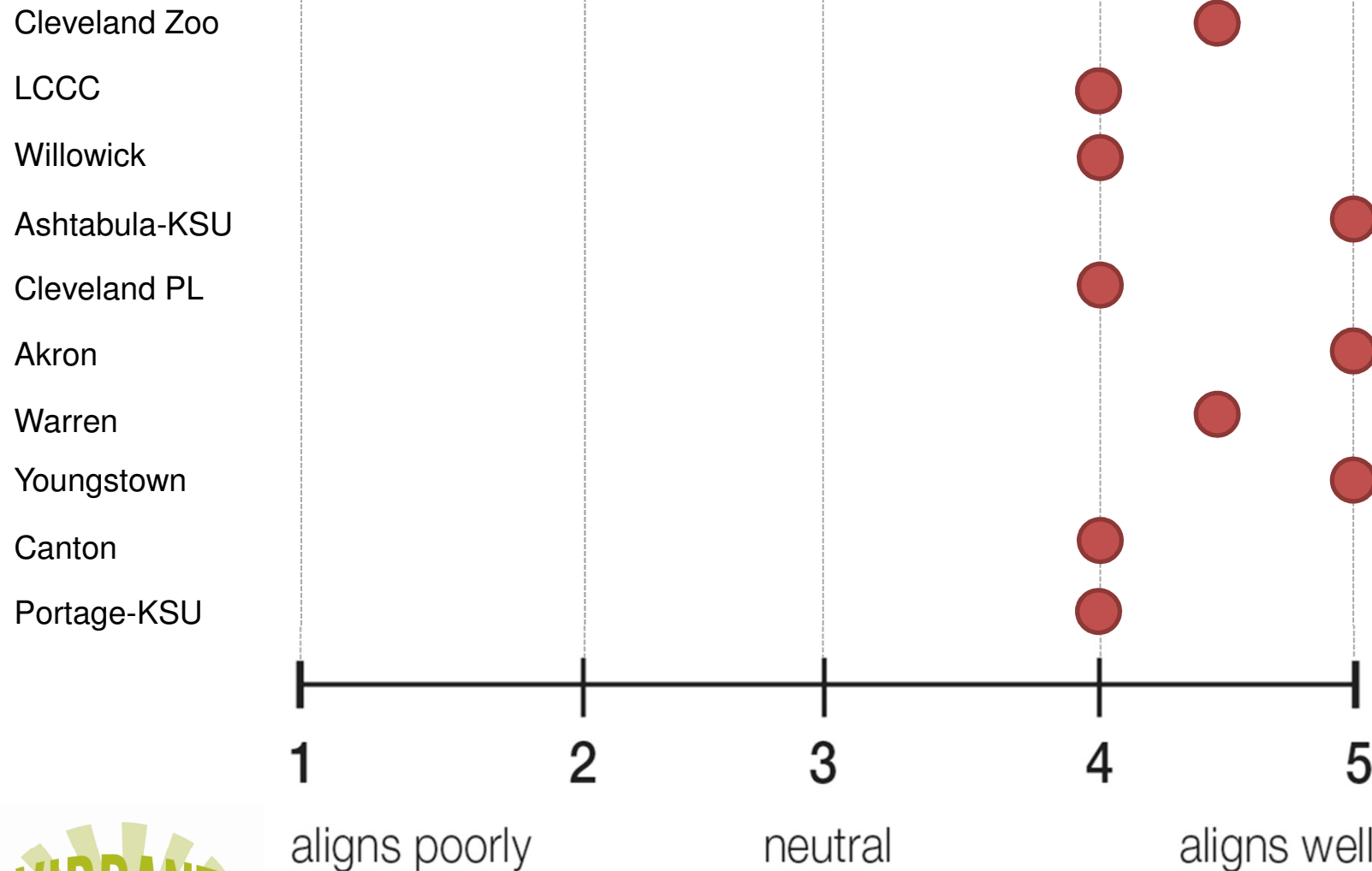


How Well Does Each Scenario Match Your Vision?

“Do Things Differently” Scenario

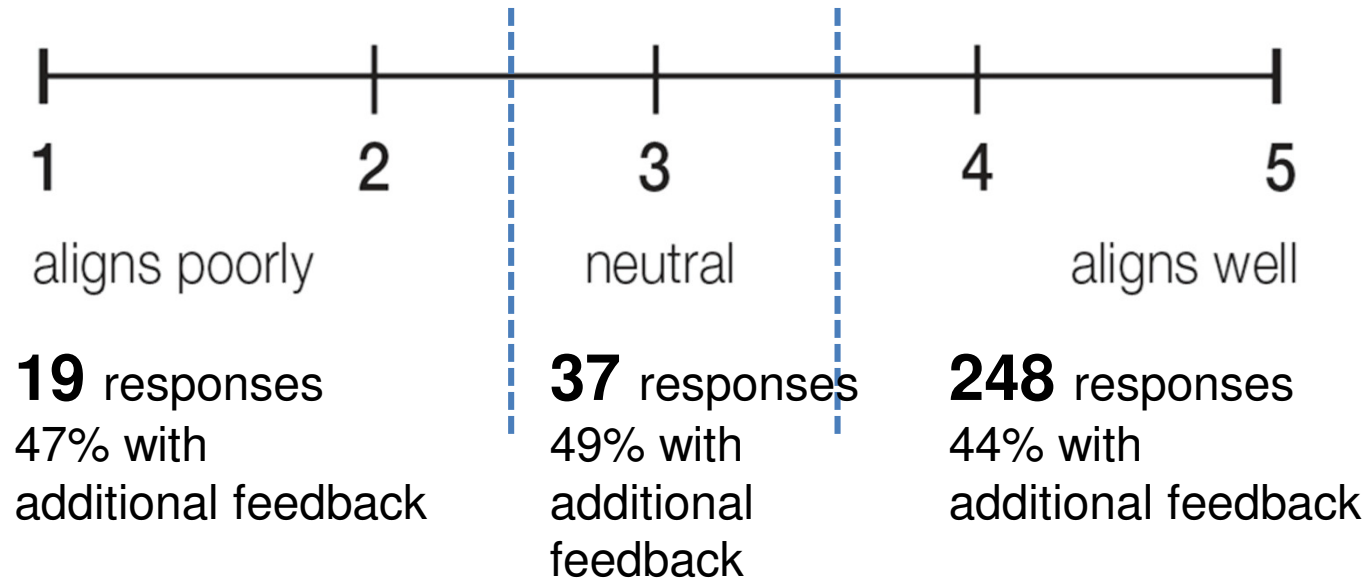
“GROW THE SAME”	“GROW DIFFERENTLY”
“TREND”	“DO THINGS DIFFERENTLY”

Regional Median Response (4.1)



How Well Does Each Scenario Match Your Vision?

“Do Things Differently” Scenario



379 cards turned in:

- Circled preference on scale: 304 (80%)
- Did not circle preference but gave feedback: 5
- % of all cards with additional feedback: 37%
- Did not circle or give feedback: 70

How Well Does Each Scenario Match Your Vision?

“Do Things Differently” Scenario – Sample Comments

Why did people feel this scenario aligned poorly?

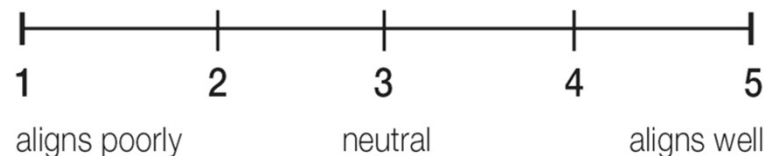
- **Too environmental.** (1)
- **Bureaucratic** (1)
- This is the one I would love to see, but would be the **hardest to achieve.** (2)

Neutral

- **Growth brings innovative new ideas** that would further help the region. (3)
- **Improvement without growth is still an improvement.** (3)
- **Ho hum.** We could be more intentional & visionary. (3)
- Doing things differently is great, but without the growth it won't mean as much. (3.5)

What prompted people to feel this scenario aligns well?

- **Greater conservation & improved fiscal performance** (cost to revenue) (4)
- Best result -- not perfect for jobs and home abandonment, but the **most sustainable option.** (5)
- Almost **equal fiscal impacts** with much **less environmental/resource/land use impact.** (5)
- **Maximizes existing resources.** (5)
- This is the best option. It **minimizes sprawl** more than any of the others. (5)
- I'd like to think that if we do the right thing we'll have greater population growth. Plus, we already have the infrastructure for a larger population. (5)



NEOSCC

How Well Does Each Scenario Match Your Vision?

- Almost all respondents found aspects of at least one scenario they liked
- Of the 379 people that turned in the overall survey card, 269 circled their preference for all 4 scenarios. (357 circled either 1 scenario or left some comments)
 - Only 2 gave all the **scenarios** a 1 or 2.
 - Only 8 people did not give any scenario more than a 3
 - 15 people did not rank any of the scenarios, but left feedback about what was missing (including: a plan, “confusing,” emotion, entrepreneurship, local responsibility, choice/freedom, and implementation funds)



What's missing from all?

- education (most frequently mentioned)
- private property rights
- control of local gov
- crime
- “how to do it”
- additional information – process, information about how numbers projected
- Lake Erie
- health
- quality of life for average citizen
- focus on jobs
- (nothing, good job!)



What's missing from the analysis? – Sample Comments

- **Education** - or bad educational options - is far & away the largest driver of migration. Offer much greater choice & control by parents of kids schools & that driver is essentially eliminated. Lack of yard, greenspace, parking & general infrastructure obsolescence is 2nd largest driver. Crime & lack of services is third. Fix these first.
- A discussion of **private property rights**.
- Would like **more information on the way that numbers were projected** for each of the scenarios.
- **Impact on the resident's lives** at home.
- I think the primary thing that is missing from the scenarios is an **explanation of how the growth that is expected to occur in the "Grow the Same" and "Grow Differently" scenarios might occur**. The jump between where we are now and the national growth rate is quite large and seems unlikely to change between now and 2040 without significant changes in both local and national policy about where investment/reinvestment should occur. . .
- This is showing what to do, but not **how to do it**.
- No mention of our biggest asset, **Lake Erie**, the shore, great lakes. Fresh water will be a huge draw to the area in the future. Great lakes must be protected much of the rest of the country cannot thrive without fresh water.

What's missing from the analysis? – More Sample Comments

- The **money** to do any of it.
- Maybe this is part of investing in legacy cities, but would like to see more on **strategy to demolish vacant and abandoned housing** in NEO. And in a similar vein, how to utilize **land banks** in the region.
- I would have liked to see more of how people of **varying socio-economic statuses** would potentially be impacted by the different scenarios. There was some attention to this in the transportation scenario.
- **Economic development strategy.**
- **Growth & planning seem to be decoupled; is this realistic?** 2)
Sustainability often entails an element of coercion - e.g. restrictive land use policies - I'd like to see more consideration given to this and similar issues.
- This is **agenda 21** rearing its ugly head. Please be honest with us. If agenda 21 is your goal at least be honest enough to admit it. Your charts and posters all point to the fact your mind is made up & this is just a "hoop" your jumping through to give us the illusion the John Q Public had input.
- **Nothing** I can think of. Good job..

What issues mattered to workshop respondents?

	Theme	Count of Comments	Theme	Count of Comments	Theme	Count of Comments	Theme	Count of Comments
1	Growth	82	Innovation	9	Culture	2	Transportation	1
2	Reinvestment	72	Energy	8	Technology	2	Downsizing	1
3	Transit	63	Mixed use	8	Quality of Place	2	In-migration	1
4	Funding	50	Green space	8	Policy	2	Light Rail	1
5	Environment	48	Planning	8	Bicycle	2	Diversity	1
6	Change	43	Rail	7	Neighborhood	2	Question	1
7	Urban	42	Connections	7	Regionalism	2	Shale & Technology	1
8	Balance	38	Safety	7	Not working	2	Best results	1
9	Vision	31	Demographics	6	Development	2	Small Cites	1
10	Conservation	31	BRT	5	Blight	2	Reality	1
11	Status quo	31	Commerce	5	Best Scenario	2	Not optimal	1
12	Choice	31	Outcomes	5	Brownfield	2	Recycling	1
13	Infrastructure	29	Oberlin Project	5	Failure	2	Improvement	1
14	Multimodal	25	Market	5	Population	2	Redefine	1
15	Land use	25	Issues	4	Decline	2	Strategy	1
	Combination	24	Rural	4	Design	2	Exciting	1
	Walk & Bike	21	Quality of Life	4	Assets	2	Choice and Environment	1
	Sprawl	21	Leadership	4	Open Space	2	Regulation	1
	Auto	20	Compact Development	4	Stagnation	1	Opportunity	1
	Sustainability	19	Outmigration	4	Efficiency	1	Alignment	1
	Abandonment	19	Preservation	4	Ferry	1	Fads	1
	Agriculture	17	Taxes	3	Land	1	Trend	1
	Health	17	Investment	3	Small business	1	Restricted	1
	Community	16	Unsustainable	3	Brownfields	1	Undecided	1
	Values	15	Out-migration	3	Survey Bias	1	Retail	1
	Economy	15	Education	3	Positive	1	Education	1
	Jobs	14	Parks	3	Trends	1	Implementation	1
	Home Rule	14	Theoretical	3	Doesn't work	1	Parks in urban areas	1
	Housing	14	Zoning	3	Compact Growth	1	Dispersed	1
	Good examples	13	Engagement	3	Priorities	1	Pessimistic	1
	Implementation	13	Reinvestment in existing infrastructure	3	Small Towns	1	No Opinion	1
	Stop Sprawl	11	Reuse abandoned land and buildings	3	Progress	1	Greenspace	1
	Equity	11	Disasters	3	Infill	1	Same problems	1
	Personal freedom	11	Growth areas	2	Property rights	1	Lessons Learned	1
	Water	11	Cost of free choice	2	Confused	1		
	Density	9	Mixed-use	2	Quality Connected Places	1		

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	Density	9	Cost of free choice	2	Quality Connected Places	1		
			Mixed-use	2				



Issues of home rule, personal freedom, importance of the market and property rights constitutes 2.5% of additional comments received.



What Elements Matter the Most in Each Scenario?

2. In your evaluation of the scenarios, which element(s) matter the most?

mark all that apply

☐ Outward Migration

☐ Transportation

☐ Open Space & Environment

☐ Jobs & Fiscal Health

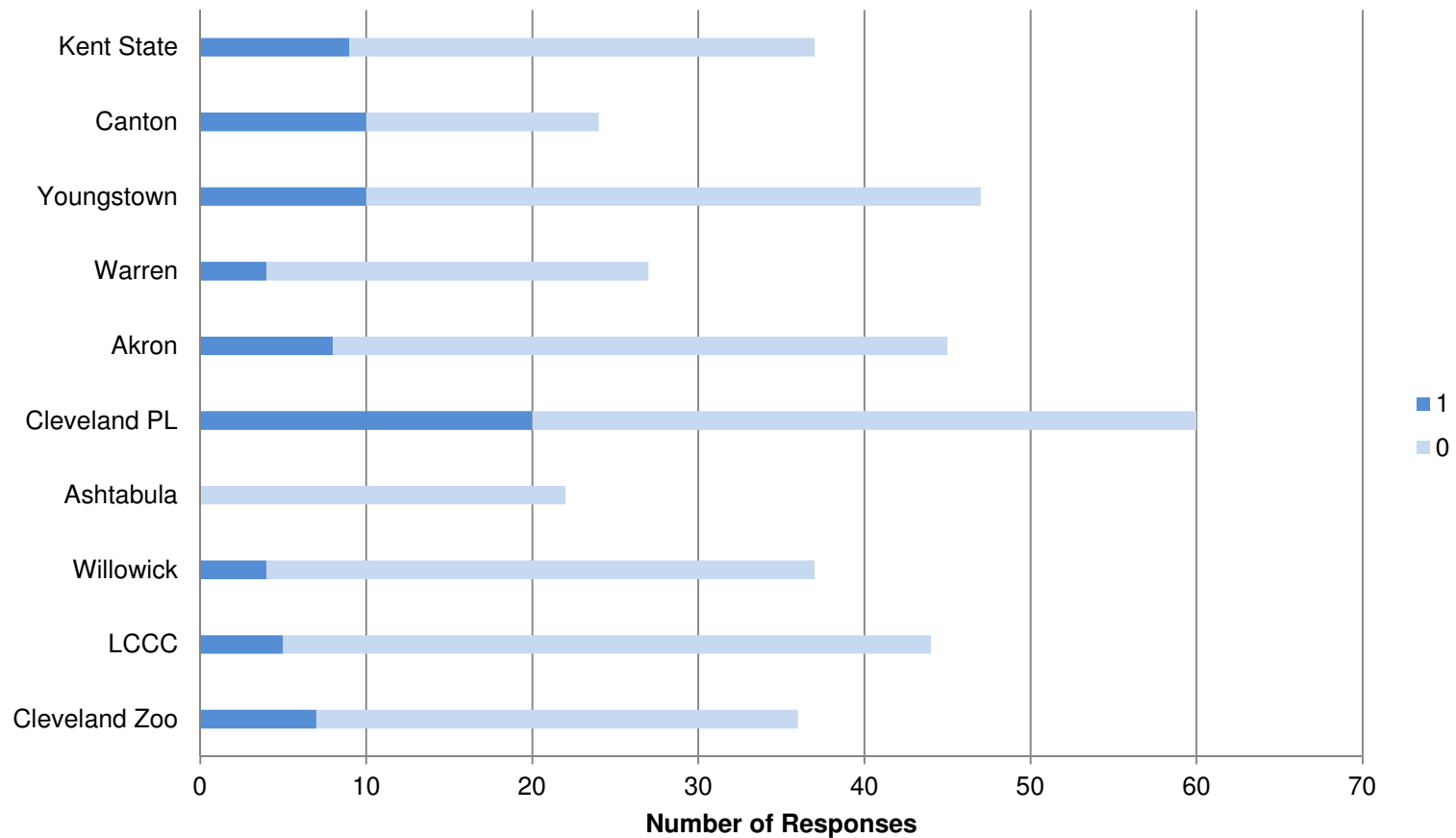
☐ Development & Community Character

☐ Other: _____



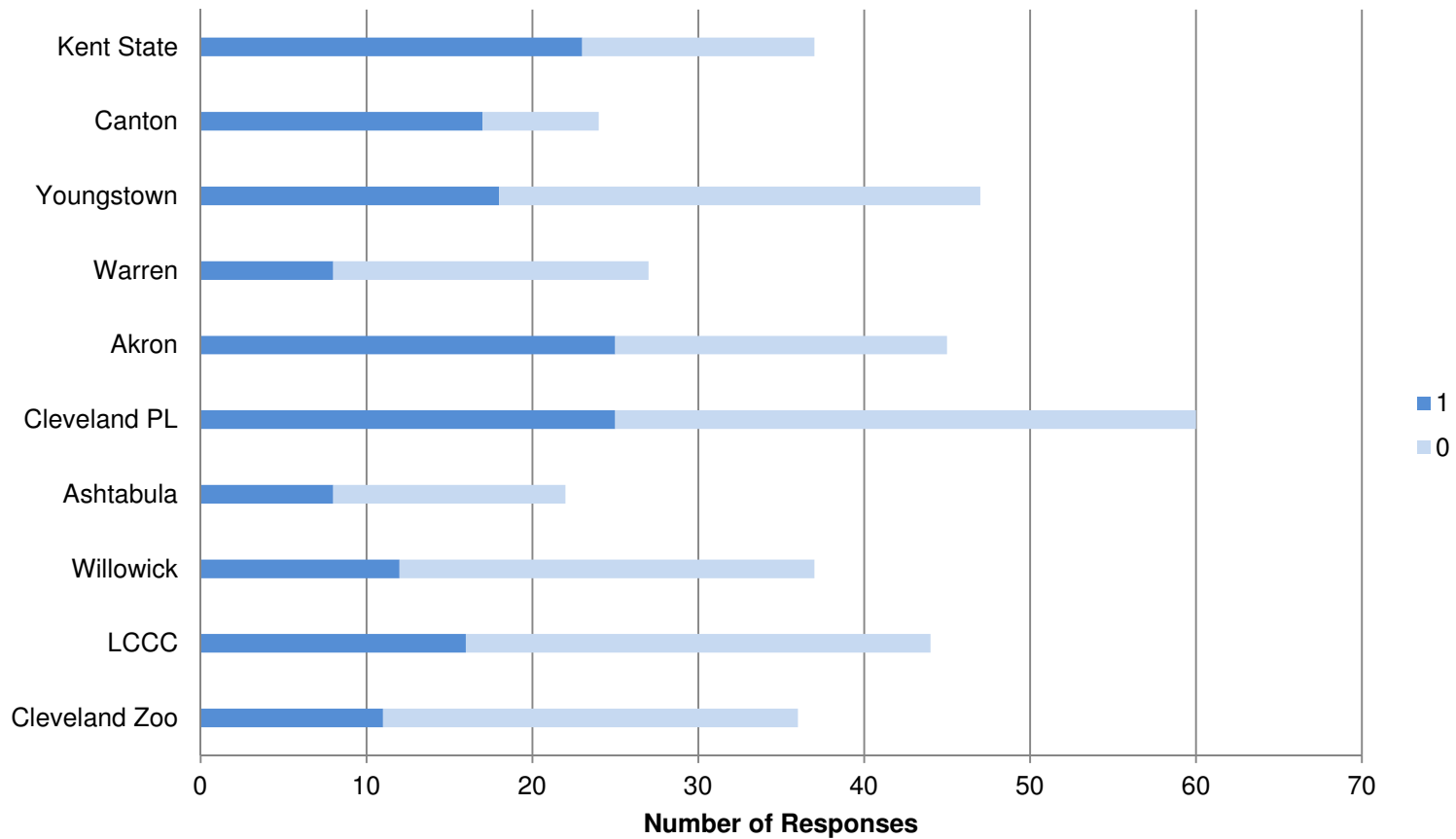
What Elements Matter the Most in Each Scenario?

Outward Migration



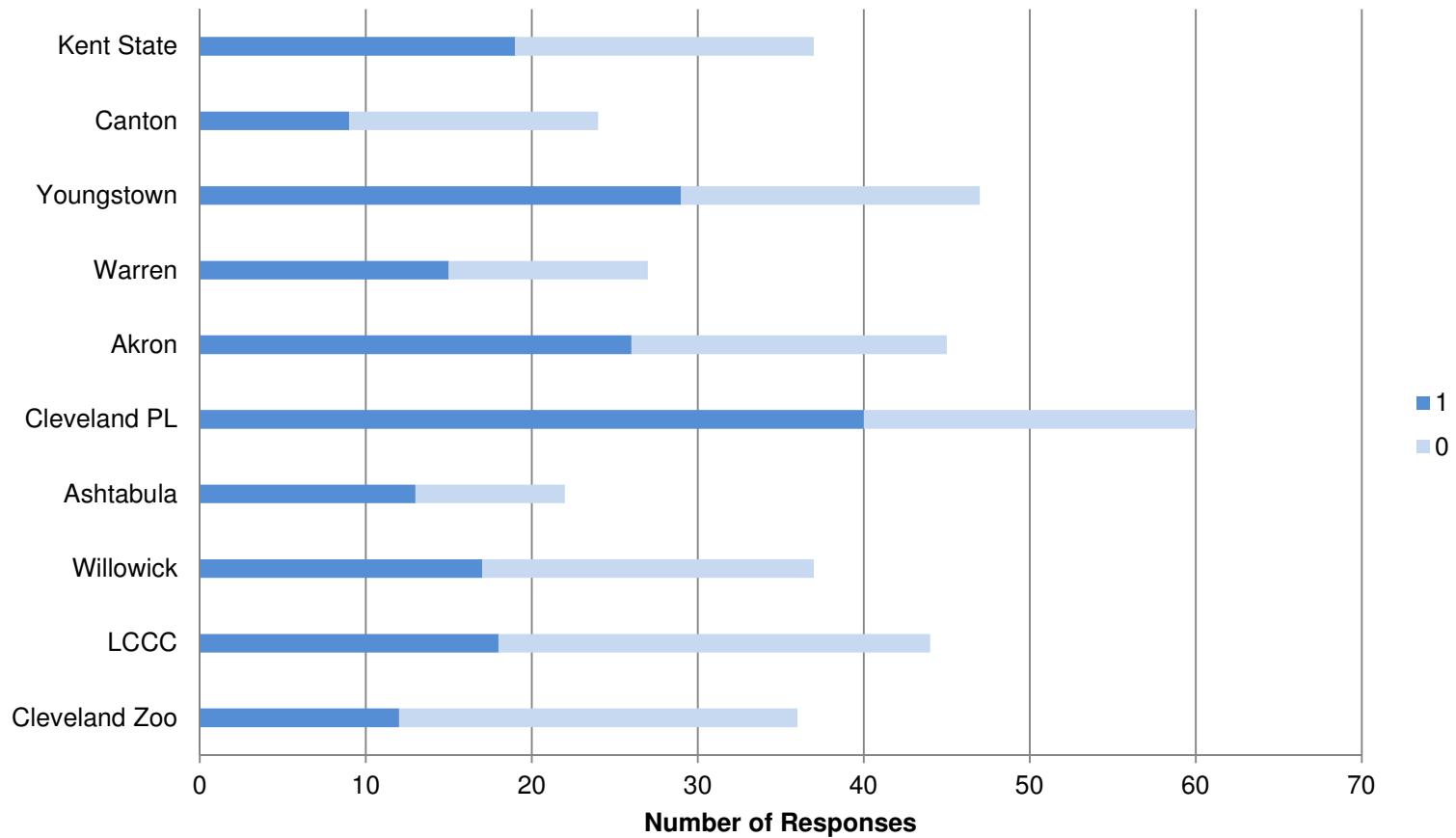
What Elements Matter the Most in Each Scenario?

Open Space / Environment



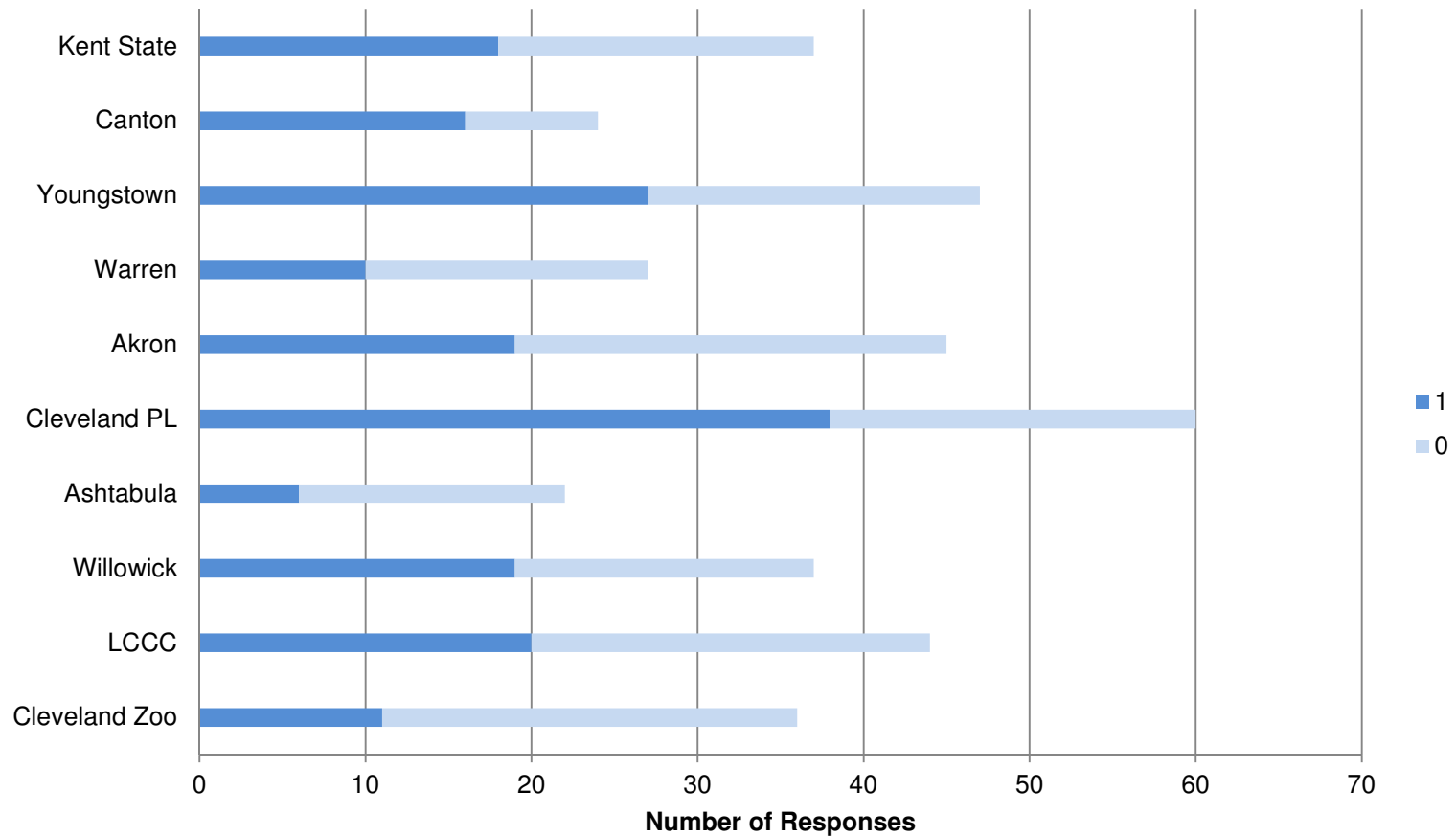
What Elements Matter the Most in Each Scenario?

Development / Community Character



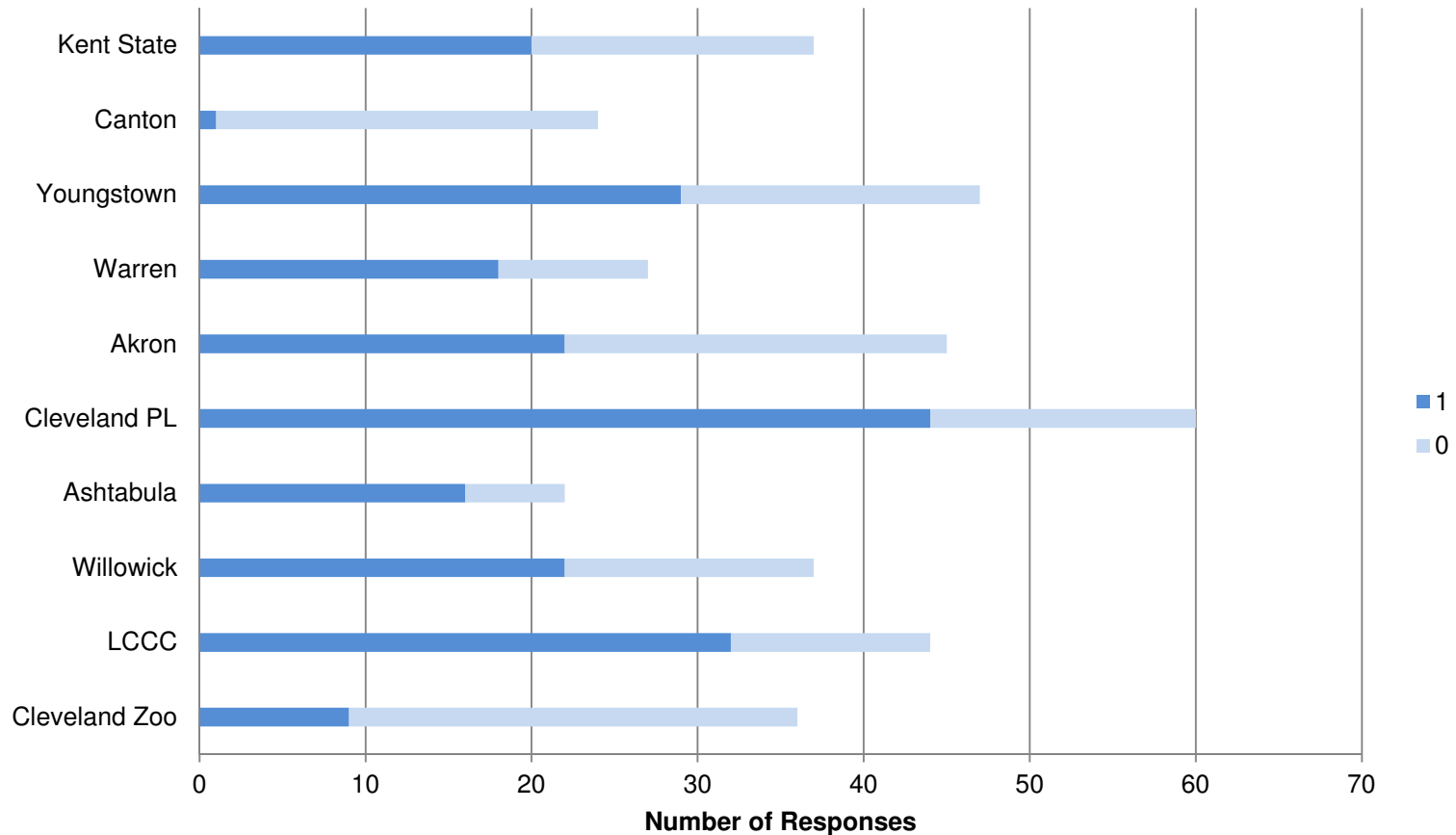
What Elements Matter the Most in Each Scenario?

Transportation



What Elements Matter the Most in Each Scenario?

Jobs / Fiscal Health




Placetypes Survey

NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES


THESE INCLUDE OUR LEGACY INDUSTRIAL CITIES
(Established Pre-1910)

- Historically Significant
- Connected by Transit
- Culture, Recreation and Business Centers
- Institutional & Knowledge Communities
- Walkable and Encourage Mixed Use Neighborhoods
- Diverse and Offer a Variety of Housing Options



AKRON

WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...



NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES

THESE INCLUDE OUR 1ST RING SUBURBS
(Established 1910 - 1950)

- Close to Downtowns and Connected with Public Transit
- Culturally & Socially Diverse with Many Local Institutions
- Often Connected to or Supplemental to Main Street Road
- Mixed Housing
- Incidental through roads with a variety of housing types from traditional single family homes to modern multi-family dwellings
- Often Connected with integrated Community Park Systems



COLUMBUS


WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...



NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES


THESE INCLUDE OUR 2ND RING SUBURBS
(Established 1950 - 1970)

- Within Commuting Distance of a Legacy City
- Usually Connected to the Larger Interstate System, Roadway Grid & Regional Park Network
- Mainly Planned Single Detached Homes Developed along Major Highways and Highway Interchanges
- Other Job Centers with Light Industrial, Business & Office Parks
- Single Family Homes with Garages and Yards
- Some Institutional & Educational Campuses



SANDUSKY

WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...



NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES

THESE INCLUDE OUR OUTER RING SUBURBS
(Established 1970 - Present)

- Away from Busy Urban Areas
- Heavily Developed and Offer Larger Lots to Build On
- Real Estate Commercial with Big Box Homes and Retail
- Connected to City & Other Suburbs with Highway Networks
- Lifestyle Centers and Large Retail Centers
- Less Diverse with High Income & Insurance Professionals
- Close to Underdeveloped Land like Farms & Forests



PARIS


WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...



NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES


THESE INCLUDE OUR ESTABLISHED CITIES & TOWNS
(Established Pre-1920 & later)

- Places in the Region that Developed Independent of the Legacy Cities
- County Seats and Blended Special Townships serve as Local Economic, Governmental, and Institutional Centers
- Smaller Industrial Centers that were developed by geographical location or phase up to industrial activity and Outlying
- Known for Sports, Sun, & Age of Discovery, Parks
- Development & Main Streets where the Majority of Public Offices
- Open College Towns with a Diverse Population of Families & Students



CHAGRIN FALLS


WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...



NORTHEAST OHIO IS MADE UP OF QUALITY-CONNECTED-PLACES


THESE INCLUDE OUR RURAL TOWNSHIPS

- Largely Agriculturally Based
- Small Commercial, Municipal and Community Town Centers
- Connected by State & County Roadway Networks
- Other Service Centers (school of Municipal Services)
- Homes on Large Lots, Spread Far Apart and Often Semi-rural or Farmstead



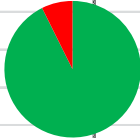
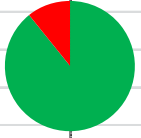

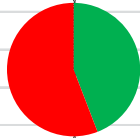
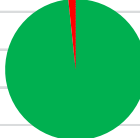
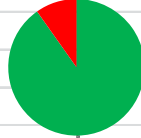
MADISON COUNTY

WITH PLACES AND SPACES WE SHARE, THAT LOOK LIKE THIS...

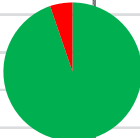



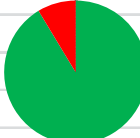



Placetypes Survey

Do you use, value and enjoy our:

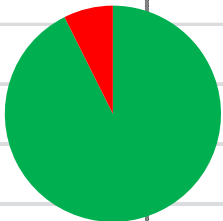
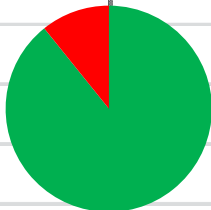
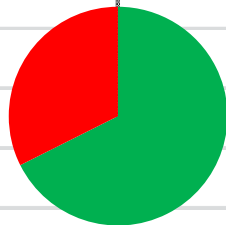
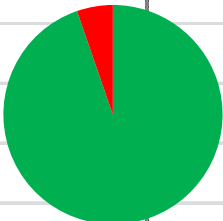
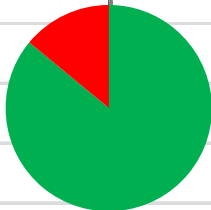
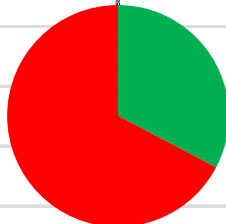
Legacy Industrial Cities		1st Ring Suburbs		2nd Ring Suburbs		Outer Ring Suburbs		Cities & Towns		Rural Townships	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
389	31	340	41	223	107	162	205	402	7	333	36
92.6%	7.4%	89.2%	10.8%	67.6%	32.4%	44.1%	55.9%	98.3%	1.7%	90.2%	9.8%
											

Should we as a region invest in our:

Legacy Industrial Cities		1st Ring Suburbs		2nd Ring Suburbs		Outer Ring Suburbs		Cities & Towns		Rural Townships	
410	23	344	56	122	251	61	365	368	35	237	163
94.7%	5.3%	86.0%	14.0%	32.7%	67.3%	14.3%	85.7%	91.3%	8.7%	59.3%	40.8%
											

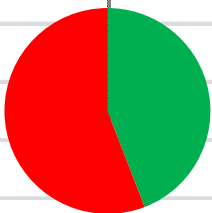
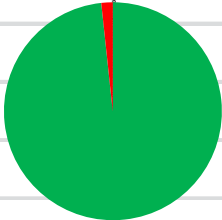
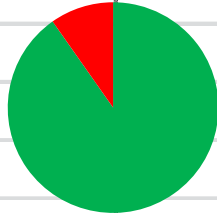
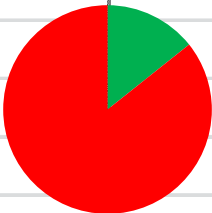
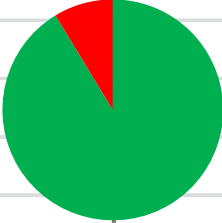
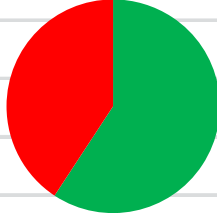
Do you
use, value
and enjoy
our:

Should we
as a region
invest in
our:

Legacy Industrial Cities		1st Ring Suburbs		2nd Ring Suburbs	
Yes	No	Yes	No	Yes	No
389	31	340	41	223	107
92.6%	7.4%	89.2%	10.8%	67.6%	32.4%
					
410	23	344	56	122	251
94.7%	5.3%	86.0%	14.0%	32.7%	67.3%
					

Do you
use, value
and enjoy
our:

Should we
as a region
invest in
our:

Outer Ring Suburbs		Cities & Towns		Rural Townships	
Yes	No	Yes	No	Yes	No
162	205	402	7	333	36
44.1%	55.9%	98.3%	1.7%	90.2%	9.8%
					
61	365	368	35	237	163
14.3%	85.7%	91.3%	8.7%	59.3%	40.8%
					

Big takeaways

- It was a lot of information, but most people seemed to “get it”
- The quantity of detailed feedback received reflects a very high level of interest, engagement, and understanding by participants
- Of those that filled out dials, roughly 50% provided additional comments about their choices
- These additional comments reflect a wide range of perspectives
- There is a clear tendency towards a “different” strategy, but the question of more growth is surprisingly dividing in the region
- High priorities:
 - Reinvestment and reuse of existing land and infrastructure
 - Opportunities for increased public transit, but still sufficient investment in maintaining existing road infrastructure
 - Preserving open space and agriculture land
 - Range of communities, especially ones that offer a mix of uses in a compact, walkable & bikeable setting
- Comments are consistent with feedback heard in the first round of workshops and from ImagineMyNEO

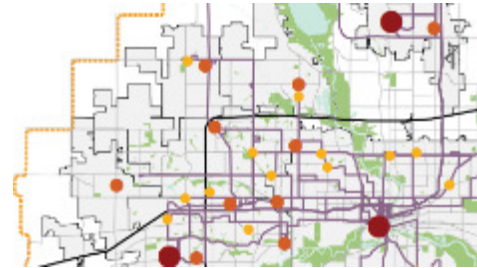
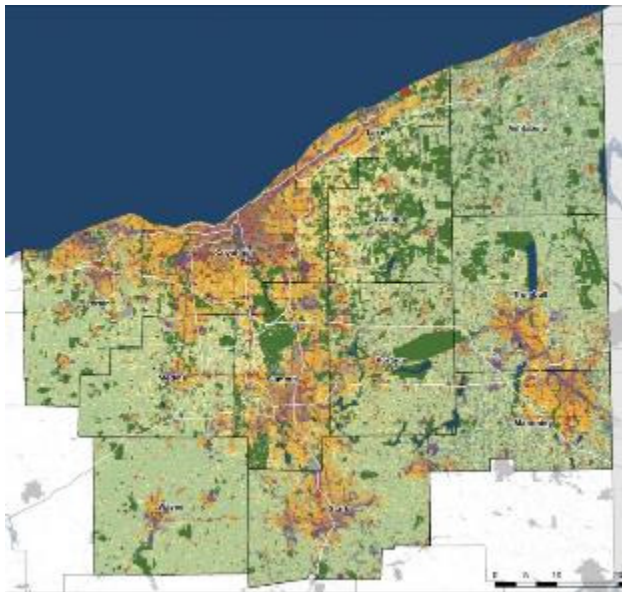


Using this feedback to inform preferred vision

- Since the priorities in Do Things Differently and Grow Differently align with public feedback, the next step is a deeper dive into the policies and practices to take us there and a more refined vision of what it would look like across the region.
- In other words, “zoom-in” rather than “pan around”.

Strategic investment nodes and connections

Regional land use scenarios



Path to implementation:

- Air, water, and soil
- Reinvestment
- Transit

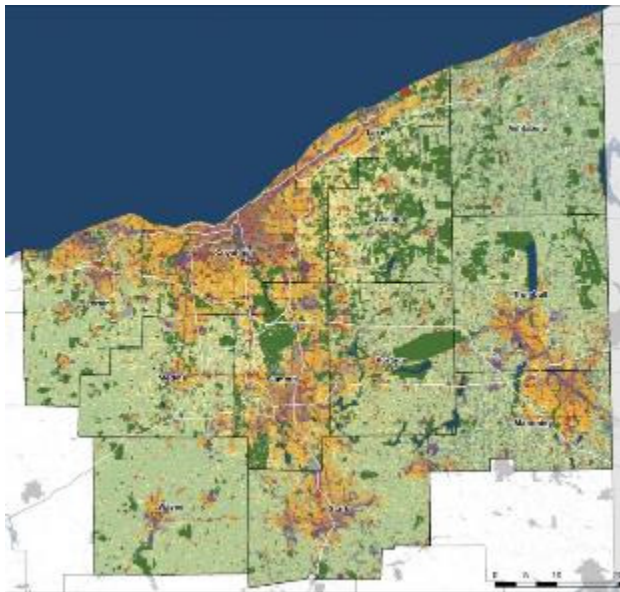
...

GOALS	SCENARIOS			
	SCENARIO 1	SCENARIO 2	SCENARIO 3	SCENARIO 4
GOAL 1: Create a system of vibrant, equitable employment and residential nodes dispersed throughout the region. Low income and communities of color need to be able to access jobs and services.				
GOAL 2: Increase the digital infrastructure of Greater San Francisco.				
GOAL 3: Encourage the growth and retention of existing companies.				
GOAL 4: Expand and improve the preparation for the world of work across all age ranges.				
GOAL 5: Promote the reduction of energy consumption, moving to low-carbon energy sources.				
GOAL 6: Minimize the waste stream, reducing material reduction in addition to waste recycling and repurposing.				
GOAL 7: Build a regionwide coordinated system of natural resource assets and corridors.				
GOAL 8: Develop a regional innovation ecosystem, emphasizing the use of natural resources to design out the harmful aspects of our systems.				

Using this feedback to inform preferred vision

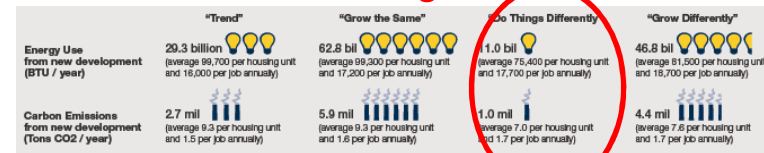
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- In other words, “zoom-in” rather than “pan around”.

Regional land use scenarios



Indicator Targets

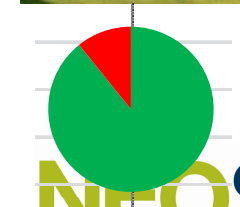
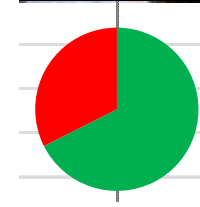
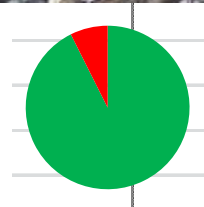
Range



Public preferred

Per capita energy use target = X

Framework for zoning and long-range plans



ALTERNATIVE SCENARIOS OPEN HOUSE RESULTS

Webinar – 9/5 at 2:00 pm

Registration details will be emailed



NEOSCC



You can play today! Feedback is still being collected!

WHAT IS IMAGINE MY NEO?

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



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

HOW DOES IT WORK?

1. Identify Priorities

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



2. Understand Impacts

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

3. Plan a Scenario

In the final stage, it's decision time: users have 15 coins and may choose as many policies as they want and as many projects as they can afford.

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



RESULTS JUNE 12 – AUGUST 18



Imagine MyNEO Participation

Total Participants	1458
Less Outside Region	93
(25 born here but moved away)	

NEO PARTICIPANTS

1365



NEOSCC

Imagine MyNEO Participation

Gender	Female	50%	Male	50%
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Location by County

	Participants % of Total	% of NEO Actual Population
Ashtabula	6.4%	3%
Cuyahoga	46.6%	33%
Geauga	0.7%	2%
Lake	5.2%	6%
Lorain	7.1%	8%
Mahoning	6.2	6%
Medina	3.4%	5%
Portage	2.9%	4%
Stark	5.4%	10%
Summit	10.7%	14%
Trumbull	4.1%	6%
Wayne	0.8%	3%



Imagine MyNEO Participation

Age

Under 18	2%	Born and/or raised here	65%
19-25	13%	Moved here from somewhere else	33%
26-35	25%		
36-45	18%		
46-55	18%		
56-65	16%		
66 and older	7%		

Race

		Census
White	85%	76%
Black/African American	5%	15%
Native American	0.4%	0.2%
Asian/Pacific Islander	2%	1.6%
Two or More	3%	2.00%
Other	1%	1%
Unreported	5%	



Ranking of Priorities

Ranking		Composite Stars	Total Stars
1	We have clean air, water, and land	3.5	4811
2	Residents can find good jobs and share in the region's financial success	3.3	4527
3	There are recreational opportunities and parks nearby	3.1	4164
4	Infrastructure	3.0	4119
5	I can experience great arts, culture, sports, and entertainment	3.0	4086
6	We preserve our open spaces and natural resources	2.9	4005
7	Children can safely walk or bike to neighborhood schools	2.8	3816
8	I can get to places without a car	2.5	3413
9	We preserve and invest in our central cities	2.4	3271
10	My taxes are low	1.7	2370
11	My community has an urban character	1.7	2356
12	I can easily stay in my community after I retire	1.6	2189
13	My community has a rural character	0.9	1211
14	My community has a suburban character	0.9	1199
15	There are fewer local development and zoning regulations	0.8	1068

Top 5 Priorities by County

	Ashtabula (88)	Cuyahoga (637)	Geauga (10)	Lake (71)	Lorain (98)	Mahoning (85)
We have clean air, water, and land	1	1	1	1	2	1
Residents can find good jobs and share in the region's financial success	2	2	3	3	1	2
There are recreational opportunities and parks nearby	5	5	4	2	4	3
We have well maintained infrastructure	3	4			3	4
We preserve our open spaces and natural resources	4		2	5		4
I can experience great arts, culture, sports, and entertainment		3	4	4		4
My Taxes are Low						
My Community has Rural Character						
Children can safely walk or bike to neighborhood schools					5	



Top 5 Priorities by County

	Medina (47)	Portage (40)	Stark (75)	Summit (146)	Trumbull (57)	Wayne (11)
We have clean air, water, and land	1	1	2	1	1	1
Residents can find good jobs and share in the region's financial success	3	2	1	2	2	5
There are recreational opportunities and parks nearby	4		3	3	5	
We have well maintained infrastructure		4		4	3	4
We preserve our open spaces and natural resources	2	5		5		
I can experience great arts, culture, sports, and entertainment	5	2	5		4	
My Taxes are Low						2
My Community has Rural Character						3
Children can safely walk or bike to neighborhood schools	5		4			

Policies

NAME	TOTAL LIKES	TOTAL DISLIKES	LIKES/ RESPONSES
Locate new jobs, major developments, and key services near transit stops	892	55	94%
Encourage mixed use development	881	83	91%
Provide some services on a regional or multi-community basis that are now provided by each individual community	843	72	92%
Require developers to pay for their own infrastructure	753	131	85%
Enact stronger local pollution regulations	743	152	83%
Encourage a greater variety of housing types in my community	742	132	85%
Share local tax revenues regionally	686	180	79%
Enable townships to manage their growth	626	153	80%
Allow higher residential densities in my community	509	283	64%
Reduce the size and reach of local government	306	437	41%
Relax government regulations on development	225	538	29%

Projects

Totals represent a standardized total assigned to each project based on the proportion of coins received for each category to the total possible received for each category.

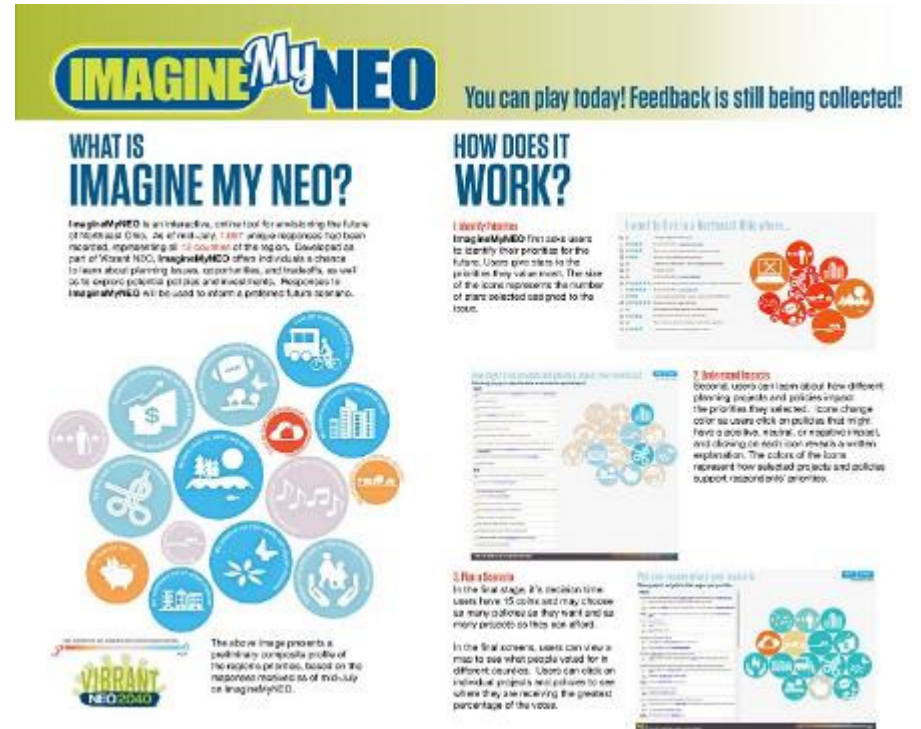
Clean-up vacant and abandoned properties, including brownfields	649
Invest in creating vibrant public spaces through street beautification, public art, etc.	490
Invest in job training	458
Invest in pedestrian, bicycling, and public transit services	456
Provide incentives for job creation	449
Give priority to maintaining existing infrastructure before building new infrastructure	429
Build more community parks	370
Expand and connect the region's network of open, green, and natural spaces	217
Establish land trusts to protect the region's farms	150
Lower local taxes	43
Give priority to building new infrastructure where needed over replacement of old infrastructure	13

Next Steps

Continue to analyze data:

- Priority list by each county
- Policy list by each county
- Project list by each county
- Priority list by each MPO/COG
- Policy list by each MPO/COG
- Project list by each MPO/COG

Look at the sub-categories under the projects.



The logo features the word "VIBRANT" in large, bold, olive-green capital letters. Behind the letters are several light green, semi-transparent rectangular shapes of varying heights and widths, creating a sunburst or layered effect. Below "VIBRANT", the words "NEO 2040" are displayed within a dark blue, horizontal brushstroke-like shape. "NEO" is in white capital letters, and "2040" is in olive-green capital letters.

VIBRANT NEO 2040

*Product Update
August 27, 2013*

NEO Sustainable
Communities
Consortium

Action Products

Dashboard

Visualization tool that communicates a set of indicators and metrics against which progress toward the *Vibrant NEO 2040* vision will be measured.

Tool Kit & Best Practices

Implementation tools and techniques to realize regional preferred vision developed through *Vibrant NEO 2040*.

Policy Recommendations

Framework for analyzing the effects existing policies have on the region and what may be needed to create desired change.

Pilots

The emerging best practices that show promise in moving the region towards the preferred vision.

Board Presentations & Webinars

Dashboard

March – Prelim. draft indicators

*June – HUD Flagship Indicators**

*July – Proposed indicators, measures, and visuals**

October – Final indicators, measures, and visuals

Tool Kit & Best Practices

July – Regional Analysis of Impediments to Fair Housing Choice

*August – Draft tool kit & best practices**

October – Final tool kit & best practices

Policy Recommendations

*August – Draft policy brief**

November – Final policy brief

Pilots

*June – Draft criteria and pilots list**

October – Final pilots list

* Webinar presentation

Activities Look-ahead Calendar

	September	October	November
Dashboard	Meeting; Incorporate preferred vision feedback	Present to TSC/Board final indicators, measures, and visuals	Final documentation, as needed
Tool Kit & Best Practices	Meeting; Work to finalize tool kit & best practices based on preferred vision	Present to TSC/Board final tool kit & best practices*	Final documentation, as needed; Web link
Policy Recommendations	Work to finalize policy recommendations based on preferred vision	Finalize policy brief in preparation for November TSC/Board	Present to TSC/Board final policy brief; Final documentation, as needed
Pilots	Work to finalize pilots list based on preferred vision	Present to TSC/Board final pilots list	Final documentation, as needed; Web link

PMO/Sasaki Team Web Conference Aug. 20

- Discussed how feedback through Phase 2 will be articulated into preferred vision themes/filters for PMs to identify and elevate most relevant tools, policies, etc.
- Will work together to integrate products into the final documentation
 - i.e., include a relevant pilot as a sidebar for implementation or in-text references to tools, etc.

Dashboard (Joe MacDonald)

- Status
 - Proposed indicators, measures, and visuals document complete
 - After receiving final feedback on preferred vision, working group will narrow the list and recommend final indicators, measures, and visuals
- PMO/Sasaki Team Joint Work
 - Alignment of preferred vision to Dashboard indicators and products where possible
- Current/Post-grant Questions
 - Should a fully functioning Dashboard be built? By whom and how?

POTENTIAL INDICATOR “BUCKETS”

(The Final Dashboard will be based on Community Engagement Process)

ECONOMY

- Jobs
- Gross Regional Product
- Per Capita Income
- Labor Force

HEALTH

- County Health Rankings (*Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute*)
- Health Outcomes
 - Mortality (length of life)
 - Morbidity (quality of life)
- Health Factors
 - Health Behaviors
 - Clinical Care
 - Social and Economic Factors (*People, Education, Economy*)
 - Physical Environment (*Environment*)

EDUCATION

- Attainment
- Expenditures
- School Quality
- Professional Certifications

ENVIRONMENT

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

HOUSING

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

PEOPLE

- Population Counts
- Migration Patterns
- Distribution/Segregation
 - Race/Ethnicity
 - Income/Poverty
 - Age

TRANSPORTATION

- Affordability (*with Housing*)
- Vehicle Miles Traveled
- Commute
 - Mode Share
 - Time
 - Distance
- Public Transit Access

Tool Kit & Best Practices (Anthony Kobak)

- Status
 - Database in development; includes working group reviewers
 - Draft web link template complete
 - After receiving final feedback on preferred vision, working group will highlight tools & best practices most supportive of vision
- PMO/Sasaki Team Joint Work
 - Develop any non-local examples where there are gaps
 - Develop user interface
- Current/Post-grant Question
 - Overall maintenance responsibilities

Example

TOPIC: PLANNING RESOURCES

Tool Name: Northeast Ohio General Zoning Map & Data

Description: NEOSCC has created a parcel-based zoning map for the 12-county Northeast Ohio region from information supplied by each of the 393 jurisdictions in the region. This map can be scaled to the size of individual communities and counties and can be filtered to show in clear detail the location of specific zoning classifications, such as residential, industrial, commercial, and agriculture. The GIS data behind the maps is included by county and each file contains the local zoning, local land use, NEOSCC zoning and NEOSCC land use codes.

Website: <http://vibrantneo.org/vibrantneo-2040/file-upload/>

Introduced: 2013

Award/ Recognition: N/A

Contact Organization:

Northeast Ohio Sustainable Communities Consortium
146 S. High Street, Suite 800
Akron, OH 44308
330-375-2949

Additional Resources:

[NEOSCC land use and zoning codes](#)

[NEOSCC zoning map – detailed code categories](#)

Topic: Planning Resources; **Jurisdiction:** NEOSCC Region, MPO/COG Metro Area, County, City, Village, Township; **Community:** Legacy Industrial City, 1st Ring Suburb, 2nd Ring Suburb, Outer Ring Suburb, Established City or Town, Rural Township; **Category:** Tool.

Policy Recommendations (Kelley Britt)

- Status
 - Draft policy framework complete (overall structure)
 - Draft policy recommendations in process
 - After receiving final feedback on preferred vision, working group will focus on key policies/strategies to support vision
- PMO/Sasaki Team Joint Work
 - Alignment of preferred vision and policy recommendations
 - Implementation strategies around policy movement
- Current/Post-grant Questions
 - Key stakeholders/actors for policy implementation

Pilots

(Julie Whyte, limited)

- Status
 - Selection & evaluation criteria complete
 - Database built
 - After receiving final feedback on preferred vision, working group will bring to Board list of pilots that are supportive of vision to pursue
- PMO/Sasaki Team Joint Work
 - Determine relevant pilots for final document & share expertise on successful pilots
- Current/Post-grant Questions
 - Sponsors and funding

Additional Products

- Regional Analysis of Impediments to Fair Housing Choice/FHEA (Anthony Kobak)
 - Finalizing report (expected by early Sept.)
 - Need to integrate findings/recommendations into VibrantNEO 2040
- Quality Connected Places (Hunter Morrison)
 - Summary Workstream report and technical appendices in final draft
 - Need to document how this work was used in scenario planning effort

Additional Products

- Data/GIS (Joe MacDonald)
 - Inventory of all maps, GIS files, and documents underway
 - Sasaki/Fregonese scenario planning data/files to be added
 - Need to determine best platform/way to share and maintain data, including 12-county land use and zoning data, and entity or entities responsible
- HUD Flagship Sustainability Indicators Report (Joe MacDonald)
 - Standalone report complete for HUD

Vibrant NEO 2040 – Phase Three

Task		Sept	Oct	Nov	Dec	2014
Draft Preferred Vision						
Final Report	Who are We? Historical and current context					
	Where are we going? Trend Scenario					
	Where could we go? Alternative Scenarios					
	Where should we go? Regional Vision					
	How will we get there? Implementation					
Products	Fill in gaps in Best Practices, Policies, Pilots and Tools					
	Alignment with vision and final development					
Outreach	Regional Vision Webinars					
	Public Mtgs					
	Caucuses/Leadership Groups					March
	MPO/COG Summits					
	Regional Vibrant NEO Convening (To be determined)					
Tools, Data and Project Material On-Line						