

# Topics

- Business as Usual Workshop Results
  - Attendance
  - Format
  - Content Feedback – Recurring Themes

Phase I

- 
- Alternative scenario development
    - Methodology
    - Schedule
  - Phase II Engagement
    - Ongoing
    - Alternatives Workshops
  - Imagine MyNEO

Phase II



NEOSCC

# BUSINESS AS USUAL WORKSHOP RESULTS



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# Business As Usual Scenario Workshop Schedule & Agenda

## APRIL 30 (Tues)

Oberlin

Warren

## MAY 1 (Wed)

Cleveland

Canton

## MAY 2 (Thurs)

Akron

Warrensville Heights

5:30 – 6:30 Open House

6:30 – 6:50 Welcome & Video

6:50 – 7:20 Presentation &  
Instant Polling

7:20 – 7:35 Instructions

7:35 – 8:20 Map Activity

8:20 – 8:30 Report Back



# Workshop Results

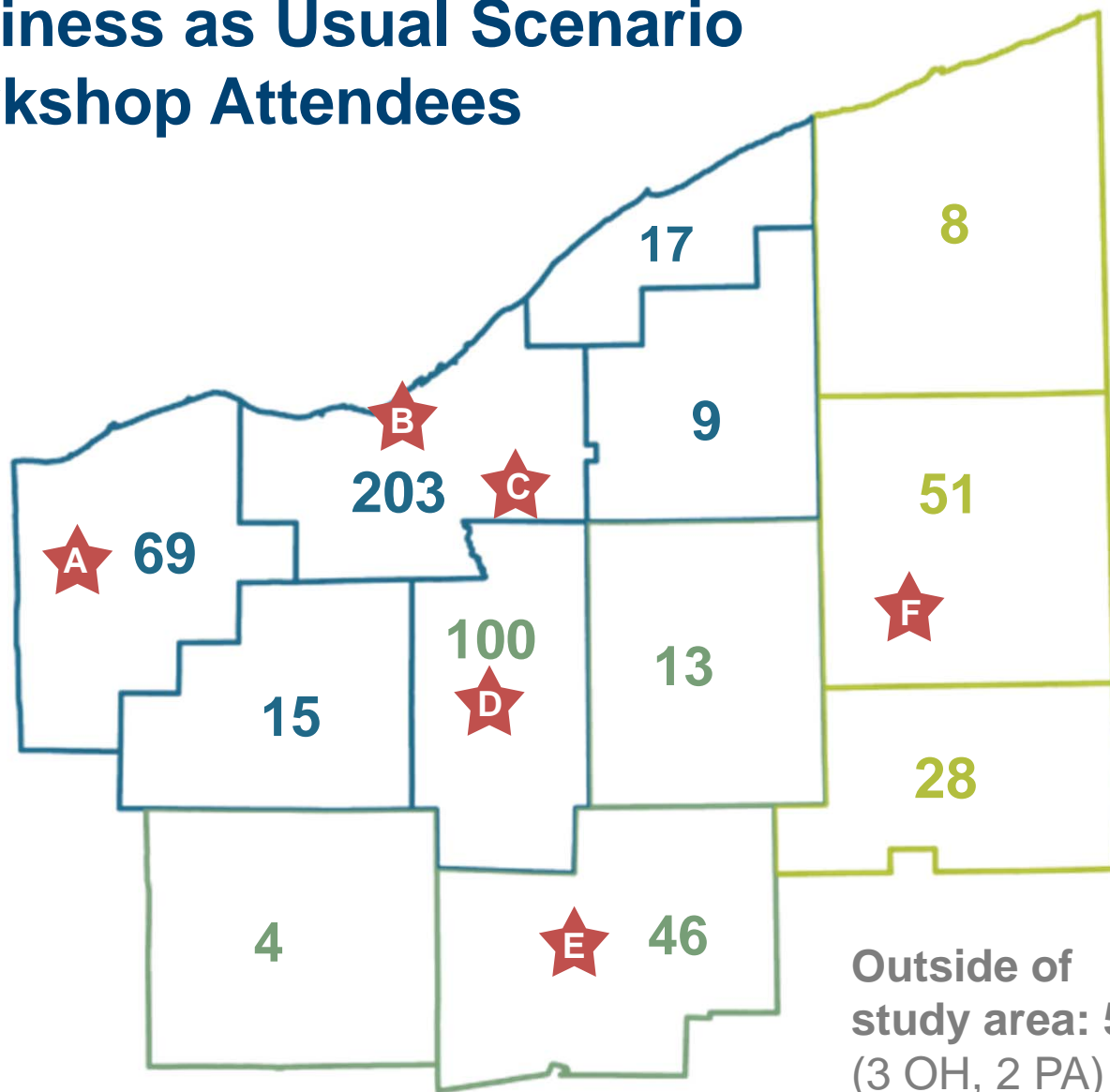
1. Attendance
2. Process & Format
3. Content Feedback –  
Recurring Themes
  - Map Activity
  - Table Notes
  - Instant Polling Results

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

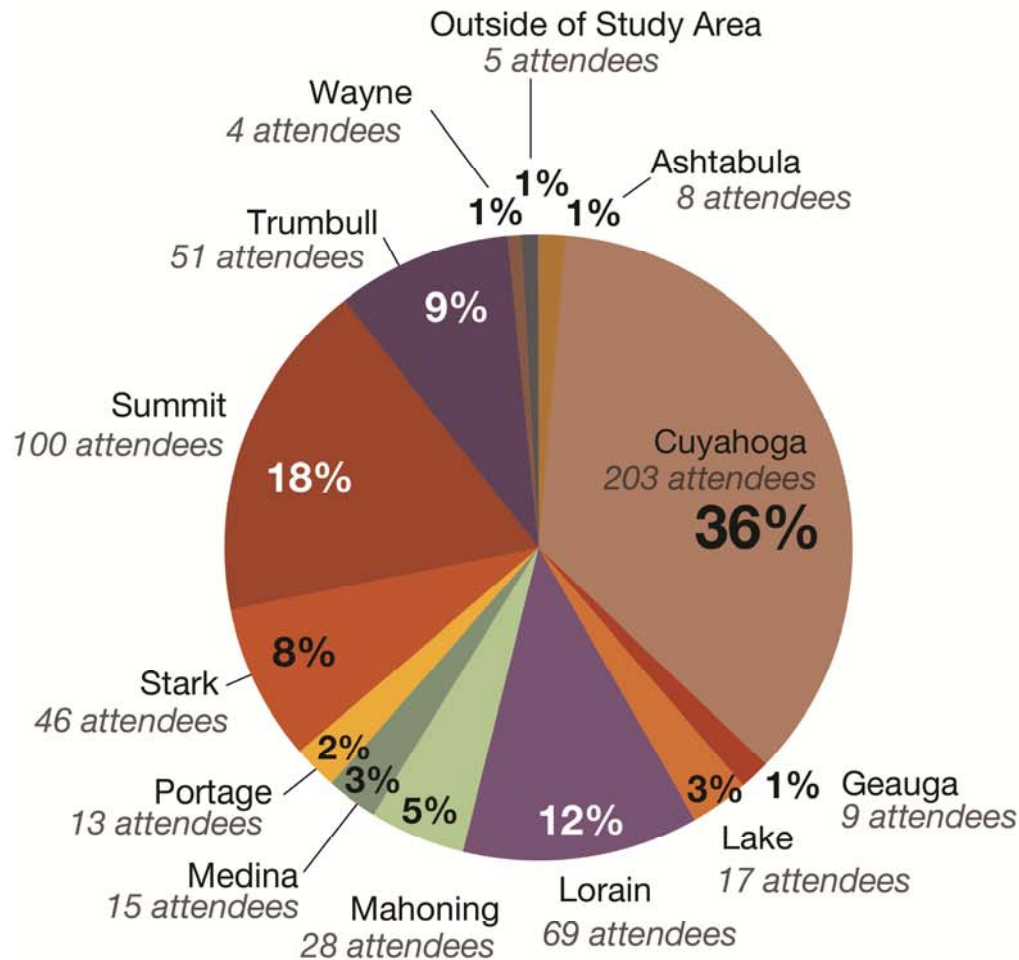
**Goals for  
Ongoing Outreach  
and Workshop #2  
&  
Issues to Test  
with Alternative  
Scenario  
Development**

# 568 Business as Usual Scenario Workshop Attendees

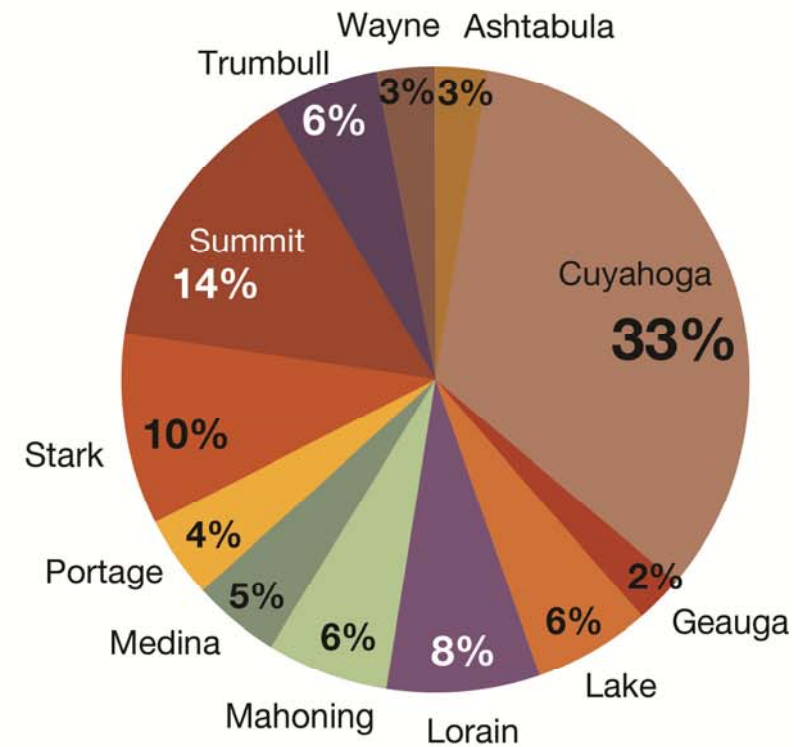
- ★ A Oberlin
- ★ B Cleveland
- ★ C Warrensville Heights
- ★ D Akron
- ★ E Canton
- ★ F Warren



## Workshop Attendance Composition



## Regional Population Composition



# General Attendance: Who Showed Up?

- Attendance was:
  - Slightly more men than women, but generally evenly distributed between male/female participants
  - Predominantly White/Caucasian
  - Predominantly age 45-64 with very few participants in the 18-24 age bracket
- Representing HH with income levels between \$75,000-\$150,000



## General Attendance: Who Showed Up? (continued)

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



## Process & Format

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

### **What participants most enjoyed about the workshops:**

- Group interaction/discussion
- Mapping activity
- Learning/information presented

### **Suggestions for organizers that would improve the experience:**

- Better explanation of the mapping activity
- More Q & A time (primarily from Corporate College East)
- More time for table discussion
- Activity was too complex



## Process & Format

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

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

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

**If participants could change one thing it would be:**

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



# Workshop Results

1. Attendance
2. Process & Format
3. Content Feedback –  
Recurring Themes

- Map Activity
- Table Notes
- Instant Polling Results



## Goals for Ongoing Outreach and Workshop #2

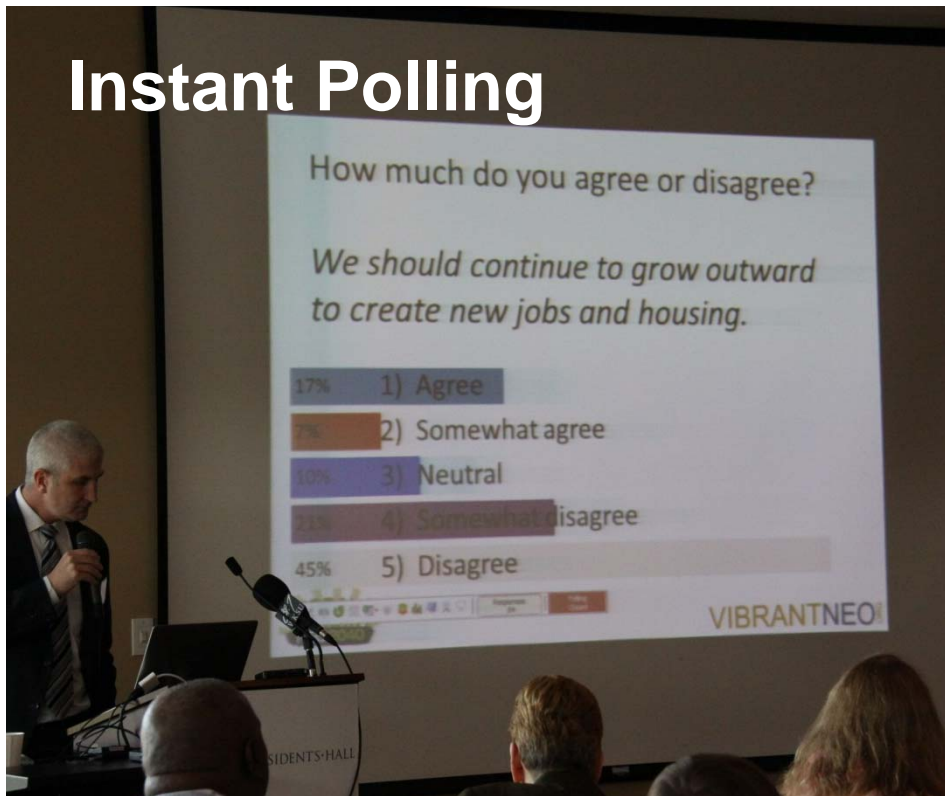
- Increase overall attendance, minority participation, younger demographic participation, diverse income participation
- Maintain geographic representation
- Ensure that participants have a comfortable, productive opportunity to provide feedback and engage in the process

# Workshop Results

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

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

# Instant Polling



# Map Activity



# Map Activity

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



Dispersed Growth



Neighborhood Reinforcement



Compact Growth



Neighborhood Reinvestment

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

# Land Use Current

Strengthening  
Region's Cores  
Through Transit  
Connections

Table 6

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



# Workshop Notes



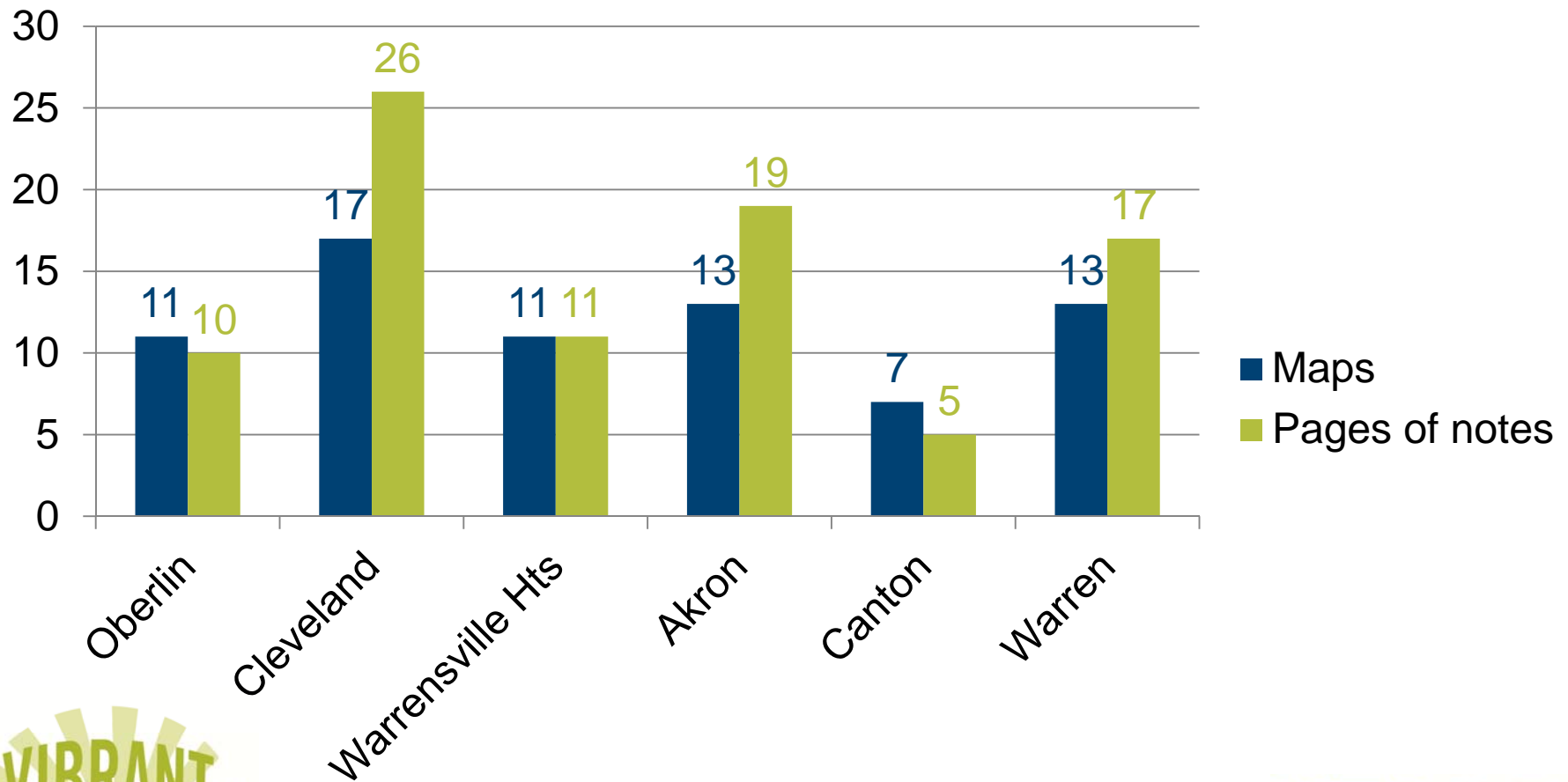
# Map Activity: Response Statistics

Total maps: 73

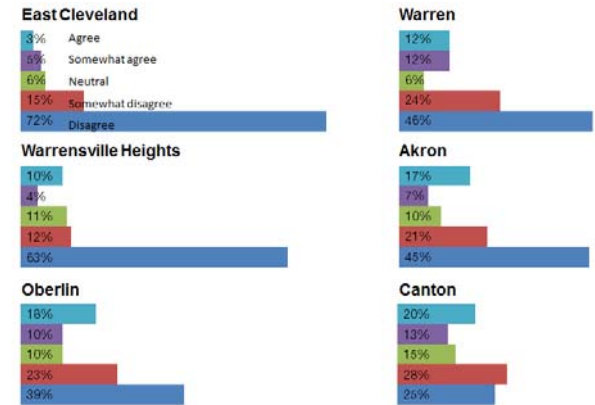
Stickers used: 3,536

Pages of notes: 88

(0-2 pages per table; 24  
tables did not submit notes)



# Synthesizing the Feedback



**GIS Database  
and Images**

**Raw Text and  
Aggregated  
Summary**

**Spreadsheets  
and PowerPoint**



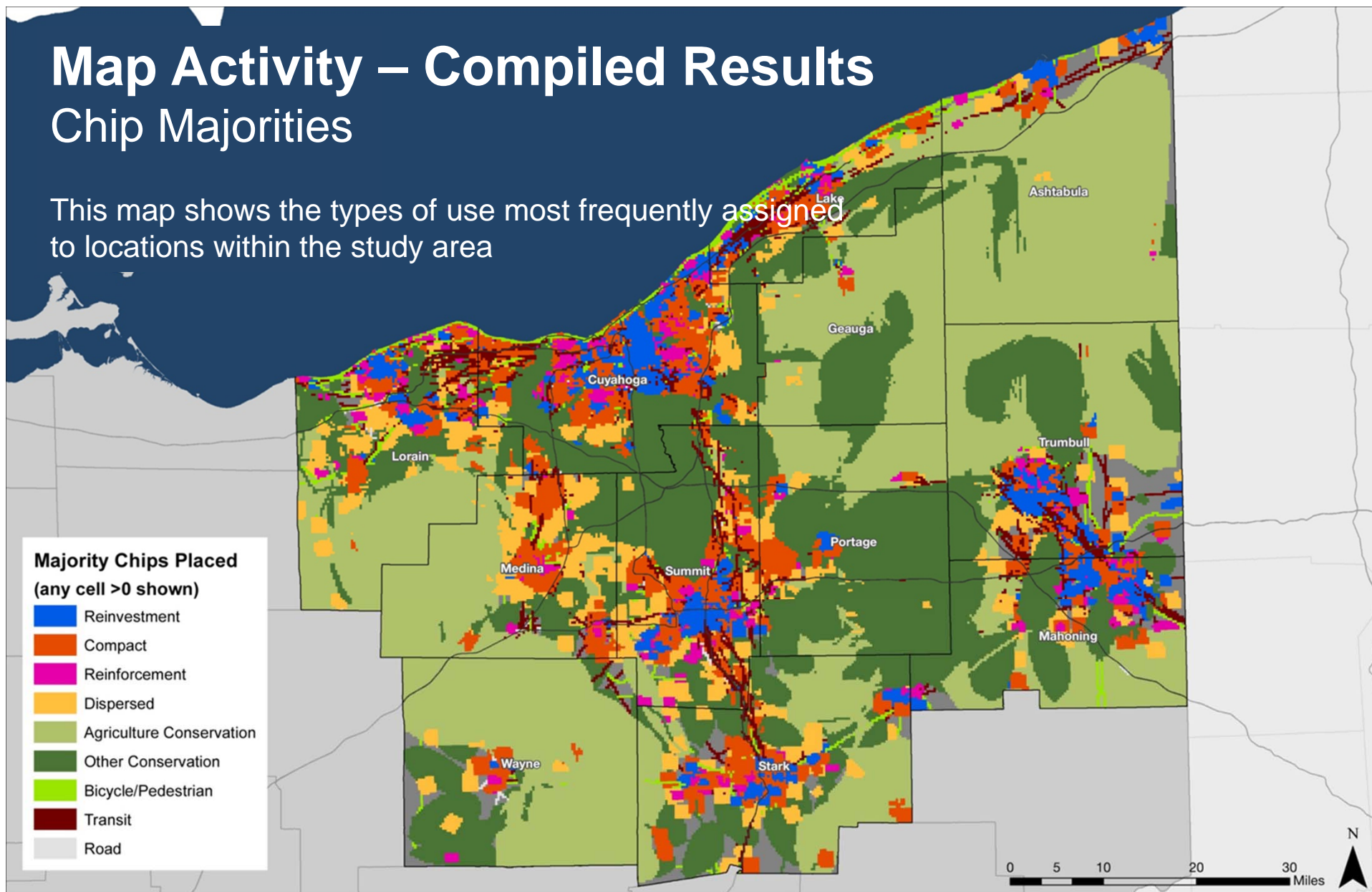
**Raw files will be uploaded to web by the  
end of this week**



# Map Activity – Compiled Results

## Chip Majorities

This map shows the types of use most frequently assigned to locations within the study area

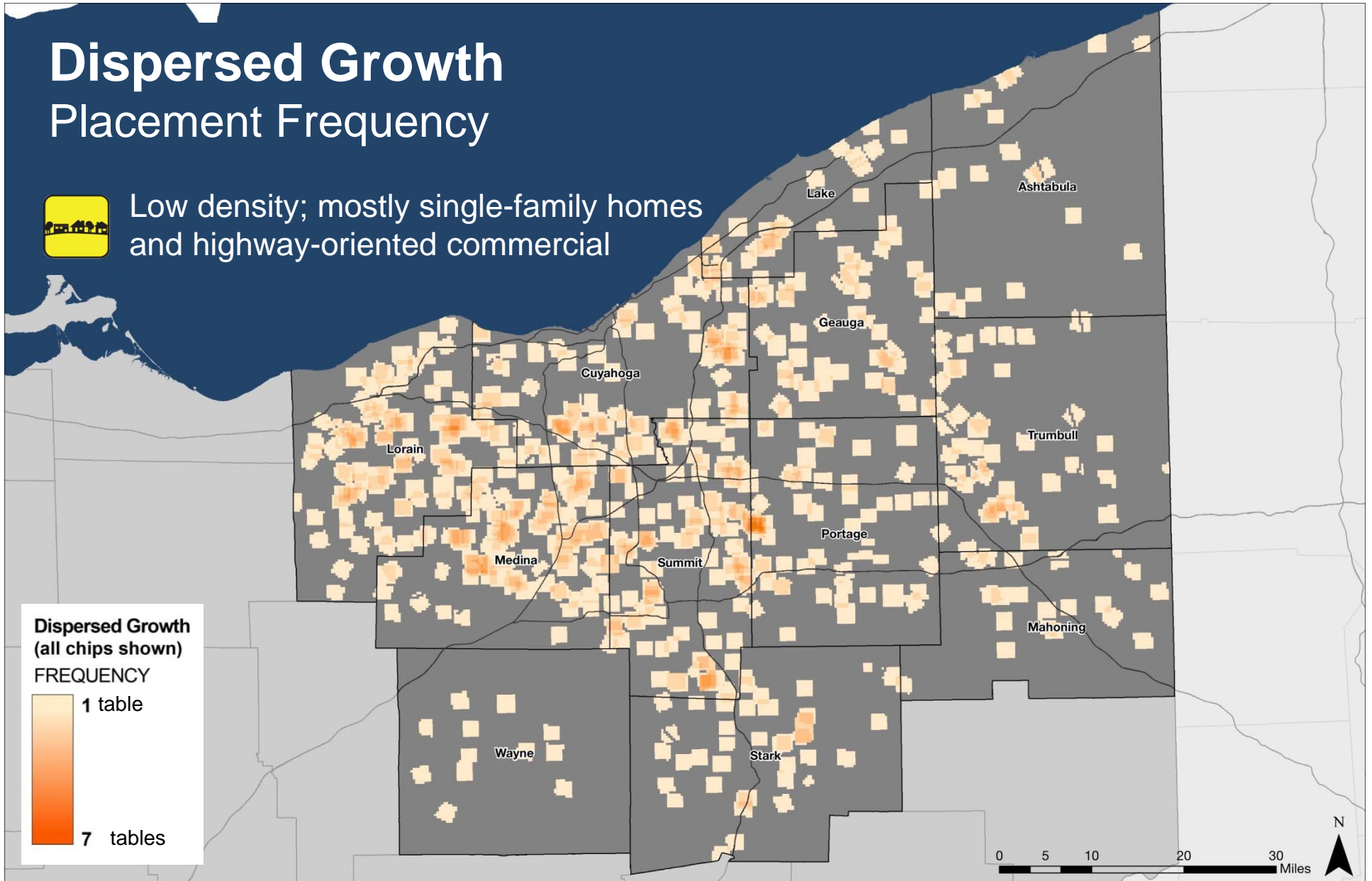


# Dispersed Growth

## Placement Frequency



Low density; mostly single-family homes and highway-oriented commercial

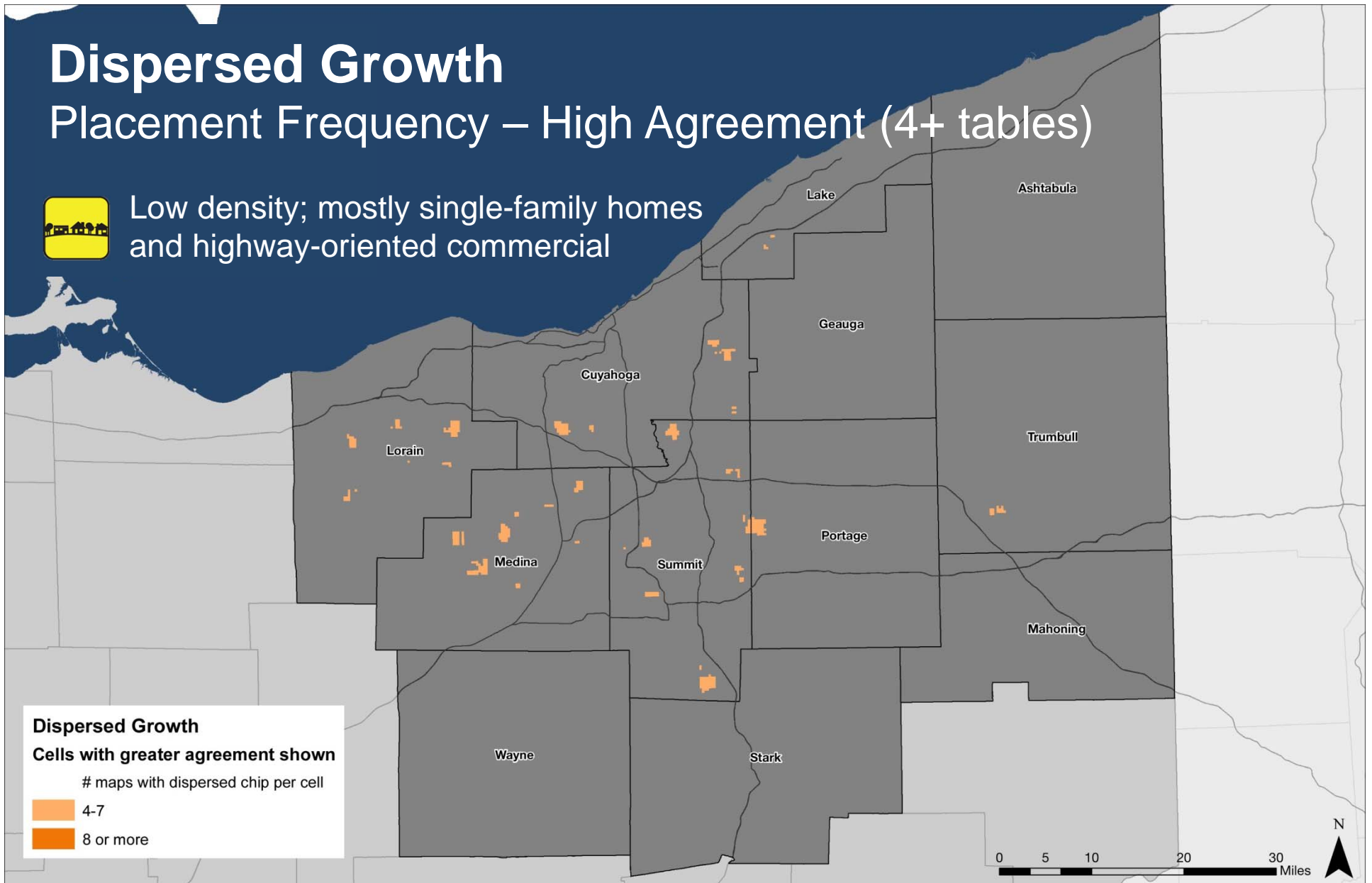


# Dispersed Growth

## Placement Frequency – High Agreement (4+ tables)



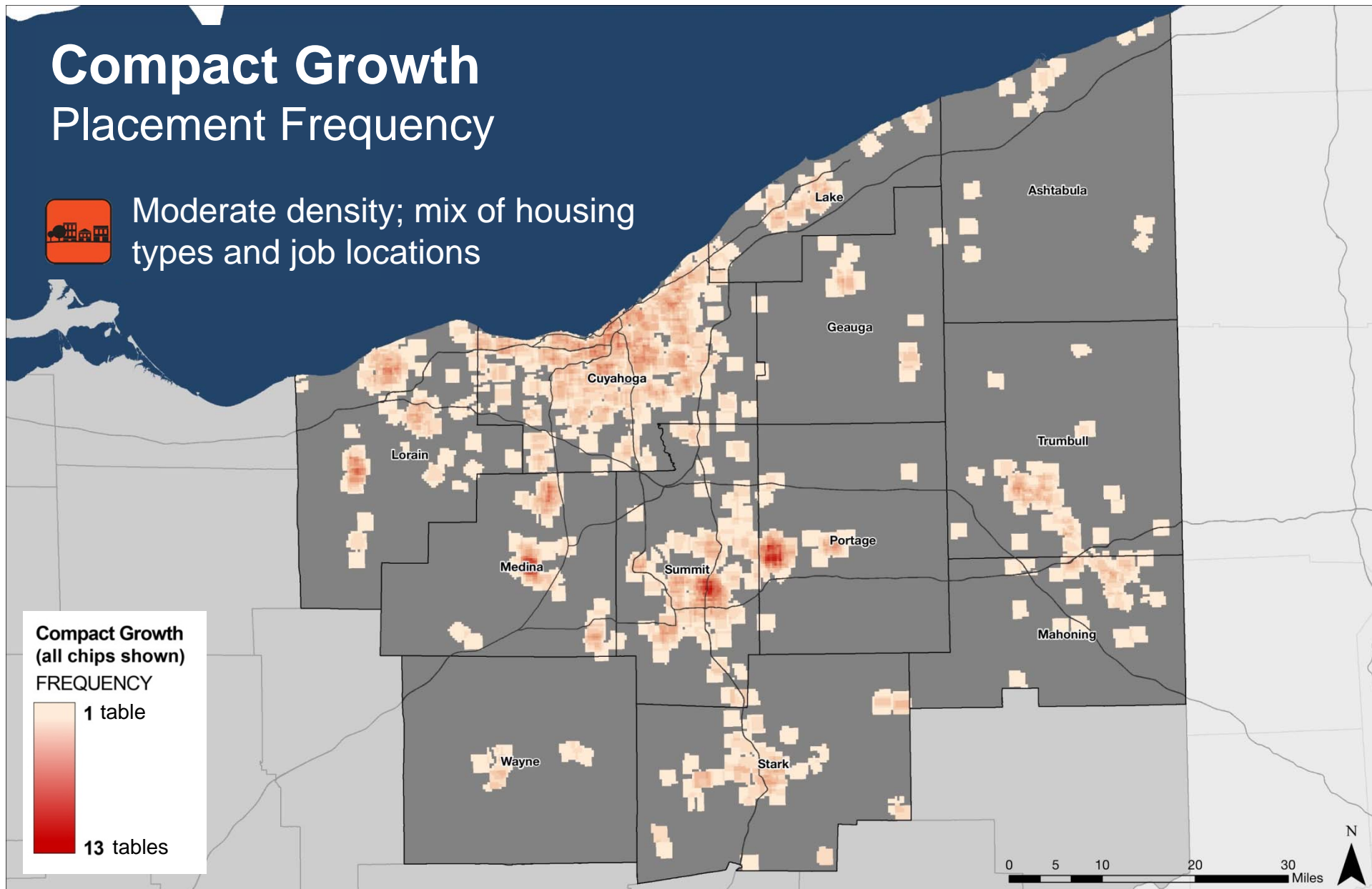
Low density; mostly single-family homes and highway-oriented commercial



# Compact Growth Placement Frequency



Moderate density; mix of housing types and job locations

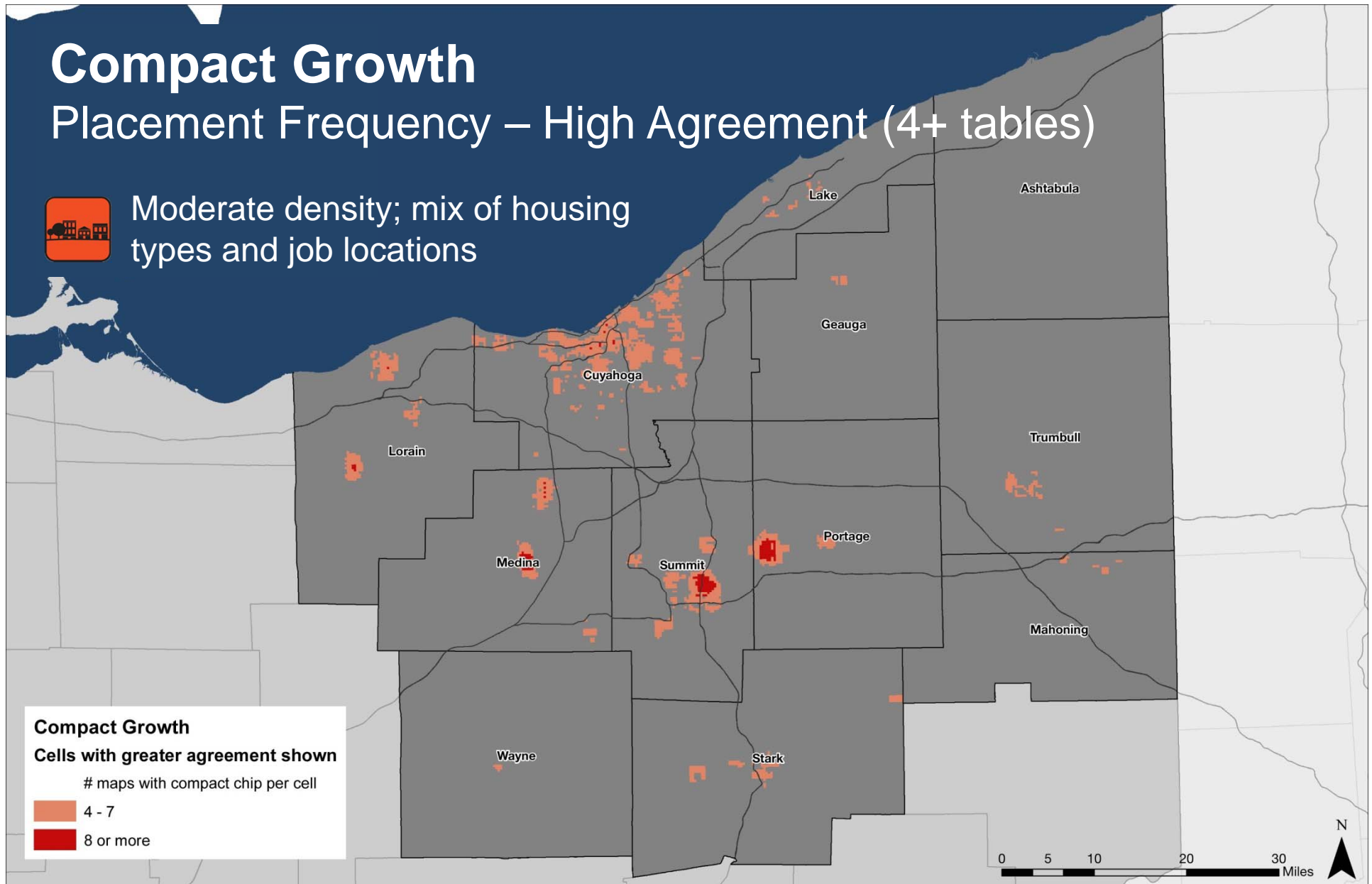


# Compact Growth

## Placement Frequency – High Agreement (4+ tables)



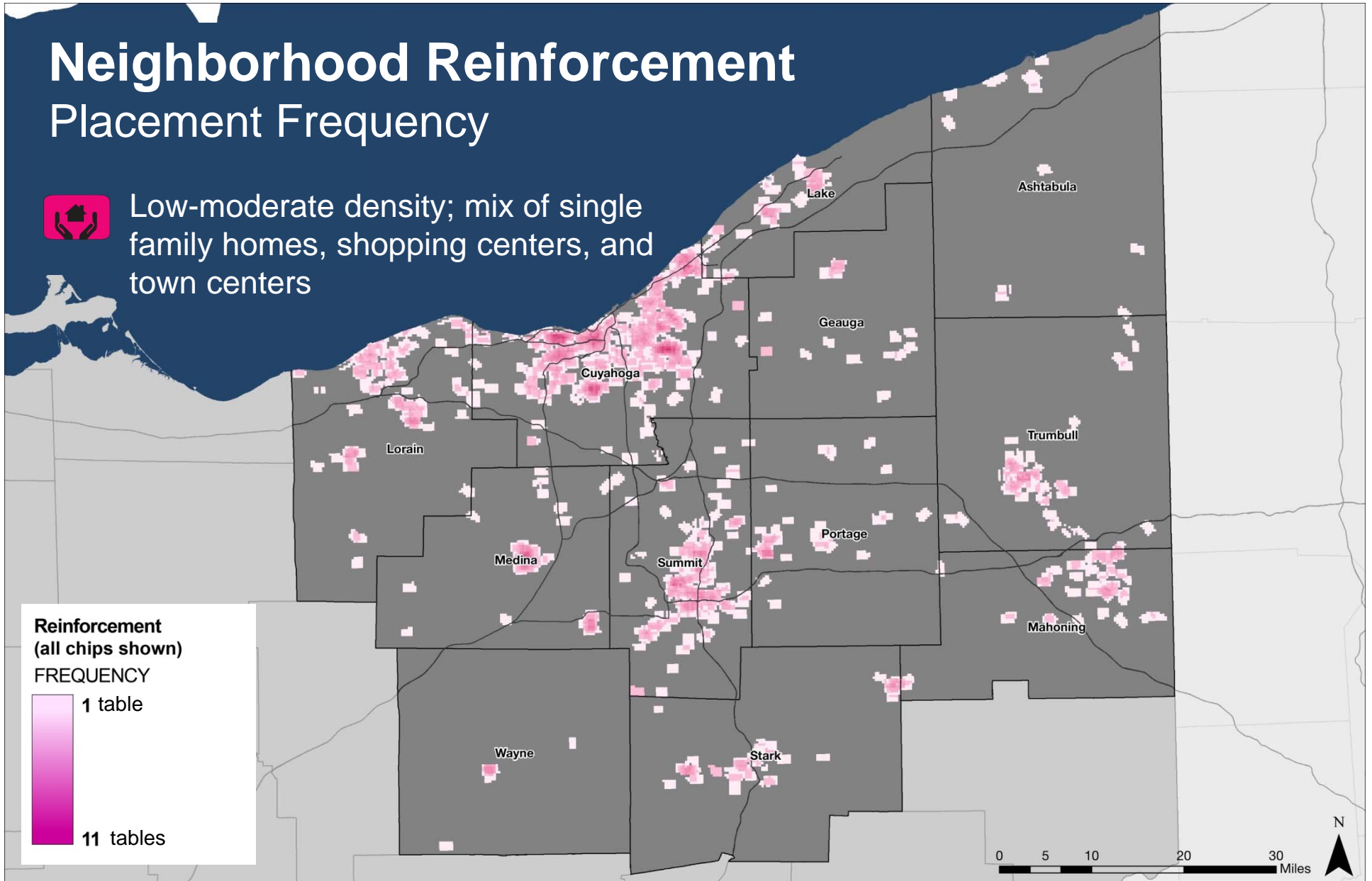
Moderate density; mix of housing types and job locations



# Neighborhood Reinforcement Placement Frequency



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

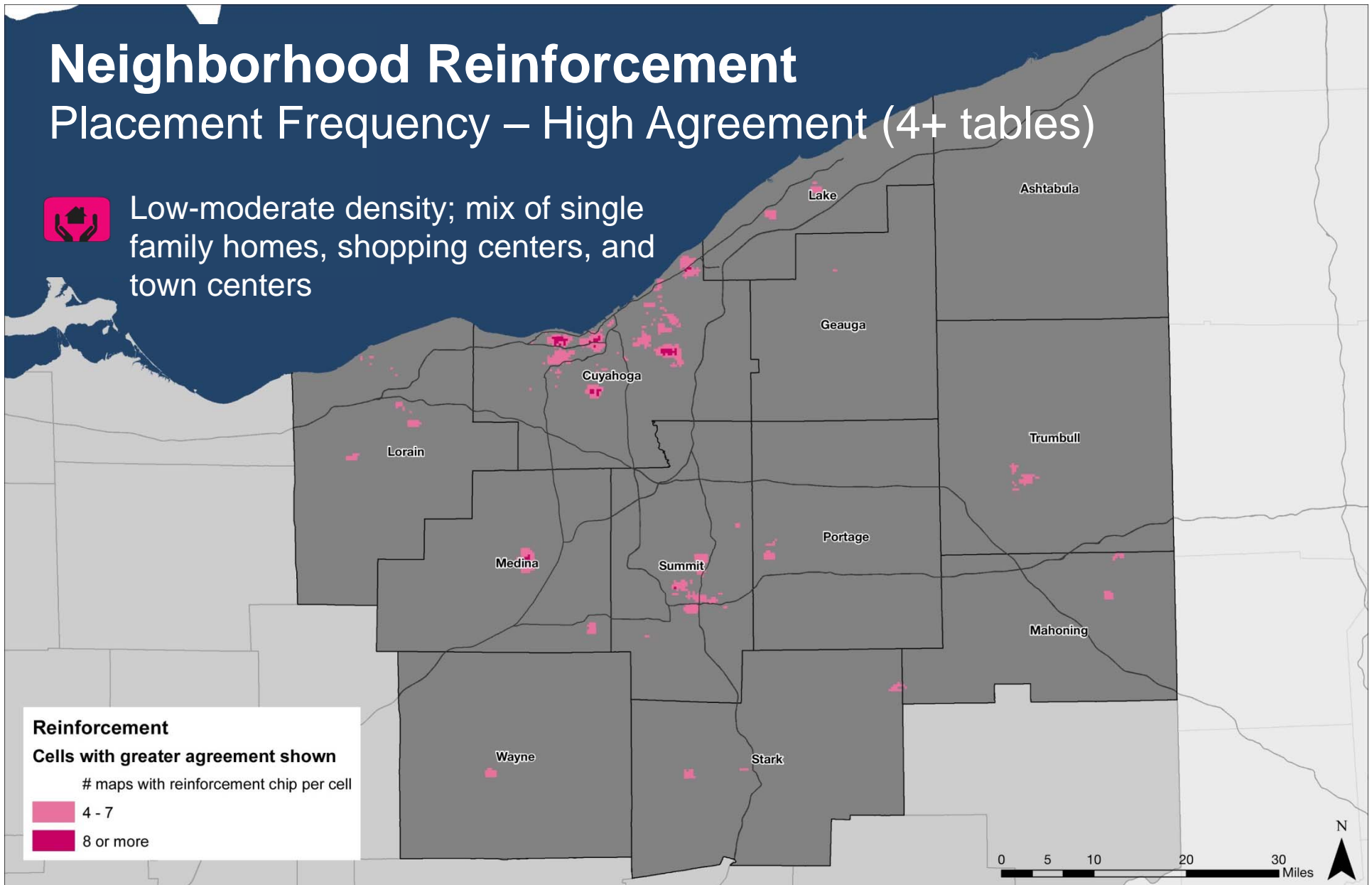


# Neighborhood Reinforcement

## Placement Frequency – High Agreement (4+ tables)



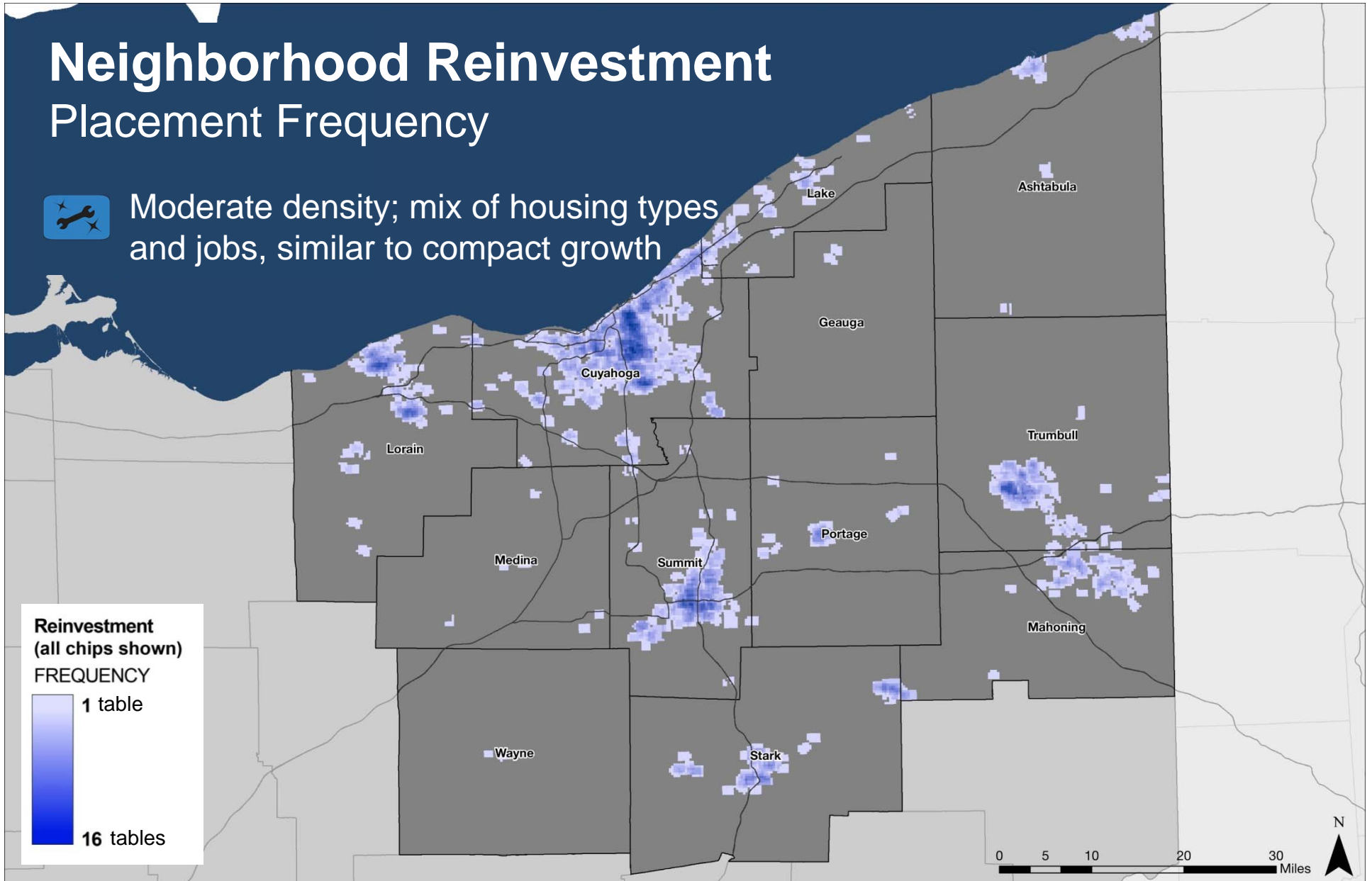
Low-moderate density; mix of single family homes, shopping centers, and town centers



# Neighborhood Reinvestment Placement Frequency



Moderate density; mix of housing types and jobs, similar to compact growth

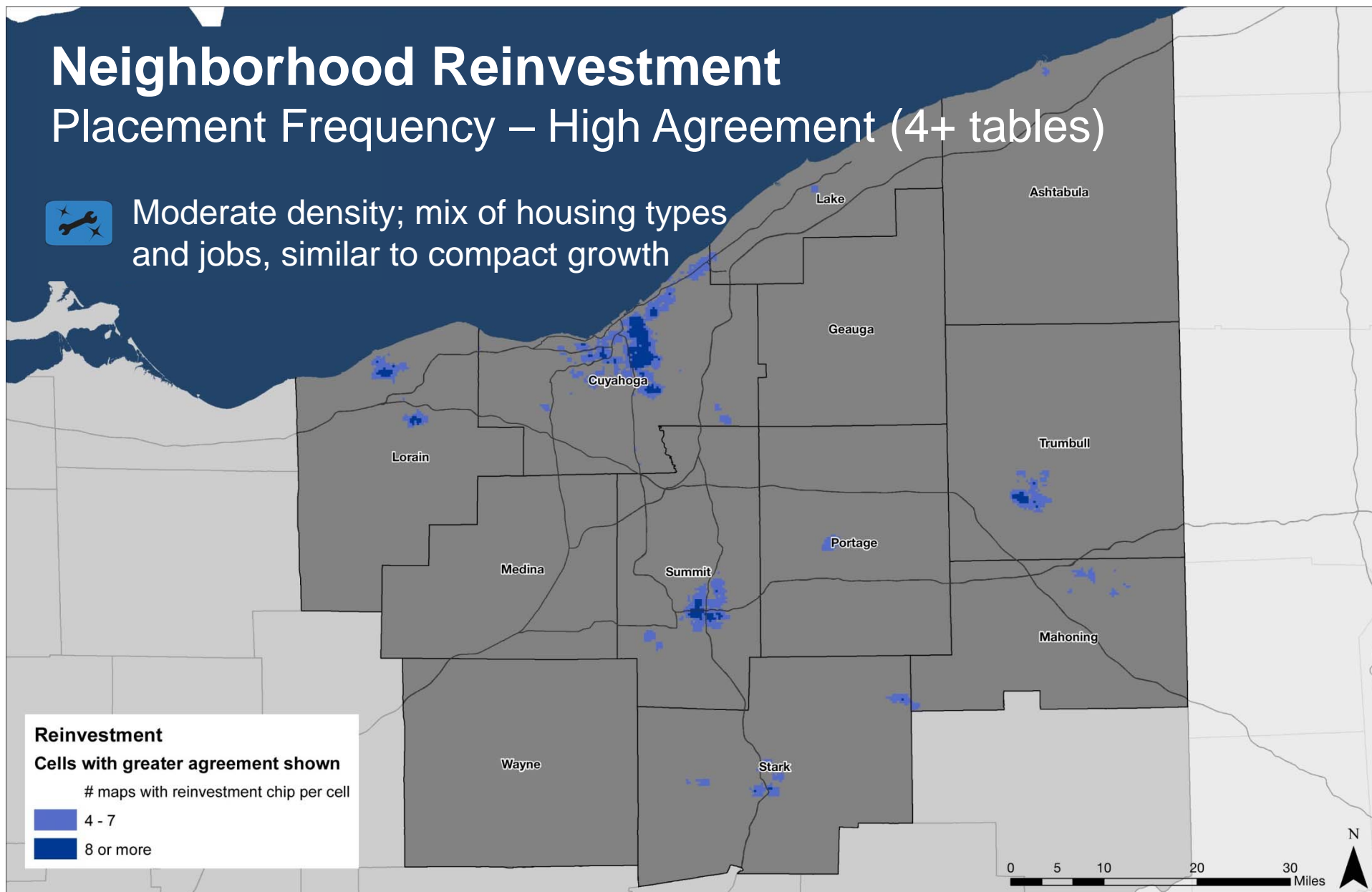


# Neighborhood Reinvestment

## Placement Frequency – High Agreement (4+ tables)

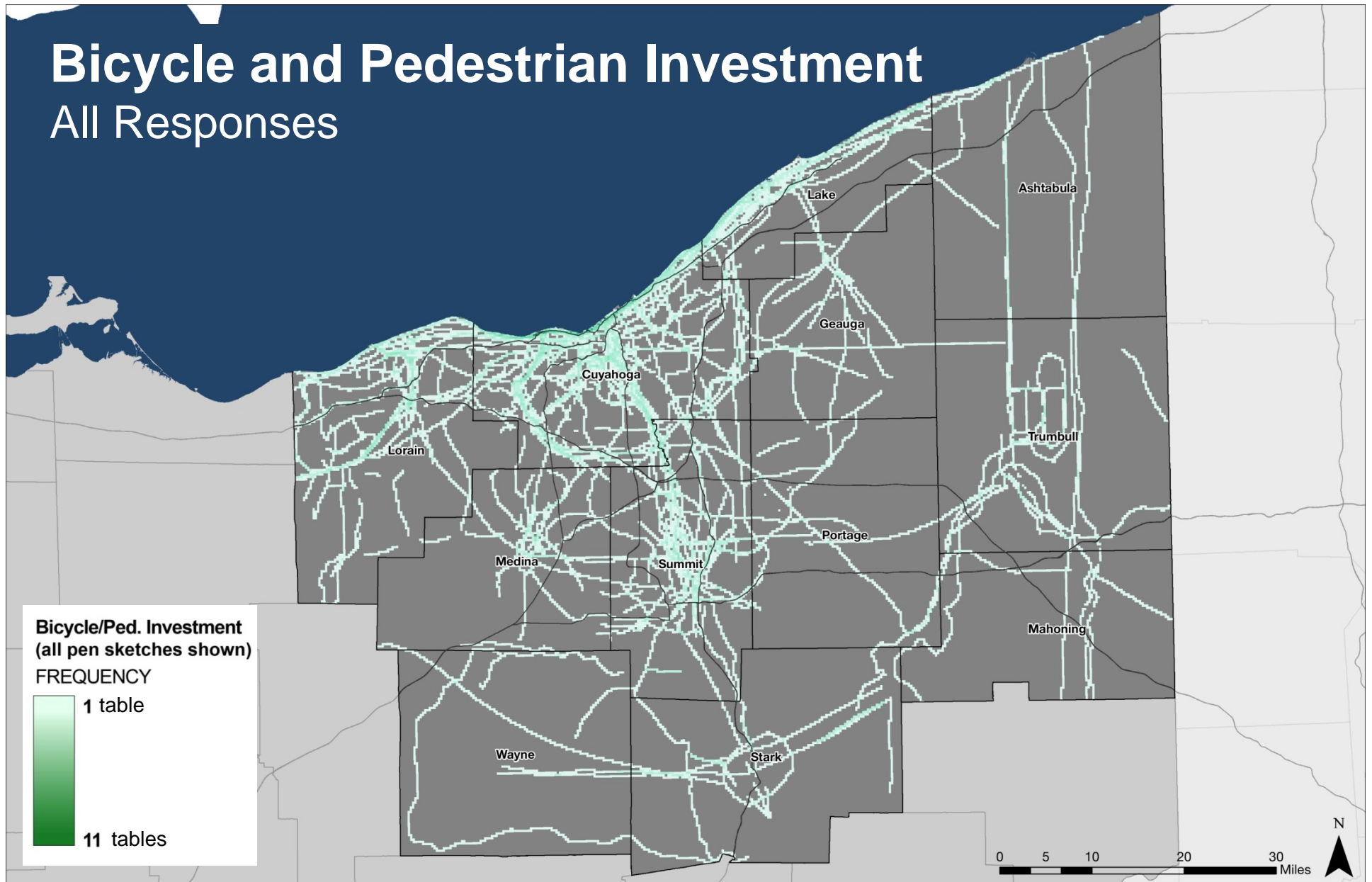


Moderate density; mix of housing types and jobs, similar to compact growth



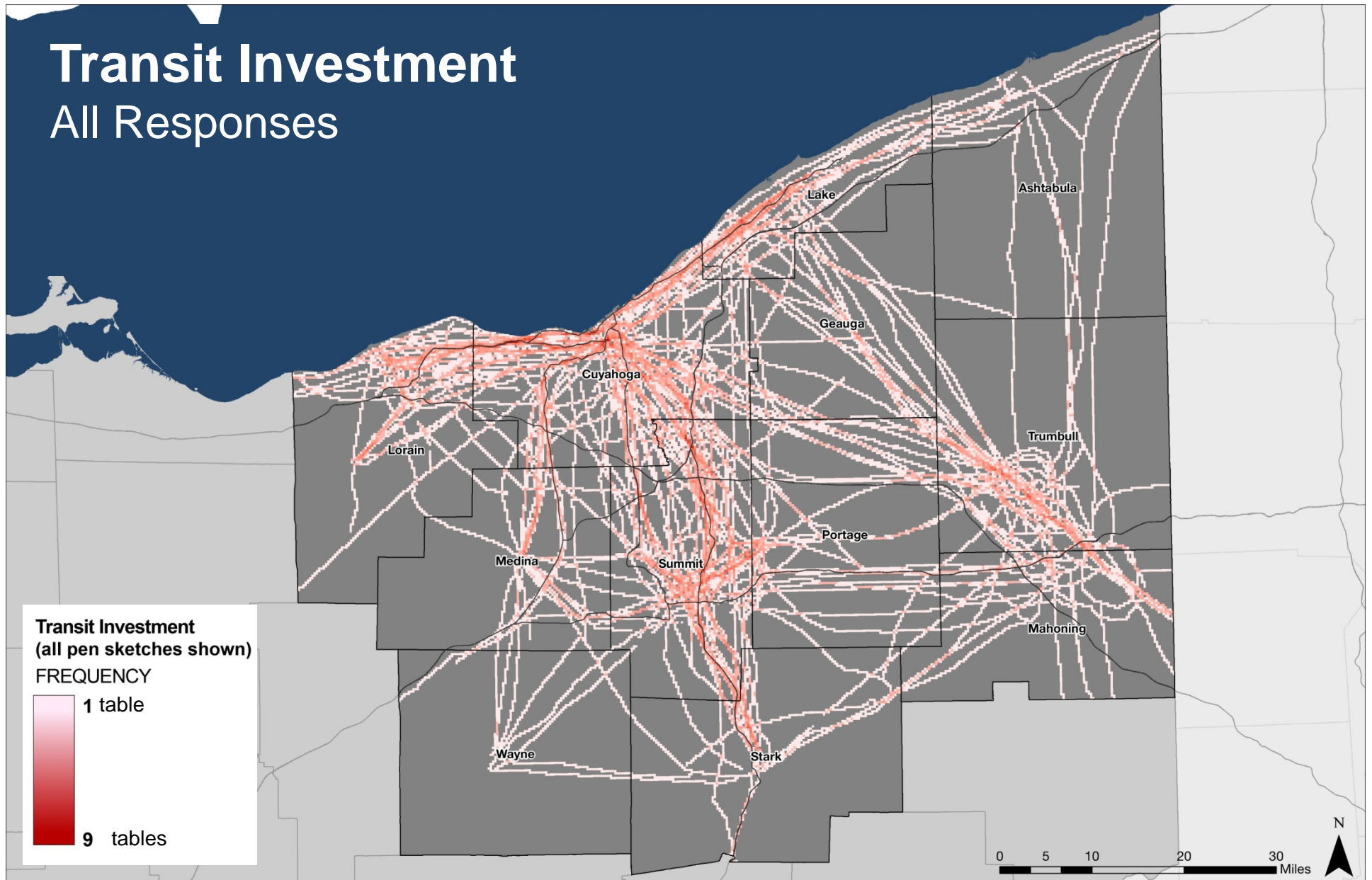
# Bicycle and Pedestrian Investment

## All Responses



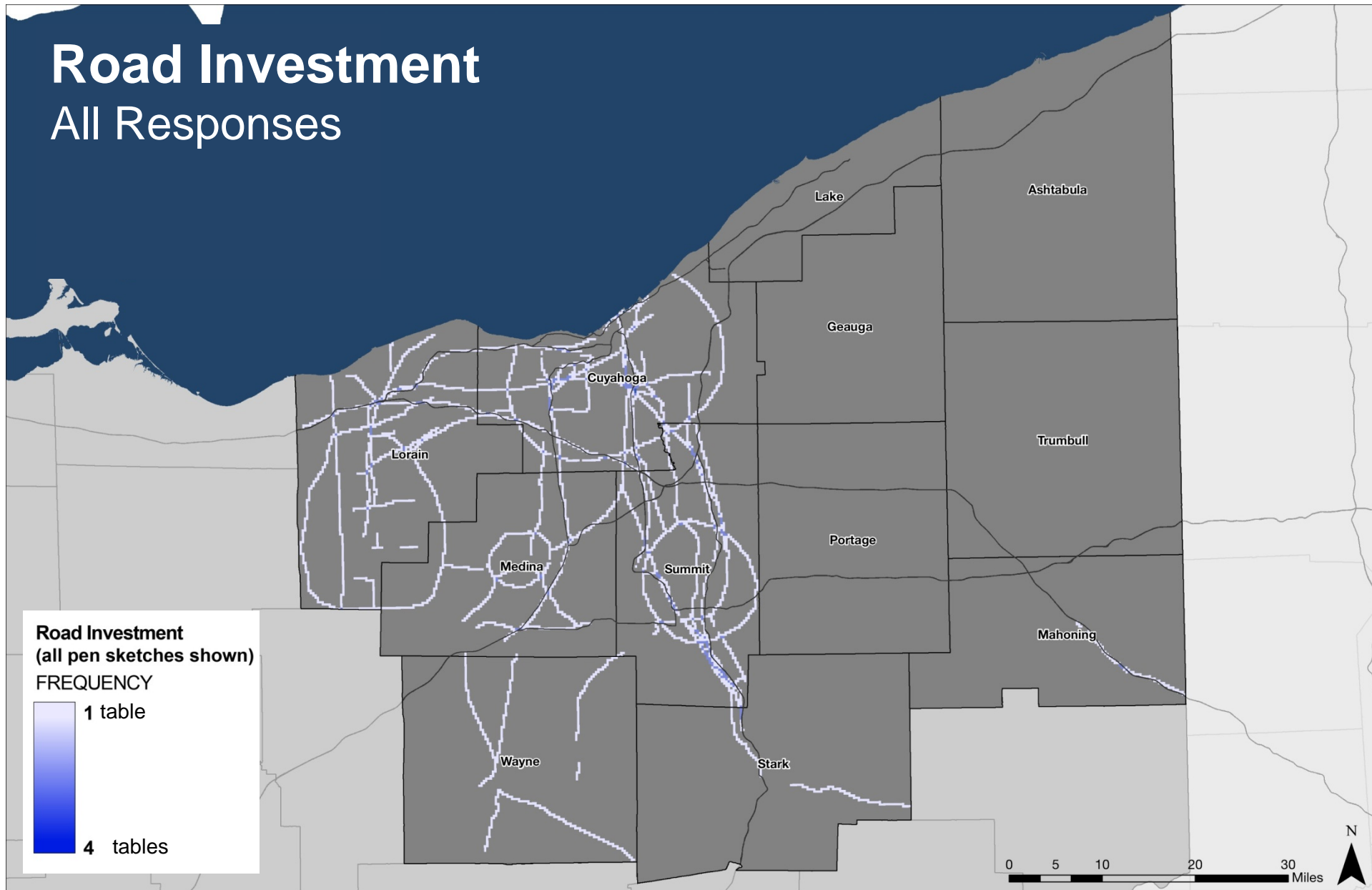
# Transit Investment

## All Responses



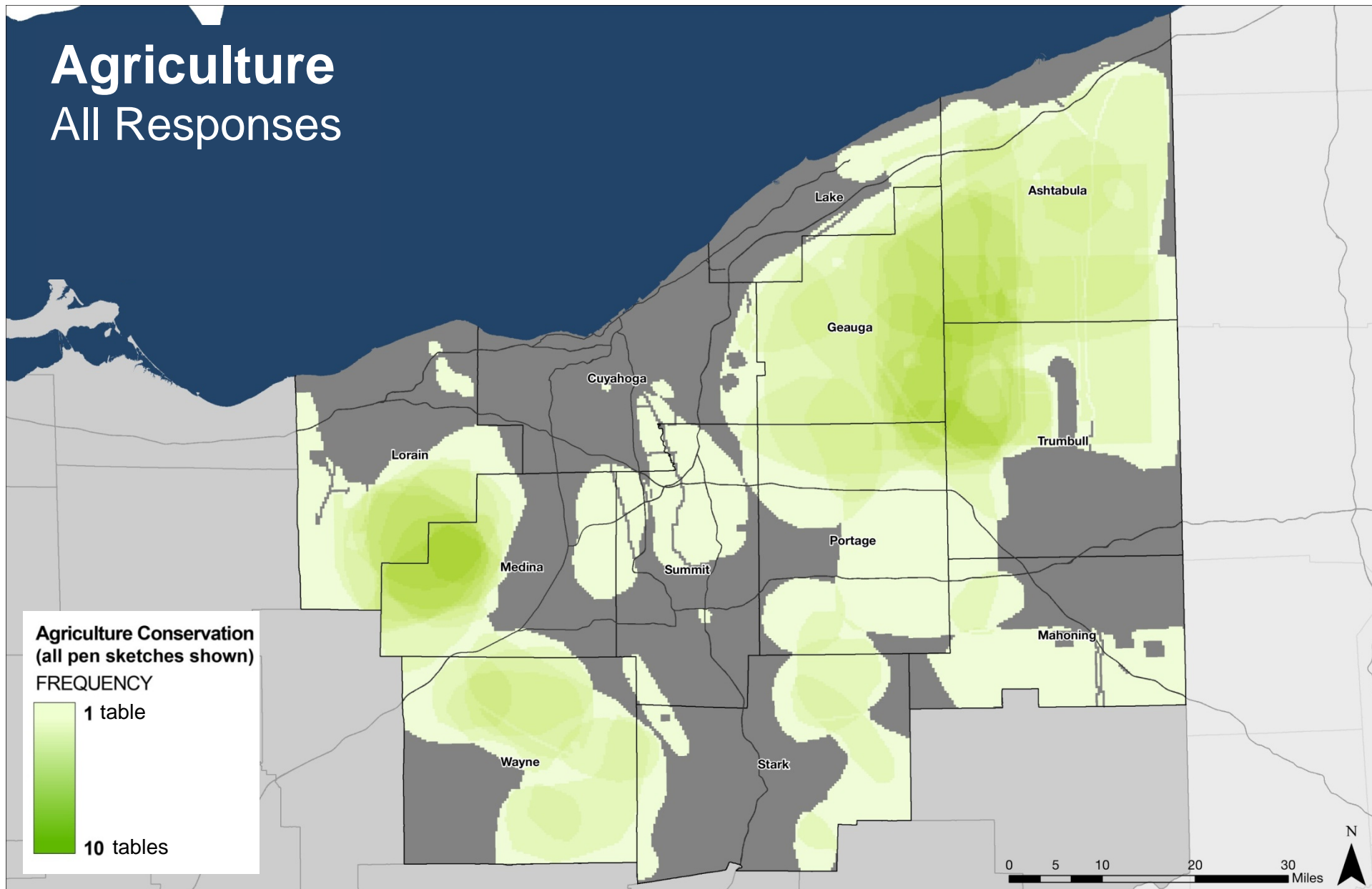
# Road Investment

## All Responses



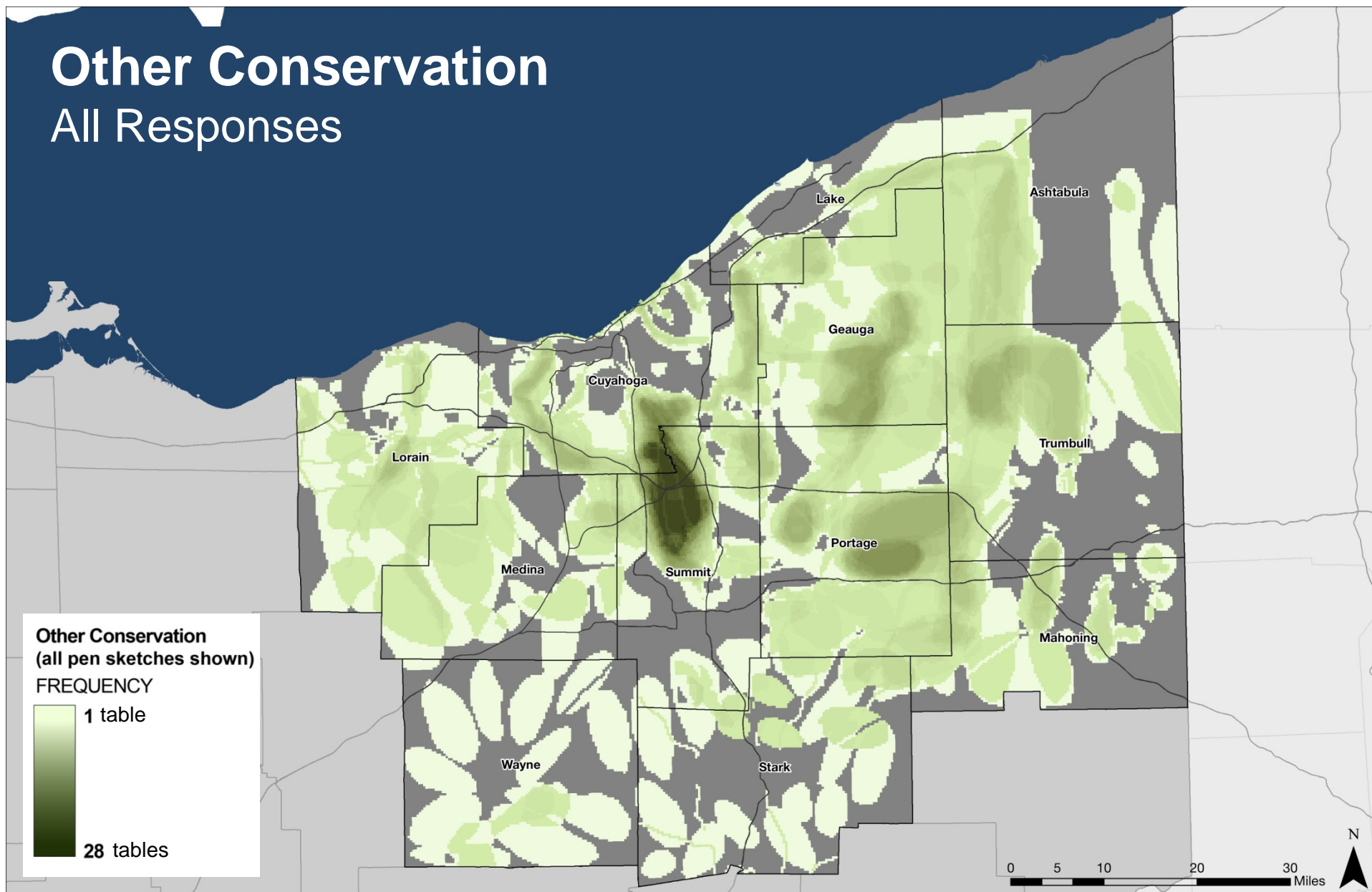
# Agriculture

## All Responses



# Other Conservation

## All Responses



# For Growth, Jobs are First and Foremost

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

- |     |                                         |
|-----|-----------------------------------------|
| 101 | 1) Better public transportation         |
| 207 | 2) Higher quality schools               |
| 392 | 3) Number and variety of jobs available |
| 78  | 4) Safety                               |
| 97  | 5) Lower taxes                          |
| 60  | 6) Better housing options               |

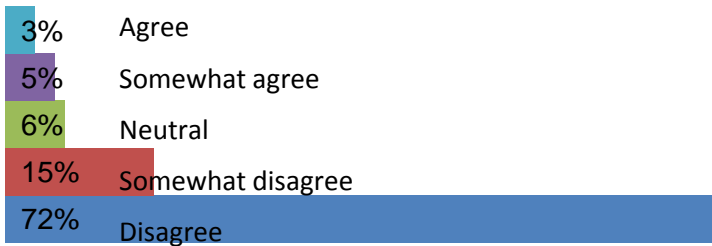
TOTAL



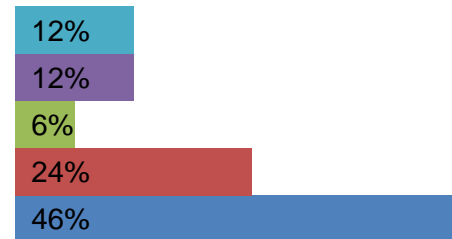
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# Polling Question: How much do you agree or disagree? *We should continue to grow outward to create new jobs and housing.*

## East Cleveland



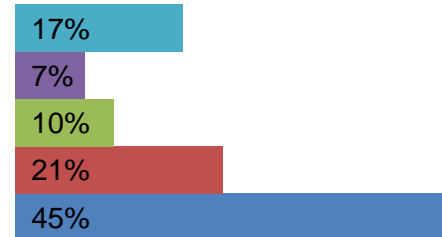
## Warren



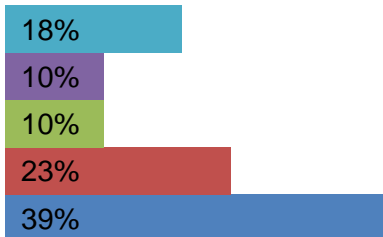
## Warrensville Heights



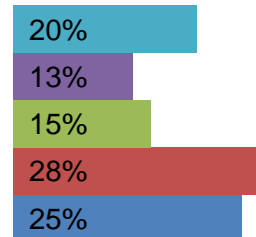
## Akron



## Oberlin



## Canton

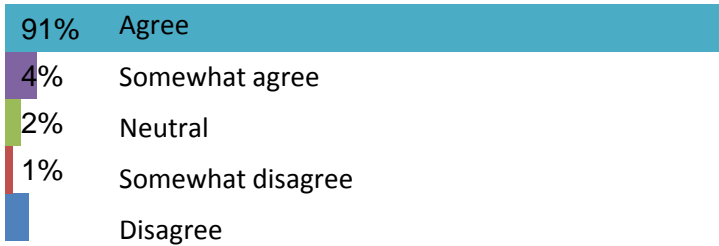


**53-87% of participants somewhat or fully disagree with continued outward growth to create new jobs and housing**



# Polling Question: How much do you agree or disagree? *Should reinvest in existing communities to create new jobs and housing.*

## East Cleveland



## Warren



## Warrensville Heights



## Akron



## Oberlin



## Canton

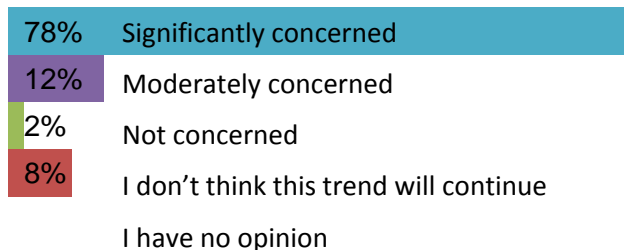


**83-95% of participants somewhat or fully agree with reinvestment in existing communities to create new jobs and housing**

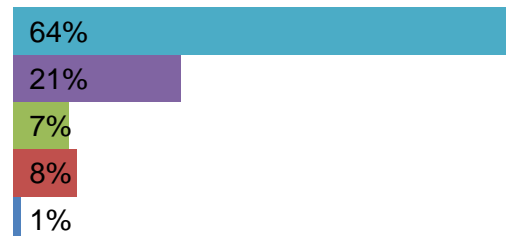


# Polling Question: How concerned are you about the level of abandonment seen in the “Business as Usual” scenario?

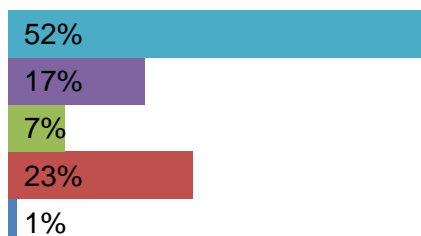
## East Cleveland



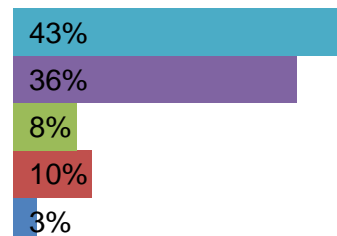
## Warren



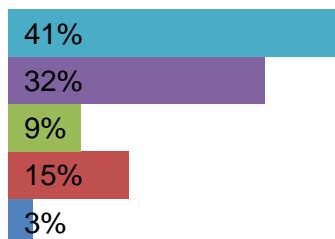
## Warrensville Heights



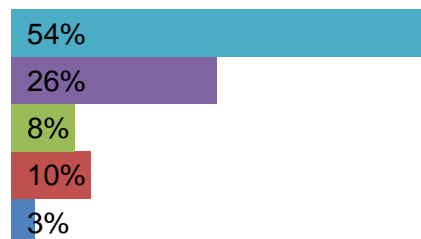
## Akron



## Oberlin

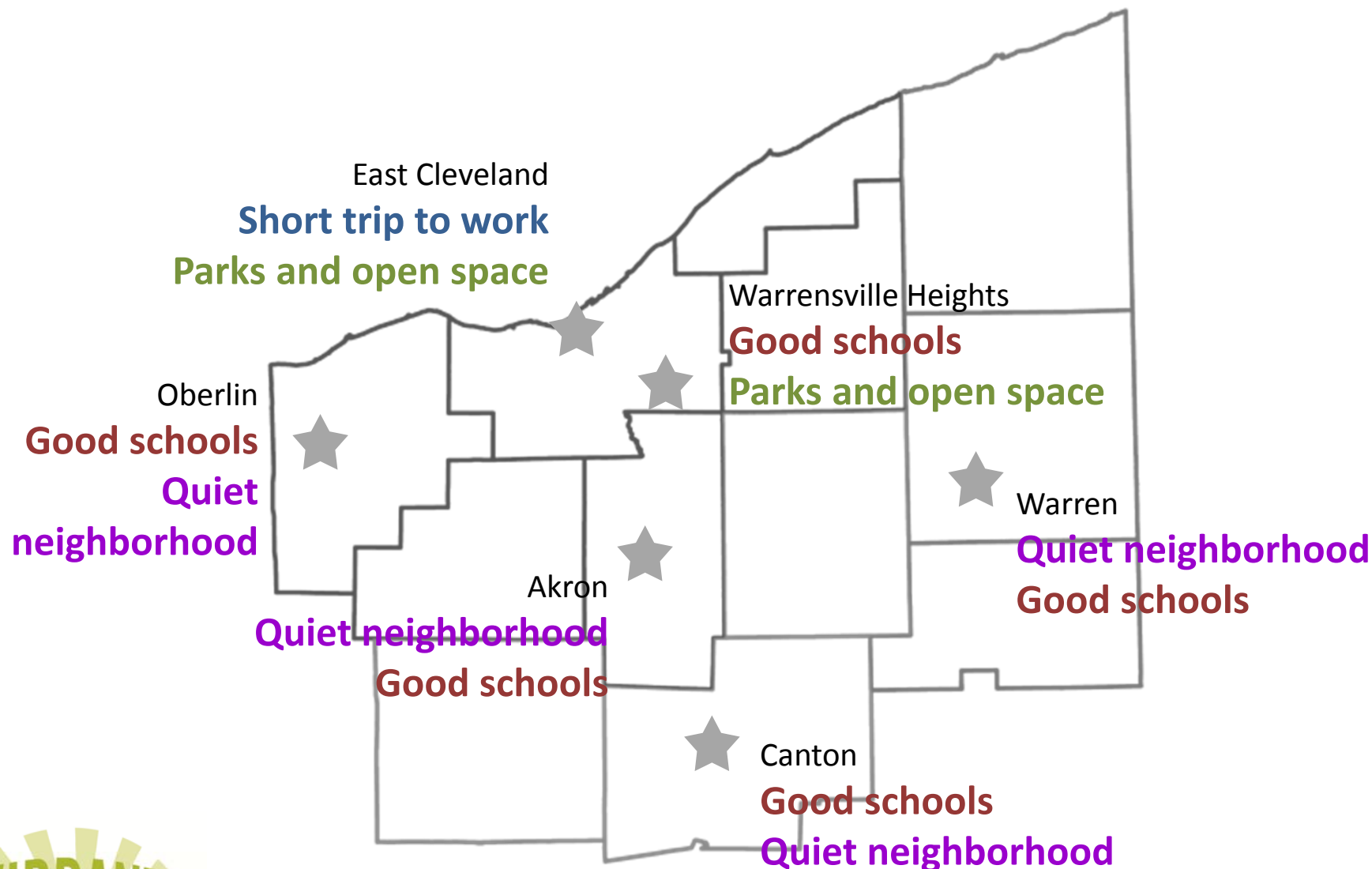


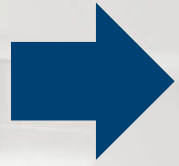
## Canton



69-90% of participants are significantly or moderately concerned about abandonment

## Polling Question: What are the 2 most important factors to you when choosing a place to live?





## Issues to Explore with Alternative Scenario Development

1. Alternative scenario must incorporate jobs and economic development
2. Alternative scenario should emphasize jobs and housing growth in infill or redevelopment situations
3. There is significant concern about abandonment and addressing it should be a goal of the alternative scenarios.
4. Alternative scenarios should provide housing choice.
5. Expand public transportation and non-auto options; provide some targeted highway improvements; pay attention to jobs/housing balance
6. Protect parks and agriculture; expand trail system

# ALTERNATIVE SCENARIO DEVELOPMENT



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# What can change within the scenarios?

## QUANTITATIVE INPUTS

### Forecasts

- Population, employment, households, housing units, and conservation

## SPATIAL MOVES

### Policy Assumptions & Planning Strategies

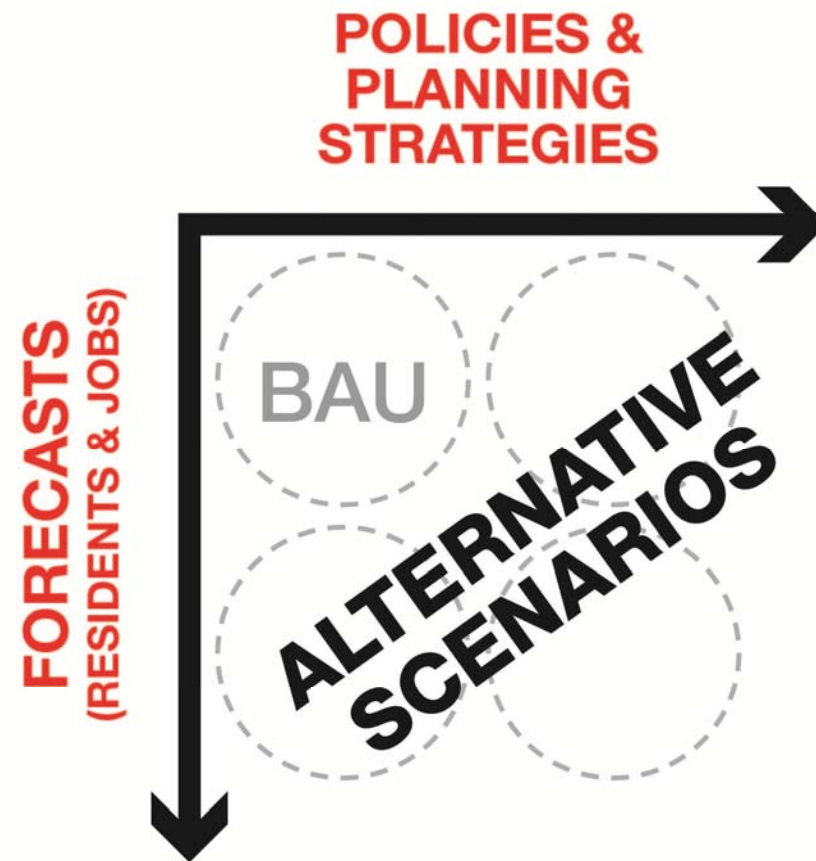
- Development types, ingredients and quantities
- Locations of growth, conservation, and abandonment
- Transit infrastructure
- Spatial constraints

**POLICIES &  
PLANNING  
STRATEGIES**

**FORECASTS  
(RESIDENTS & JOBS)**



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## POLICIES & PLANNING STRATEGIES

### FORECASTS (RESIDENTS & JOBS)

	BAU (same as past)	alternative (workshop informed)
BAU (continue 1990-2010 trend)	BAU Scenario	Alternative Scenario 2
improved forecast	Alternative Scenario 1	Alternative Scenario 3

## POLICIES & PLANNING STRATEGIES

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“Grow Your  
Way Out”

## POLICIES & PLANNING STRATEGIES

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“Do More with  
Less”

## POLICIES & PLANNING STRATEGIES

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“Do More with  
More”

## POLICIES & PLANNING STRATEGIES

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“Do More with  
Less”

“Grow Your  
Way Out”

“Do More with  
More”

## POLICIES & PLANNING STRATEGIES

## FORECASTS (RESIDENTS & JOBS)

	BAU (same as past)	alternative (workshop informed)
BAU (continue 1990-2010 trend)	BAU Scenario	Alternative Scenario 2
improved forecast	Alternative Scenario 1	Alternative Scenario 3

- Must address workshop feedback
- Apply professional judgment
- Multi-week process with review
- “Scenario 5” in Phase 3

# What is the timeline for Alternative Scenarios?

Spatial/Policy Data Inputs for Scenarios



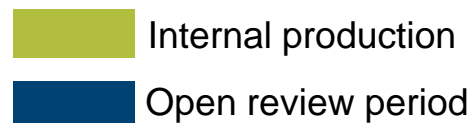
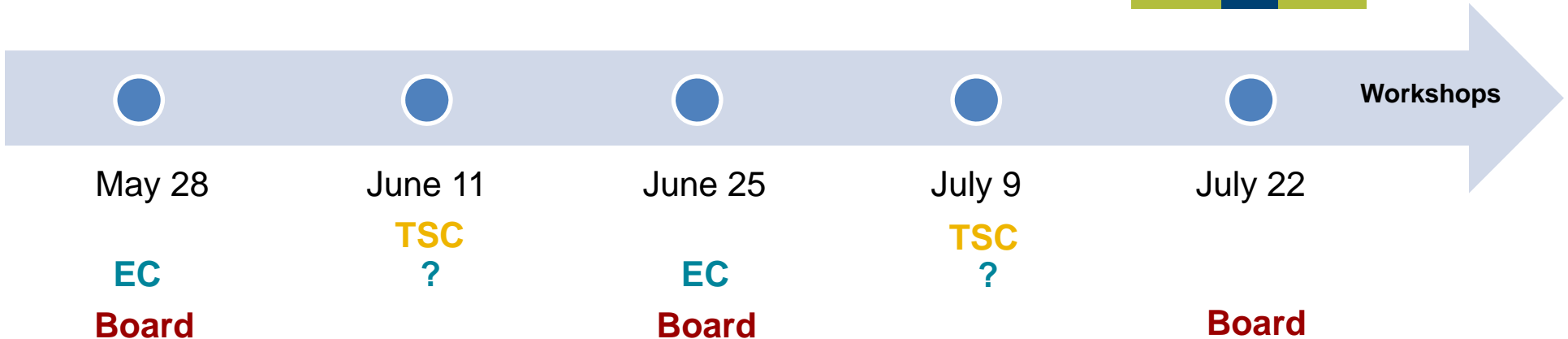
Create Scenarios



Indicators

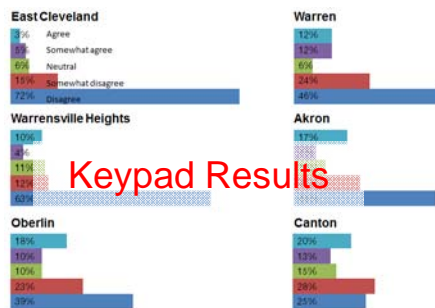
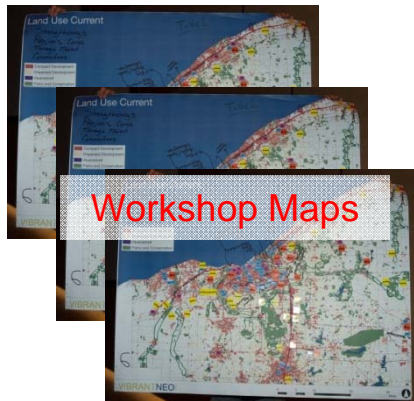


Workshop materials

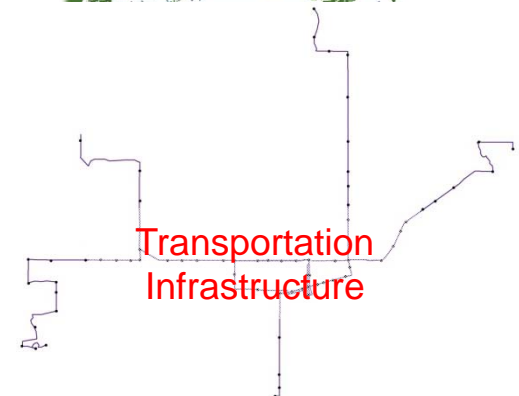
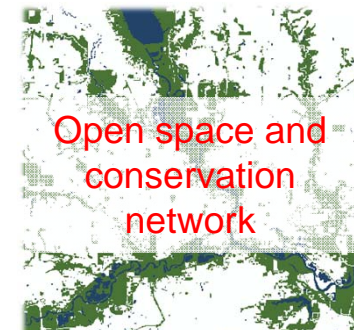


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# Creating the Alternative Spatial/Policy Inputs



- Synthesis, with professional judgment
- Work session in Portland, OR next week with Hunter Morrison
- NEOSCC review



# PHASE II

## ENGAGEMENT



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## Goals for Ongoing Outreach

- Focus on increasing involvement of traditionally unengaged populations:
  - minority participation
  - younger demographic participation
  - diverse income participation
- Ensure balanced geographic representation
- Continue setting the stage for adoption and for specific Q1 – Q2 2014 implementation
- Align PMO, in-kind, and consultant team efforts



# What is the timeline for Ongoing Outreach?

Develop Outreach Strategy



Board  
Adoption



**DATES ARE  
APPROXIMATE  
WORK PLAN IN PROGRESS**

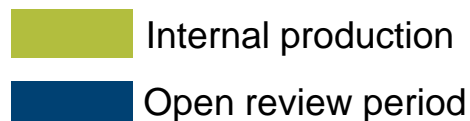
Schedule and Hold 4-6 Targeted Stakeholder Sessions – dates TBD



General Outreach and Report-Back to Team



Update Network of Network List



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## Goals for Alternatives Workshops

- Design workshop format/structure to maximize involvement of traditionally unengaged populations while still encouraging return participation
- Ensure that participants have a comfortable, productive opportunity to provide feedback and engage in the process
- Start setting the stage for specific Q1 – Q2 2014 implementation
- Make it fun and keep it simple!



# Content Outline for Alternatives Workshops

- BRIEFLY play back what we have heard so far
  - Use of short video?
  - Workshop 1 themes
  - Imagine MyNEO themes
- Reinforce need for regional planning
  - Demonstrate the link between spatial planning and economic development/jobs
- Get feedback on Alternative Scenarios to provide direction for Preferred Scenario
  - Priorities and themes – NOT voting
  - Tradeoffs



## Additional Considerations for Alternatives Workshops And Next Steps

- Vary workshop times/locations to encourage wider range of attendees
- Take time to engage and LISTEN to key leaders who want to be engaged
- Increase consistency among workshops by avoiding multiple workshops running at the same time
- Ask “early adopters” to host meetings
- Align with MPO/COG regular meetings
- Better use of technology

# Proposed Format for Alternatives Workshops

## OPEN HOUSE

### Introductory Presentation

- Could be video
- Sets expectations
- Runs multiple times during event

### Content Boards

- 20-30 boards
- Grouped by theme

### Feedback Opportunities

- Brief activities
- Align with themes

- › Attendees can move through at own pace
- › Avoids grandstanding
- › Allows for multiple modes of feedback





(more boards)



Boards

Food!



Welcome/  
Sign-In

Activity A

Activity B

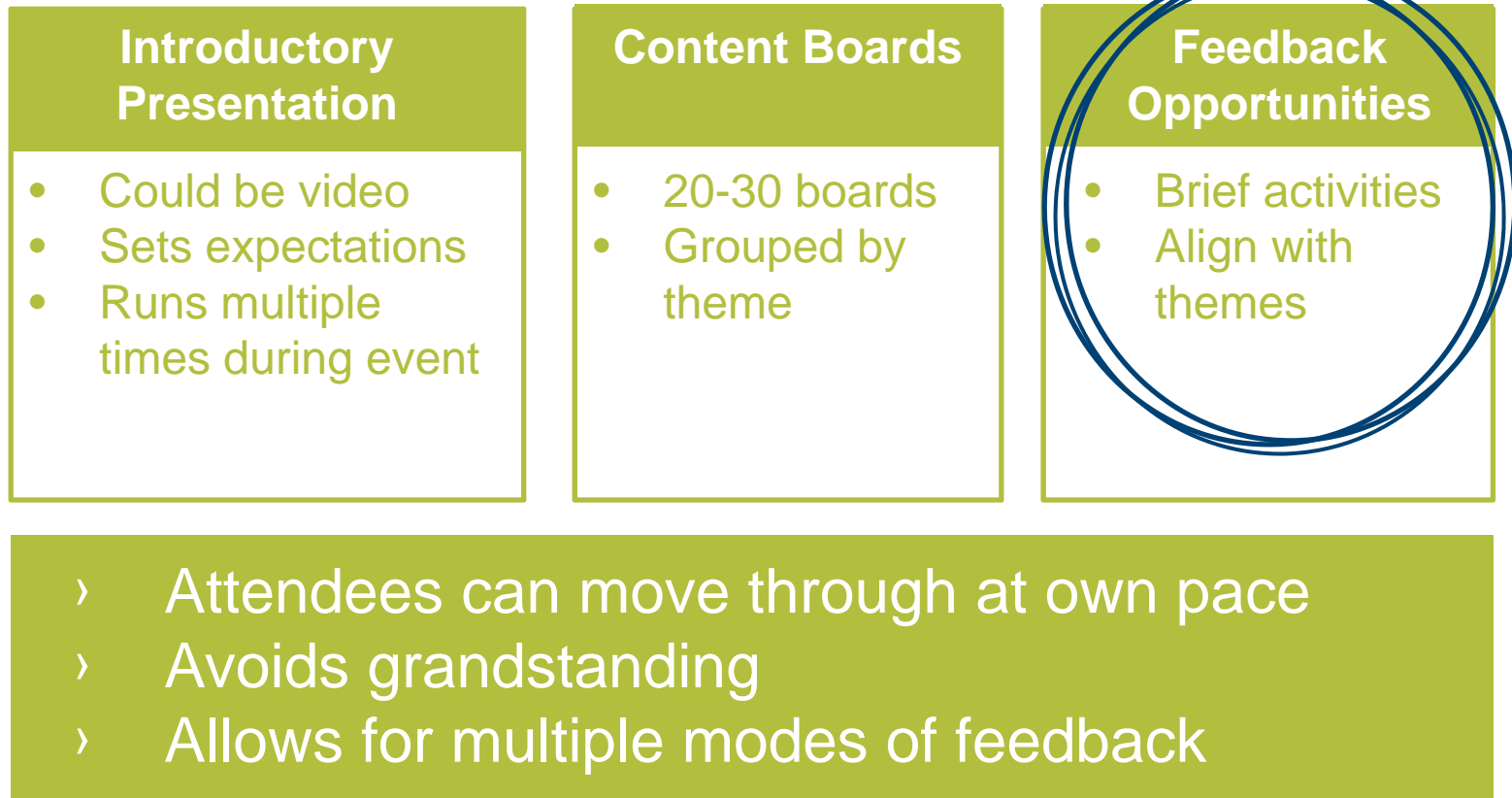
Space to  
mingle

Activity C

Speaker (or Video)

# Proposed Format for Alternatives Workshops

## OPEN HOUSE



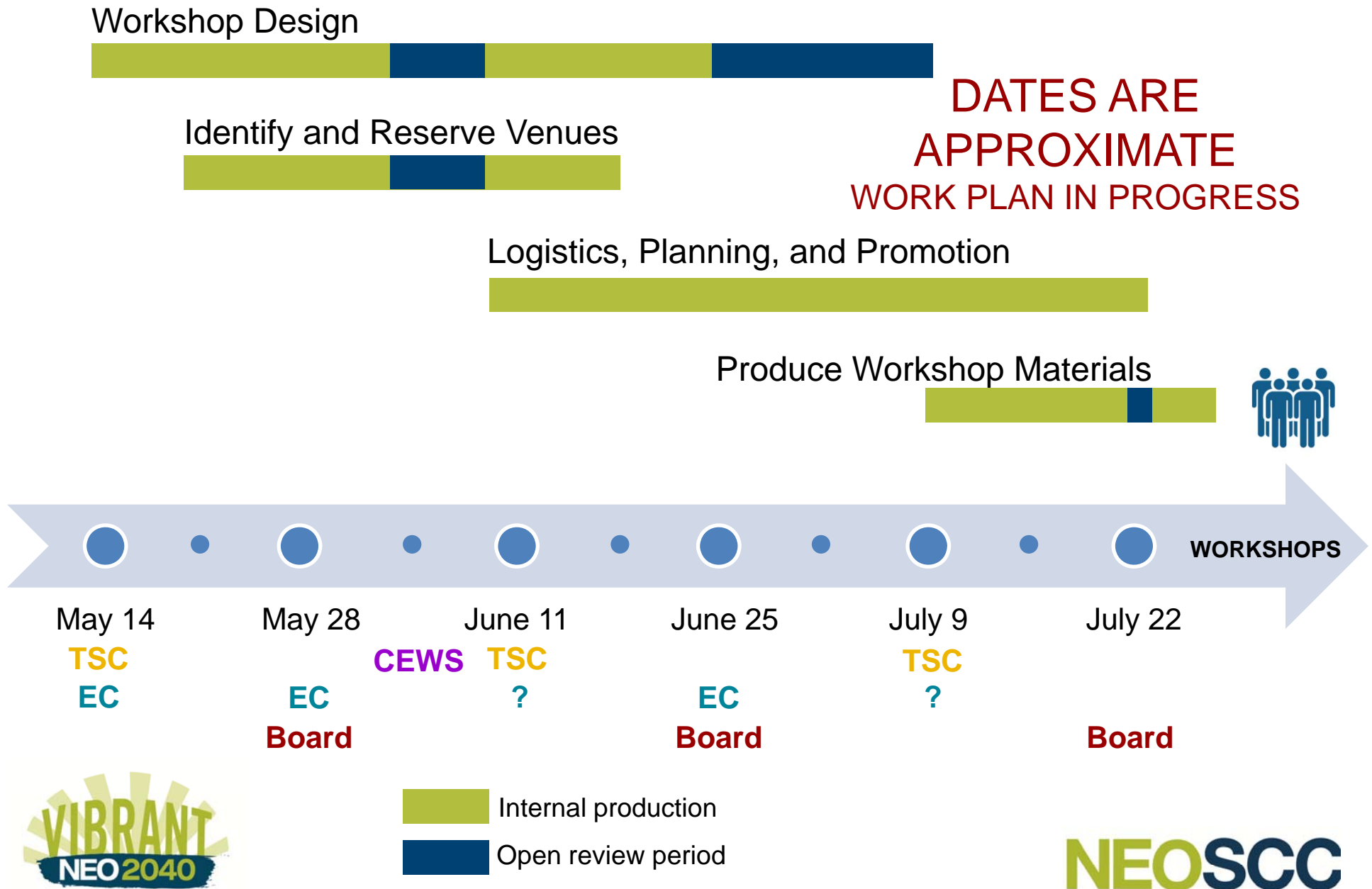
# Developing Feedback Opportunities for Alternatives Workshops



**ACTIVITY DESIGN MUST  
REFLECT CONTENT AND  
MESSAGING**

- Digital and analog
- Text and images
- Meaningful
- Simple to explain

# What is the timeline for the Alternatives Workshops?



# Imagine MyNEO



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# Imagine MyNEO

<http://crowdgaugeneo.jit.su/client/play/index.html>



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# ImagineMyNEO

Final Development



All comments were submitted 5/24. Final revisions are currently underway.



**ImagineMyNEO online**



**Launch  
ImagineMyNEO**

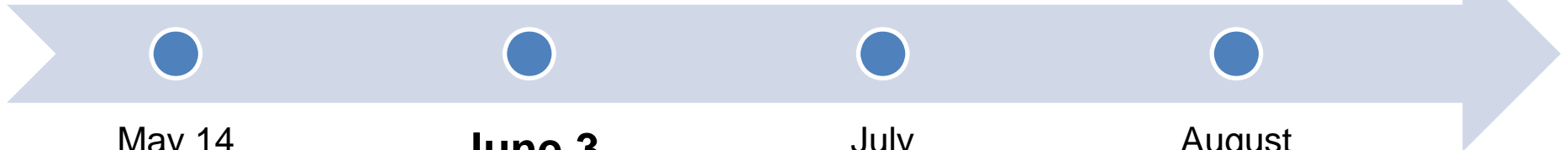
Analyze and present  
Feedback



**DEVELOP  
PREFERRED  
ALTERNATIVE**



Workshops #2



May 14

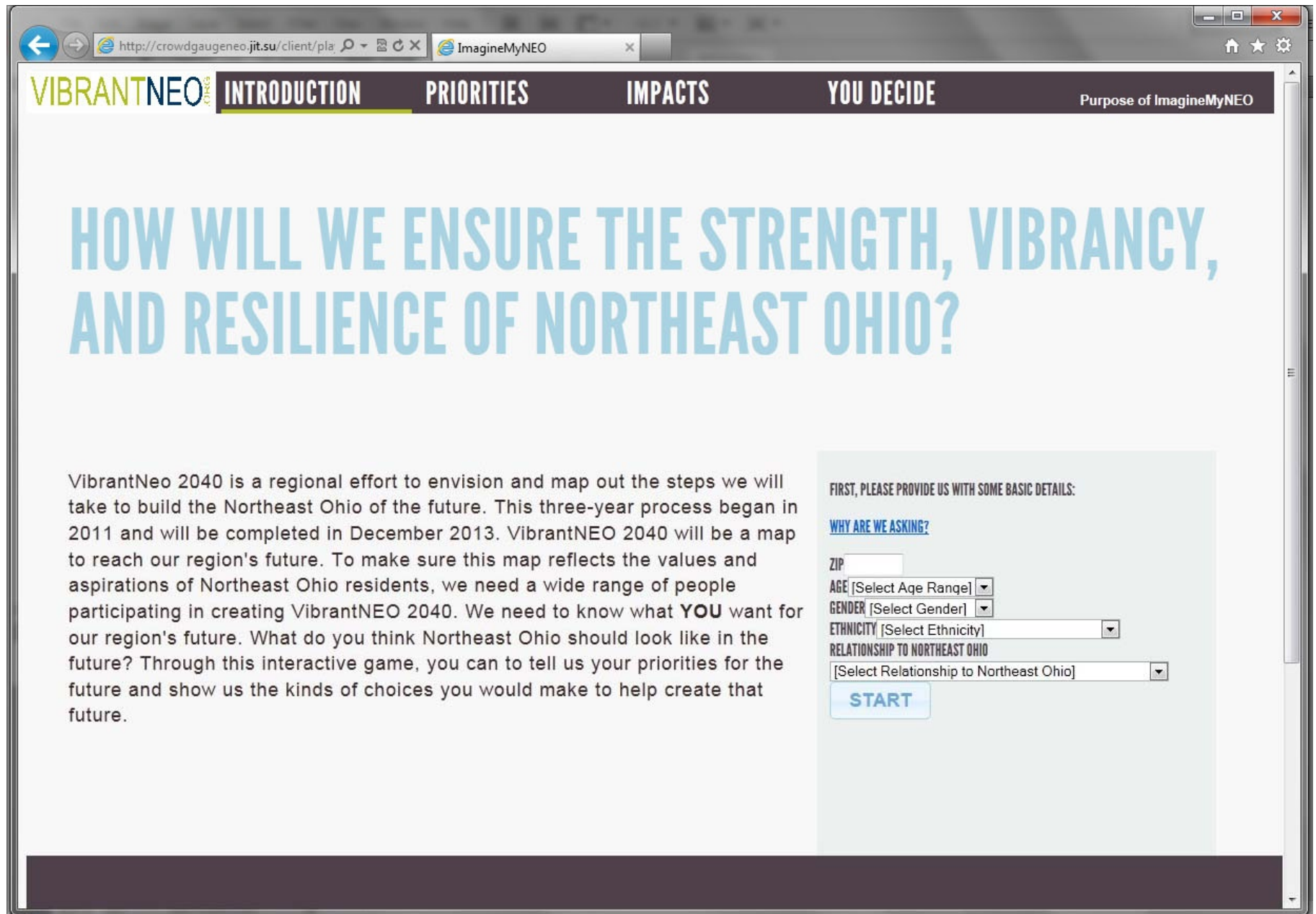
**June 3**

July

August



**NEOSCC**















**Beta Version**


http://crowdgaugeneo.jit.su/client/pla ImagineMyNEO

VIBRANTNEO **INTRODUCTION PRIORITIES IMPACTS YOU DECIDE** Purpose of ImagineMyNEO

# I want to live in a Northeast Ohio where...

Next  
Show Instructions Again

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



★ 0 stars left (to redistribute, lower current ratings)

Beta Version

http://crowdgaugeneo.jit.su/client/pla ImagineMyNEO

VIBRANTNEO **INTRODUCTION PRIORITIES IMPACTS YOU DECIDE** Purpose of ImagineMyNEO

# How might planning affect your priorities?

Click through the projects and policies below to understand their potential impacts.

Next  
Show Instructions Again

## PROJECT

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

## POLICY

Click the icons for explanations

Color shows the amount of positive or negative impact on your priorities

-2 -1 0 +1 +2

Beta Version

