



*Board of Directors
July 23, 2013*



NEO Sustainable
Communities
Consortium

Regional Analysis of Impediments to Fair Housing Choice (Western Economic Services)



NEOSCC

Regional Analysis of Impediments to Fair Housing Choice & FHEA

Final Report Presentation

NEOSCC Board Meeting



Fair Housing & Equity Assessment

Required of Sustainable Communities Grantees

- 1. Demographic and FH background**
- 2. Segregation/ Integration**
- 3. Concentrations of poverty**
- 4. Disparity in access to opportunity**
- 5. Fair housing infrastructure**
- 6. Physical infrastructure**



Regional AI Final Report Presentation

July 23, 2013

4

NEOSCC

**Single Jurisdiction -
Analysis of Impediments (AI)
Entitlement jurisdictions must:
Certify that they are affirmatively
furthering fair housing (AFFH) as a
condition of receiving CPD funds from
HUD (funds received for the last 20 years)
There are 22 such jurisdictions in NE Ohio**

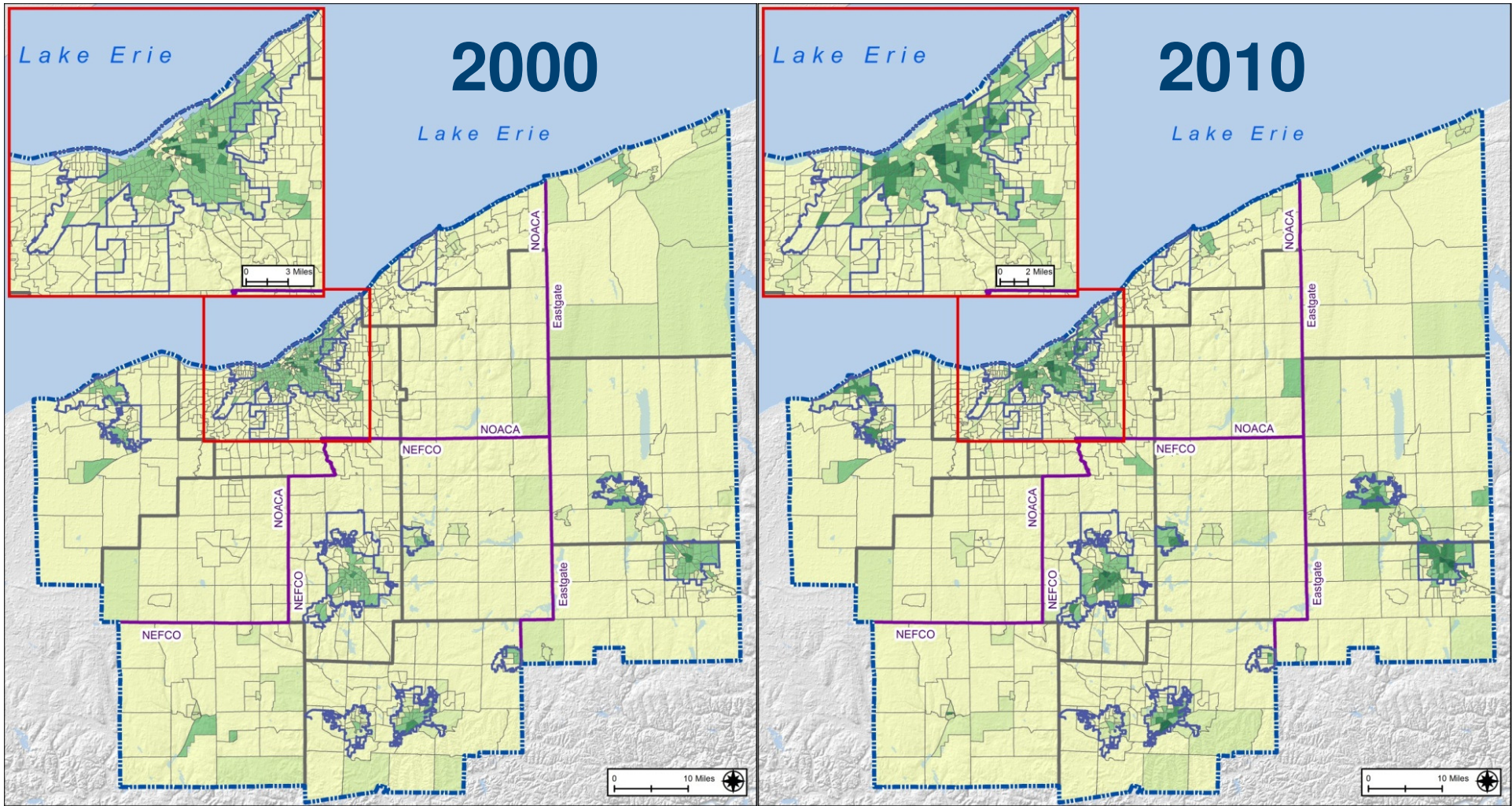
Analysis of Impediments (AI)

- Private sector transactions: rental market (applications, interviews, etc) and sales markets (lending, steering, blockbusting, foreclosure burden, etc)
- Public sector influences: land use codes, zoning, public policy practices, neighborhood resistance, etc .
- Assessing barriers to housing choice

NEOSCC Regional AI

- Identifying racially and ethnically concentrated areas of poverty
- Measuring racial & ethnic isolation as well as segregation in the Region
- Evaluating access to opportunity
- Reduce social and economic disparities
- Identify impediments and recommend actions to overcome impediments

Spatial Distribution of Poverty



LEGEND

2000 Poverty Rate Distribution

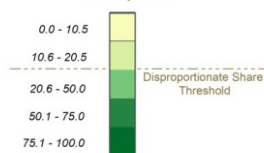
2000 Average Poverty Rate Among All Census Tracts in the NEOSCC Region = 10.5%
Disproportionate Share Threshold = 10.5% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2000 Census

Poverty Rate



LEGEND

2006-2010 Poverty Rate Distribution

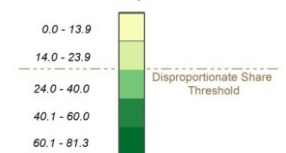
2006-2010 Average Poverty Rate Among All Census Tracts in the NEOSCC Region = 13.9%
Disproportionate Share Threshold = 23.9% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

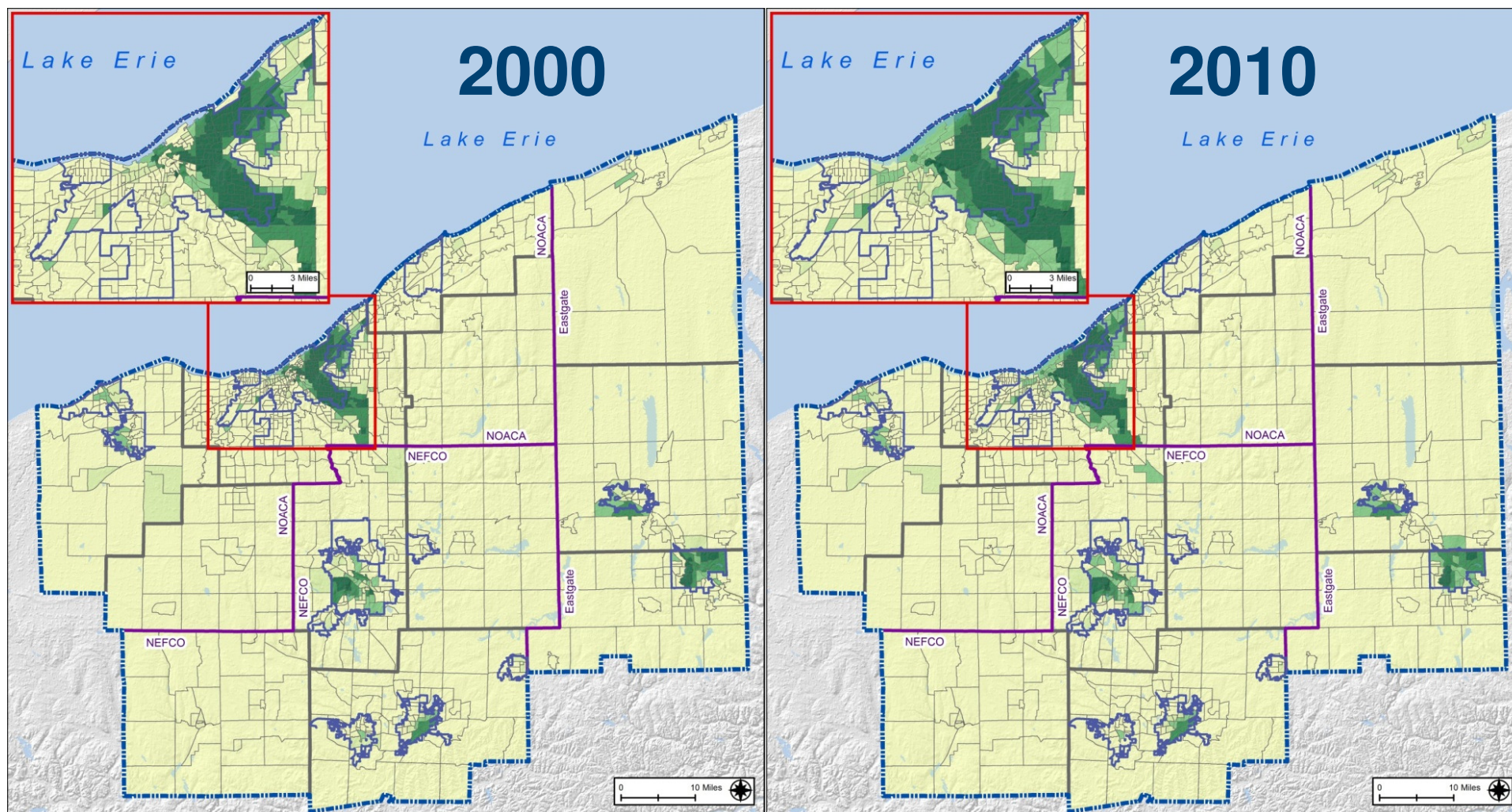
NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2006-2010 ACS

Poverty Rate



Spatial Distribution of Blacks



LEGEND

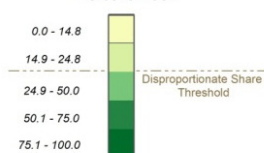
2000 Black Population Distribution

2000 Average Black Population Among All Census Tracts in the NEOSCC Region = 14.8%
Disproportionate Share Threshold = 24.8% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Percent Black



Data Source: 2000 Census

LEGEND

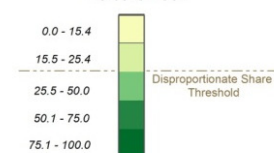
2010 Black Population Distribution

2010 Average Black Population Among All Census Tracts in the NEOSCC Region = 15.4%
Disproportionate Share Threshold = 25.4% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

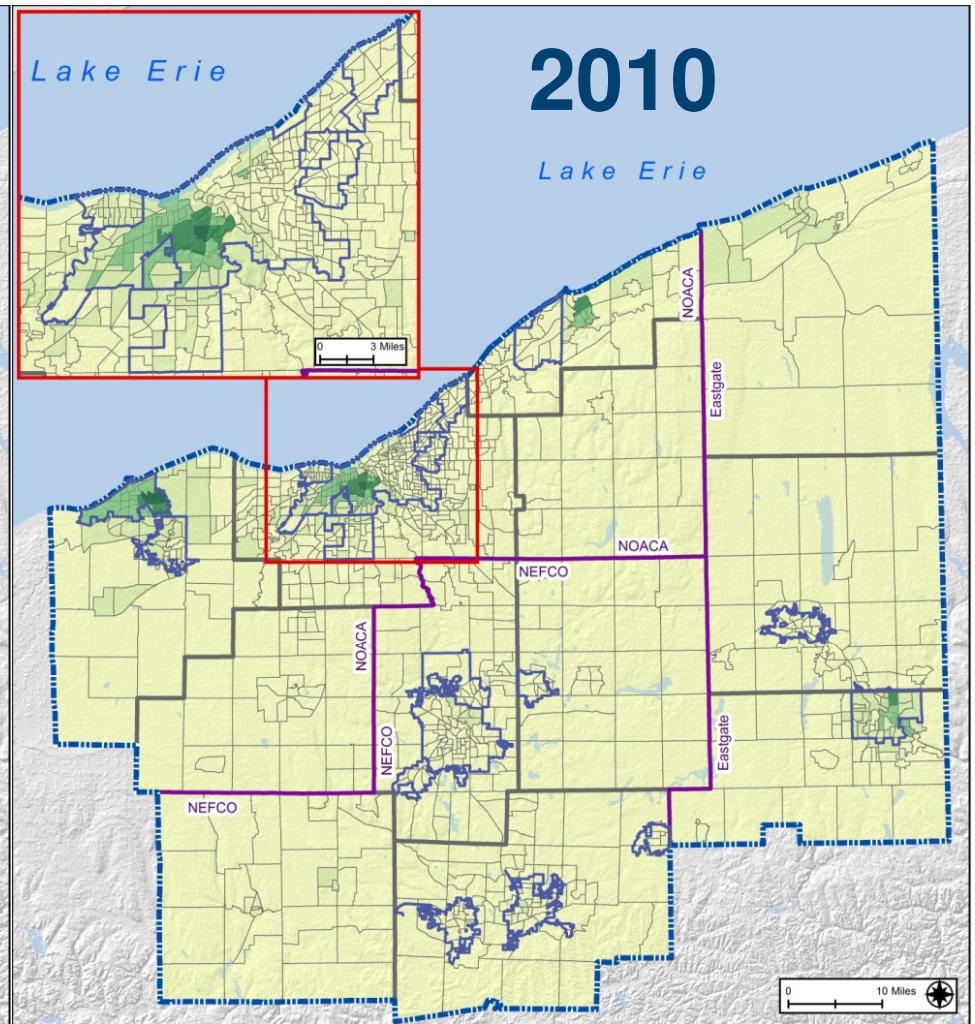
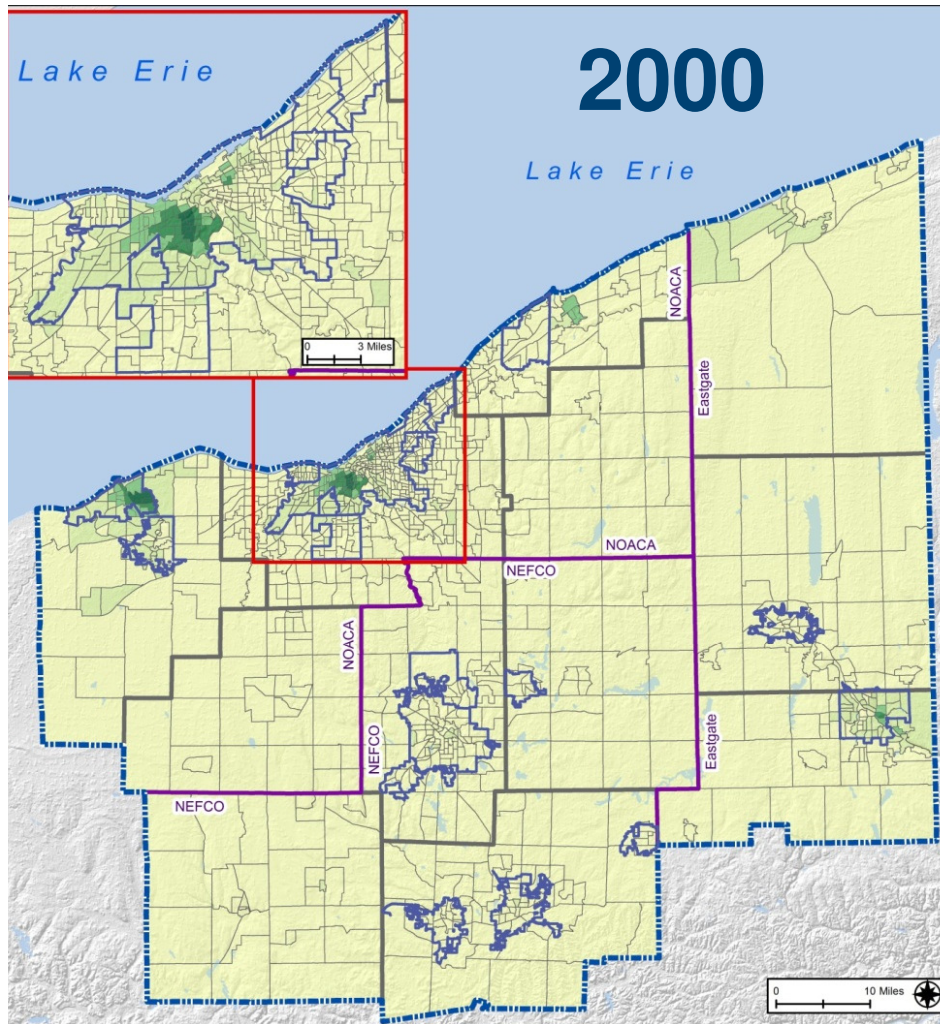
NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Percent Black



Data Source: 2010 Census

Spatial Distribution of Hispanics



LEGEND

2000 Hispanic Population Distribution

2000 Average Hispanic Population Among All Census Tracts in the NEOSCC Region = 2.4%
 Disproportionate Share Threshold = 12.4% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

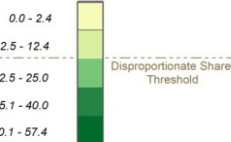
- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary

NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2000 Census

Percent Hispanic



LEGEND

2010 Hispanic Population Distribution

2010 Average Hispanic Population Among All Census Tracts in the NEOSCC Region = 3.5%
 Disproportionate Share Threshold = 13.5% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

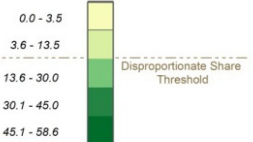
- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary

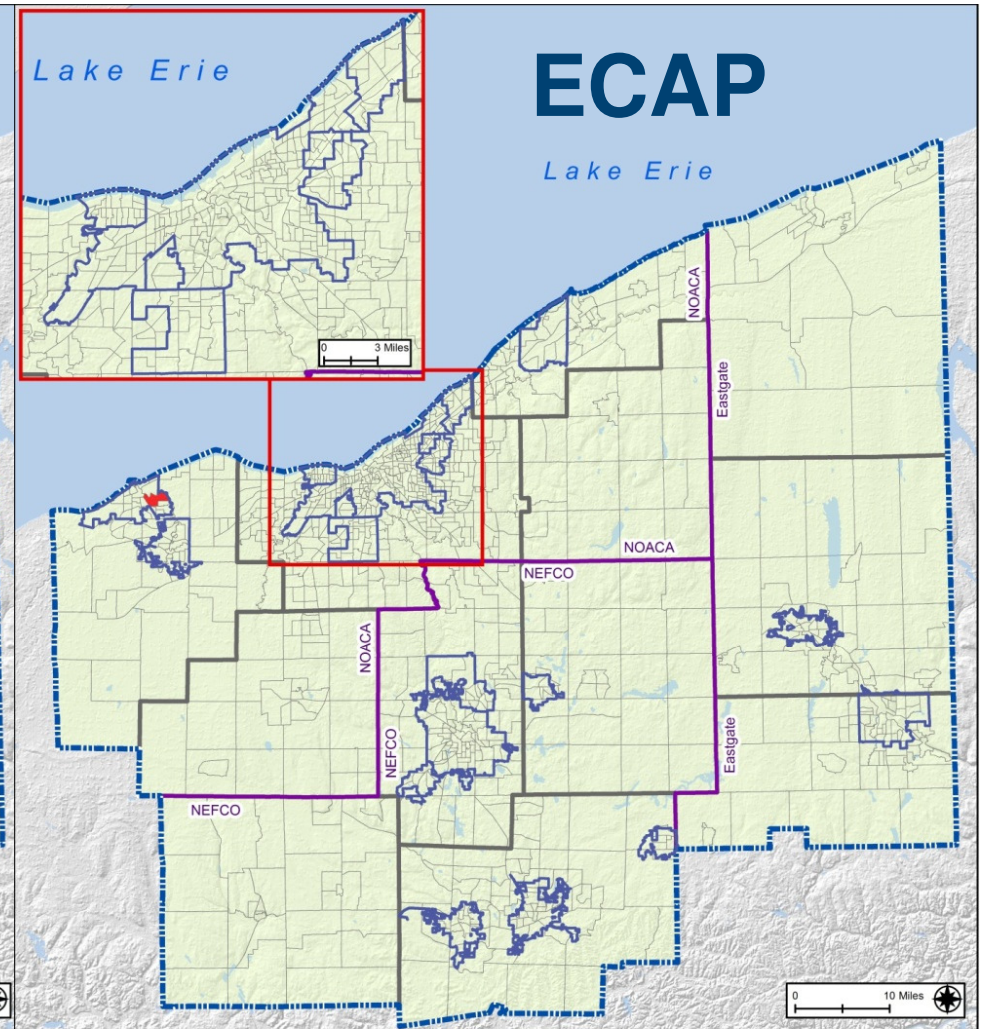
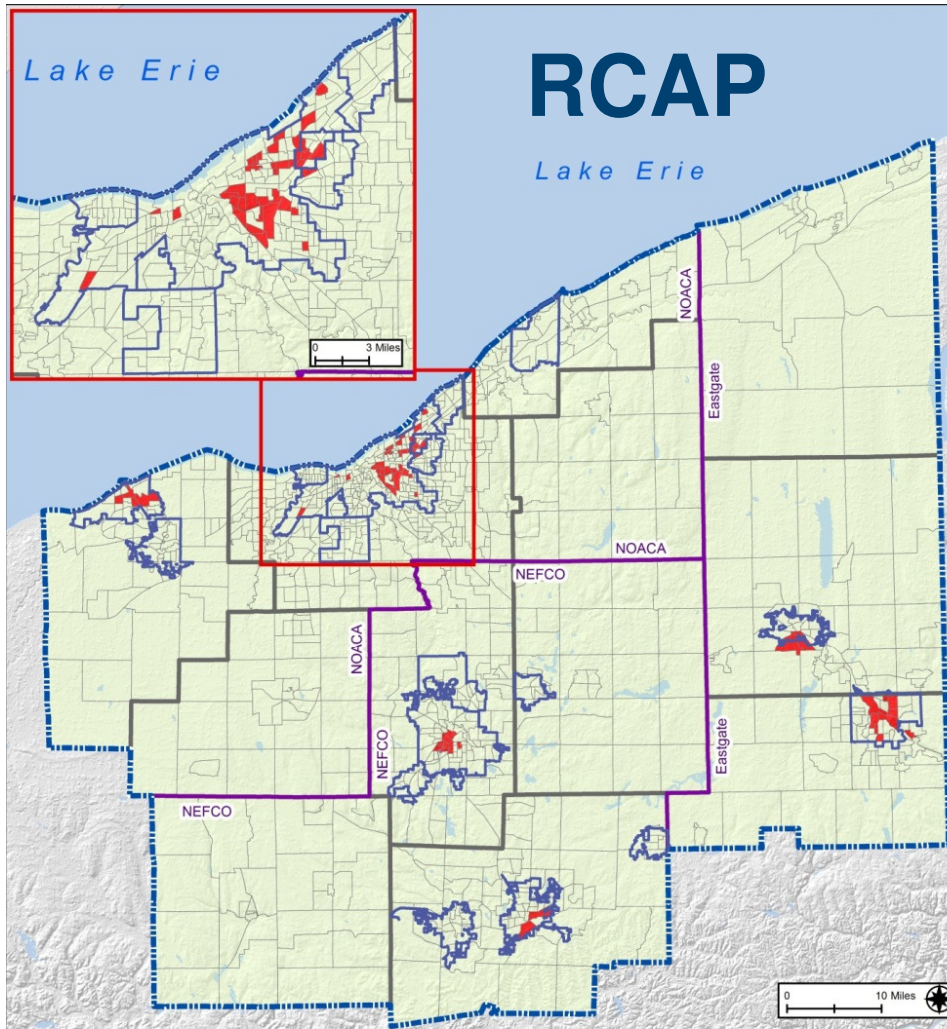
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2010 Census

Percent Hispanic



Concentrations of Poverty



LEGEND

2006-2010 Racially Concentrated Areas of Poverty

A Census tract is considered a racially concentrated area of poverty (RCAP) when 50 percent or more of the population are non-white AND 40 percent or more of the total population are in poverty.

- RCAPs
 - Non-RCAP Census Tracts
 - Entitlement City Boundaries
 - MPO/COG Boundaries
 - NEOSCC Boundary
- NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2006-2010 ACS

LEGEND

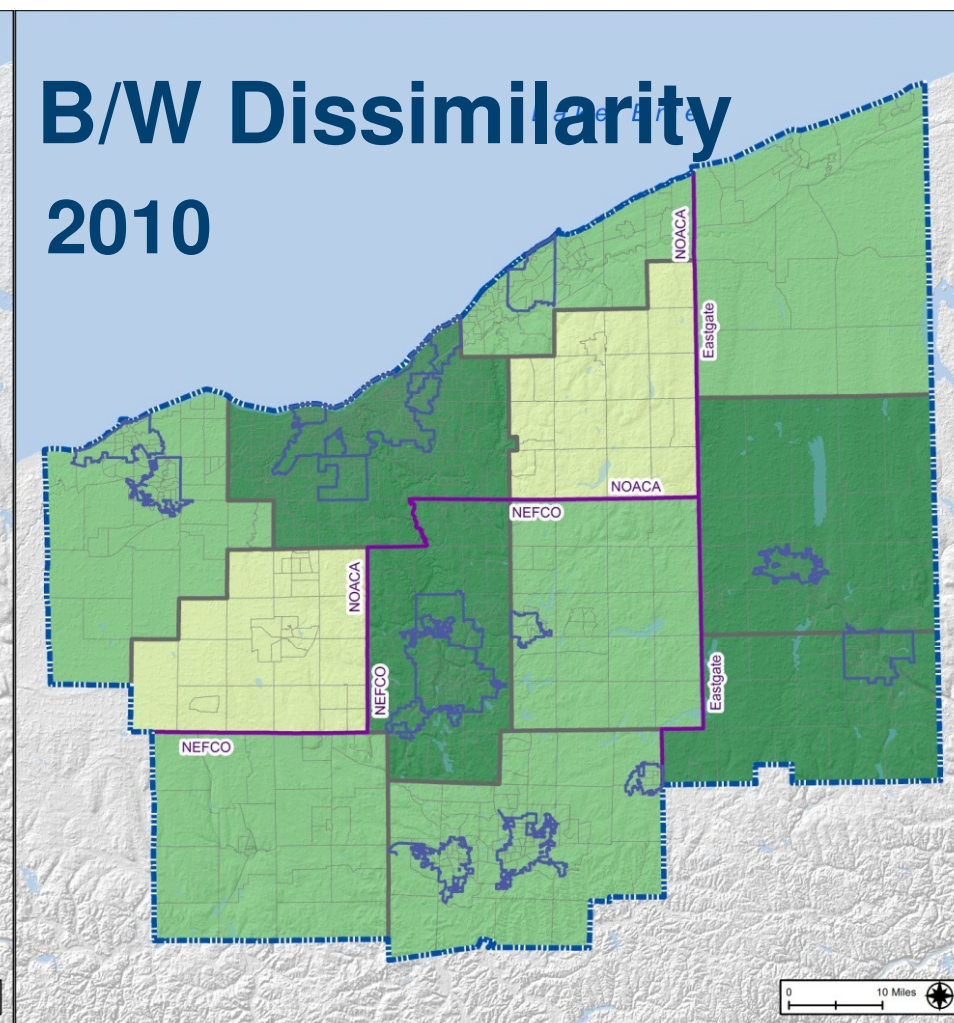
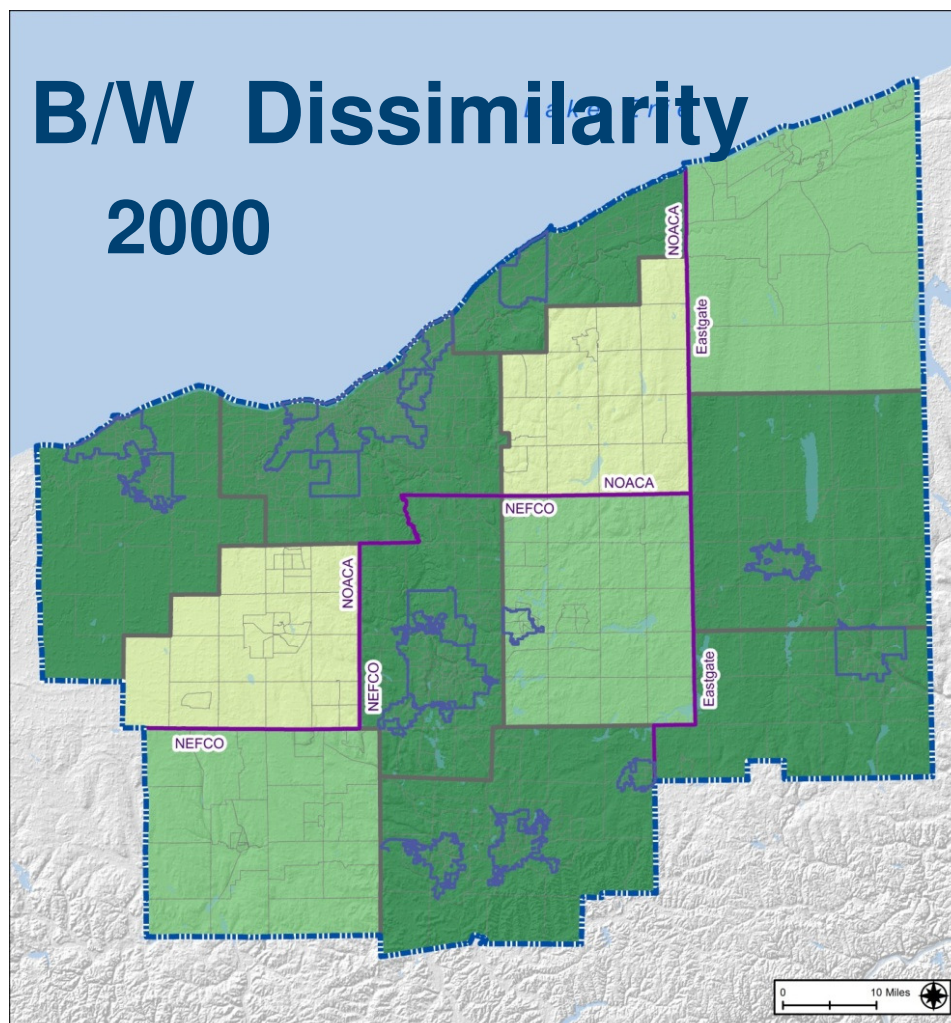
2006-2010 Ethnically Concentrated Areas of Poverty

A Census tract is considered an ethnically concentrated area of poverty (ECAP) when 50 percent or more of the population are Hispanic AND 40 percent or more of the total population are in poverty.

- ECAPs
 - Non-ECAP Census Tracts
 - Entitlement City Boundaries
 - MPO/COG Boundaries
 - NEOSCC Boundary
- NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2006-2010 ACS

Indexes of Segregation



LEGEND

2000 Dissimilarity Index by County: Black and White

A dissimilarity index score of 0 indicates no difference in racial composition among the tracts as compared to the county; a score of 1 represents complete segregation as compared to the county.

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Dissimilarity Index:
Black/White

Low Segregation - 0.0 - 0.40

Moderate Segregation - 0.41 - 0.54

High Segregation - 0.55 - 0.79

Data Source: 2000 Census

LEGEND

2010 Dissimilarity Index by County: Black and White

A dissimilarity index score of 0 indicates no difference in racial composition among the tracts as compared to the county; a score of 1 represents complete segregation as compared to the county.

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries

NEOSCC Boundary
NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Dissimilarity Index:
Black/White

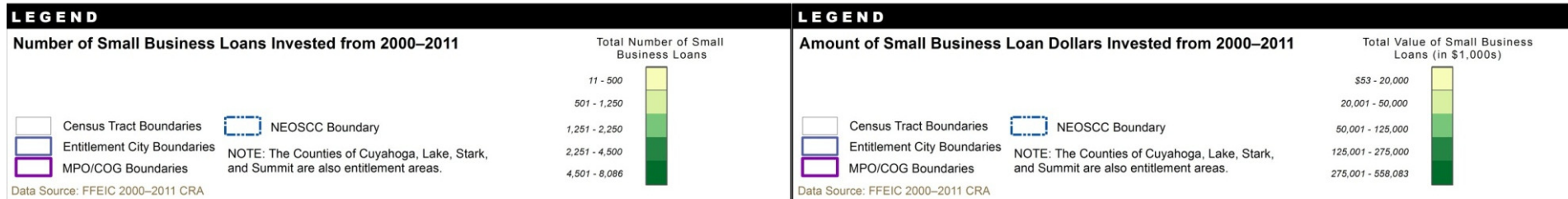
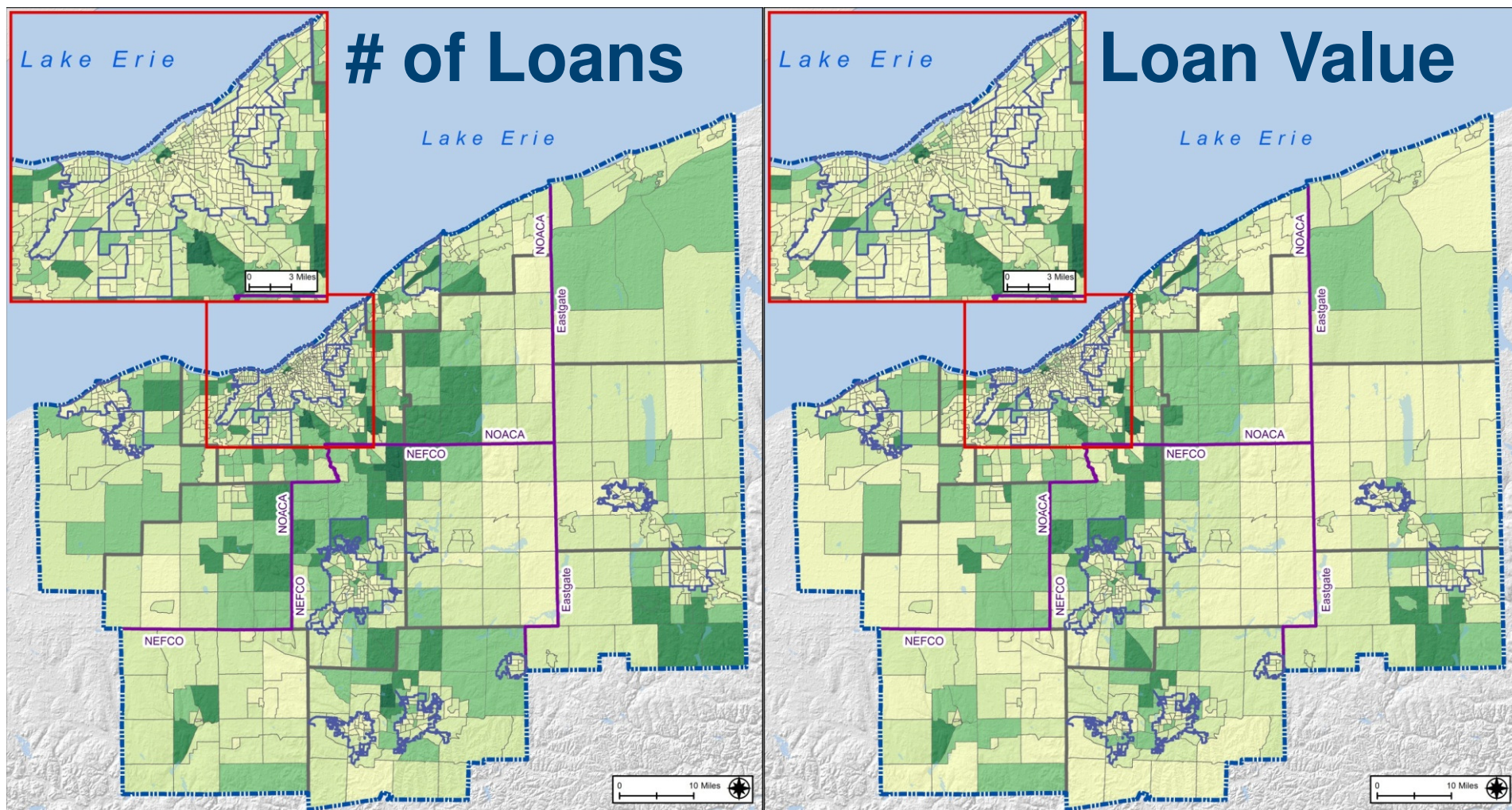
Low Segregation - 0.0 - 0.40

Moderate Segregation - 0.41 - 0.54

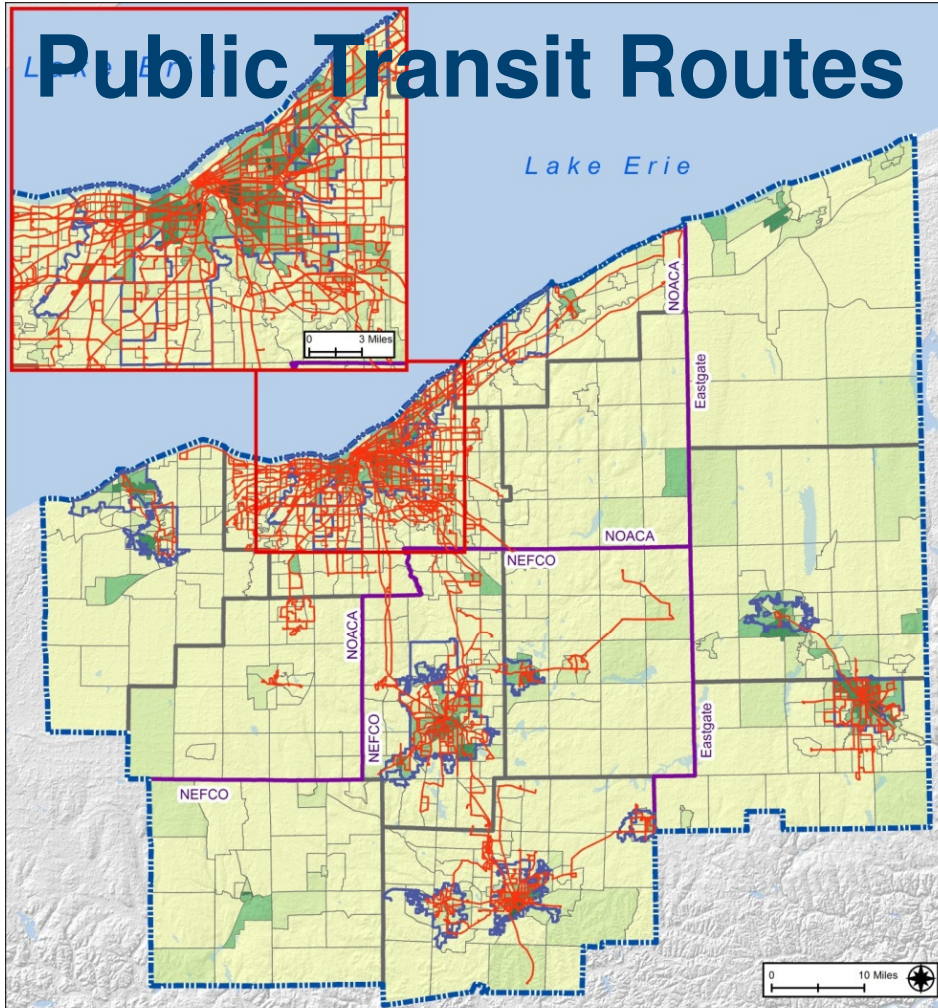
High Segregation - 0.55 - 0.71

Data Source: 2010 Census

Small Business Lending



Access to Opportunity



LEGEND

Public Transit Routes and Poverty Rates

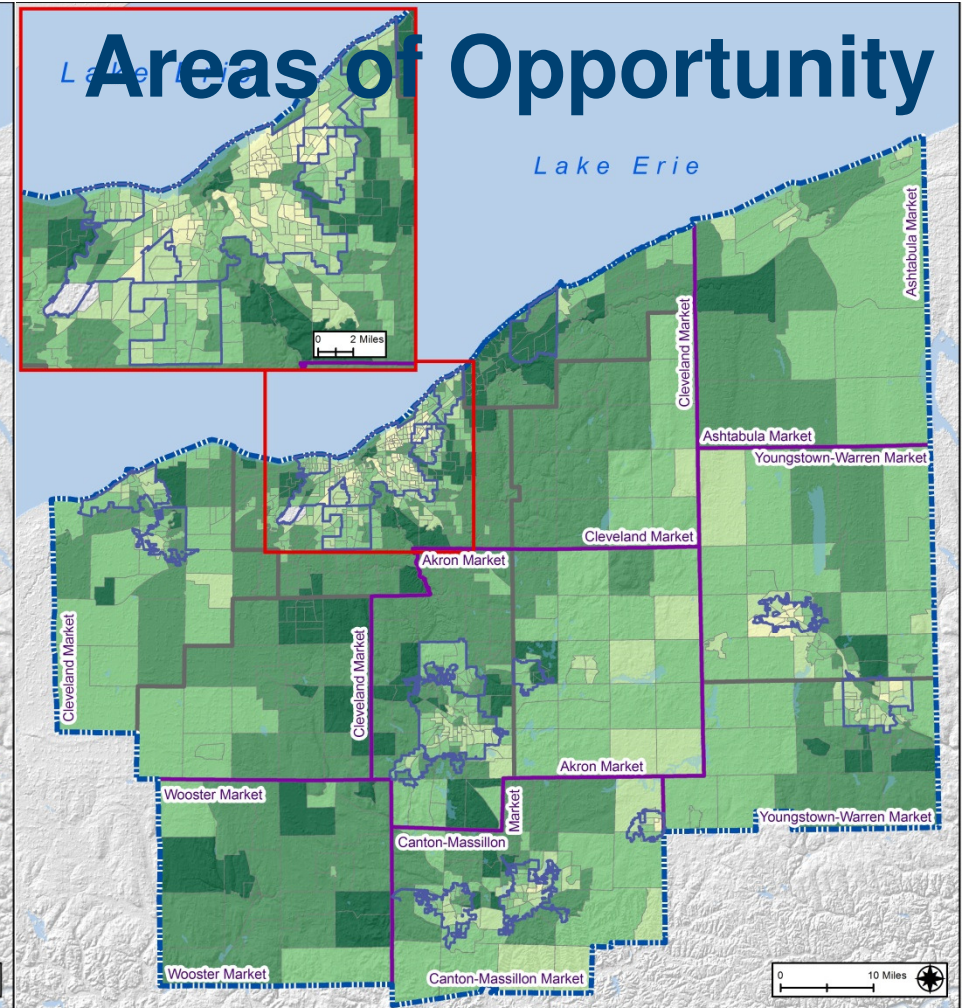
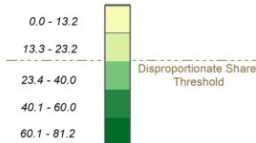
2006–2010 Average Poverty Rate Among All Census Tracts in the NEOSCC Region = 13.2%
 Disproportionate Share Threshold = 23.2% (A disproportionate share exists when the share of a population in a given area is at least 10 percentage points greater than the study area average.)

- Census Tract Boundaries
- Entitlement City Boundaries
- MPO/COG Boundaries
- Public Transit Routes
- NEOSCC Boundary

NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: NEOSCC, 2006–2010 ACS

Poverty Rate



LEGEND

Opportunity Indicator Index

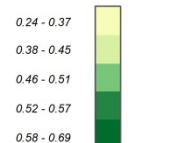
Opportunity is measured as an average of education, economic, housing, and transportation factors, as measured through 2004–2010 HMDA data, 2010 Census data, and 2012 HUD PDR data. An index score of 0 represents few opportunities; a score of 1 represents many opportunities for education, economic, housing, and transportation choices.

- Census Tract Boundaries
- Entitlement City Boundaries
- Housing Market Boundaries
- NEOSCC Boundary

NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Data Source: 2012 HUD PDR, 2004–2011 HMDA, 2010 Census SF1, and 2010 ACS

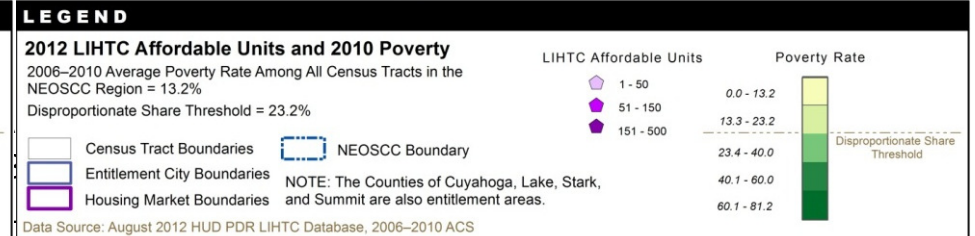
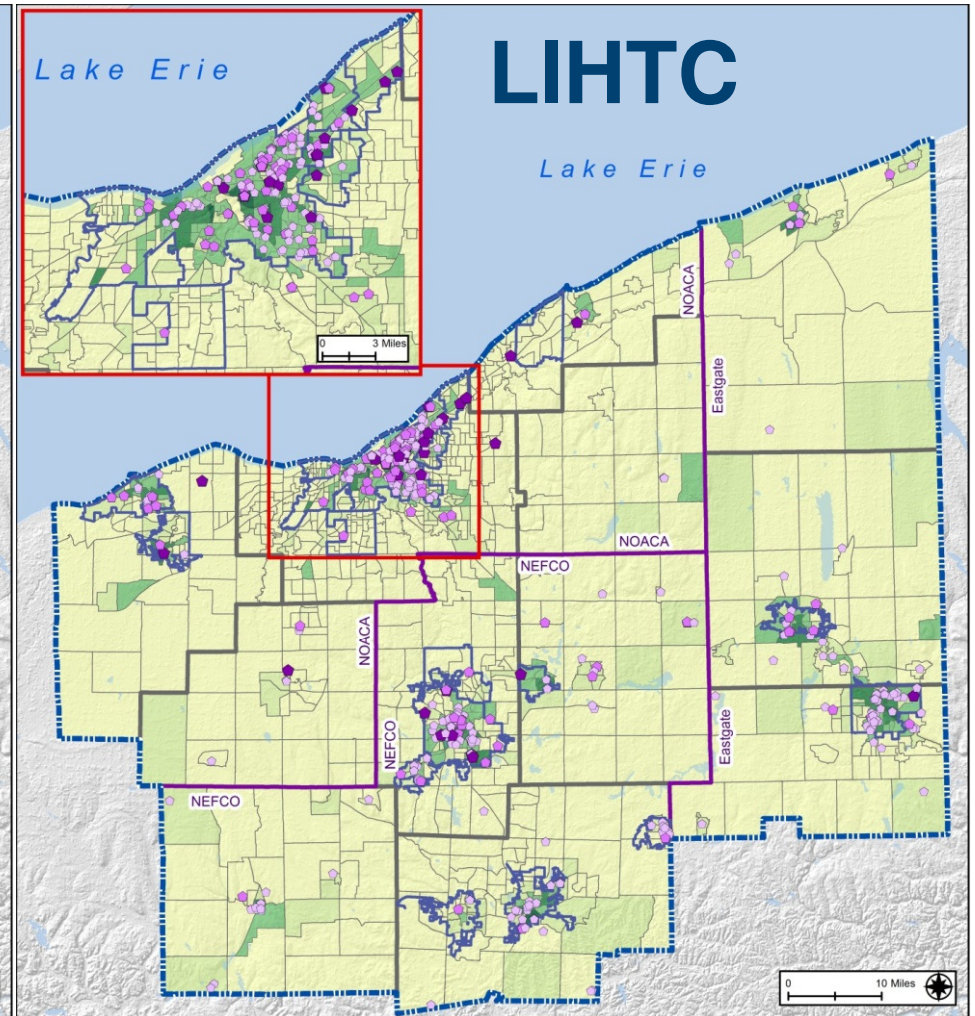
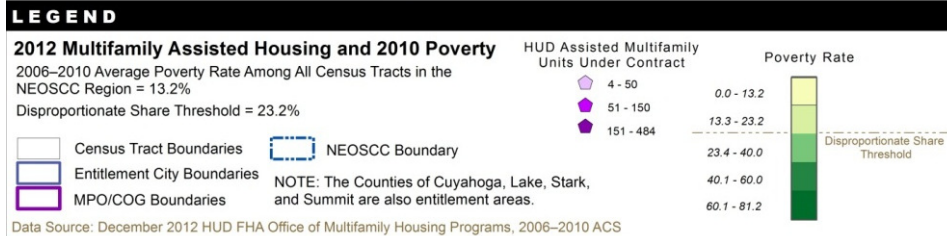
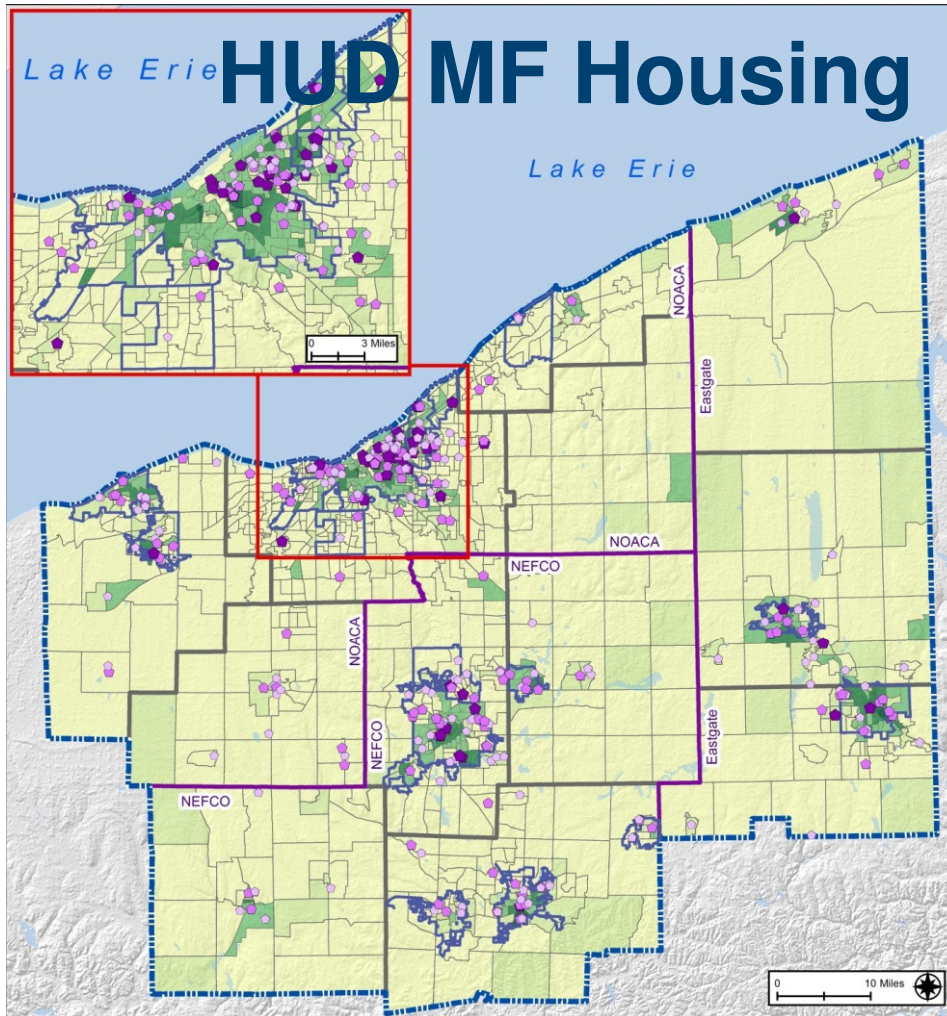
Opportunity Index



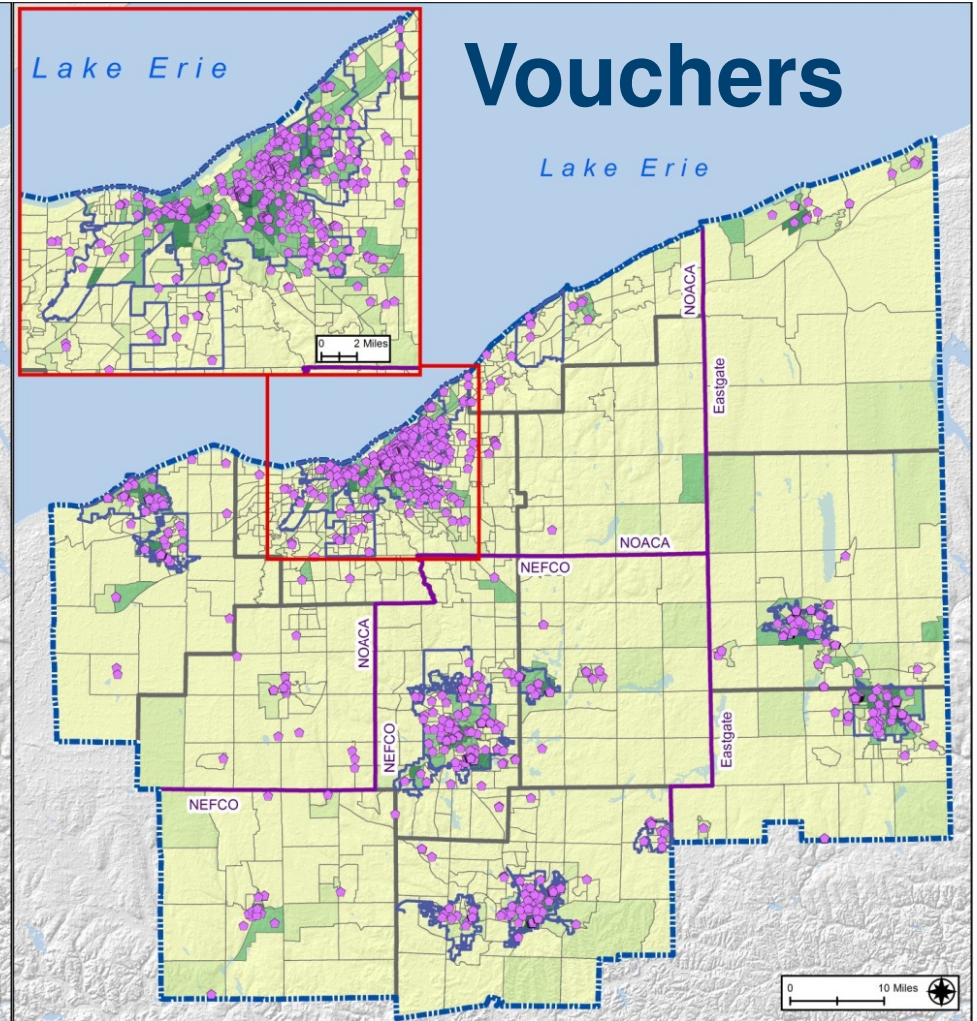
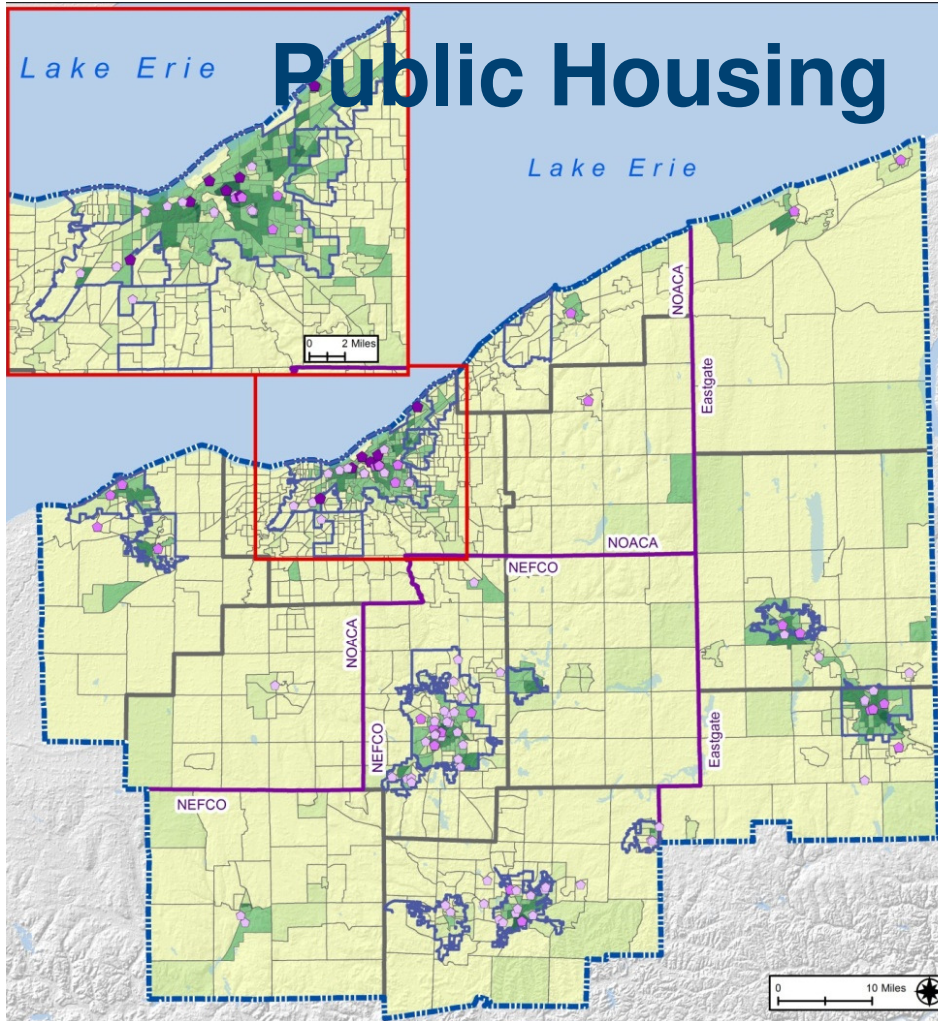
FHEA Summary:

- **Concentrations of racial/ ethnic minorities**
- **Areas with significant poverty**
- **Areas with high levels of segregation**
- **Areas that have lacked investment**
- **Inequitable investment of Community Reinvestment Act resources**
- **Public investments that enhance access to areas of opportunity are needed**

Spatial Location of Housing



Spatial Location of Housing



LEGEND

2013 Public Housing Developments and 2010 Poverty

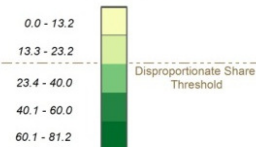
2006–2010 Average Poverty Rate Among All Census Tracts in the NEOSCC Region = 13.2%
Disproportionate Share Threshold = 23.2%

- Census Tract Boundaries
- NEOSCC Boundary
- Entitlement City Boundaries
- Housing Market Boundaries

NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

- Number of Households in Development
- 2 - 50
 - 51 - 150
 - 151 - 261

Poverty Rate



Data Source: May 2013 HUD, 2006–2010 ACS

LEGEND

2013 Rental Assistance Vouchers and 2010 Poverty

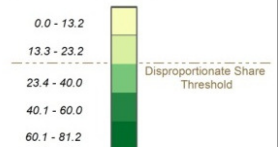
2006–2010 Average Poverty Rate Among All Census Tracts in the NEOSCC Region = 13.2%
Disproportionate Share Threshold = 23.2%

- Census Tract Boundaries
- NEOSCC Boundary
- Entitlement City Boundaries
- Housing Market Boundaries

NOTE: The Counties of Cuyahoga, Lake, Stark, and Summit are also entitlement areas.

Rental Assistance Voucher

Poverty Rate



Data Source: May 2013 HUD, 2006–2010 ACS

Fair Housing Complaints

By Basis of the Complaint

Fair Housing Complaints by Basis NEOSCC Region 2004–2012 HUD Data										
Basis	2004	2005	2006	2007	2008	2009	2010	2011	2012	Total
Disability	106	105	141	77	120	87	120	90	56	902
Race	106	71	100	80	117	101	76	55	37	743
Family Status	34	27	45	49	46	148	87	100	47	583
Sex	17	22	34	22	24	38	38	15	18	228
National Origin	6	10	12	11	39	21	31	6	7	143
Religion	4	10	5	3	15	2	5	3	5	52
Color	3	4	3	6	16	10	2	1	2	47
Total Bases	276	249	340	248	377	407	359	270	172	2,698
Total Complaints	252	225	281	205	288	347	309	248	142	2,297

Fair Housing Complaints

Fair Housing Complaints by Top Ten Issues

NEOSCC Region
2004–2012 HUD Data

Issue	Total
1. Discrimination in terms, conditions or privileges relating to rental	505
2. Discriminatory refusal to rent	409
3. Failure to make reasonable accommodation	391
4. Discriminatory terms, conditions, privileges, or services and facilities	354
5. Discriminatory advertisement – rental	243
6. Discriminatory advertising, statements, and notices	198
7. Discriminatory acts under Section 818 (coercion, etc.)	157
8. Discriminatory refusal to rent and negotiate for rental	138
9. Other discriminatory acts	111
10. Otherwise deny or make housing available	57
All Other	458
Total Issues	3,021
Total Complaints	2,297

Home Mortgage Disclosure Act

Denial Rates by Race/Ethnicity of Applicant NEOSCC Region 2004–2011 HMDA Data	
Race/Ethnicity	Average
American Indian	25.8%
Asian	12.9%
Black	33.6%
White	13.0%
Average	16.5%
Non-Hispanic	15.3%
Hispanic	21.6%



Home Mortgage Disclosure Act

Rate of HALs Originated by Race/Ethnicity of Applicant NEOSCC Region 2004–2011 HMDA Data	
Race/Ethnicity	Average
American Indian	16.0%
Asian	6.9%
Black	38.2%
White	12.1%
Average	15.2%
Non-Hispanic	14.3%
Hispanic	19.7%

Regional AI

Identified Impediments:

Private Sector Impediments

1. Denial of available housing in the rental markets
2. Discriminatory terms, conditions, privileges, or facilities relating to rental
3. Failure to make reasonable accommodations or modifications
4. Steering activities in the rental markets
5. Preferences stated in advertisements for rental housing
6. Denial of availability of housing in the home purchase markets

Regional AI

Identified Impediments:

Private Sector Impediments

7. Steering activities in home sales markets
8. Denial of home purchase loans
9. Predatory lending in the home purchase market
10. Lack of compliance with accessibility requirements in construction of housing units



Regional AI

Identified Impediments:

Public Sector Impediments

1. Lack of sufficient fair housing policies or practices by some units of local government
2. Lack of sufficient fair housing outreach and education efforts – the problem is larger than the current resource commitment
3. Land use and planning decisions and operational practices occasionally result in unequal access to government services, such as transportation
4. Historical establishment of policies and practices that resulted in segregation of minority populations

Regional AI

Identified Impediments:

Public Sector Impediments

5. Public policy decisions regarding definitions of “family,” “dwelling unit,” and related terms are occasionally problematic
6. Lack of sufficient inclusionary land use policies

Bridging the AI & FHEA



Alternative Scenarios and Open Houses Content/Format (Sasaki Team)



NEOSCC

Open House Schedule - Final

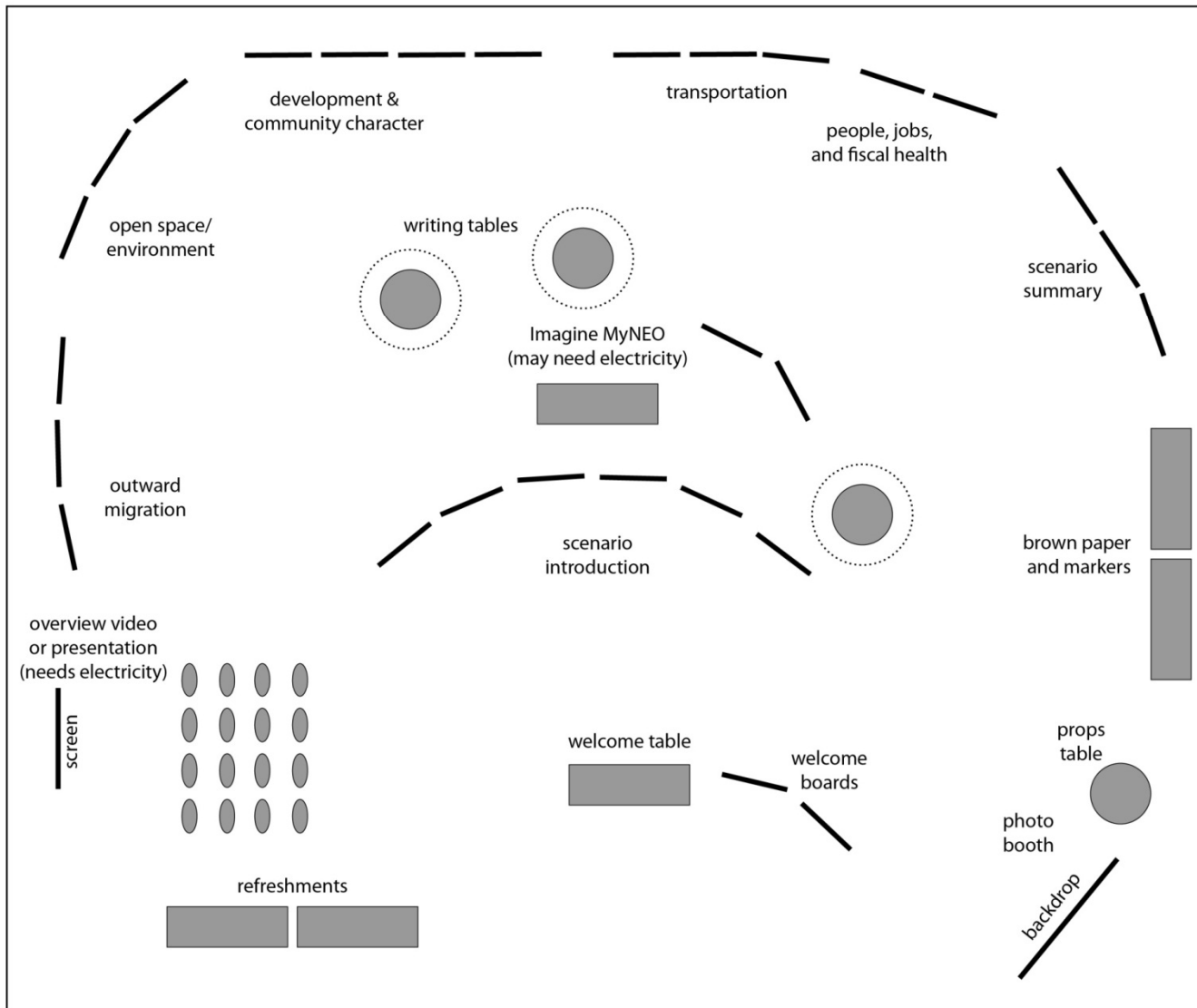
	7/29	7/30	7/31	8/1	8/2		8/5	8/6	8/7	8/8	8/9
	MON	TUES	WED	THU	FRI		MON	TUES	WED	THU	FRI
9:00-9:30											
9:30-10:00											
10:00-10:30											
10:30-11:00											
11:00-11:30											
11:30-12:00			Ashtabula	Cuyahoga				Trumbull	Portage		
12:00-12:30											
12:30-1:00											
1:00-1:30			Kent State	Cleveland				Wean Fdn.			
1:30-2:00			Ashtabula	Public				Warren	Kent State		
2:00-2:30			Campus	Library							
2:30-3:00											
3:00-3:30											
3:30-4:00											
4:00-4:30											
4:30-5:00											
5:00-5:30	Cuyahoga	Lorain	Lake	Summit				Mahoning	Stark		
5:30-6:00		Medina	Geauga	Portage				Trumbull	Wayne		
6:00-6:30		W. Cuy	E. Cuy	Medina				Ashtabula			
6:30-7:00	Cleveland			S. Cuy				Oh Wow!	Metro Center		
7:00-7:30	Zoo	LCCC	Willowick	Akron UL				Youngstown	Canton		
7:30-8:00											
8:00-8:30											
8:30-9:00											



	Open Houses with Consulting Team	
	Open Houses with 1 Sasaki Representative	
	Open Houses with PMO/Consortium/In-Kind Only	

NEOSCC

~60'



- 32x40" boards (horiz)
- 24x72" tables
- 20" wide folding chairs
- 36" diameter high top table OR 60" diameter round table

Staff Requirements:

14 local/PMO/MPO

10 consultants
(Week 1 only)

ENTRANCE



NEOSCC

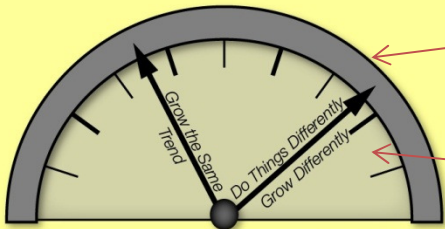
Tools for Gathering Feedback

- Dial-like gauges
- Placetype preference survey
- Blank brown paper
- Overall feedback cards
- Photobooth
- ImagineMyNEO





Tools for Gathering Feedback: Dials

I think Northeast Ohio's
TRANSPORTATION INVESTMENT
should be directed toward:



draw your response on the dial

 auto-oriented infrastructure

 walk, bike, transit infrastructure

Comments

What is your zip code?

Dial to gauge how resident feels about topic

Where the scenarios fall (placeholder currently)

Area to write comments

Area to write zipcode



Dial for Transportation Station

NEOSCC

Tools for Gathering Feedback: Dials

I think Northeast Ohio's
INVESTMENT IN COMMUNITIES
should be directed toward:



draw your response on the dial

  building outward

 building inward
(infill development)

Comments

.....

.....

.....

.....

What is your zip code?

Dial for Outward Migration Station



I think Northeast Ohio's
LAND DEVELOPMENT
should be directed:



draw your response on the dial

 anywhere

 away from environmentally
sensitive areas

Comments

.....

.....

.....

.....

What is your zip code?


Dial for Environment Station






Tools for Gathering Feedback: Additional preference info



WHAT DO YOU THINK?


What does your ideal community look like?
Draw your responses on the dials below



 **NEO 2040**

 cars  bicyclists & pedestrians

 **NEO 2040**

 dispersed development  compact development

 **NEO 2040**


 all residential  mix of residential, retail, & commercial



Comments


What is your zip code?



WHAT DO YOU THINK?

What does your ideal community look like?
Draw your responses on the dials below

 **NEO 2040**

 cars  bicyclists & pedestrians

 **NEO 2040**

 dispersed development  compact development

 **NEO 2040**

 all residential  mix of residential, retail, & commercial

Comments

What is your zip code?

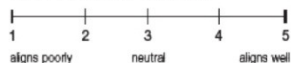


Tools for Gathering Feedback: Overall Feedback Cards

WHAT IS YOUR VISION?

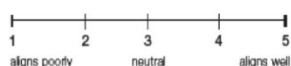
1. On a scale of 1-5, how well does each scenario align with YOUR VISION for the future of Northeast Ohio?

"Grow the Same" Scenario



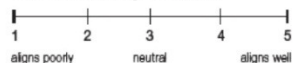
Why? _____

"Trend" Scenario



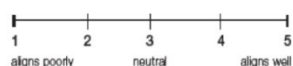
Why? _____

"Grow Differently" 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

☐ Open Space & Environment

☐ Development & Community Character

☐ Transportation

☐ Jobs & Fiscal Health

☐ Other: _____

3. What is missing from the scenarios?

4. What is your zip code? _____

over
→

NEOSCC PARTICIPANT SURVEY

You are being asked to complete a brief survey about your experience at the workshop today. You will first be asked some demographic questions. All responses will be anonymous since your name will not be linked to your answers to the questions. All information you provide will be kept confidential and your name or identifying information will not be shared with any organizations outside those of the Northeast Ohio Sustainable Communities Consortium (NEOSCC). Your participation is voluntary. If you choose not to participate, it will not affect your current or future relations with the NEOSCC.

1. Please check the gender you most identify with:

☐ Male ☐ Female

2. Please check the race you most identify with:

☐ White ☐ Pacific Islander
☐ Black/African American ☐ Hispanic
☐ Native American ☐ Two or more races
☐ Asian ☐ Other

3. Please check the appropriate age bracket:

☐ Under 18 ☐ Pacific Islander
☐ 18 to 24 ☐ Hispanic
☐ 25 to 44 ☐ Two or more races
☐ 45 to 64 ☐ Other
☐ 65 or above

4. Please check the income bracket that represents your household's annual income:

☐ Less than \$10,000 ☐ \$60,000 to \$74,999
☐ \$10,000 to \$19,999 ☐ \$75,000 to \$99,999
☐ \$20,000 to \$29,999 ☐ \$100,000 to \$149,999
☐ \$30,000 to \$39,999 ☐ \$150,000 to \$199,999
☐ \$40,000 to \$49,999 ☐ \$200,000 plus
☐ \$50,000 to \$59,999

5. Please check your highest level of education:

☐ No High School Diploma
☐ High School Graduate or equivalent (GED)
☐ Some College, No Degree
☐ Associate's Degree
☐ Bachelor's Degree
☐ Master's Degree or Professional Degree

6. I live in _____ County
in Northeast Ohio.

How did you hear about this open house?

☐ Email or U.S. Mail invitation from NEOSCC
☐ Email or newsletter from an organization
in my community _____
organization
☐ Local newspaper _____
newspaper
☐ Announcement on the radio _____
station
☐ Invitation on Facebook
☐ Invitation on Twitter
☐ Invitation from a friend or colleague
☐ Don't remember
☐ Other _____

What would improve your experience at
future NEOSCC open houses?

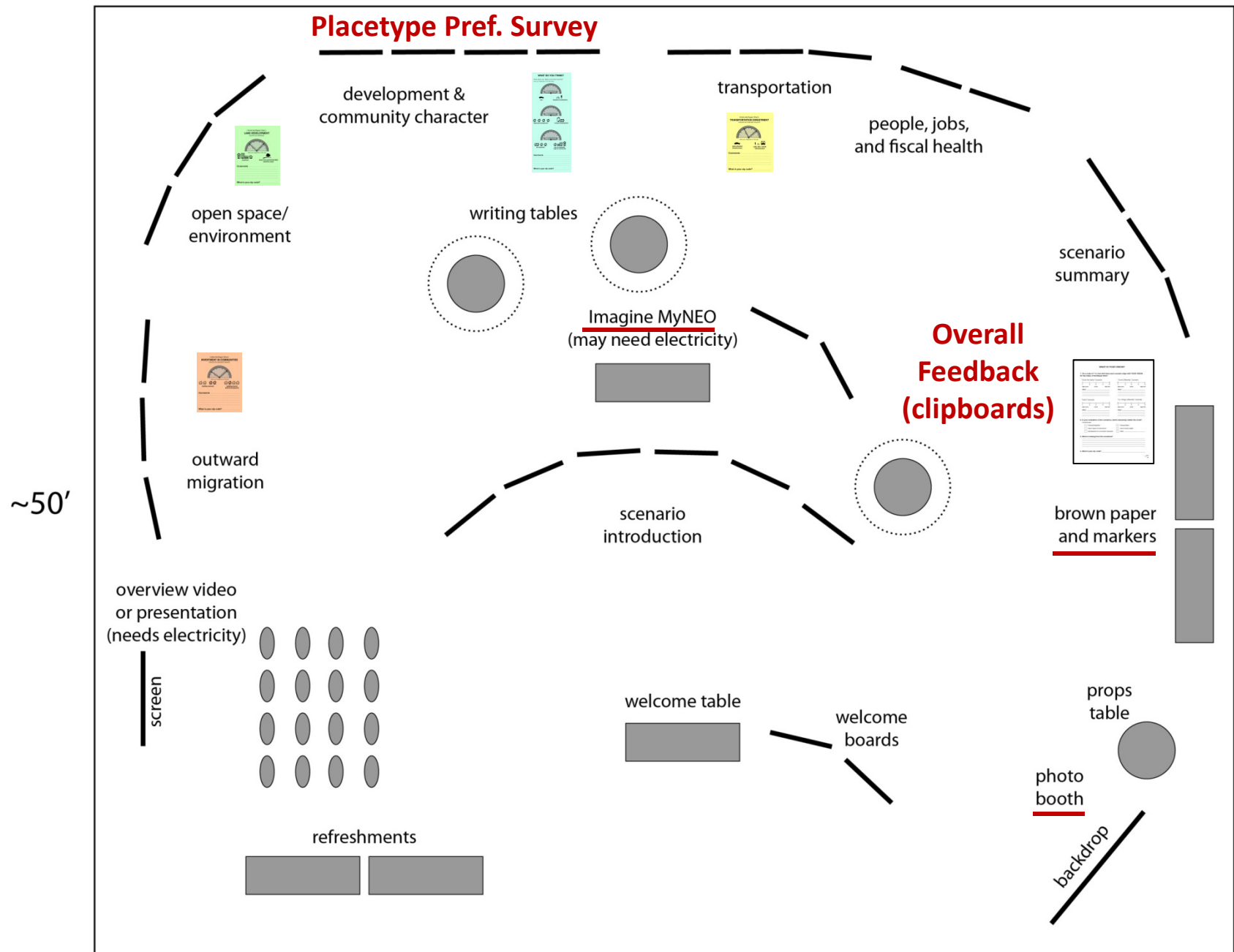


Summary Station

NEOSCC

~60'

Placetype Pref. Survey



~50'

ENTRANCE

Board Outreach and Communications Update



NEOSCC

Board Outreach

- Personal connection
- Customized emails
- Postcards
- Two new NEOSCC pieces

You Can Choose NEO's Future!
Drop in during any one of these Open Houses.

WEEK 1 JULY 29 Cleveland MetroParks Zoo 4:30 – 7:30 pm Cleveland, OH	JULY 31 Kent State University - Ashtabula Campus) 11:30am – 2:30pm Ashtabula, OH	AUGUST 1 Cleveland Public Library Main Branch, 11:30am – 2:30pm Cleveland, OH	WEEK 2 AUGUST 6 Raymond John Wean Foundation 11:30am – 2:30pm Warren, OH	AUGUST 7 Kent State Ballroom Main Campus 11:30am – 2:30pm Kent, OH
JULY 30 Lorain County Community College 4:30 – 7:30pm Elyria, OH	JULY 31 Willowick Community Center 4:30 – 7:30pm Willowick, OH	AUGUST 1 Akron Urban League 4:30 – 7:30pm Akron, OH	AUGUST 6 OH WOW! – Children's Center for Science and Technology 4:30 – 7:30pm Youngstown, OH	AUGUST 7 The Metropolitan Center 4:30 – 7:30pm Canton, OH

For location info and details, click here.

VIBRANT
NEO 2040



NEOSCC

Communications Update

NEOSCC AND VIBRANTNEO 2040

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

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

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

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

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

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

NEOSCC AND VIBRANTNEO 2040: BY THE NUMBERS

July 15, 2013

Participation

- 150 Organizations have participated in our work streams, product development teams and scenario planning reviews
- 1,800 individuals attended NEOSCC events over the last 18 months
- 1,400 individuals were surveyed as part of our public opinion polls (2)
- 1,000 individuals played Imagine MyNEO in one month

Outreach

- 19,000 visits to vibrantneo.org in last 9 months (average visit 4:05)
- 11,000 unique visitors to vibrantneo.org in last 9 months
- 5,000 unique page views of the MyVibrant Daily blog
- 7,000 visits to the Conditions & Trends Platform in the last year (average visit 5:14)
- 4,500 unique visitors to the Conditions & Trends Platform in the last year
- 2,500 audience members at 60 presentations given throughout the last 2 years
- 2,328 e-newsletter subscribers

Media – Traditional and Social

- 83 news stories, editorials and media pieces over the last 18 months
- April/May Workshops earned and paid media
 - 5 Editorials/Op-Ed Pieces reaching 751,000 in April and May 2013
 - 9 news stories reaching 537,500 in April and May 2013
 - 298,000 readers/listeners through print and radio advertising
 - 3,100,000 impressions through on-line advertising
 - 3,600 actions through on-line advertising
- Imagine MyNEO
 - 3,000,000 impressions through on-line advertising
 - 3,000 actions through on-line advertising
- 2,483 social media followers (Linked-In, Facebook and Twitter)
- 35,000 views of Vibrant NEO Facebook Posts
- 5,900 letters have been sent to elected officials in Northeast Ohio through three mailings (over 2,300 officials)



Communications Update

- Meetings with the offices of Senator Brown and Senator Portman
- House delegation meetings beginning in August
- Promote Open Houses
- Promote Imagine MyNEO through August 17
- Public Opinion Poll webinar on July 26 at 10:00 am
- Follow-up with Open House attendees and media
- Prepare Imagine MyNEO final report
- Work on Imagine MyNEO plan for NEO schools



Progress and Status of Products



NEOSCC

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.



Work Accomplished Since June Board Meeting

- Dashboard (Joe MacDonald):
 - HUD Flagship Sustainability Indicators webinar held July 11
 - Proposed indicators, measures, and visuals document posted to Glasscubes; Webinar to be held Thursday, July 25 at 3pm*
- Tool Kit & Best Practices (Anthony Kobak):
 - Working Group teleconference held July 16
 - Regional AI/FHEA 30-day public comment period concluded July 9

Work Accomplished Since June Board Meeting

- Policy Recommendations (Kelley Britt):
 - Incorporating feedback into policy framework
 - Draft to be presented in August
- Pilots (Julie Whyte):
 - Pilots update webinar held July 11
 - Existing and proposed pilots posted to Glasscubes

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

Activities Look-ahead Calendar

	August	September	October
Dashboard	Incorporate Open House/IMN feedback	Meeting; Incorporate preferred vision feedback	Present to TSC/Board final indicators, measures, and visuals
Tool Kit & Best Practices	Draft tool kit & best practices webinar presentation; Final AI/FHEA delivered	Meeting; Work to finalize tool kit & best practices based on preferred vision	Present to TSC/Board final tool kit & best practices*
Policy Recommendations	Meeting; Draft policy brief webinar presentation	Work to finalize policy recommendations based on preferred vision	Finalize policy brief in preparation for November TSC/Board
Pilots	Meeting; Draft final materials and pilots list	Work to finalize pilots list	Present to TSC/Board final pilots list

August Objectives

Regional Planning, Scenario Planning and Fiscal Impact

- Complete second week of Open Houses
- Develop Preferred Scenario
- Finalize Phase 3 scope

Regional AI

- Final report available on website

Product Development

- Dashboard: Webinar on July 25; continued work
- Toolkit & Best Practices: Webinar to be scheduled for interested board members and public
- Policy Recommendations: Refine policy brief framework for August webinar for interested board members and public
- Pilots: Finalize criteria; work to secure commitments to implement



August Objectives

Communications and Engagement

- Promote Open Houses
- Promote Imagine MyNEO
- Conduct Open Houses
- Follow-up with Open House attendees and media
- Prepare Imagine MyNEO final report
- Work on Imagine MyNEO plan for NEO schools

Meetings/Presentations

- Pilots, August 8 from 12 – 2 pm in the AMATS Conference Room
- Policy, August 9 from 10 am – 12 pm location TBD
- Communications and Engagement Workstream Meeting, August 21 at 9:30 Akron Urban League
- August 27–Board Meeting (1:00 pm) Medina County – morning itinerary to be developed



Executive Committee Report



NEOSCC