



***Board Meeting***  
***March 26, 2013***




## Action Products

### Dashboard

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

### Policy Recommendations

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



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## Action Products

### Tool Kit & Best Practices

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

### Pilots

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



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## Committee &/or Board Presentations

### Dashboard

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

### Tool Kit & Best Practices

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

### Policy Recommendations

August – Draft policy brief  
November – Final policy brief

### Pilots

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



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## Activities Look-ahead Calendar

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



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***Northeast Ohio Regional Dashboard:  
March 2013 Update***



**NEO** Sustainable  
Communities  
Consortium

## OVERVIEW

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



## PROGRESS TO DATE

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



## PRIOR DASHBOARD EFFORTS

(10 DASHBOARDS REVIEWED)

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



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## POTENTIAL INDICATOR “BUCKETS”

(Final Dashboard Indicators Developed Based on  
Community Engagement Process)

<b>ECONOMY</b> <ul style="list-style-type: none"> <li>• Jobs (Employment)</li> <li>• Gross Regional Product</li> <li>• Per Capita Income</li> <li>• Labor Force Participation</li> </ul>	<b>HEALTH</b> <ul style="list-style-type: none"> <li>• County Health Rankings (<i>Robert Wood Johnson Foundation and University of Wisconsin Population Health Institute</i>)</li> <li>• Health Outcomes               <ul style="list-style-type: none"> <li>◦ Mortality (length of life)</li> <li>◦ Morbidity (quality of life)</li> </ul> </li> <li>• Health Factors               <ul style="list-style-type: none"> <li>◦ Health Behaviors</li> <li>◦ Clinical Care</li> <li>◦ Social and Economic Factors (<i>People, Education, Economy</i>)</li> <li>◦ Physical Environment (<i>Environment</i>)</li> </ul> </li> </ul>	<b>EDUCATION</b> <ul style="list-style-type: none"> <li>• Attainment</li> <li>• Expenditures</li> <li>• School Quality</li> <li>• Professional Certifications</li> </ul>
<b>ENVIRONMENT</b> <ul style="list-style-type: none"> <li>• Air Quality</li> <li>• Water Quality</li> <li>• Agricultural Open Space</li> <li>• Natural Resource Open Space</li> <li>• Greenhouse Gas Emissions</li> </ul>	<b>PEOPLE</b> <ul style="list-style-type: none"> <li>• Population Counts</li> <li>• Migration Patterns</li> <li>• Distribution/Segregation               <ul style="list-style-type: none"> <li>◦ Race/Ethnicity</li> <li>◦ Income/Poverty</li> <li>◦ Age</li> </ul> </li> </ul>	<b>HOUSING</b> <ul style="list-style-type: none"> <li>• Affordability (with <i>Transportation</i>)</li> <li>• Value</li> <li>• Transactions (Sales/New Leases)</li> <li>• Vacancy Rates (Owned/Rented)</li> <li>• Ownership Rates</li> </ul>
	<b>TRANSPORTATION</b> <ul style="list-style-type: none"> <li>• Affordability (with <i>Housing</i>)</li> <li>• Vehicle Miles Traveled</li> <li>• Commute               <ul style="list-style-type: none"> <li>◦ Mode Share</li> <li>◦ Time</li> <li>◦ Distance</li> </ul> </li> </ul>	



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## GUIDING PRINCIPLES

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



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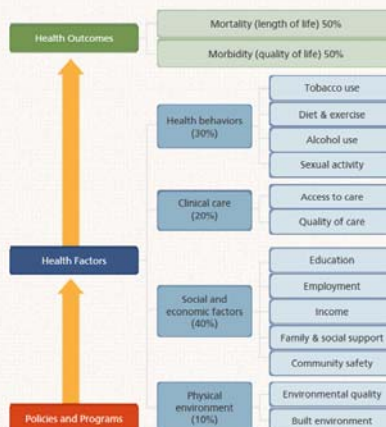
## EXAMPLE: Community Health Rankings



### Our Approach

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

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



County Health Rankings model ©2012 UWMH

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## NEXT STEPS

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



## April Objectives



## April Objectives

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

**VIBRANT  
NEO 2040**

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

<b>APRIL 30</b> The Oberlin Inn 7 N Main St, Oberlin, OH 44074 (Lorain, Medina, and western Cuyahoga counties)	<b>John F Kennedy High School</b> 2550 Central Parkway Ave, SE, Warren OH 44484 (Mahoning, Tuxedo and Ashtabula counties)
<b>MAY 1</b> Third Federal Savings & Loan (auditorium) 7007 Broadway Ave, Cleveland OH 44105 (Central Cuyahoga county and inner-ring suburbs)	<b>The Metropolitan Centre</b> 601 Cleveland Ave., NW, Canton OH 44702 (Wayne and Stark counties)
<b>MAY 2</b> Akron Urban League 440 Vernon Odom Blvd., Akron OH 44307 (Summit and Portage counties)	<b>Cuyahoga Community College Corporate College East</b> 4400 Richmond Rd., Warrensville Hts OH 44128 (Lake, eastern Cuyahoga, and Geauga counties)

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

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

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## April Objectives

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

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## April Objectives

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



## Communications and Engagement



## Registration is now open!

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## Work Shop Outreach

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



## Communications

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



## Work Shop Outreach

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



## What you can do

### Communications Tool Kit

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



## Communications Tool Kit

### What Future Do We Want for Northeast Ohio?



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

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

#### 3 Rounds of Workshops

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

**1 Apr 28 - May 2**  
Business-As-Usual Scenario Public Workshops

**2 Jul 29 - Aug 2**  
Alternative Scenario Public Workshops

**3 Sep 9 - Sep 12**  
Preferred Scenario Public Workshops

**October 22**  
Presentation of Final Report to Board and Public

#### Play VibrantNEO QUEST!

From June 10 to July 1, you can play on the adventure you would make about NEO's future by playing VibrantNEO QUEST at [VibrantNEO.org/Quest](http://VibrantNEO.org/Quest)



### Building NEO's Future

By participating in VibrantNEO 2040, you will be helping produce the initiative's **RIVE ACTION PRODUCTS**. VibrantNEO's Scenario Planning process will produce the First Action Product:

As part of our effort to improve opportunities and outcomes for Northeast Ohio, Vibrant NEO has also conducted a study into ways to fast forward across the region. \*

- 1. Professional Concepts**  
Developing a future based on Northeast Ohio's values.
- 2. Vision Board**  
Measuring progress & inspiring us toward our goals.
- 3. Action Plan & Priorities**  
Implementing and sustaining the vision across our region.
- 4. Policy Recommendations**  
Supporting VibrantNEO 2040's vision and goals.
- 5. First Program**  
Piloting VibrantNEO 2040's work and highlighting successes.



ASHTABULA • CUYAHOGA • GEauga • LAKE • Lorain • MAHoning • Medina • Portage • Stark • Summit • Trumbull • WAYNE

## Communications Tool Kit

**VIBRANT**  
NEO 2040

**CREATE A  
MORE VIBRANT  
NORTHEAST OHIO**

**NEOSCC**  
Click to learn more!

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**ADD YOUR VOICE!**

**Join Us**

**April 30**  
Oberlin  
Warren

**May 1**  
Cleveland  
Canton

**May 2**  
Akron  
Warrensville Hts.

Click to learn more!

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## What you can do

### Next two weeks

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



<http://vibrantneo.org/get-involved/add-your-voice/> can do

ce | Vibrant | in

vibrantneo.org/get-involved/add-your-voice/

Facebook LinkedIn Notifications HootSuite Home Email Marketing Sel... Drive Sustainability-Home... Google VibrantNEO

Log In Sign Up

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NEO 2040

Northeast Ohio Sustainable Communities Consortium Initiative

Vibrant NEO 2040 | About NEOSCC | WorkShops | **Get Involved** | Vibrant Daily Blog | NEO 101 | Calendar

**Add Your Voice**

Please join the conversation. Take time to share your perspective about anything Vibrant NEO 2040 is doing, or just email us a general comment about Vibrant NEO 2040.

This month, please take a look at and contribute to the [Conditions and Trends platform!](#)

**Get Involved**

I am interested in:

☐ hosting a guest speaker

☐ volunteering for public engagement meetings in my community/township

☐ serving as a network leader to recruit small groups of meeting attendees

☐ serving as a citizen advisor for 2013 Scenario Planning Activities

☐ producing draft content to educate our region's residents about sustainability

☐ other

Name

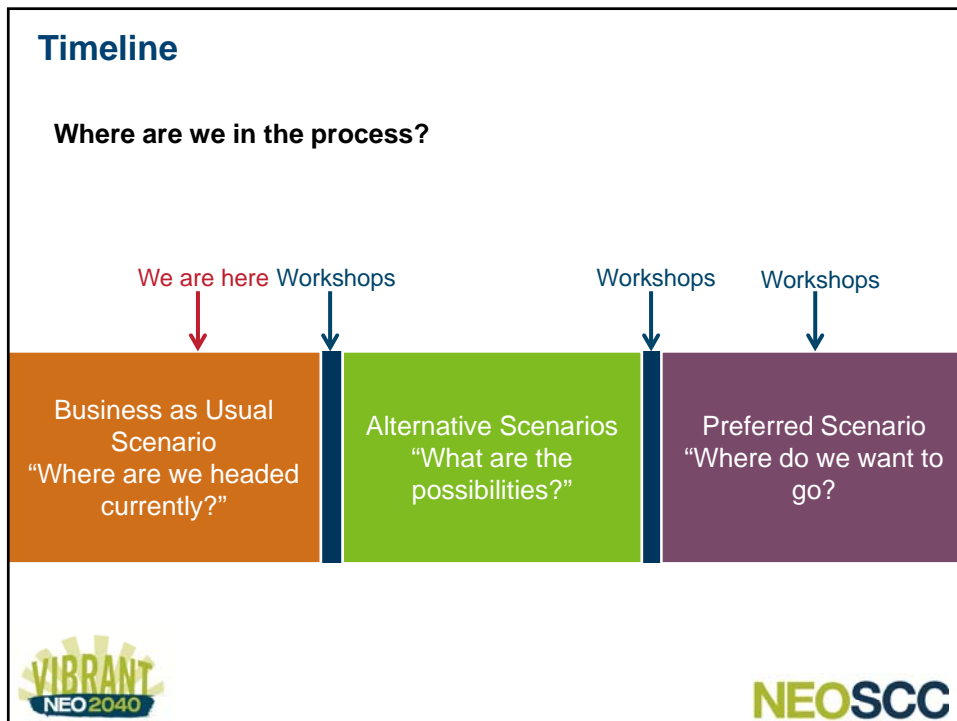
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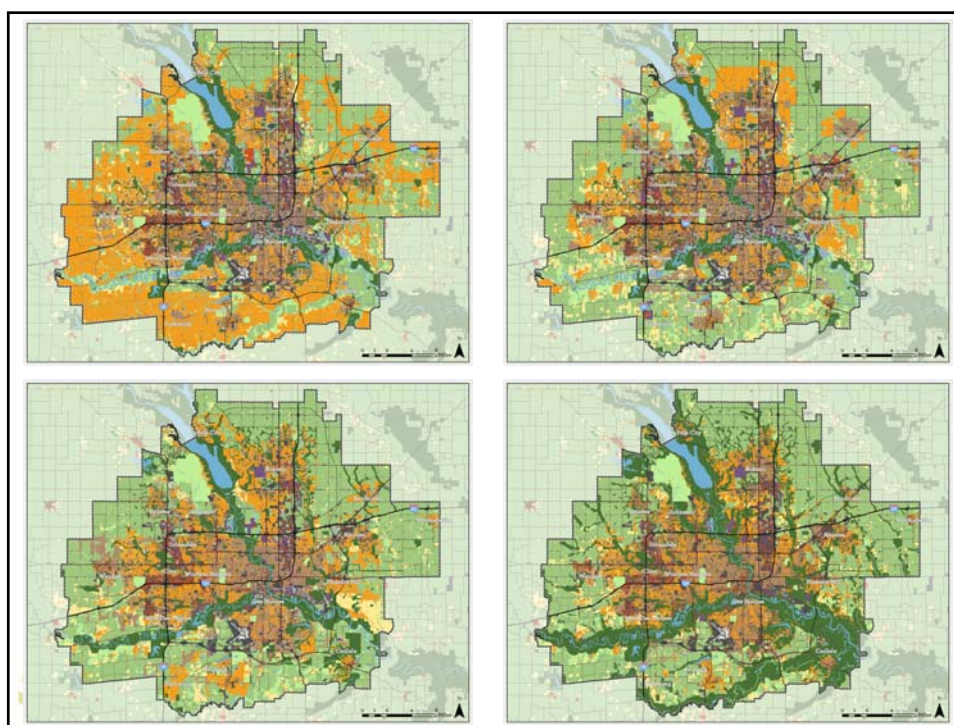
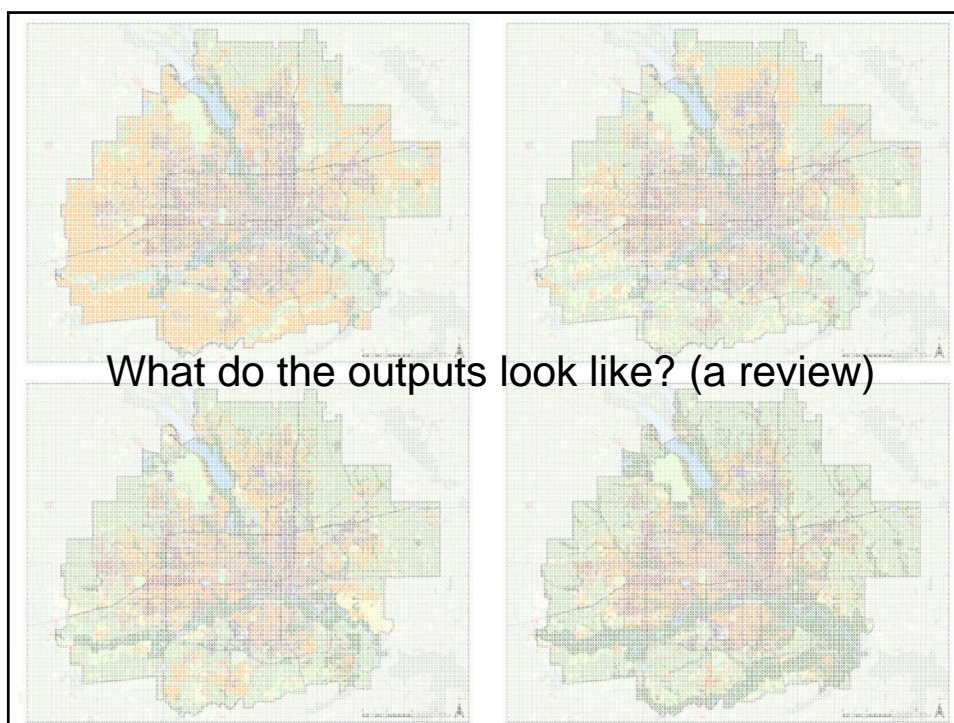


**Sasaki Presentation**  
**Board of Directors**  
**March 26, 2013**

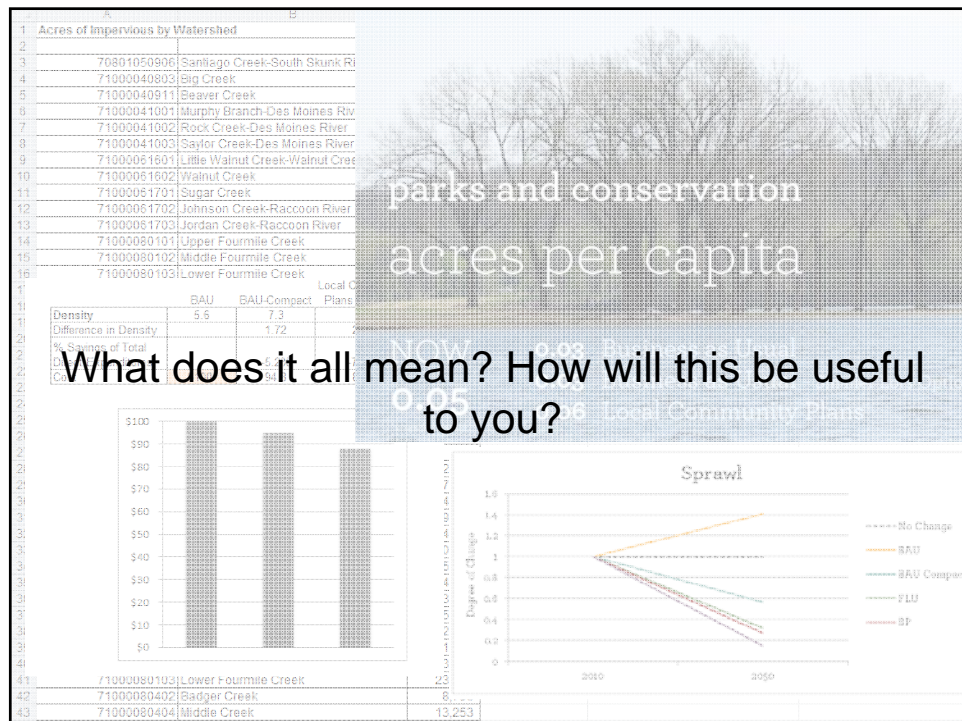
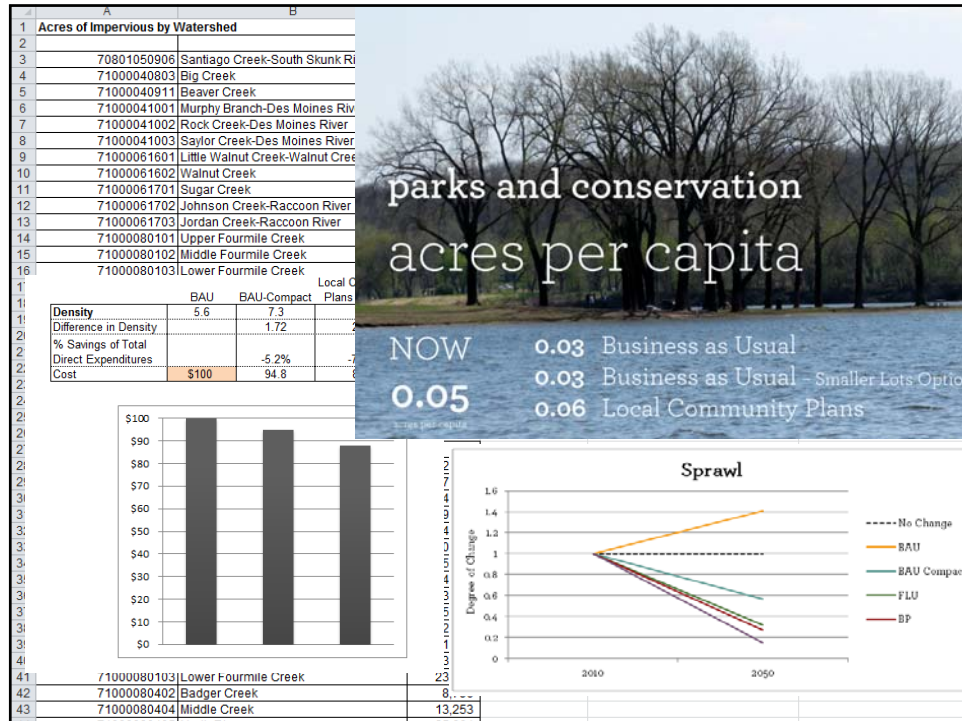




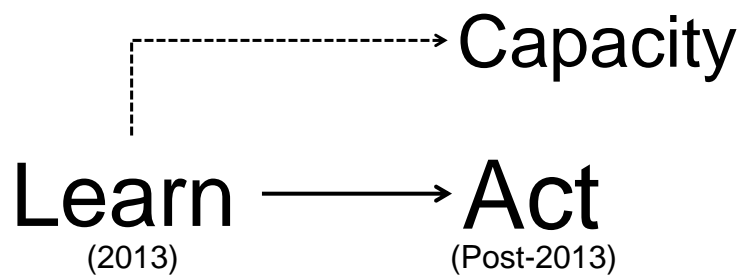








### Scenario modeling overview



Scenarios=learning tools NOT plans



### Scenario modeling overview

#### Goals:

- Get the big issues on the table and prioritize them
- Experiment with a range of strategies
- Down the road: align local actions with regional vision



## Timeline

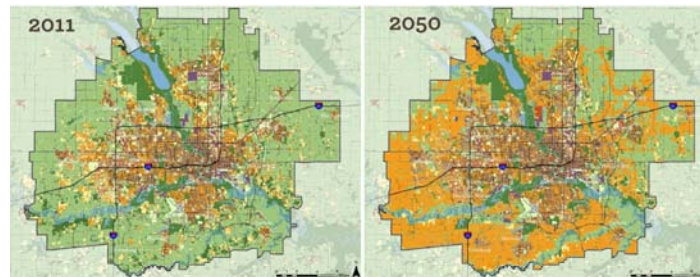
Drilling down: from now through the first workshop series



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## Scenario modeling overview

Where will we be when we arrive at the first workshop series?



LAND USE	% OF STUDY AREA	
	2011	2050
Commercial	2.9%	3.4%
Industrial	1.0%	1.3%
Urban residential	4.6%	8.0%
Suburban residential	8.4%	33.8%
Rural residential	6.4%	4.4%
Water	2.9%	2.9%
Barren or shrub	1.6%	1.1%
Forested	5.0%	2.7%
Agriculture	46.0%	23.9%
Wetlands	3.4%	3.4%
Other	17.7%	15.0%
TOTAL	100%	100%

### “Business as Usual” Model

- 1.1% annual population growth (745,000 people by 2050)
- 0.84% annual job growth

Most significant change in agricultural and suburban residential land uses

\*“Other” includes missing data, roads, parking lots, government buildings, institutions, stadiums, golf courses, etc.

THE TOMORROW PLAN!  
Partnering for a Greener Greater Ohio Future



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## Scenario modeling overview

### Business as usual scenario:

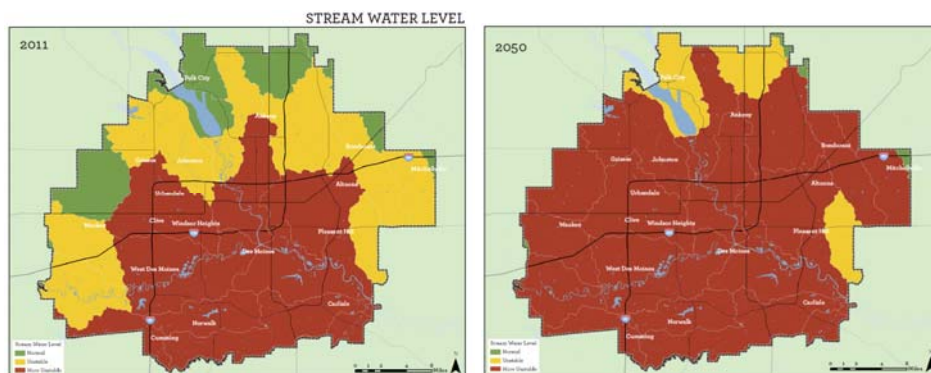
- Continues current trends of growth and decline
- Same housing mix
- Same employment mix
- Zoning and development patterns continue



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## Scenario modeling overview

Where will we be when we arrive at the first workshop series?



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## Scenario modeling overview

Where will we be when we arrive at the first workshop series?

### POPULATION SHIFTS

- Population in the region is forecast to grow from 479,000 people today to 745,000 in 2050
- This increase of 266,000 people is equivalent to 1.1% growth annually (same as average growth rate for the region for past 60 years)
- Population distribution shifts towards older age groups

Projected Age Distribution of the Greater Des Moines Region			
	2010 %	2050 %	Shift 2010-2050 Pct Points
Ages 0-19	28.4	27.5	-0.9
Ages 20-34	21.3	18.5	-2.8
Ages 35-49	21.4	18.3	-3.1
Ages 50-64	17.8	15.0	-2.8
Ages 65-79	7.7	13.3	5.5
Ages 80+	3.4	7.5	4.1

Sources: REMI, Inc.; Gruen Gruen + Associates.

THE TOMORROW PLAN!  
Partnering for a Greater Greater Des Moines



## Workshops

What will we do at the workshops?

### Presentations



### Map-based exercises





## Workshops

What will we do at the workshops?

Instant crowd feedback



Value discussions



Participant report-back



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**SAVE THE DATE!**

**ADD YOUR VOICE TO HELP MAKE NEO MORE VIBRANT**

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

**April 30:**  
Oberlin (Lorain, Medina and western Cuyahoga)  
Warren (Mahoning, Trumbull and Ashtabula)

**May 1:**  
Cleveland (Central Cuyahoga and inner-ring suburbs)  
Canton (Wayne and Stark)

**May 2:**  
Akron (Summit and Portage)  
Warrensville Hts. (Lake, eastern Cuyahoga and Geauga)

*All workshops will begin at 6:30 pm*

**SET THE COURSE FOR NEO'S FUTURE**

**NEOSCC** | VibrantNEO 2040 is an initiative of the Northeast Ohio Sustainable Communities Consortium.

This year, you have the opportunity to help create a new, shared vision for a more vibrant, resilient and sustainable Northeast Ohio. The first opportunity is almost here – so save the date!

VIBRANTNEO

The VibrantNEO process will look at the future of Northeast Ohio through a series of public workshops and online tools. What will it look like in 2040 if we keep doing what we're doing? What are the potential outcomes if we do things differently? We can only answer these questions together.

## Workshops

### Goals:

- Communicate the scenario process and insights
- Instant feedback and discussion on key value questions
- Understand your neighbors
- Reaction to trend spatial patterns: what do you like? What don't you like? Why?
- What kind of future would you like to see? What would you like us to test in the alternative scenarios?

