Action Products

Dashboard

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

Policy Recommendations

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

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Action Products

Tool Kit & Best Practices

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

Pilots

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

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Committee &/or Board Presentations

Dashboard

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

Tool Kit & Best Practices

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

Policy Recommendations

August – Draft policy brief
November – Final policy brief

Pilots

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

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Activities Look-ahead Calendar

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

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Northeast Ohio Regional Dashboard: March 2013 Update

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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)

ECONOMY
- Jobs (Employment)
- Gross Regional Product
- Per Capita Income
- Labor Force Participation

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

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

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

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

TRANSPORTATION
- Affordability (with ***Housing***)
- Vehicle Miles Traveled
- Commute
  - Mode Share
  - Time
  - Distance

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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

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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)
- April 30 – May 2: Scenario Planning Community Engagement Workshops
- April – June: Development of Revised Regional Indicators, Measurements & Preliminary Visual Mock-Ups
  - Internal Staff Review
  - Dashboard Working Group
  - Technical Steering Committee
  - NEOSCC Board
- May – June: Crowd Gauge Community Engagement Tool

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April Objectives

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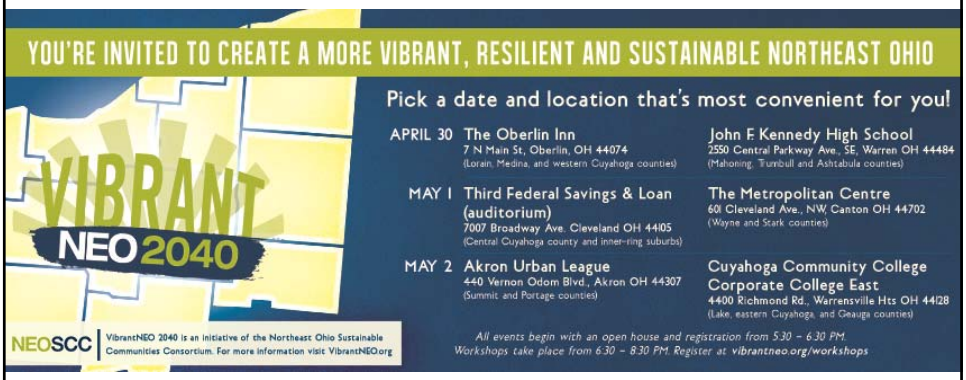
April Objectives



April Objectives

- <u>Regional Planning, Scenario Planning and Fiscal Impact</u>
- Prepare for workshops
- Finalize BAU
- Finalize Fiscal Impact Model
- Phase 2 work plan

- <u>Regional AI</u>
- Continue surveys on-line
- Determining internal review protocol

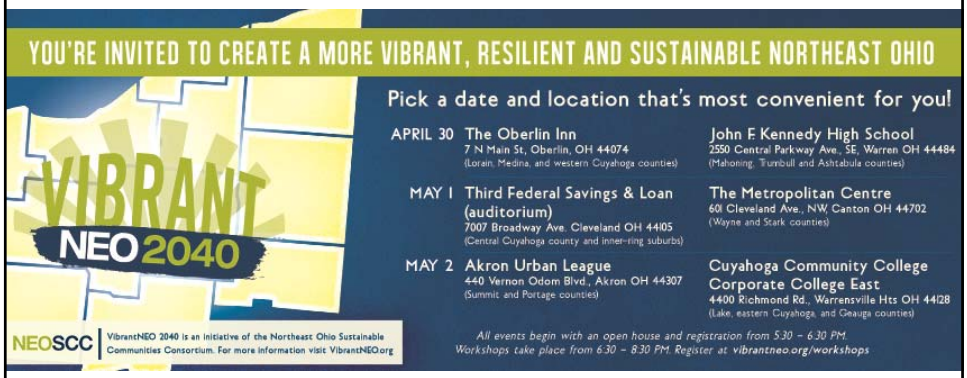
April Objectives

- Product Development
- Toolkit Product Group will be meeting
- Draft pilot criteria and evaluation will be developed
- Policy Needs Brief Framework

- Communications and Engagement
- Driving traffic to workshops

Communications and Engagement

Registration is now open!



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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

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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

Communications Tool Kit

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Communications Tool Kit

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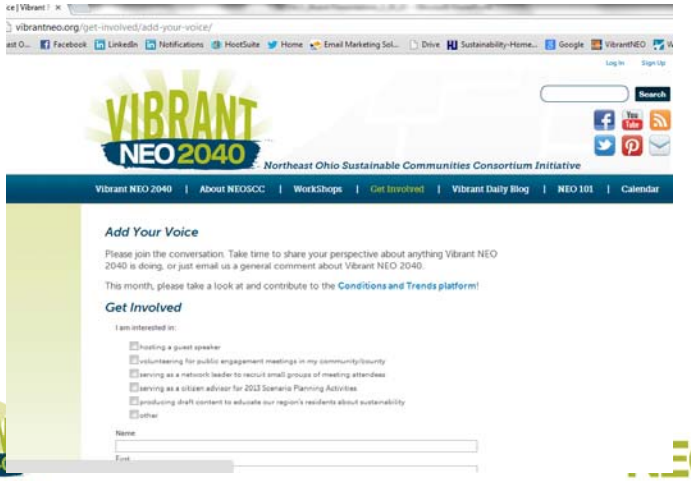
What you can do

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 3rd (details are in Email #2)
5. Work with your staff on Volunteer Opportunities

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



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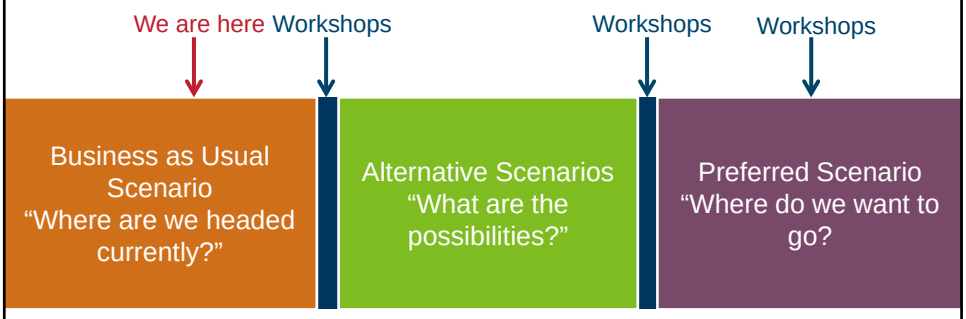
Sasaki Presentation
Board of Directors
March 26, 2013

NEO Sustainable Communities Consortium

Timeline

Where are we in the process?



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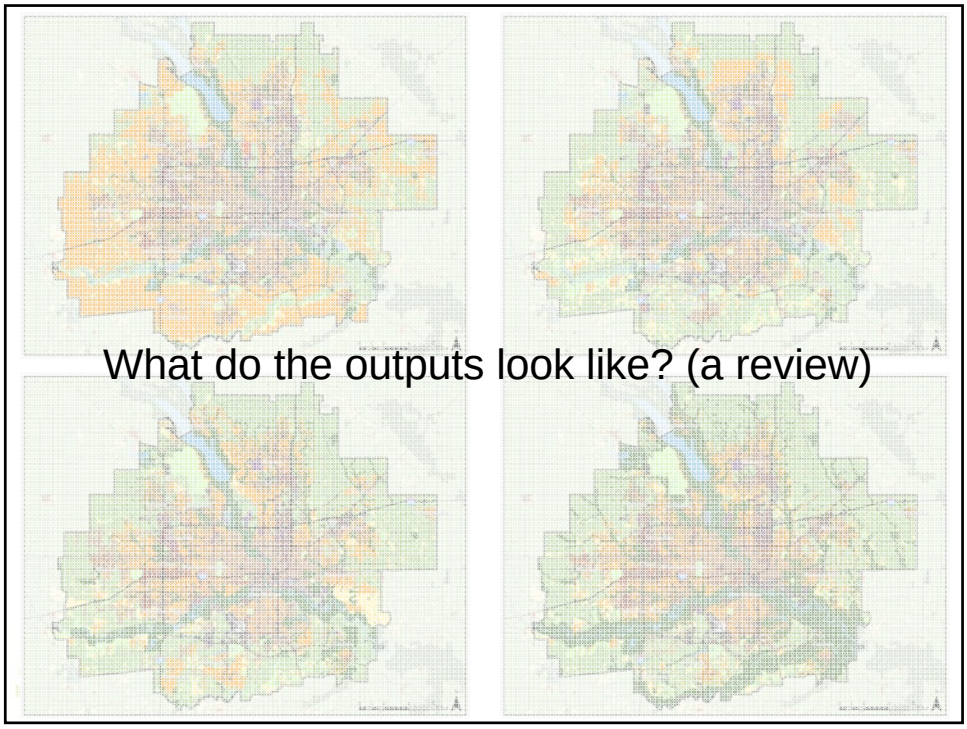
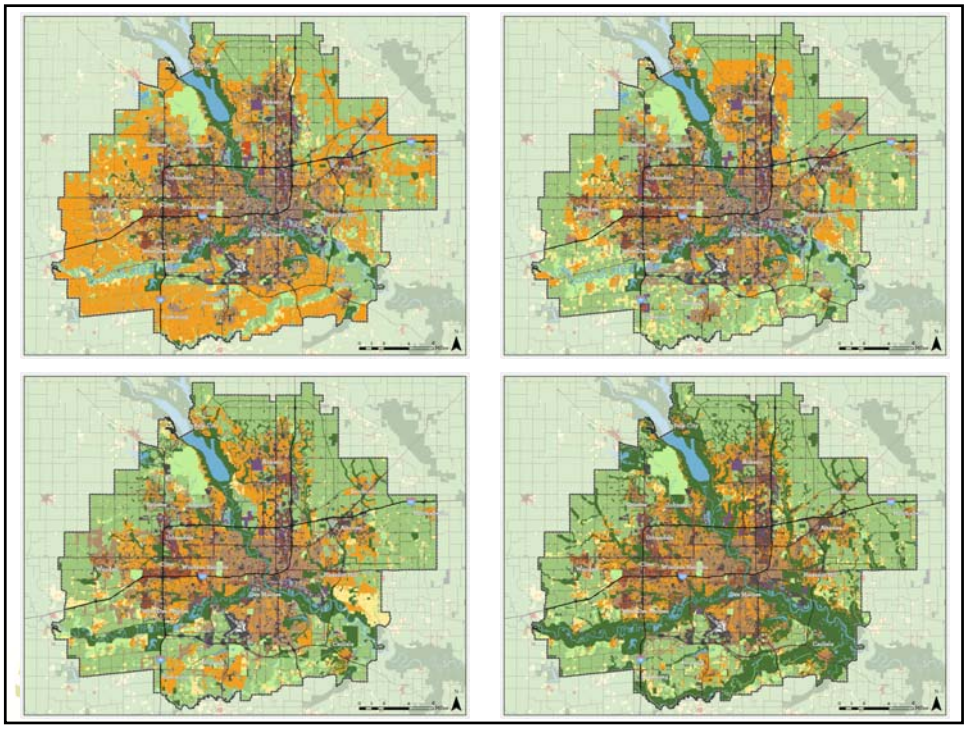
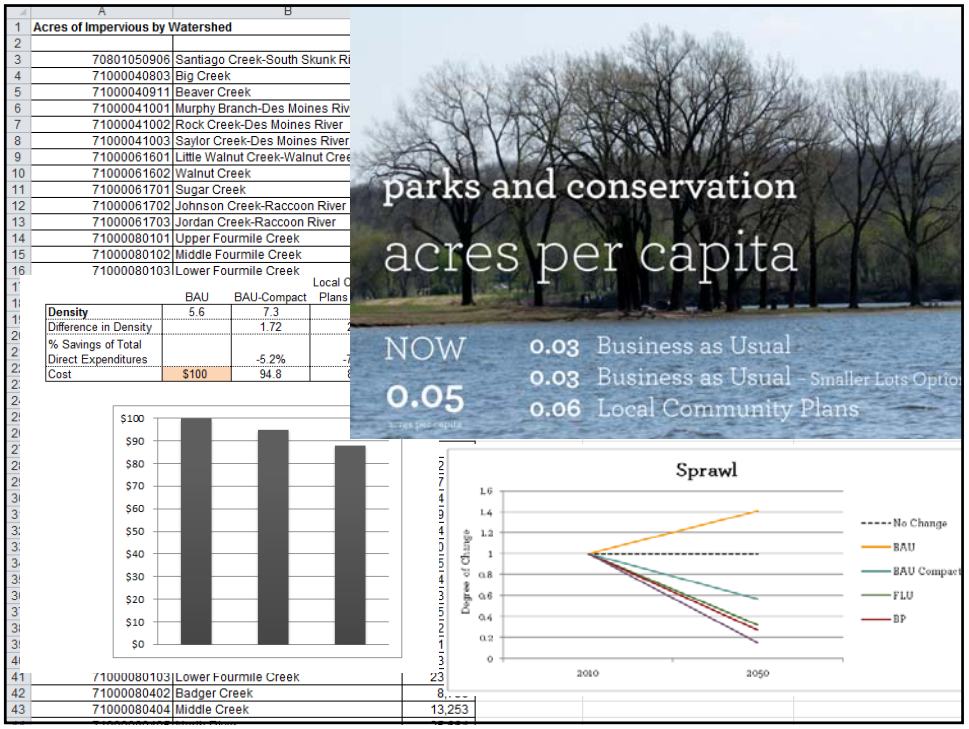

What do the outputs look like? (a review)

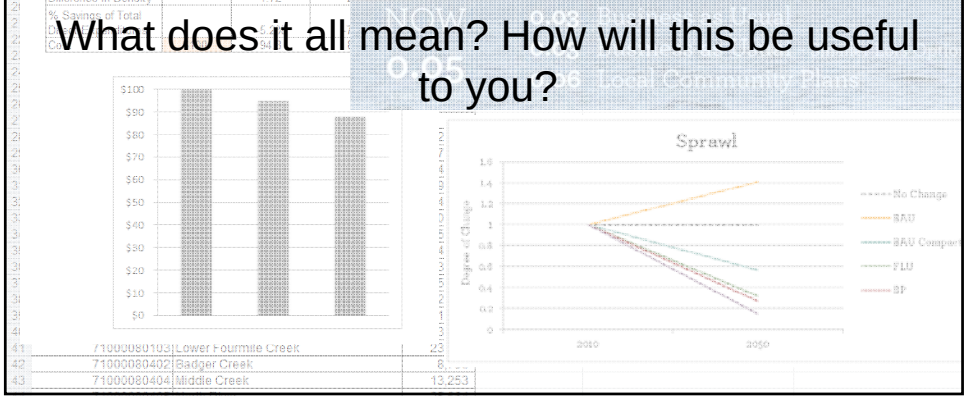




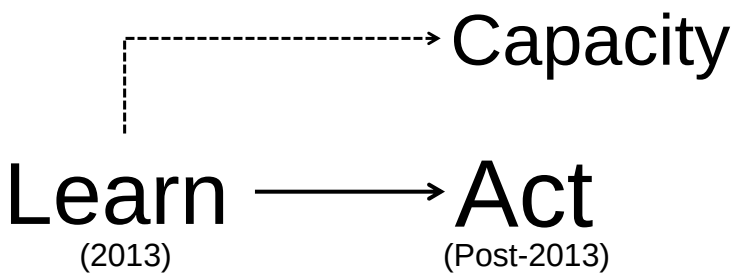
Acres of Impervious by Watershed	
70801050906	Santiago Creek-South Skunk Ri
71000040803	Big Creek
71000040911	Beaver Creek
71000041001	Murphy Branch-Des Moines Riv
71000041002	Rock Creek-Des Moines River
71000041003	Saylor Creek-Des Moines River
71000061601	Little Walnut Creek-Walnut Cree
71000061602	Walnut Creek
71000061701	Sugar Creek
71000061702	Johnson Creek-Raccoon River
71000061703	Jordan Creek-Raccoon River
71000080101	Upper Fourmile Creek
71000080102	Middle Fourmile Creek
71000080103	Lower Fourmile Creek

	BAU	BAU-Compact	Local C Plans
Density	5.6	7.3	
Difference in Density		1.72	
% Savings of Total Direct Expenditures		-5.2%	
Cost	$100	94.8	

71000080103	Lower Fourmile Creek	23
71000080402	Badger Creek	8,[illegible]
71000080404	Middle Creek	13,253



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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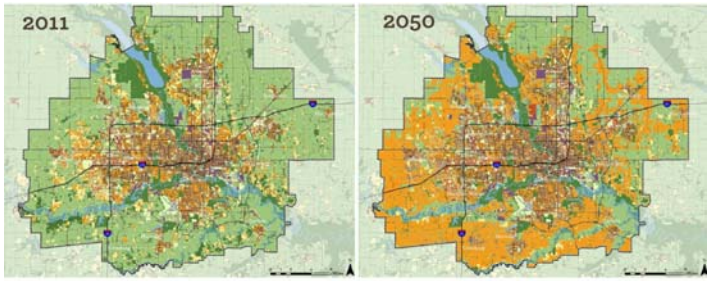
Scenario modeling overview

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%

"Other" includes missing data, roads, parking lots, government buildings, institutions, stadiums, golf courses, etc.

"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

THE TOMORROW PLAN

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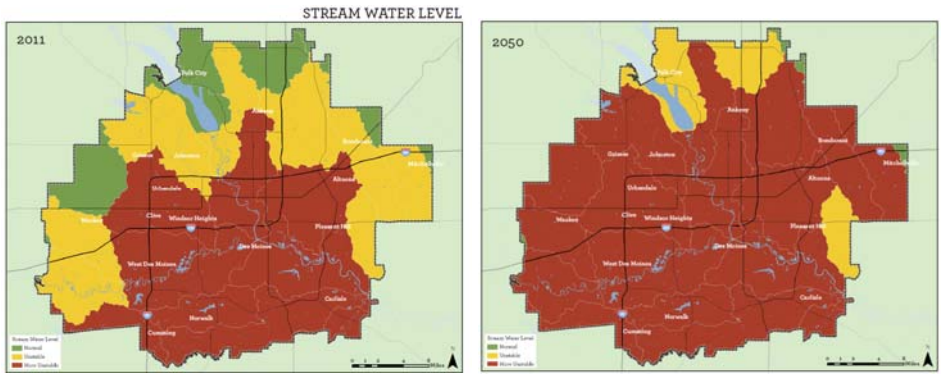
Scenario modeling overview

Business as usual scenario:

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

Scenario modeling overview

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



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!

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Workshops

What will we do at the workshops?

Presentations

Map-based exercises

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Workshops

What will we do at the workshops?

Instant crowd feedback | **Value discussions** | **Participant report-back**

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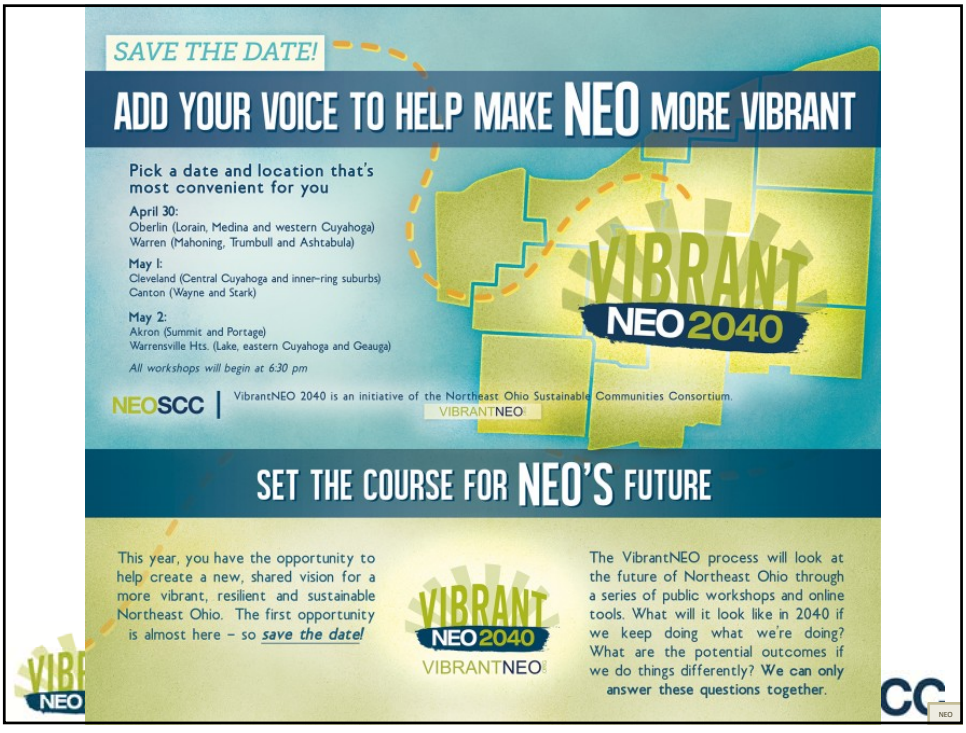

Workshops

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?