

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

BOARD MEETING

Tuesday, August 27, 2013 1:00 PM

Medina County

1. Welcome and Introductions
  - a. Welcome to Local Officials
  - b. Introduction of Consortium Members
2. Public Comment
3. For Action
  - a. Approval of Meeting Minutes July 23, 2013 (attachment)
4. For Discussion
  - a. "What Matters to Metros" Presentation, (Emily Garr Pacetti, Fund for Our Economic Future)
  - b. Alternative Scenarios Open Houses Report (Sasaki Team)
  - c. Imagine MyNEO Report (Anderle)
  - d. Progress and Status of Products (S. Maier)
  - e. Objectives for September/Phase Three (H. Morrison)
  - f. Executive Committee Update (Gallucci)
    - i. Future Committee
5. For Information
  - a. Standing Committee Reports
    - i. Executive Committee Report
    - ii. Technical Steering Committee (attachment)
    - iii. Finance Committee Report (verbal)
    - iv. Communications and Engagement Committee Report (attachment)
    - v. Nominating Committee Report (no business conducted)
    - vi. Personnel Committee Report (no business conducted)
  - b. Organization
    - i. Staffing (Morrison)
    - ii. HUD Grant Extension
    - iii. Month End Financial Report (attachment)
    - iv. Open and Pending Contract Update (attachment)
    - v. Leveraged Match Report (attachment)
6. Old Business
7. New Business
8. September Watch List (H. Morrison)

**Adjourn**

**NEXT MEETING: Tuesday, September 24 – Akron Urban League**

# NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

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Board Meeting  
July 27, 2013  
Akron Urban League

**Board Members:** Jason Segedy, Pam Hawkins, Janice Switzer, Verna Riffe Biemel, Freddy Collier, Marc Lefkowitz, Ed Jerse, John Getchey, Bethia Burke, Maribeth Feke, Mike Challenger, Anna DeAscentis, Joe Hadley, Grace Gallucci, Greg Brown, Mike Lyons, Jeff Dutton, Connie, Krauss, Gene Nixon, Ron Chordas

**Alternates:** Rachel McCartney, Don Romancak, Steve Hambley, Erin Siebel, Donna Skoda

**Staff:** Hunter Morrison, Emma Petrie Barcelona, Jeff Anderle, Joe MacDonald, Anthony Kobak, Kelley Britt, Sara Maier, Antoine Buie, Mike Nichols, Julie Whyte and Kelly D Harris

Welcome and Introductions were made by the board. There was no Public Comment. The meeting started by the Chair **Grace Gallucci**.

For Action

Ms. Bethia Burke commented about the inclusion of Strategy Design Partners (SDP) presentation from Executive Committee onto the Board meeting minutes. It was agreed to amend the June Board notes to be a summary of the SDP presentation. There was a ***motion*** to approve the June 27, 2013 Board minutes with the adjustment changed to the minutes by ***Mr. Jason Segedy*** and seconded by ***Mr. Mike Challenger***. Motion was approved.

For Discussion

## Regional Analysis of Impediments to Fair Housing Choice

Mr. Anthony Kobak of NEOSCC discussed that the Regional Analysis of Impediments to Fair Housing Choice/Fair Housing Equity Assessment (AI) development is concluding and introduced the consultant Mr. Rob Gaudin of Western Economic Services to present the draft final report. Mr. Gaudin began by giving an overview of the purpose of the report. He discussed the different sections and walked through the analysis, including private and public sector influences, spatial distribution of poverty and race, small business lending and access to opportunity, and public transit. Mr. Gaudin also discussed locations of housing, vouchers, multi-family and single-family housing. He concluded by presenting the findings related to fair housing complaints, the Home Mortgage Disclosure Act and impediments that were identified through the AI process.

Mr. Kobak continued the presentation by discussing the bridge from the AI/FHEA work to the overall planning initiative. Ms. Gallucci asked how many communities need to conduct an AI study. Mr. Gaudin stated that there are 22 entitlement communities. Ms. Gallucci explained the regional AI conducted by NEOSCC presents a potential cost savings to these communities. There was further discussion amongst the board about the AI and insight about communities having the option to use the report. Ms. Anna DeAscentis commented and gave her perspective the about the AI pertaining to the county that she represents. She also wanted to know what she can do to get assistance with the AI.

# NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

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Board Meeting  
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Akron Urban League

Mr. Greg Brown asked Mr. Hunter Morrison about the integration of the AI into the scenario planning process. The response was the PMO and consultants are working on this integration. Ms. Maribeth Feke explained the transit perspective and the approach to supplying transit corridors in poverty areas.

## Upcoming Open Houses/Alternative Scenarios

The meeting continued with Ms. Patti Choby giving an overview of the schedule and other details of the upcoming Open Houses. Mr. Chris Horne from Sasaki began his presentation about the alternatives Scenario and Open Houses Content/Format. Mr. Horne began with giving an overview of the layout of the Open Houses. He also discussed the different engagement tools that will be utilized for gathering feedback and how the data would be collected. Mr. Horne asked if there were any questions from board members. There were questions about how the analysis will be done knowing that there are people that may not be knowledgeable about development and other corresponding topics. Ms. Choby commented and explained further details about how people will be instructed on how to use the cards.

Mr. Horne continued the presentation and discussed several boards that will be displayed at the open house. Comments about several slides were made throughout the presentation. Ms. Rachel McCartney asked if the maps would be adjusted to smaller sections of the region. Mr. Horne responded that the maps will be of the 12-county region. Mr. Don Romancak addressed the issues about the number of housing units that will be added and the number of housing units that will be abandoned. Mr. Romancak explained that the number seemed unreal because of so many new housing units being added.

Mr. Jeff Anderle presented on communications and board outreach. He started with thanking everyone for staying later for the board meeting. He then discussed board outreach and gave the communications and engagement update.

Ms. Sara Maier explained and distributed a sign-up sheet for Open House volunteers.

## Product Update

Ms. Maier then continued with the products update. She gave an overview of work that has been accomplished since June for the different products. She then displayed *Look Ahead Activities* for the month of August, September, and October for the products.

## Upcoming Objectives

Mr. Morrison gave a summary of the objectives for August.

# NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

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Board Meeting  
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## Executive Committee Report

Ms. Gallucci then gave an update of the executive committee and the futures committee. She also gave an overview and policy for endorsement for outside presentations. Organizations will be allowed to present, but only during the public comment period at board meetings. She then gave details about Lake County becoming part of the board.

There was a ***motion*** to adjourn the meeting made by ***Mr. Mike Lyons*** and seconded by ***Mr. Challenger***. Motion approved. The meeting ended at 3:50 p.m.



RESULTS JUNE 12 – AUGUST 18



You can play today! Feedback is still being collected!

## WHAT IS IMAGINE MY NEO?

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



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

## HOW DOES IT WORK?

### 1. Identify Priorities

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



### How might civic projects and policies impact your priorities?



### 2. Understand Impacts

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

### 3. Plan a Scenario

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

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

### Put your money where your mouse is





# Imagine MyNEO Participation

Total Participants	1458	Site Visitors: 7000
Less Outside Region	93	Did not complete: 1670
(25 indicated born here but moved away)		

## NEO PARTICIPANTS

1365

Gender	Female	50%	Male	50%
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### Location by County

n=1365	Participants		% of NEO Actual Population
	Total	% of Total	
Ashtabula	88	6.45%	3%
Cuyahoga	637	46.67%	33%
Geauga	10	0.73%	2%
Lake	71	5.20%	6%
Lorain	98	7.18%	8%
Mahoning	85	6.23%	6%
Medina	47	3.44%	5%
Portage	40	2.93%	4%
Stark	75	5.49%	10%
Summit	146	10.70%	14%
Trumbull	57	4.18%	6%
Wayne	11	0.81%	3%



NEOSCC





# Imagine MyNEO Participation

Age n=1365

Under 12	.4%
12-18	2.0%
19-25	13.3%
26-35	25.7%
36-45	18.2%
46-55	17.8%
56-65	15.8%
66-75	5.5%
76+	0.5%
Did not say	0.6%

Relationship to Northeast Ohio n=1365

Born and/or raised here	65%
From here but moved away	2%
Moved here from somewhere else	33%

Race n=1365

		Census
White	84.47%	76.10%
Black/African American	4.84%	15.40%
Native American	0.37%	0.20%
Asian/Pacific Islander	1.68%	1.60%
Two or More	2.56%	2.00%
Other	1.10%	1.20%
Unreported	4.98%	







# Ranking of Priorities

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



## Top 5 Priorities by County

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





## Top 5 Priorities by County

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



# Policies



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





# Projects

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

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

# Next Steps



Continue to analyze data:

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

Look at the sub-categories under the projects.

The screenshot displays the IMAGINE My NEO website interface. At the top, a banner reads "IMAGINE My NEO" and "You can play today! Feedback is still being collected!". Below this, the page is divided into two main sections: "WHAT IS IMAGINE MY NEO?" and "HOW DOES IT WORK?".

**WHAT IS IMAGINE MY NEO?**  
This section explains that IMAGINE My NEO is an interactive, online tool for envisioning the future of Northeast Ohio. It mentions that as of mid-July, 1,887 unique responses had been received, representing all 12 counties of the region. It states that developed as part of Vision NEO, IMAGINE My NEO offers individuals a chance to learn about planning issues, opportunities, and tradeoffs, as well as to express potential policies and investments. Responses to IMAGINE My NEO will be used to inform a preferred future scenario.

**HOW DOES IT WORK?**  
This section outlines the process in three steps:  
1. **Identify Priorities:** Users identify their priorities for the future. Users give stars to the priorities they value most. The size of the icons represents the number of stars selected and prior to the future.  
2. **Set a Vision:** Users set a vision for the future. Users select a vision statement from a list of options.  
3. **Set a Scenario:** Users set a scenario for the future. Users select a scenario from a list of options.

The page also features a large circular graphic with various icons representing different priorities and a smaller graphic showing a map of Northeast Ohio with icons indicating the number of stars selected for each county.



## NEOSCC Technical Steering Committee Meeting Summary

Tuesday, August 13, 2013

- **Minutes from the July 9, 2013 meeting were approved.**
- **Regional Economic Competitiveness Strategy:** Ms. Emily Garr Pacetti from the Fund for Our Economic Future and Dr. Ziona Austrian of Cleveland State University presented to the group on the Regional Economic Competitiveness Strategy (RECS) as a requested follow-up from Ms. Bethia Burke's presentation in July.

Ms. Garr Pacetti explained the objectives and four regional goals that were developed for Northeast Ohio as part of the RECS. Those areas were employment, gross regional product (GRP), per capita income, and labor force participation. Dr. Austrian explained RECS aspirational goals for employment, noting these were broken into short, intermediate, and long-term goals. Dr. Austrian explained how the 18-county RECS area and 12-county NEOSCC area compare to the national average in terms of employment and per capita income. NEO per capita income was higher than the nation in 1998 and lower in 2010, and by 2022 will lag behind the nation if the current rate continues.

Ms. Garr Pacetti discussed distressed areas and where they were in the major metro areas in NEO. She explained how the RECS looked at labor force participation to show how individual actions are measured in context of the regional economic goals. Ms. Garr Pacetti finished the presentation and asked how there could be more collaboration between NEOSCC and the Fund for Our Economic Future. Mr. Morrison commented and explained that there are several things that may overlap with the information that Dr. Austrian and Ms. Garr Pacetti presented, noting that the scenario planning process and RECS point to having to look at the future health of the region should it continue on its current course. Ms. Patti Choby asked Hunter to explain why the RECS data was not used in the scenario planning "grow more" forecasts. Mr. Morrison explained that those scenarios used the Moody's Economy.com data, which is also the basis of the RECS data, but that the "fair share" method of national growth was ultimately selected because it was simple to explain and that it ended in nearly the same number of jobs as the RECS data.

Mr. Jason Segedy commented on the presentation and asked Ms. Garr Pacetti about recommendations, coordination, and the future of the region. Ms. Garr Pacetti explained how the region is becoming more productive but jobs are still down. Dr. Austrian explained the net jobs calculations and how there are many manufacturing jobs that are opening because many older people are retiring. She continued to explain that the manufacturing jobs that are becoming available are requiring people to have an Associate's Degree. She then talked about how the major metros of NEO rank when compared to other metros nationally. Mr. Joe MacDonald asked if Dr. Austrian viewed other metros nationally and compared whether those patterns could be replicated in NEO. Ms. Garr Pacetti responded that that was beyond the scope of the RECS work, but an upcoming study will focus on an analysis of how NEO performed comparatively and which areas of employment performed well and which did not.



Ms. Garr Pacetti addressed questions on how RECS recommendations would be used in grant making and strategic priorities going forward, how there could be better alignment in the RECS and NEOSCC initiatives, and how state agencies and the business community had been involved in the RECS process. Dr. Austrian and Ms. Garr Pacetti thanked the group and departed the meeting.

- **Phase 3 Scope:** The group discussed the major components/deliverables of Phase 3, including the final preferred vision and major outreach activities. Mr. Morrison explained that there will be a request made to HUD for a no-cost, six-month extension and how this factors in to pacing for Phase 3. The group agreed that this extension would allow for better public participation. The group talked about the desired outreach and engagement events for the phase, but a final determination was not made at the meeting. Mr. Morrison also went over the proposed Phase 3 deliverables package. He gave a quick overview of the spatial regional vision, Sasaki's involvement with products, and outreach efforts.
- There was not a Products Update. Under new business, Ms. Maier asked if for the leveraged match corrective action plan that is being requested of all grantees the group preferred to list the MPO match at 20% (generally the local share) of the reported amount and NEFCO's rate at 100% (local share). They were all in agreement. All reported match will still be tracked, but the 80% of federally sourced match from the MPOs will be pulled out for HUD reports, per their requirements.
- There was no old business, nor or any public comment. The meeting was adjourned at approximately 1:30 pm.
- The next regularly scheduled meeting will be held on September 10, 2013, from 10am-12pm, location tbd.

August 21, 2013

**NEOSCC Communications and Engagement Work Stream (CEWS)**

Meeting Agenda

9:30 to 11:00 am

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Update on overall schedule	Jeff Anderle (5 minutes)
Check-In on the Open Houses	All (25 minutes)
Communications Update	Jeff Rusnak/Jon Benedict (30 minutes)
Open House Communications	
Imagine My NEO Communications	
Update on Legislator Outreach	
Engagement Update	Patti Choby/Hope Stege (30 minutes)
Open Houses Results	

**Upcoming PMO Outreach**

- 8/29/13 – Meeting at Representative Rennacci's office
- 9/4/13 - 8:00 am Ashtabula County Breakfast Series - presentation
- 9/5/13 – Eastgate Citizens Advisory Board
- 9/12/13 – 5:30 pm GAINS \_ Akron Sustainability Network Meeting – Presentation
- 9/27/13 – APA Ohio Planning Conference - Presentation

**NEXT CEWS MEETING – 9/11/2013 at 9:30 am**

## NEOSCC AND VIBRANTNEO 2040: BY THE NUMBERS

August 20, 2013

### Participation

- 150 Organizations have participated in our work streams, product development teams and scenario planning reviews
- 2,300 individuals attended NEOSCC events over the last 18 months
- 1,400 individuals were surveyed as part of our public opinion polls (2)
- 1,450 individuals played Imagine MyNEO

### Outreach

- 25,000 visits to vibrantneo.org in last 11 months (average visit 3:48)
- 14,800 unique visitors to vibrantneo.org in last 11 months
- *5,000 unique page views of the MyVibrant Daily blog*
- *7,500 visits to the Conditions & Trends Platform in the last year (average visit 5:07)*
- 4,900 unique visitors to the Conditions & Trends Platform in the last year
- 2,700 audience members at 65 presentations given throughout the last 2 years
- 2,548 e-newsletter subscriber

### Media – Traditional and Social

- 116 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
- July/August Open Houses earned and paid media
  - 6 Editorials/Op-Ed Pieces reaching 485,000 in July and August 2013
  - 27 news stories reaching more than 1.5 million in July and August 2013
  - 350,000 listeners/readers through print and radio advertising
  - 6,450,505 impressions through on-line advertising
  - 3,936 actions through on-line advertising
- 3,044 social media followers (Linked-In, Facebook and Twitter)
- 45,000 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)



TO: Jeff Anderle

FROM: R Strategy Group

DATE: Aug. 19, 2013

RE: Communications & Marketing Update for  
*ImagineMyNEO* and the Alternative Scenario  
Open Houses

### ***Earned Media***

#### **News Articles – *ImagineMyNEO* & *Alternative Scenario* Open Houses**

- Business Journal, “More than 500 Attended Vibrant NEO Open Houses,” 8/14/13
- Ohio.com, “Dangers of the cornfield option,” 8/14/13
- WOIO 19 Action News Canton, “NE Ohioans explores possible ‘Alternative Scenarios,’” 8/13/13
- WCPN 90.3 Ideastream, “The Sound of Ideas: Crowdsourcing the Future of Northeast Ohio,” 8/5/13
- Canton Rep, “No more business as usual,” 8/5/13
- Star Beacon, “Community offers opinions to shape northeast Ohio’s future,” 8/1/13
- Business Journal, “3 Minutes with Hunter Morrison, Vibrant NEO,” 7/30/13
- Cleveland.com, “The public is invited to help shape Northeast Ohio’s future: Hunter Morrison,” 7/27/13
- Freshwater Cleveland, “regional planning initiative says status quo is not sustainable, wants residents to imagine future,” 7/25/13
- Business Journal, “Vibrant NEO Plans Upcoming Valley Events,” 7/25/13
- The Republic, “Regional planners using online game to help determine what people want for NE Ohio’s future,” 7/21/13
- TribToday.com, “Vibrant NEO hosts open houses about future,” 7/20/13
- Canton Repository, “Online game lets users take charge of region’s future,” 7/19/13
- The Post Newspapers, “Continued Sprawl Will Tax Future County Budgets,” 7/15/13
- TribToday.com, “Take Part in Mapping the Future,” 7/14/13
- Crain’s Cleveland Business, “You Can Play a Role in Region’s Vision,” 7/14/13
- Cleveland.com, “Northeast Ohio’s Economy is Ripe for Agriculture Investment,” 7/13/13
- WFXP, “Online Game Allows Northeast Ohioans to Choose the Future of Their County,” 7/8/13

- Star Beacon, "Opinions Needed to Help Shape the Future of Ashtabula County," 7/5/13
- News-Herald.com, "Northeast Ohio residents asked to look to 2040 during meeting," 7/4/13
- West Life, "Online tool allows residents to imagine improved communities," 6/29/13
- WKYC, "Jeff Anderle: Imagine My Northeast Ohio," 6/27/13
- News-Herald.com, "Planning Underway for a Sustainable Northeast Ohio," 6/24/13
- News-Herald.com, "Fair Housing Data on Lake Geauga counties," 6/19/13
- WKBM, "Report Shows Minorities Denied Loans ," 6/18/13
- Akron.com, "West Side Real Estate News & Notes," 6/13/13
- Akronist.com, "NEOSCC launches ImagineMyNEO – a web tool that puts you in charge of Northeast Ohio's future," 6/12/13

#### **Op Eds:**

- The Plain Dealer, "The public is invited to help shape Northeast Ohio's future," 7/27/13
- Canton Repository, "No more 'Business as Usual,'" 8/5/13
- Crain's Cleveland Business , "You can play a role in region's vision," 7/14/13
- Youngstown Vindicator, "Northeast Ohio cannot afford business-as-usual strategy," 7/29/13
- Warren Tribune Chronicle, 8/3/13
- Elyria Chronicle Telegram, 7/24/13

## VIBRANT NEO MARKETING BUDGET

	ImagineMyNEO		Alt. Scenario Open Houses	
Cool Cleveland	\$ 3,000	6 insertions	\$ 500	1 insertion
Youngstown Biz Journal	\$ -		\$ 250	Print ad and video
Call & Post	\$ -		\$ 500	1/4 page ad
North Coast Latino	\$ -		\$ 500	Online ads
WCPN	\$ 3,000	55 spots	\$ 3,000	53 spots
WKSU	\$ 1,495	24 spots	\$ 1,500	29 spots
WYSU	\$ 656	35 spots	\$ 500	35 spots
Google Search	\$ 2,000		\$ -	
Google Display/Cleveland.com	\$ 10,000		\$ 9,500	
Radio Production*	\$ -		\$ 500	
Minority Radio*	\$ -		\$ 3,000	159 spots
Phone Data*	\$ -		\$ 500	
Robo Calls*	\$ -		\$ 2,400	24,000 calls
Facebook Ads	\$ 875		\$ 500	
Twitter (Promoted Tweets)	\$ 375		\$ 500	
Western Reserve Public Media*	\$ 1,700		\$ 2,550	
Crowd Gauge Bookmark*	\$ 1,200		\$ -	

### Google Search Marketing:

Date Range: 6/11-7/9  
 Impressions: 2,635,079  
 Converted Clicks: 1,658

### Targeted Cleveland.com

Date Range: 6/1-8/15  
 Impressions: 1,362,981  
 Clicks: 1,193



### Targeted Newspaper Website Ads

- Akron Beacon Journal, Canton Repository, Youngstown Vindicator, Warren Tribune Chronicle, Ashtabula Star Beacon, Lorain Morning Journal, Elyria Chronicle Telegram, Medina Gazette

Date Range: 6/1-8/15  
 Impressions: 2,092,445  
 Converted Clicks: 1,085

**You Can Choose NEO's Future!**

NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM

CASH POSITION AS OF JULY 31, 2013

<u>DESCRIPTION</u>	<u>RECEIPTS</u>	<u>DISBURSEMENTS</u>	<u>BALANCE</u>
BEGINNING BALANCE			\$ 367,079.31
HUD LOCCS REIMBURSEMENT	\$ 157,225.00		
FFOEF CONTRIBUTIONS	0.00		
MEMBER CONTRIBUTIONS	0.00		
MISCELLANEOUS	558.19		
VENDORS		\$ 220,598.65	
PAYROLL		58,954.86	
ENDING BALANCE			\$ 245,308.99
TOTAL	\$ <u>157,783.19</u>	\$ <u>279,553.51</u>	

RECEIPTED FUNDS:

DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)	\$ 3,248,184.00
FUND FOR OUR ECONOMIC FUTURE (FFOEF)	139,120.38
CITY OF ELYRIA	10,000.00
TOTAL	\$ <u>3,397,304.38</u>

ADDITIONAL CASH RESOURCES:

NOACA LINE OF CREDIT	\$0
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**NORTHEAST OHIO SUSTAINABLE COMMUNITIES CONSORTIUM**

**JULY 2013 - FINANCIAL INFORMATION**

	TOTAL PROGRAM BUDGET (A)	EXPENDED THROUGH 07/31/13 (B)	BUDGET REMAINING (A-B)	C TARGET PROGRAM BUDGET (A/35)*30 mo.	PERCENTAGE OF TARGET PROGRAM (B/C)	PERCENTAGE OF TARGET (86%) PROGRAM (B/A)
<b><u>SALARIES &amp; FRINGES</u></b>						
SALARIES	\$ 1,590,552	\$ 1,082,187	\$ 508,365	\$ 1,325,460	82%	68%
FRINGE BENEFITS	351,738	150,657	201,081	293,115	51%	43%
	\$ 1,942,290	\$ 1,232,844	\$ 709,446	\$ 1,618,575	76%	63%
<b><u>TRANSPORTATION</u></b>						
LOCAL PRIVATE VEHICLE	\$ 35,598	\$ 19,168	\$ 16,430	\$ 29,665	65%	54%
AIRFARE	7,200	4,509	2,691	6,000	75%	63%
* WASHINGTON DC TRANSPORTATION	600	5,241	(4,641)	500	1048%	874%
* WASHINGTON DC PERDIEM	4,200	4,214	(14)	3,500	120%	100%
	\$ 47,598	\$ 33,132	\$ 14,466	\$ 39,665	84%	70%
<b><u>SUPPLIES AND MATERIALS</u></b>						
OFFICE SUPPLIES	28,300	\$ 18,287	10,013	23,583	78%	65%
COPIER LEASE/USAGE	8,640	6,784	1,856	7,200	94%	79%
MEETING ACCOMODATIONS	6,000		6,000	5,000	0%	0%
* LAPTOPS/WORKSTATIONS	17,400	21,971	(4,571)	14,500	152%	126%
OFFICE EQUIPMENT	4,250		4,250	3,542	0%	0%
CELLPHONES/IT TELECOMM	19,839	24,696	(4,857)	16,533	149%	124%
	84,429	\$ 71,738	12,691	70,358	102%	85%
<b><u>CONSULTANTS</u></b>						
ECONOMIC BASE ANALYSIS	\$ 150,000	\$ 31,750	\$ 118,250	\$ 125,000	25%	21%
BUILT & NATURAL ENVIRON	150,000		150,000	125,000	0%	0%
COMMUNITIES	200,000	161,047	38,953	166,667	97%	81%
TRANSPORTATION & IT CONNECTIONS	150,000	1,750	148,250	125,000	1%	1%
PLACE BASED REGIONAL PLAN	200,000	34,207	165,793	166,667	21%	17%
COLLABORATION & GOVERN SUPP	250,000	187,332	62,668	208,333	90%	75%
GIS & DATA INTEGRATION	225,000	31,985	193,015	187,500	17%	14%
GOVERNANCE & PMO SUPPORT	250,000	79,768	170,232	208,333	38%	32%
RESIDENTIAL ENGAGEMENT	250,000	2,000	248,000	208,333	1%	1%
PUBLIC & PRIVATE SECTOR ENGAGE	250,000	157,565	92,435	208,333	76%	63%
SASAKI CONSULTING	0	645,500	(645,500)	0	#DIV/0!	#DIV/0!
WEB-BASED MANAGEMENT	150,000	127,444	22,556	125,000	102%	85%
	\$ 2,225,000	\$ 1,460,348	\$ 764,652	\$ 1,854,167	79%	66%
<b>CONSORTIUM MEMBER CONTRIBUTION</b>	<b>1,822,903</b>	<b>1,812,914</b>	<b>9,989</b>	<b>1,063,360</b>	<b>170%</b>	<b>99%</b>
<b><u>Contracts</u></b>						
DATA & RESEARCH EVALUATION		\$ 585	(585)	0		
FISCAL AGENT FEE		76,829	(76,829)	0		
LEGAL		39,029	(39,029)	0		
AUDIT/TAX RETURNS/ACCTG/HR		9,309	(9,309)	0		
FURNITURE MOVING		1,400	(1,400)	0		
		\$ 127,152	(127,152)	0		
<b><u>OTHER DIRECT EXPENSES</u></b>						
MONTHLY MEETING/INTRA AGENCY	\$ 90,000	\$ 17,596	\$ 72,404	\$ 75,000	23%	20%
SMARTPHONE/CELLPHONE PLANS	17,280	7,566	9,714	14,400	53%	44%
INSURANCE	18,000	4,741	13,259	15,000	32%	26%
MISCELLANEOUS	0	22,882	(22,882)	0		
	\$ 125,280	\$ 52,785	\$ 72,495	\$ 104,400	51%	42%
<b>TOTAL HUD BUDGET</b>	<b>\$ 6,247,500</b>	<b>\$ 4,790,913</b>	<b>\$ 1,456,587</b>	<b>\$ 4,750,524</b>	<b>101%</b>	<b>77%**</b>

\* These line items will be within budget as the program progresses toward completion.

\*\* The Consortium has expended approximately seventy-seven percent of the Sustainable Communities budget.

**Total Contributions To Date:**

Members 37.84%

HUD 62.16%

**NEOSCC Consortium Membership & Leveraged Match Tracking - as of August 21, 2013**

#	Consortium Board Member	Notes	Committed Match per Consortium Agreement	Cummulative Reported Match	Percentage of Reported to Committed Match
1	Akron, City of	received through 2Q13	\$ 69,000	\$ 114,271.18	165.6%
2	Akron Metropolitan Area Transportation Study (AMATS)	received through 1Q13	\$ 127,812	\$ 117,194.79	91.7%
3	Akron Metropolitan Housing Authority	nothing received	\$ 77,642	\$ -	0.0%
4	Akron Urban League	received through 4Q12	\$ 69,000	\$ 8,877.56	12.9%
5	Ashtabula County	received through 2Q12	\$ 69,000	\$ 3,645.32	5.3%
6	Catholic Charities, Diocese of Youngstown	received partial through 2Q13	\$ 30,000	\$ 6,396.86	21.3%
7	Center for Community Solutions	received through 4Q12	\$ 42,900	\$ 6,639.90	15.5%
8	Cleveland, City of	received partial through 1Q13	\$ 69,000	\$ 12,741.23	18.5%
9	Cleveland Metroparks	nothing received	\$ 69,000	\$ -	0.0%
10	Cleveland Museum of Natural History	received through 1Q13	\$ 71,022	\$ 29,681.22	41.8%
11	Cleveland State University	received through 2Q12	\$ 79,188	\$ 81,073.75	102.4%
12	Cuyahoga County	received through 1Q13	\$ 69,000	\$ 41,463.50	60.1%
13	Cuyahoga Metropolitan Housing Authority	received through 4Q12	\$ 69,000	\$ 7,427.47	10.8%
14	Eastgate Regional Council of Governments (Eastgate)	received through 2Q13	\$ 69,000	\$ 98,320.84	142.5%
15	Elyria, City of*	received through 4Q12	\$ 69,000	\$ 28,923.79	41.9%
16	Fund for Our Economic Future**	received through 2Q12	\$ 850,000	\$ 393,454.50	46.3%
17	Greater Cleveland Regional Transit Authority	received through 2Q13	\$ 69,000	\$ 43,722.70	63.4%
18	Lorain County (Lorain County Growth Partnership)	received through 4Q12	\$ 83,897	\$ 20,751.81	24.7%
19	Lorain County Community College	received through 2Q13	\$ 49,000	\$ 8,748.56	17.9%
20	Mahoning County	received through 4Q12	\$ 69,000	\$ 19,933.63	28.9%
21	Northeast Ohio Areawide Coordinating Agency (NOACA) (Fiscal Agent)	received through 2Q13	\$ 179,415	\$ 315,019.67	175.6%
22	Northeast Ohio Community Development Alliance	nothing received	\$ 28,771	\$ -	0.0%
23	Northeast Ohio Four County Regional Planning & Development Organization (NEFCO)	received through 2Q13 (partial)	\$ 69,000	\$ 42,177.56	61.1%
24	Policy Bridge	received through 4Q12	\$ 45,000	\$ 24,942.50	55.4%
25	Regional Prosperity Initiative	received through 4Q12	\$ 15,000	\$ 89,731.74	598.2%
26	Stark County	1Q13 (began tracking 2Q12 when SCATS hit \$69,000)	\$ 69,000	\$ 49,104.51	71.2%
27	Stark County Regional Planning Commission/Stark County Area Transportation Study (RPC/SCATS)	received through 2Q12 - completed	\$ 69,000	\$ 69,000.00	100.0%
28	Stark Metropolitan Housing Authority	received through 2Q13	\$ 69,018	\$ 6,826.58	9.9%
29	Summit County	received through 2Q13	\$ 97,728	\$ 17,554.39	18.0%
30	Summit County Combined Health District	received through 2Q13	\$ 69,000	\$ 50,888.97	73.8%
31	Trumbull County	received through 4Q11	\$ 38,034	\$ 21,036.67	55.3%
32	Youngstown, City of	received through 2Q13	\$ 69,000	\$ 43,009.60	62.3%
33	Youngstown State University	completed match 2Q11	\$ 60,000	\$ 60,000.00	100.0%
<b>Total</b>			<b>\$ 3,048,427</b>	<b>\$ 1,832,560.77</b>	<b>60.1%</b>

\*Includes \$10,000 cash match

\*\*Includes \$500,000 cash match, of which \$167,000 has been released and \$50,000 is pending