

BUSINESS AS USUAL WORKSHOP RESULTS



NEOSCC

Business As Usual Scenario Workshop Schedule & Agenda

APRIL 30 (Tues)

Oberlin

Warren

MAY 1 (Wed)

Cleveland

Canton

MAY 2 (Thurs)

Akron

Warrensville Heights

5:30 – 6:30

Open House

6:30 – 6:50

Welcome & Video

6:50 – 7:20

Presentation &
Instant Polling

7:20 – 7:35

Instructions

7:35 – 8:20

Map Activity

8:20 – 8:30

Report Back



Workshop Results

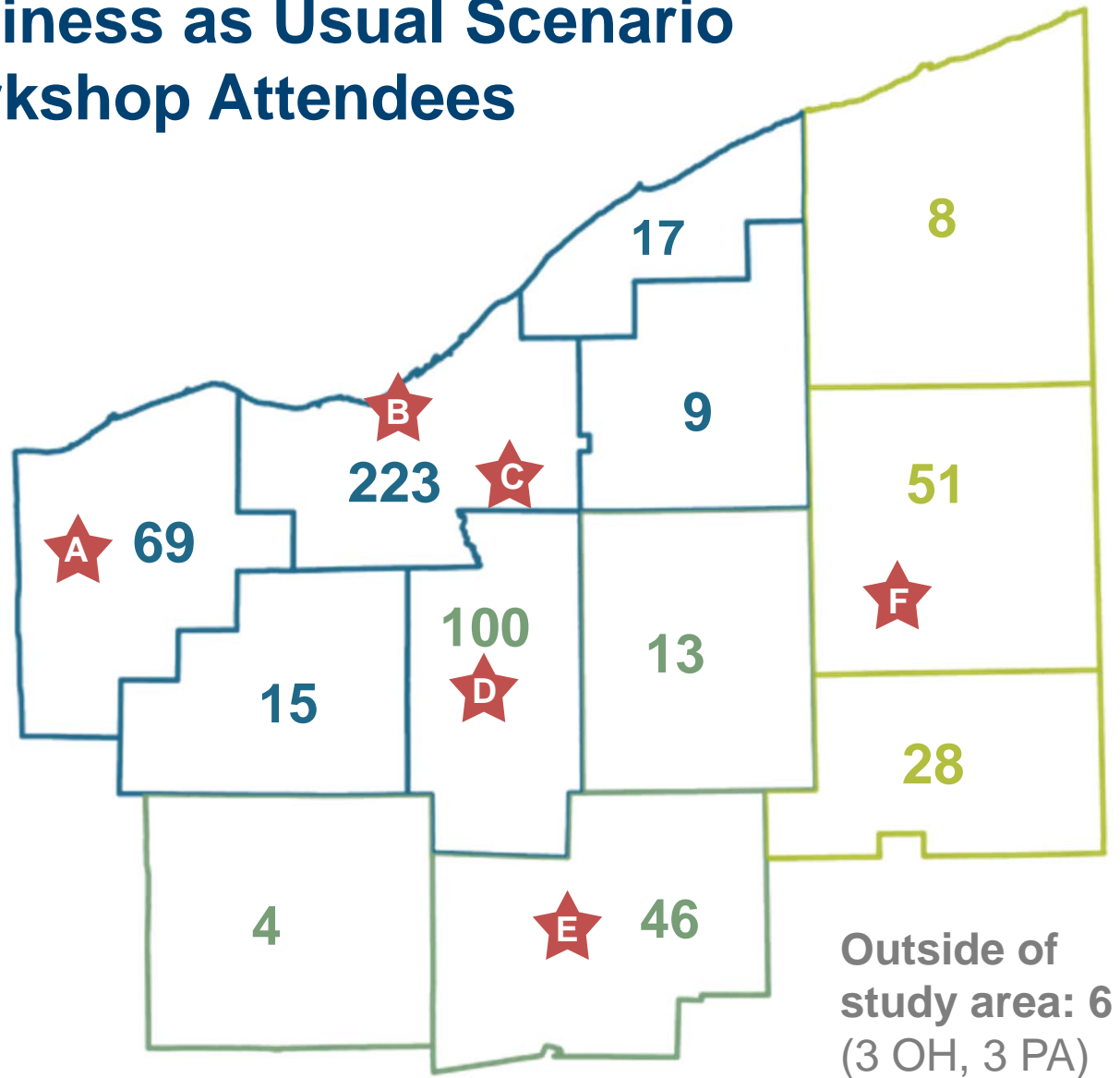
1. Attendance
2. Process & Format
3. Content Feedback –
Recurring Themes
 - Map Activity
 - Table Notes
 - Instant Polling Results

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

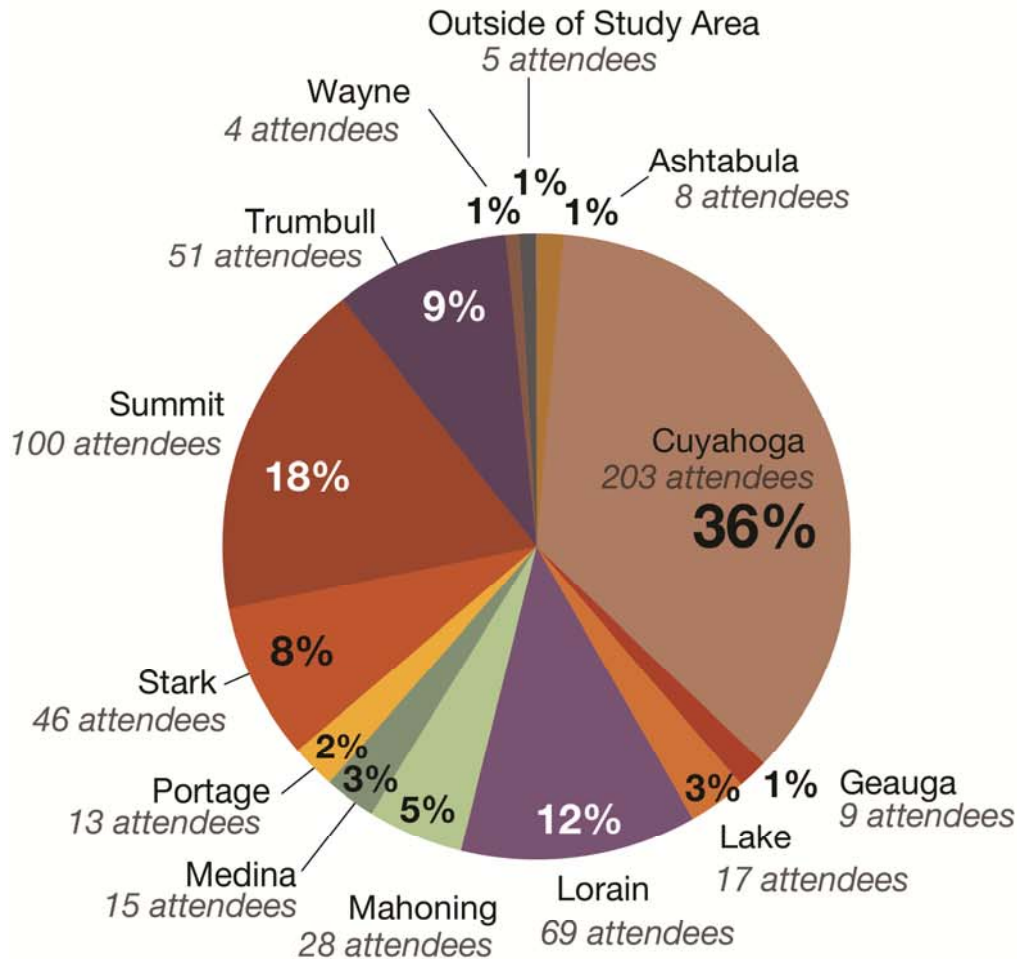
**Goals for
Ongoing Outreach
and Workshop #2
&
Issues to Test
with Alternative
Scenario
Development**

589 Business as Usual Scenario Workshop Attendees

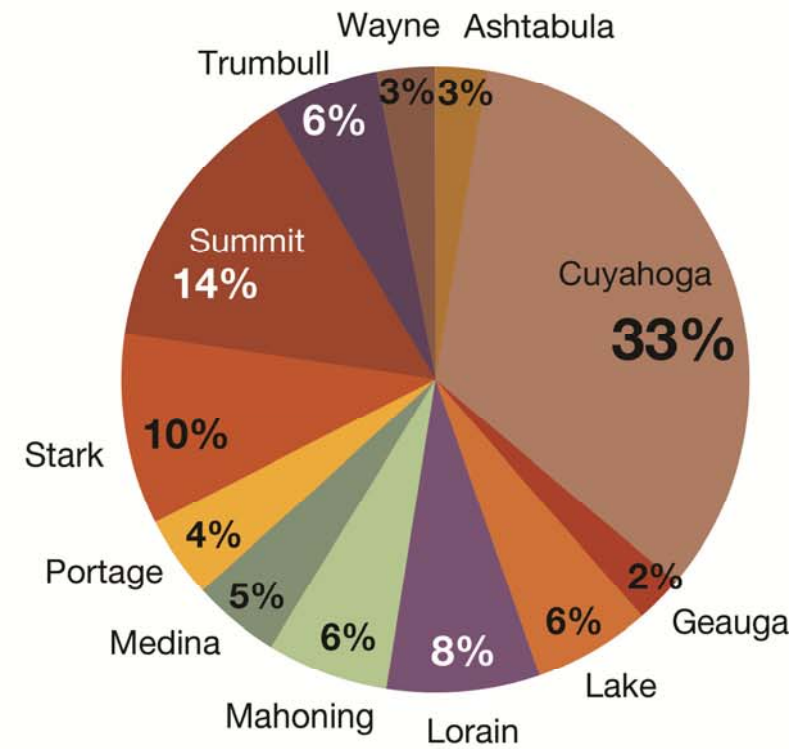
- A** Oberlin
- B** Cleveland
- C** Warrensville Heights
- D** Akron
- E** Canton
- F** Warren



Workshop Attendance Composition



Regional Population Composition



General Attendance: Who Showed Up?

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



General Attendance: Who Showed Up? (continued)

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



Process & Format

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

What participants most enjoyed about the workshops:

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

Suggestions for organizers that would improve the experience:

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



Process & Format

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

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

Participants DID get to talk about everything they were passionate about

If participants could change one thing it would be:

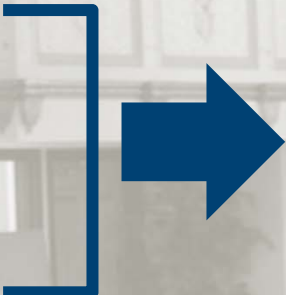
- More time for the group and mapping activity/discussion
- Experience a more diverse audience
- Shorter introduction comments
- Maps that are more detailed
- Disrespectful people should be removed (Corporate College East)



Workshop Results

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

- Map Activity
- Table Notes
- Instant Polling Results




Goals for Ongoing Outreach and Workshop #2

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

Workshop Results

1. Attendance
2. Process & Format
3. Content Feedback –
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**Goals for
Ongoing Outreach
and Workshop #2
&
Issues to Test
with Alternative
Scenario
Development**

Instant Polling



Map Activity

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



Dispersed Growth



Neighborhood Reinforcement



Compact Growth



Neighborhood Reinvestment

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

Land Use Current

Strengthening
Region's Cores
Through Transit
Connections

Table 6

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



Workshop Notes



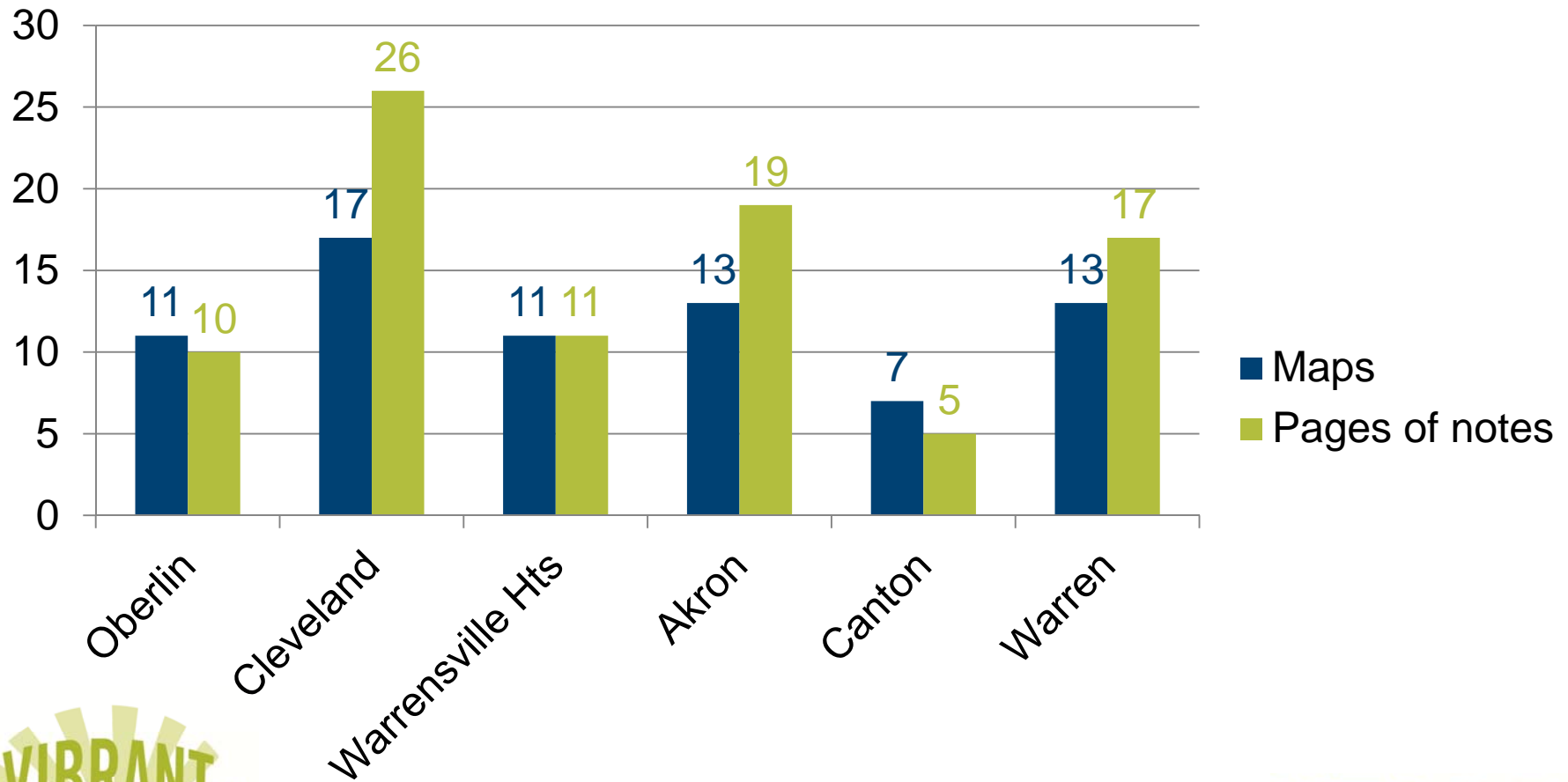
Map Activity: Response Statistics

Total maps: 73

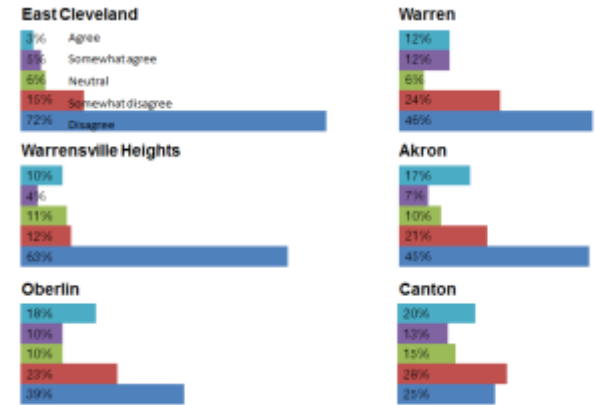
Stickers used: 3,536

Pages of notes: 88

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



Synthesizing the Feedback



**GIS Database
and Images**



**Raw Text and
Aggregated
Summary**



**Spreadsheets
and PowerPoint**



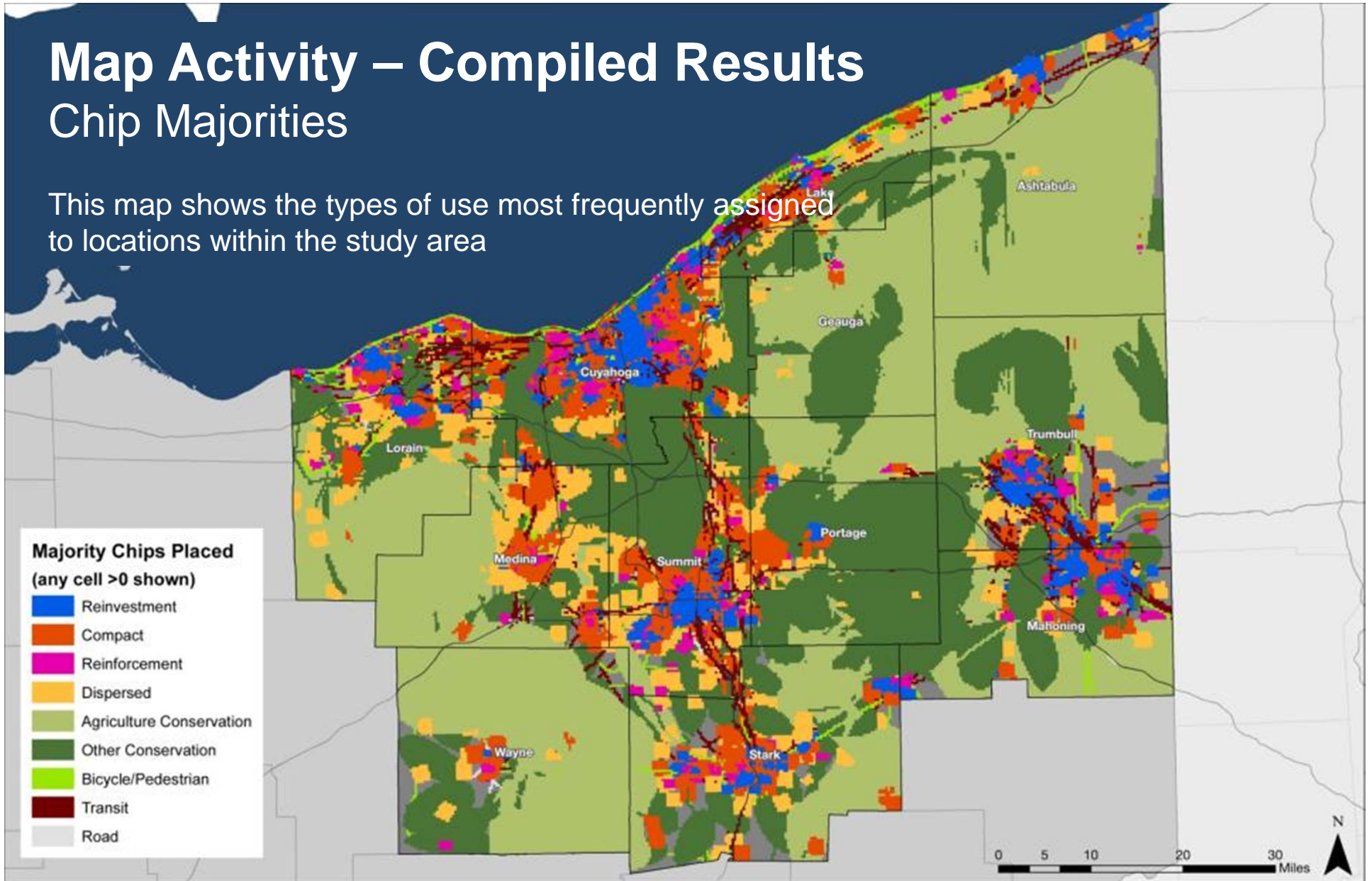
**Raw files will be uploaded to web by the
end of this week**



Map Activity – Compiled Results

Chip Majorities

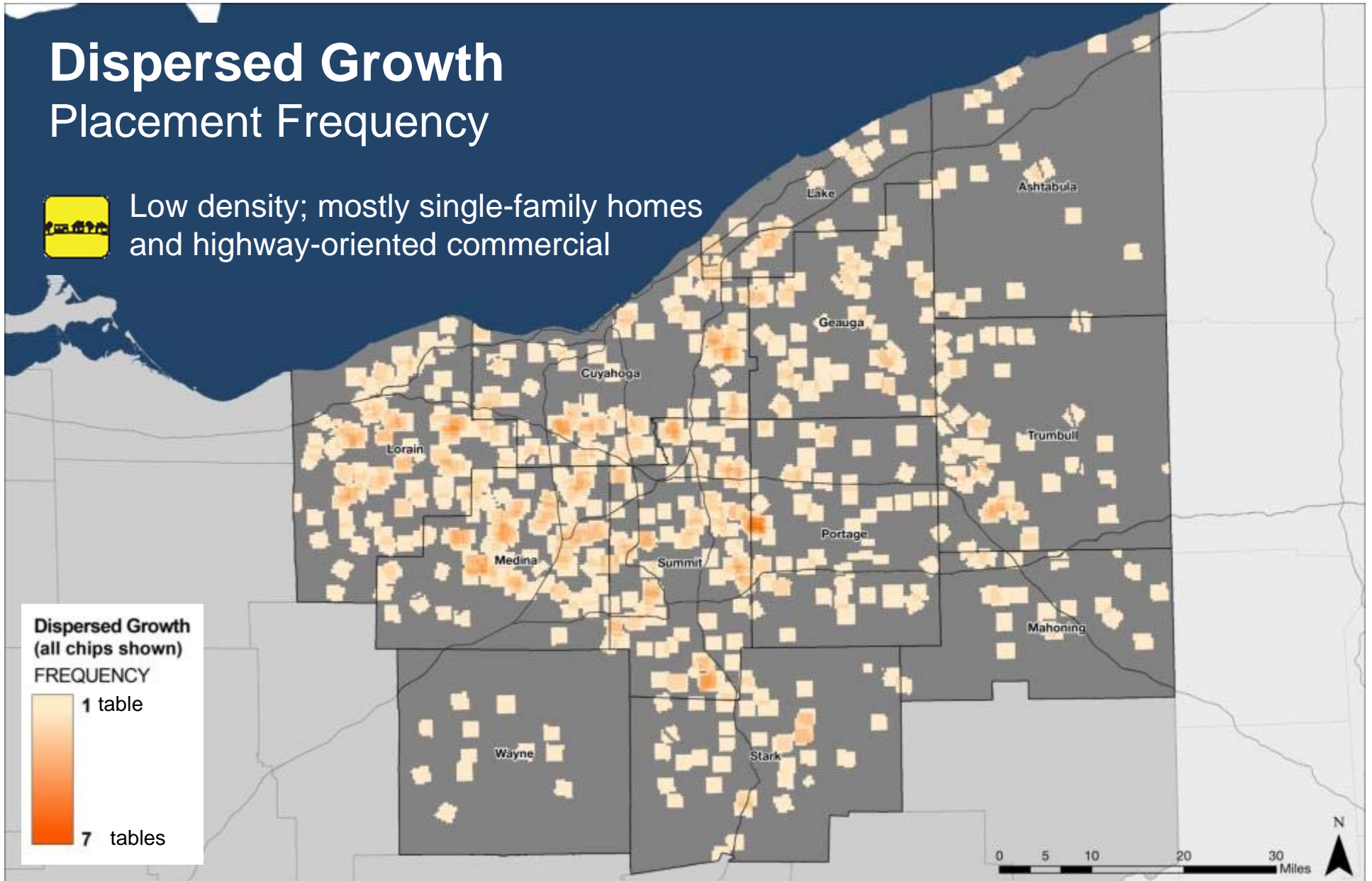
This map shows the types of use most frequently assigned to locations within the study area



Dispersed Growth Placement Frequency



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

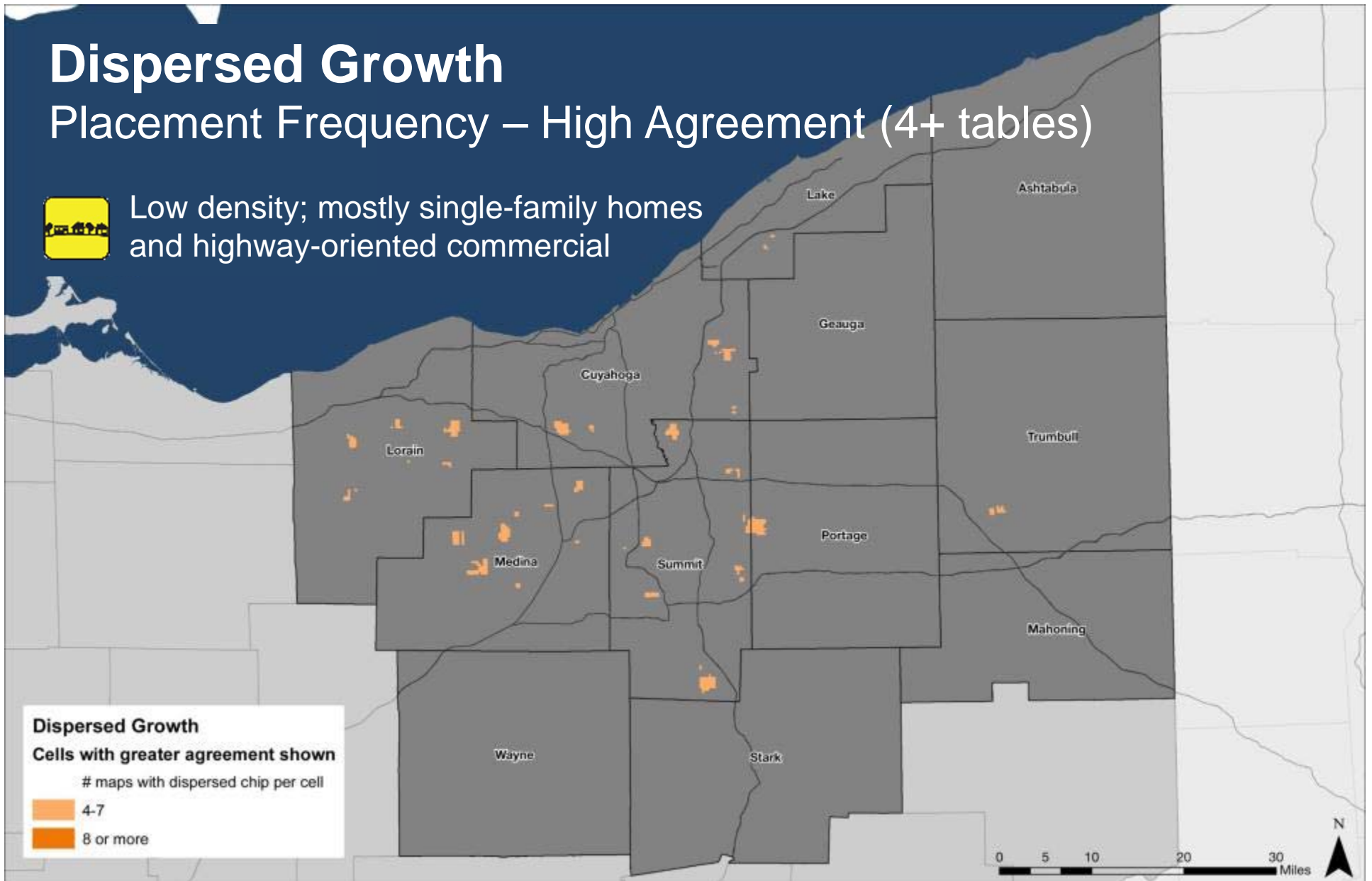


Dispersed Growth

Placement Frequency – High Agreement (4+ tables)



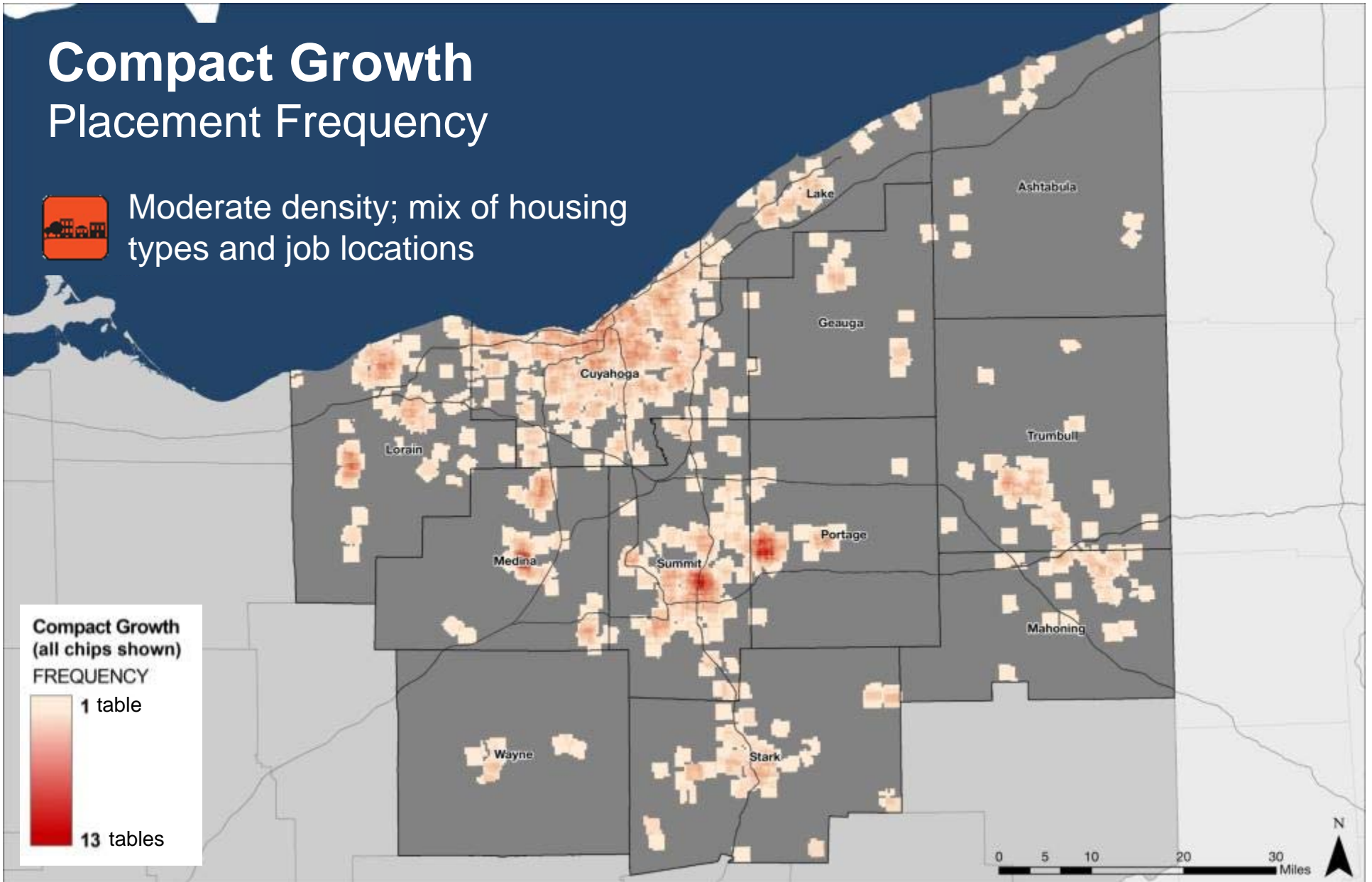
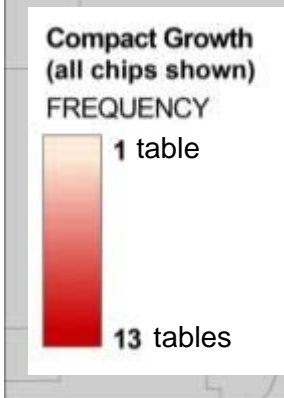
Low density; mostly single-family homes and highway-oriented commercial



Compact Growth Placement Frequency



Moderate density; mix of housing types and job locations

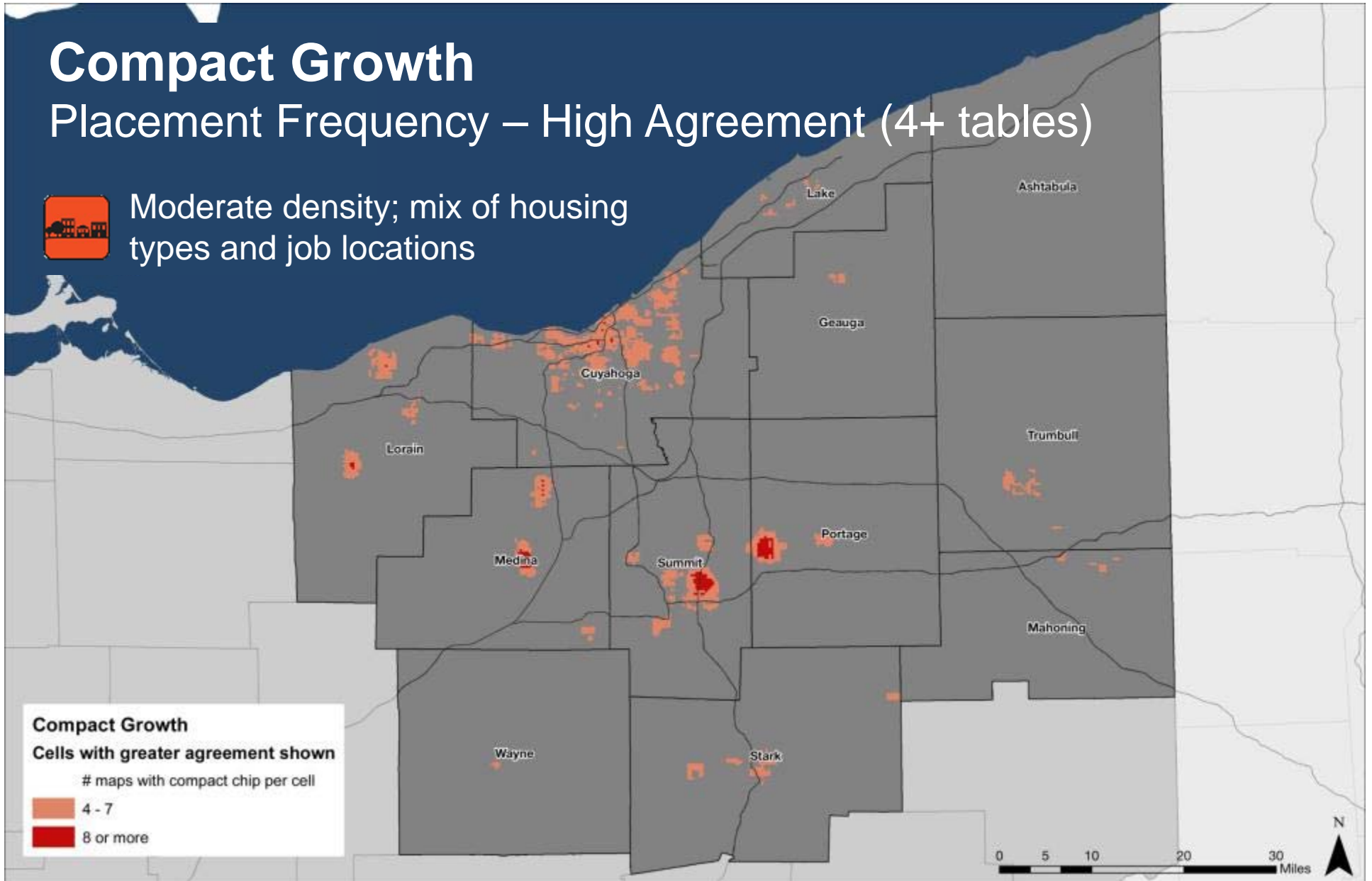


Compact Growth

Placement Frequency – High Agreement (4+ tables)



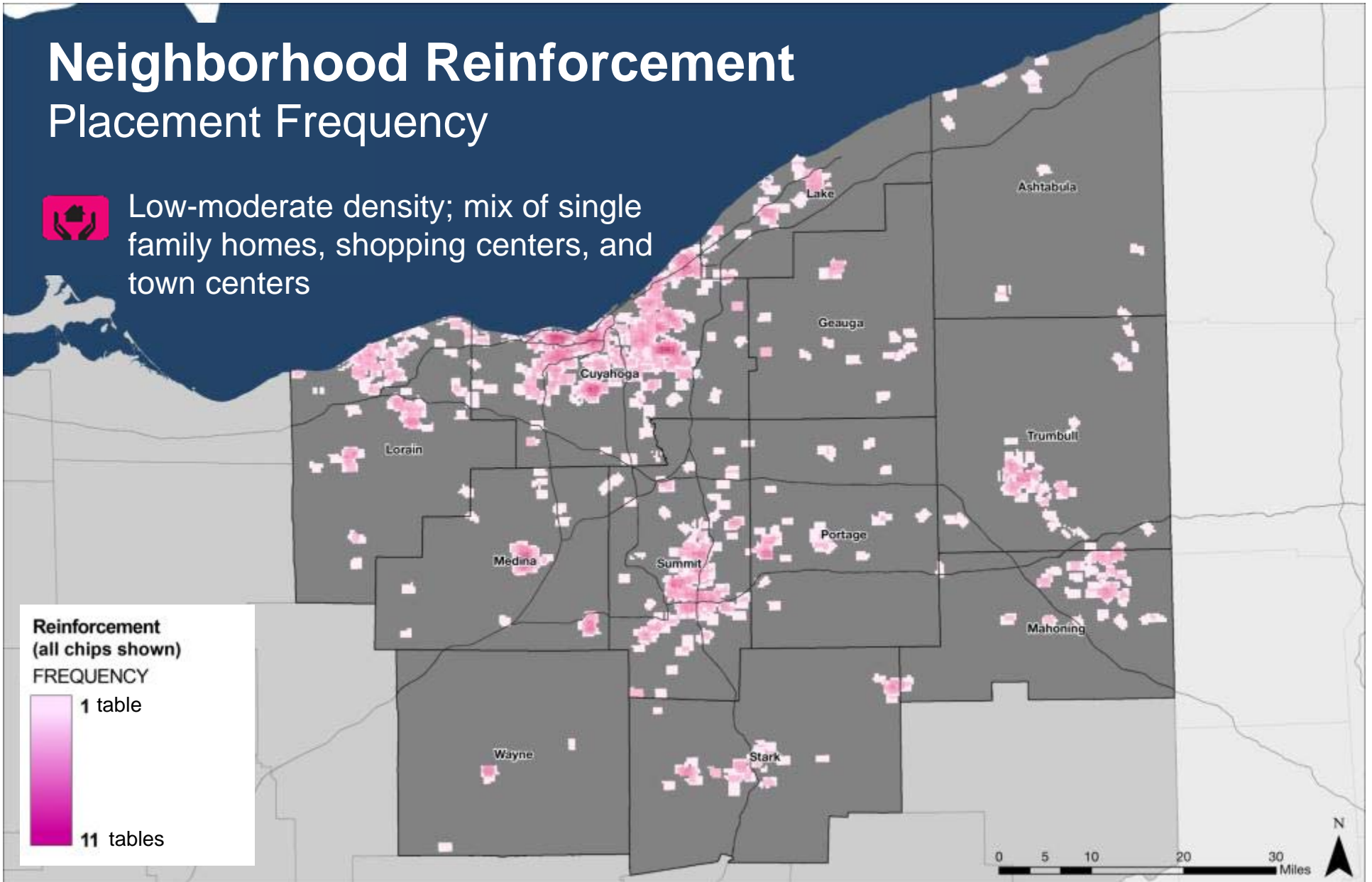
Moderate density; mix of housing types and job locations



Neighborhood Reinforcement Placement Frequency



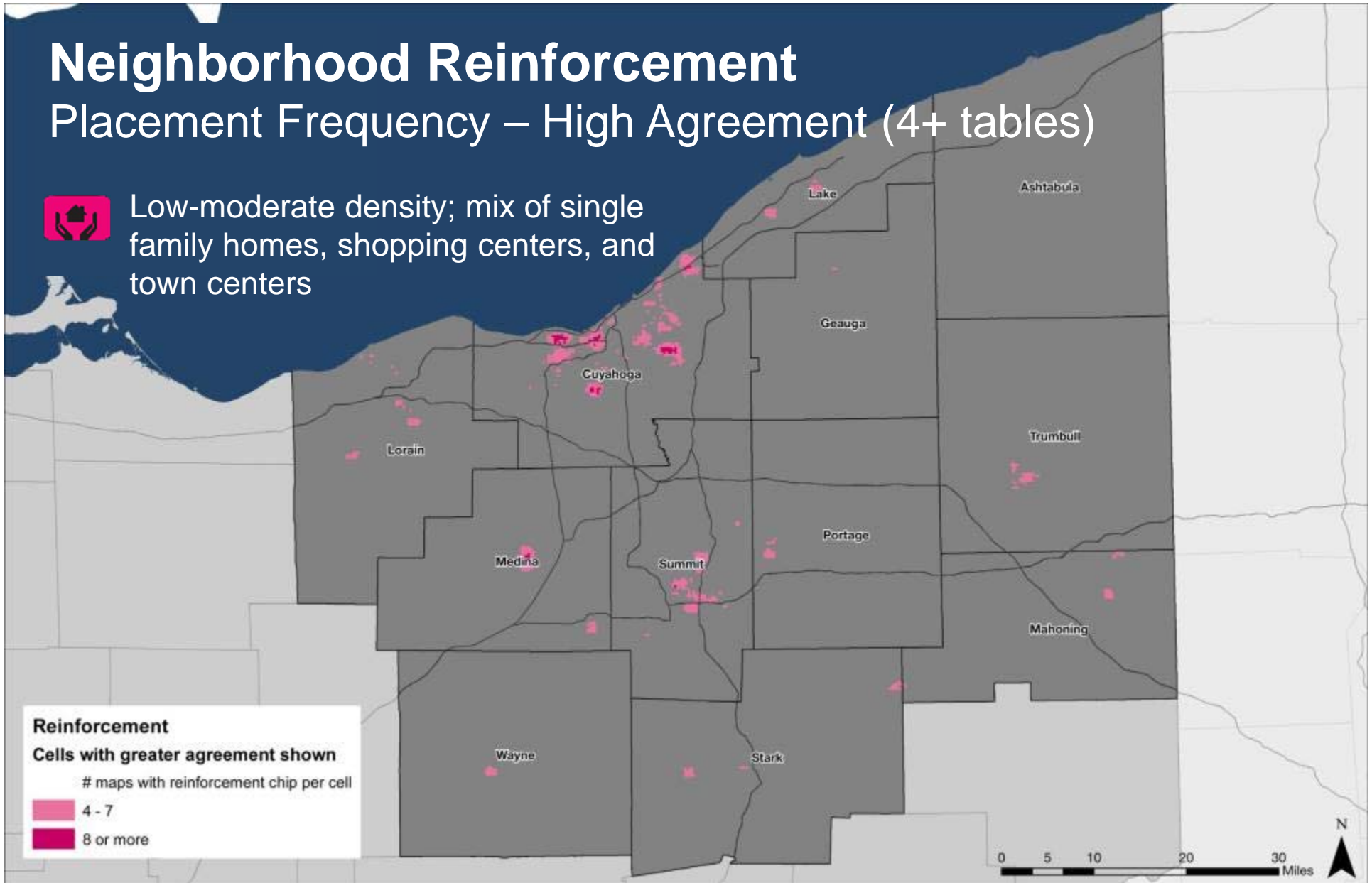
Low-moderate density; mix of single family homes, shopping centers, and town centers



Neighborhood Reinforcement Placement Frequency – High Agreement (4+ tables)



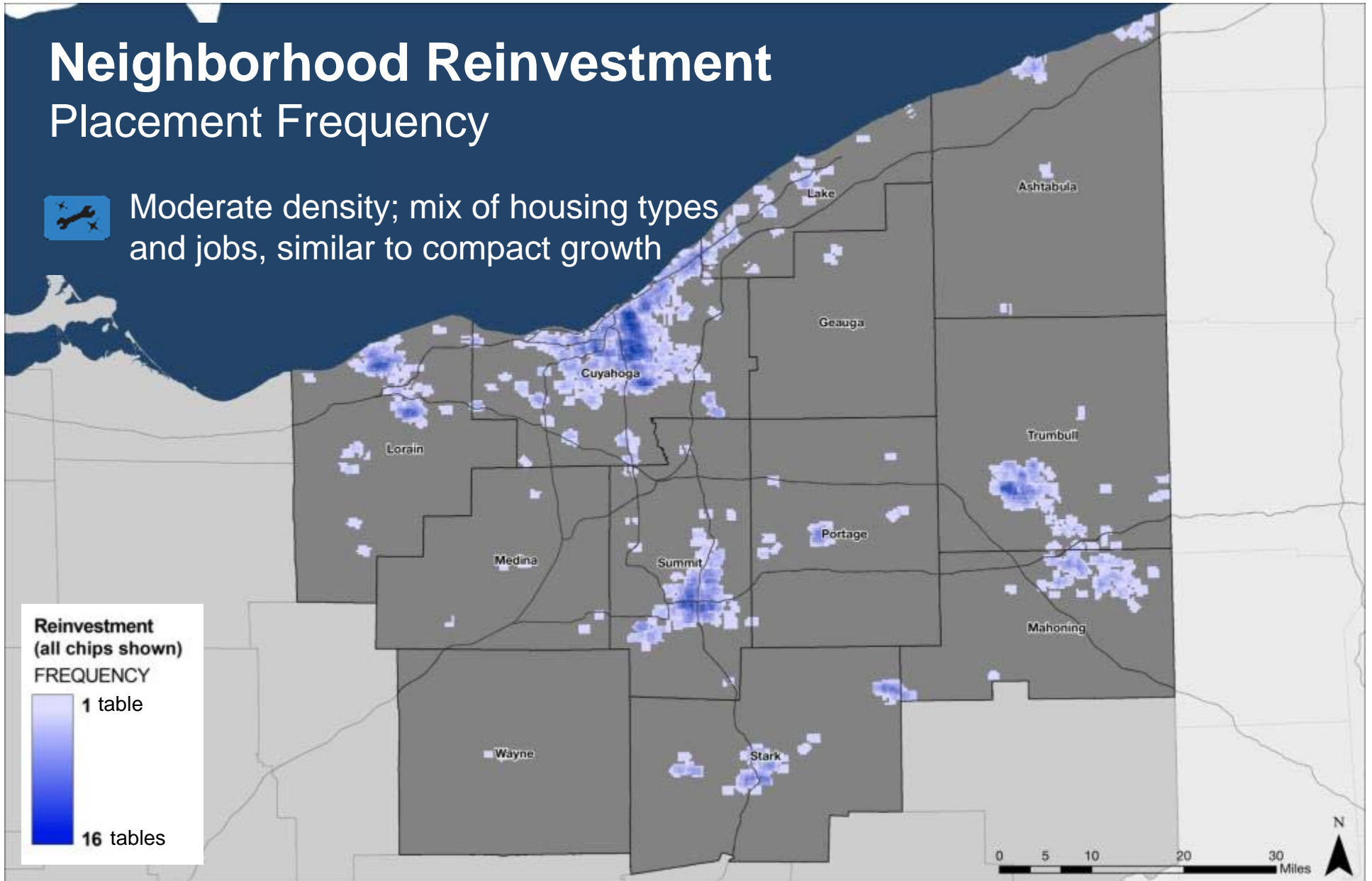
Low-moderate density; mix of single family homes, shopping centers, and town centers



Neighborhood Reinvestment Placement Frequency



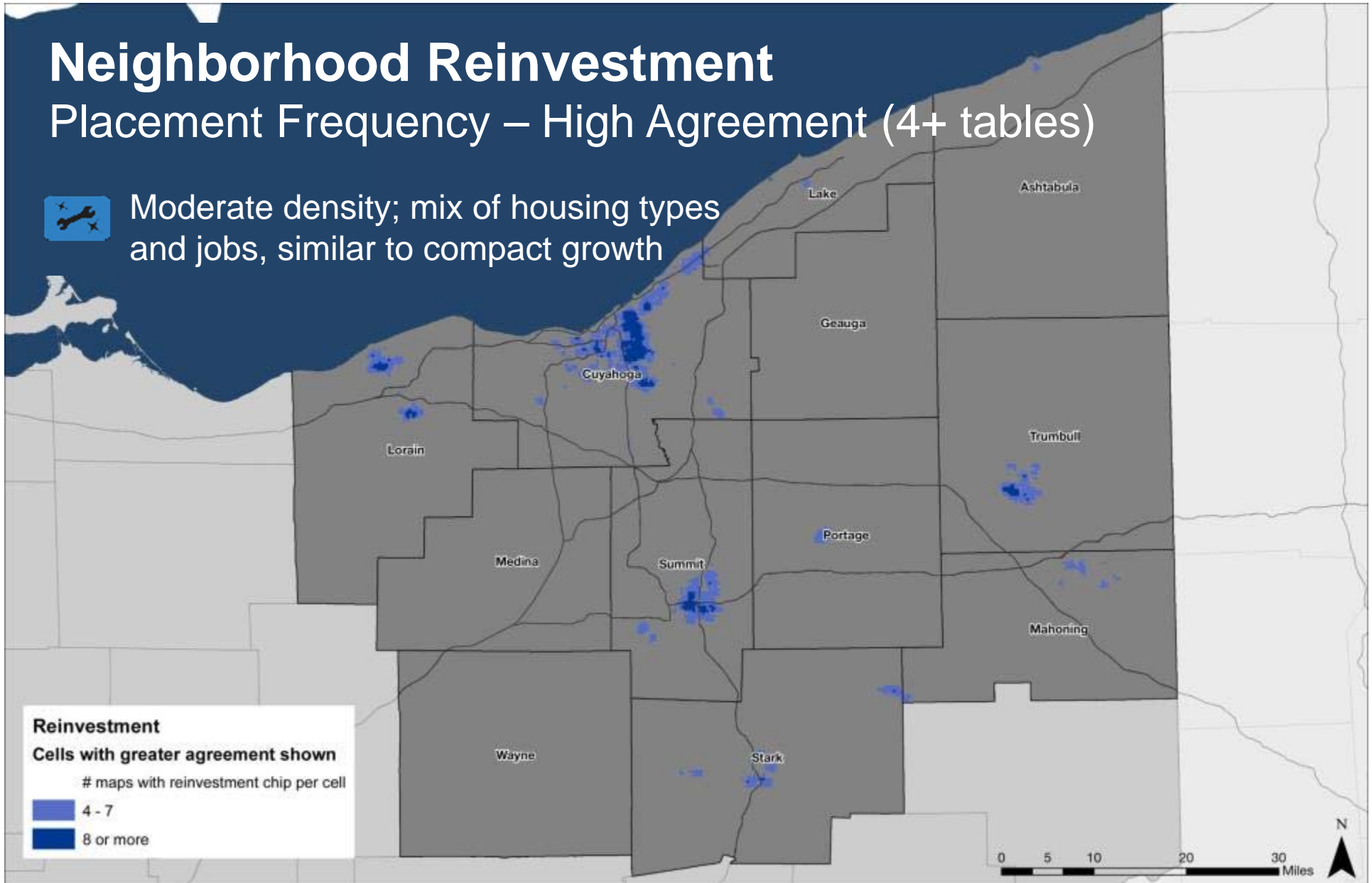
Moderate density; mix of housing types and jobs, similar to compact growth



Neighborhood Reinvestment Placement Frequency – High Agreement (4+ tables)



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



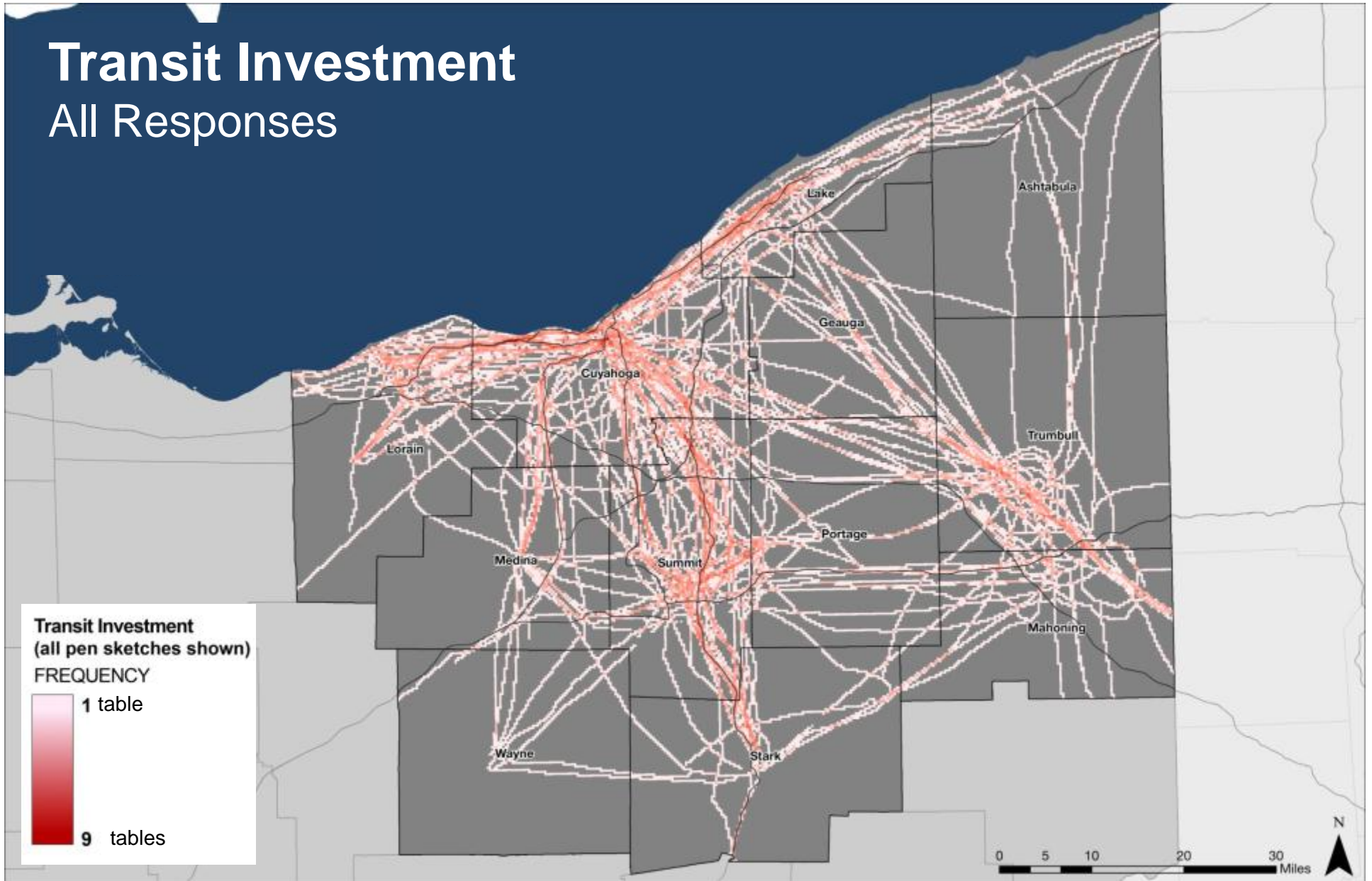
Bicycle and Pedestrian Investment

All Responses



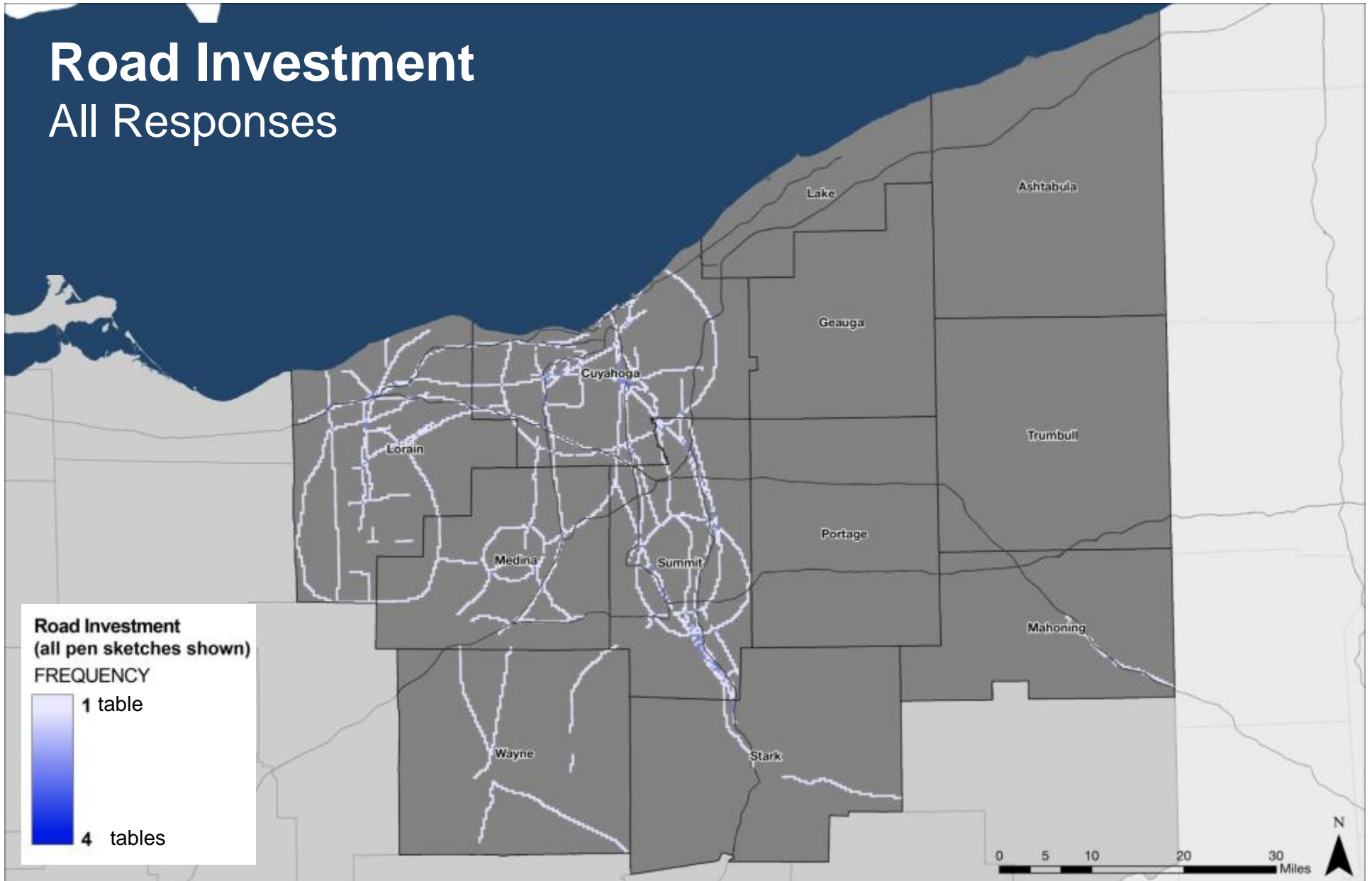
Transit Investment

All Responses



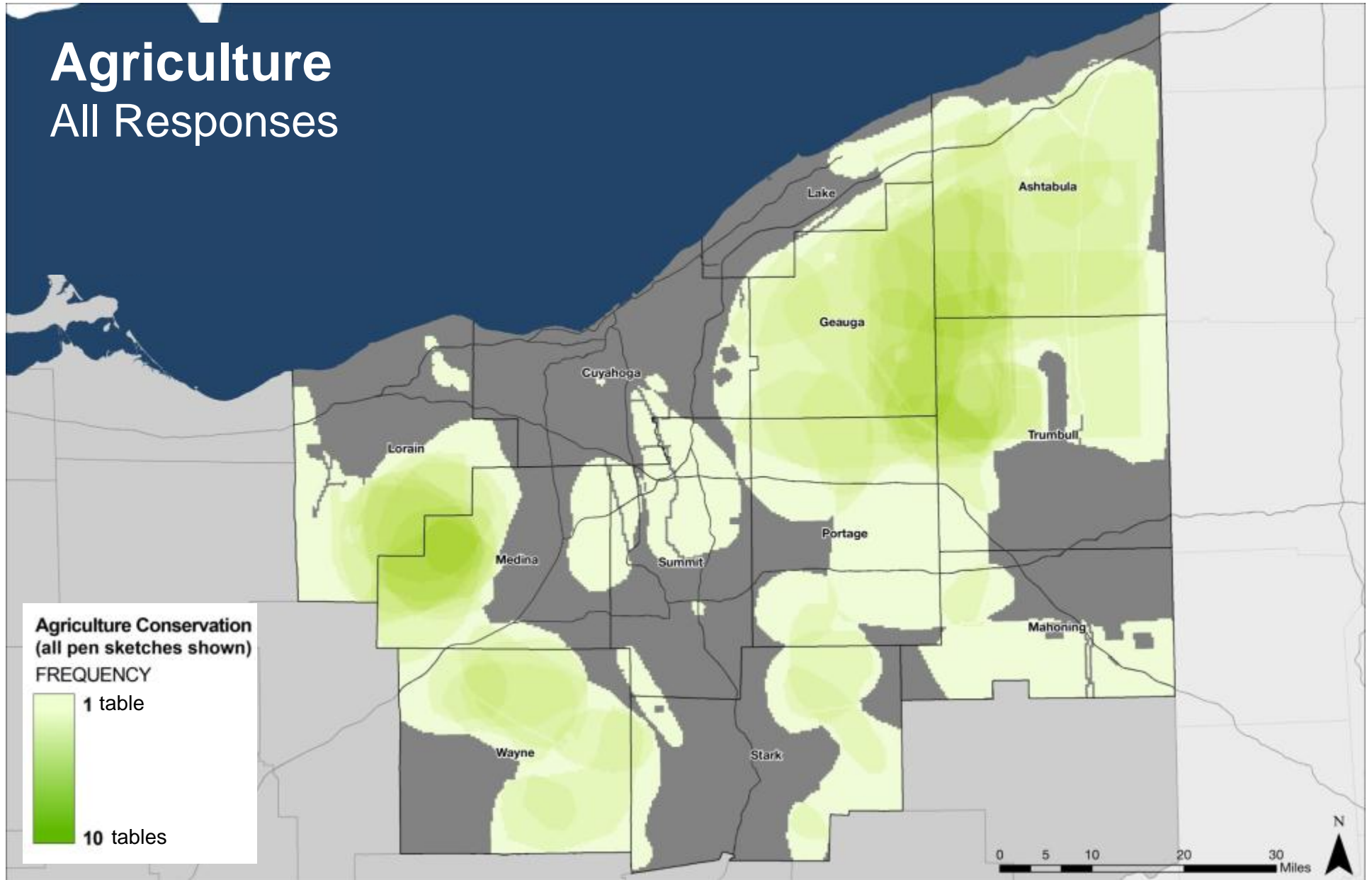
Road Investment

All Responses



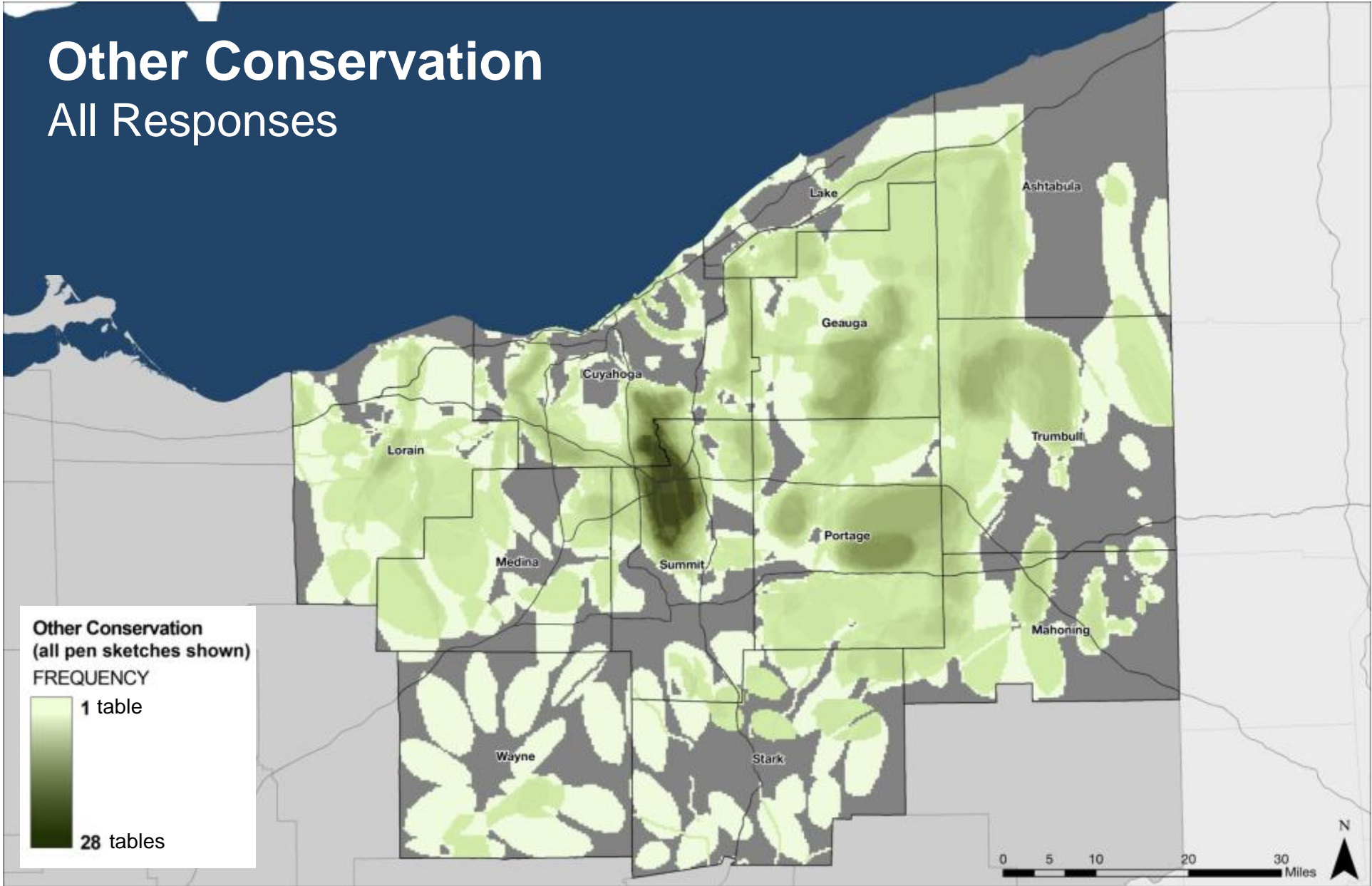
Agriculture

All Responses



Other Conservation

All Responses



For Growth, Jobs are First and Foremost

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

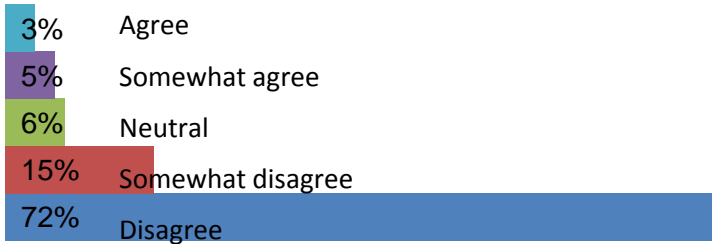
101	1) Better public transportation
207	2) Higher quality schools
392	3) Number and variety of jobs available
78	4) Safety
97	5) Lower taxes
60	6) Better housing options

TOTAL

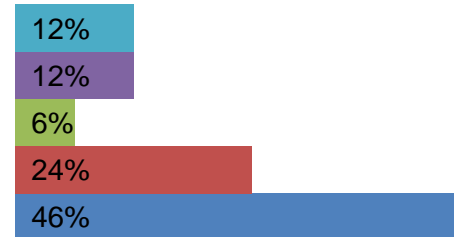


Polling Question: How much do you agree or disagree? *We should continue to grow outward to create new jobs and housing.*

East Cleveland



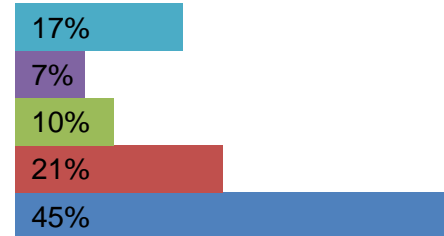
Warren



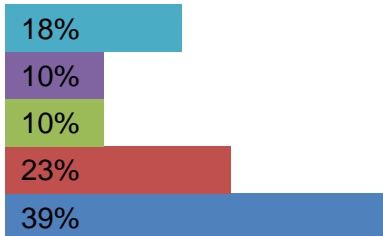
Warrensville Heights



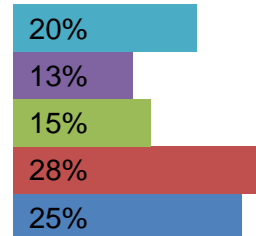
Akron



Oberlin



Canton

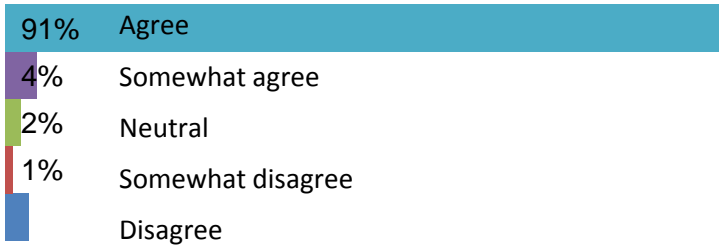


53-87% of participants somewhat or fully disagree with continued outward growth to create new jobs and housing



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

East Cleveland



Warren



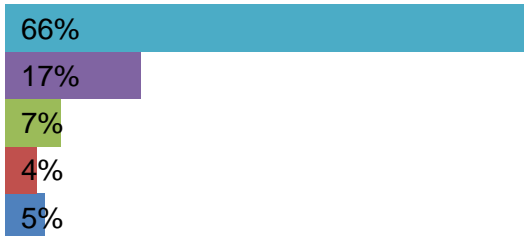
Warrensville Heights



Akron



Oberlin



Canton

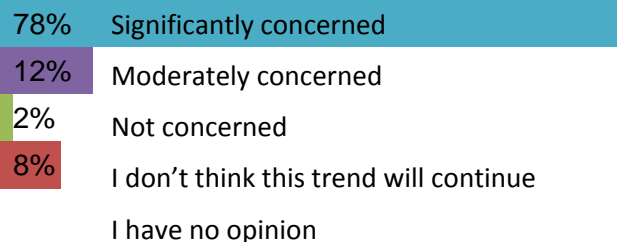


83-95% of participants somewhat or fully agree with reinvestment in existing communities to create new jobs and housing



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

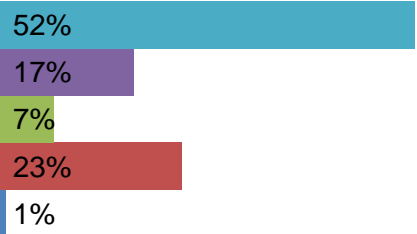
East Cleveland



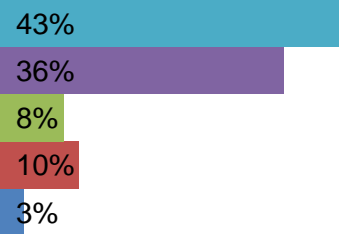
Warren



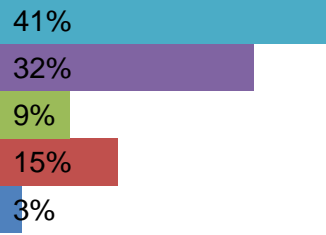
Warrensville Heights



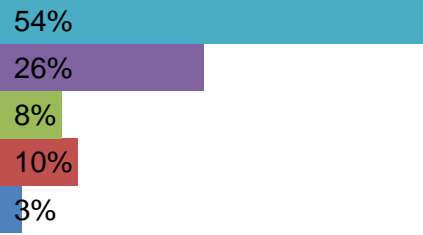
Akron



Oberlin



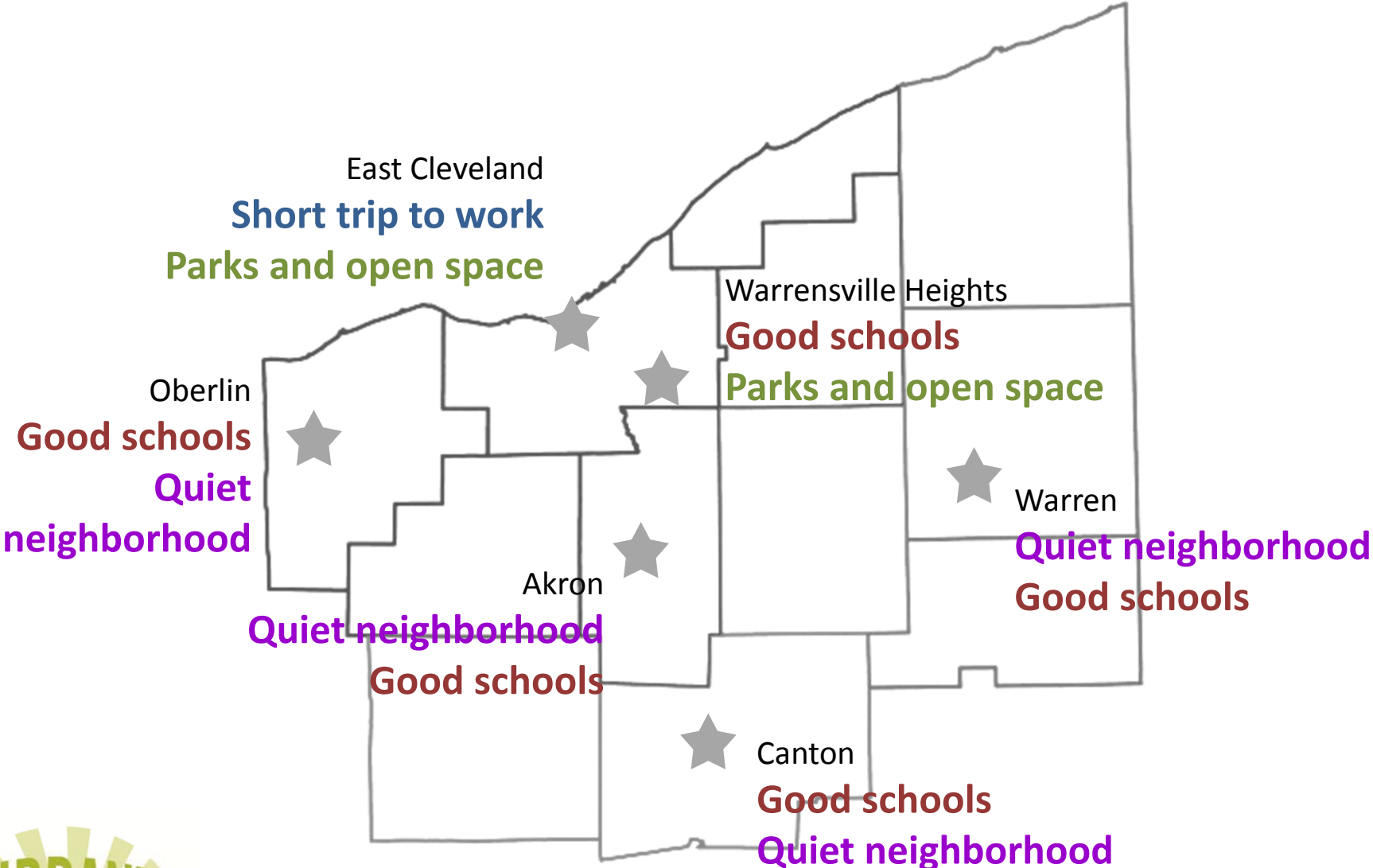
Canton

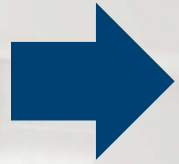


69-90% of participants are significantly or moderately concerned about abandonment



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





Issues to Explore with Alternative Scenario Development

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