





VIBRANT
NEO 2040

Board Meeting
February 26, 2013



**Work Plan Review:
Scenario Planning**



Scenario Planning

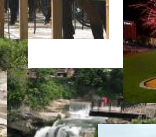
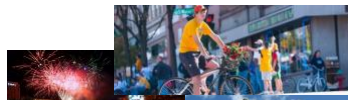
Helps the public and decision makers understand the long-term consequences of the choices they make now

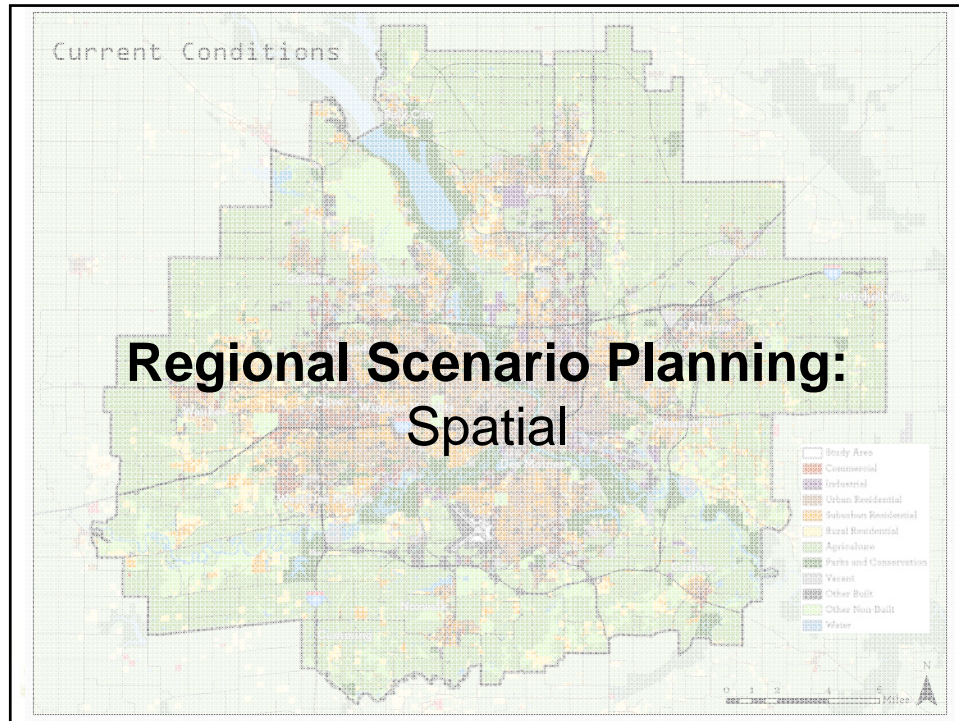


Scenario Planning

Visioning Starts with Common Values

- Personal Growth and Well-being
- Education
- Community
- Nature
- Family
- Security





Mixed Use:

- Residential over Commercial
- Office over Commercial



Multi-Family Residential:

- Market Rate
- Townhomes Market Rate
- Senior Housing
- Student Housing
- Affordable
- Mixed Income



Single-Family Residential:

- Large Lot
- Standard Lot
- Compact Lot



VIBRANT NORTH EAST OHIO
NEOSCC Building Typologies

NEOSCC

Commercial:

- Street Front Retail
- Strip Shopping Center
- Free Standing Retail
- Lifestyle Center / Mall
- Hotel

Reuse

- Mall / Big Box / Strip Reuse
- Warehouse / Loft Residential Conversion
- Office Building Residential Conversion

Business / Industrial

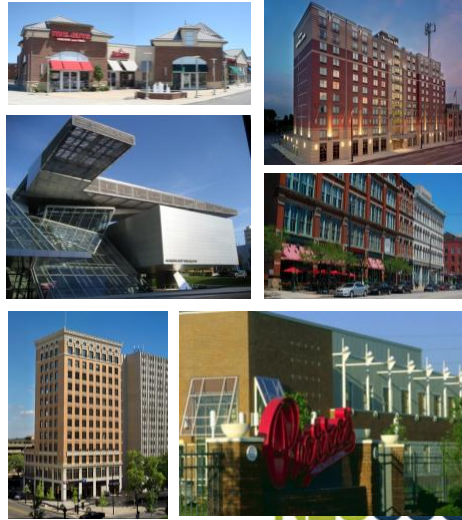
- Office Building
- Hospital / Medical Center
- Light Industry
- Heavy Industry

Institutional / Public

- Education
- Civic / Public Use / Recreation
- Cultural / Assembly



Building Typologies



Neighborhoods & Districts:

- Downtown Residential Neighborhood
- University / College Town District
- Mixed – Income Neighborhood
- Suburban Multi-Family Neighborhood
- Compact Residential Neighborhood
- Suburban Subdivision
- Senior Living Community
- Rural Residential Development
- Transit Oriented District
- Conservancy District



Development Typologies

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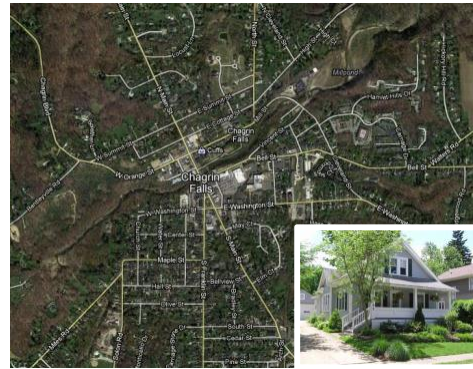
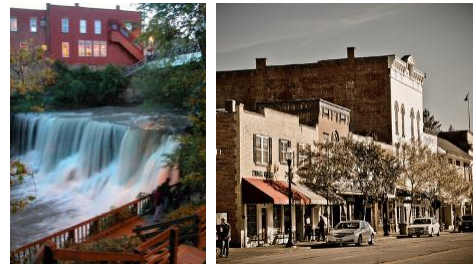
Western Reserve Town Center

Chagrin Falls

(existing)

Building Composition

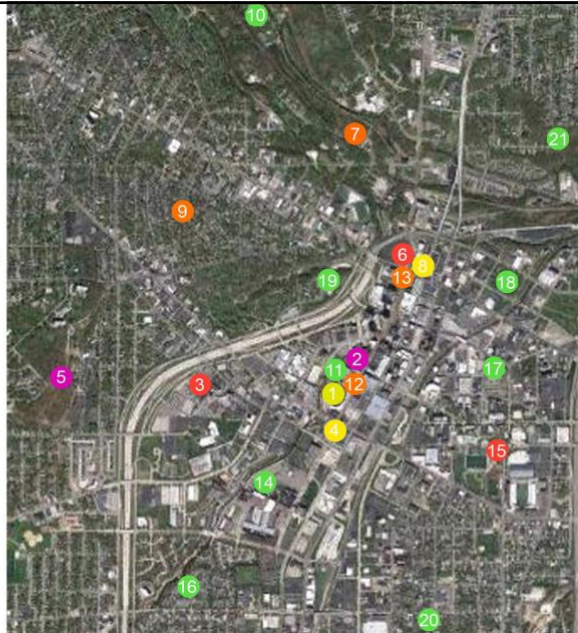
- Open Space – 5%
- Mixed-Use Residential over Commercial – 10%
- Multi-Family Senior Housing – 5%
- Multi-Family Mixed-Income Housing – 20%
- Single Family Compact Lot – 20%
- Street Front Retail – 25%
- Civic / Public Use / Recreation – 5%
- Cultural / Assembly – 5%



Development Typologies

Akron Asset Cluster

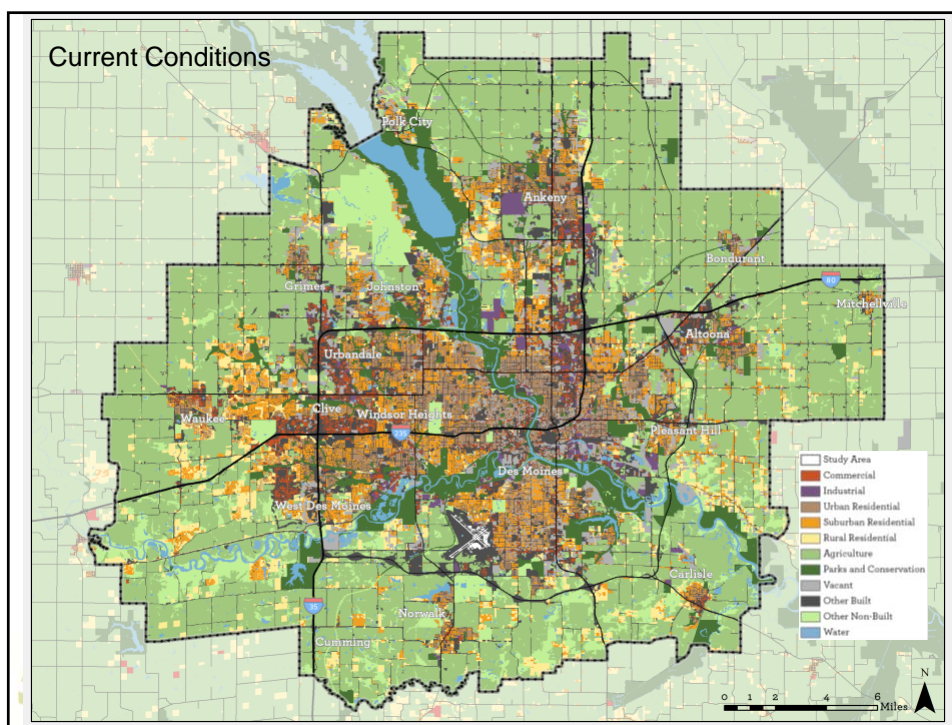
- 1 Akron Aeros Stadium
- 2 Akron Civic Theatre
- 3 Akron General
- 4 Akron Marathon
- 5 Akron Zoo
- 6 Austen Biolnnovation Institute
- 7 Cascade Locks Historic District
- 8 Crafty Mart
- 9 Hall Park Allotment Historic District
- 10 Highland Square
- 11 Lock 3 Park
- 12 Main-Exchange Historic District
- 13 Main-Market Historic District
- 14 Portage Lakes State Park
- 15 The University of Akron
- 16 Canal Park
- 17 Union Park
- 18 Grace Park
- 19 Glendale Park
- 20 Thornton Park
- 21 Lookout Park

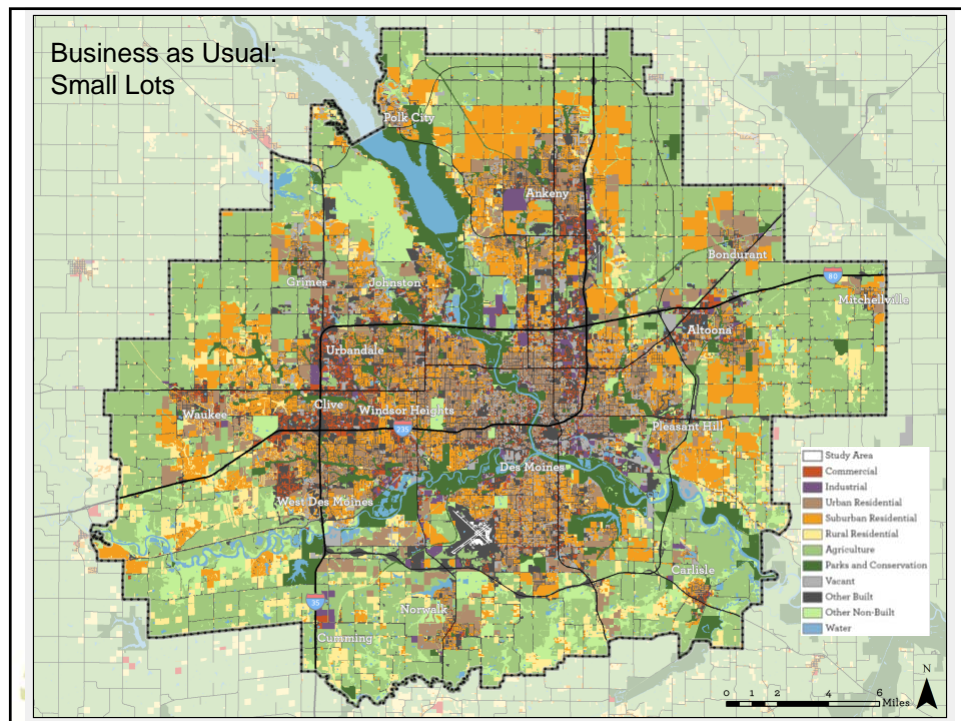
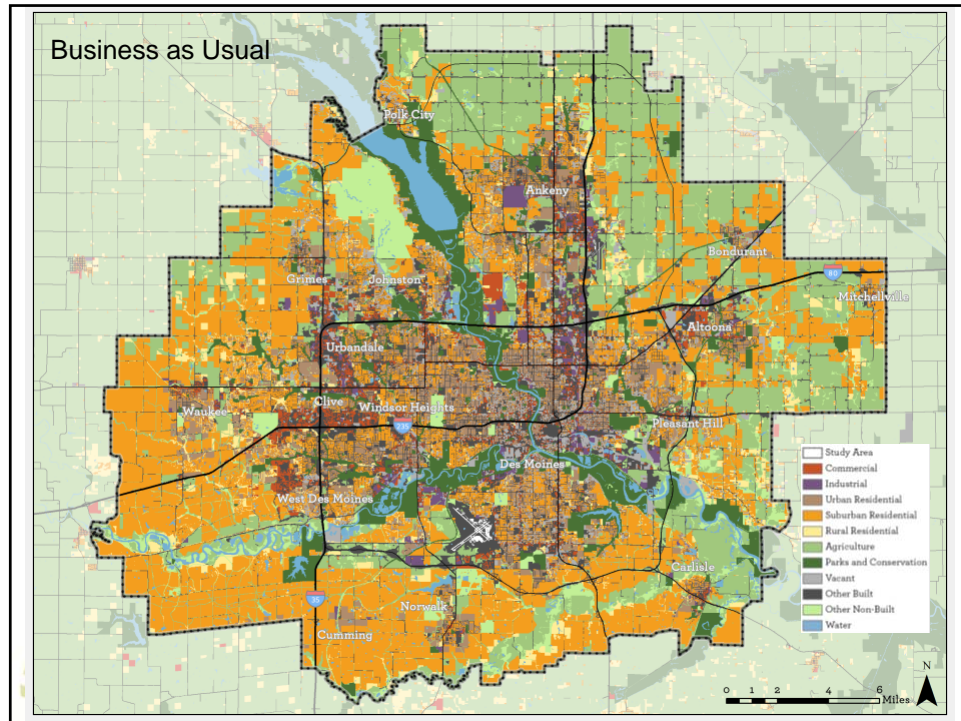


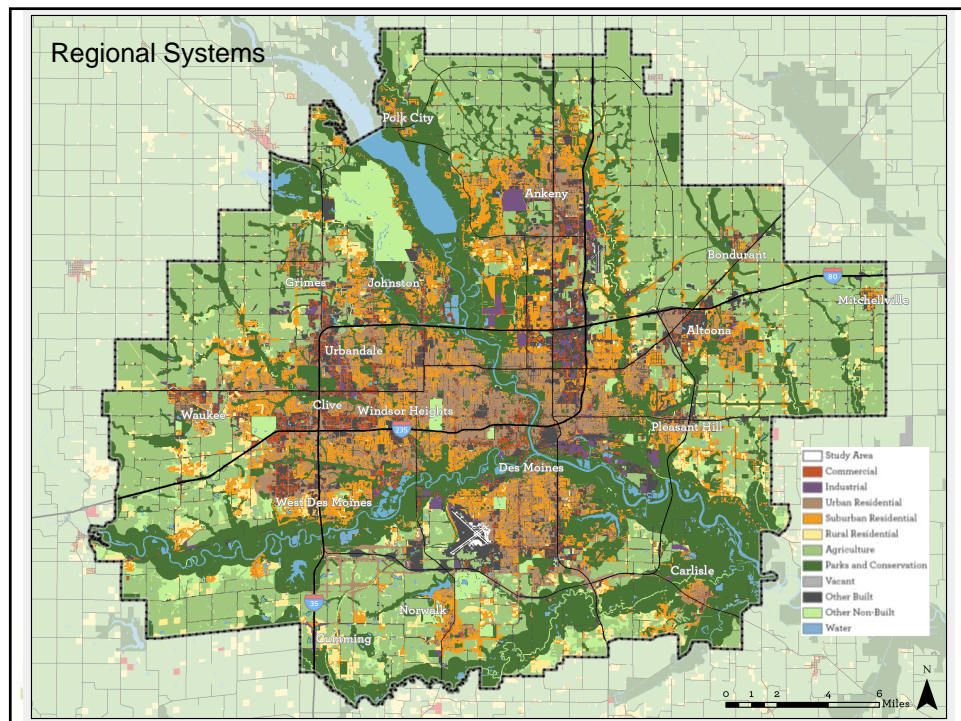
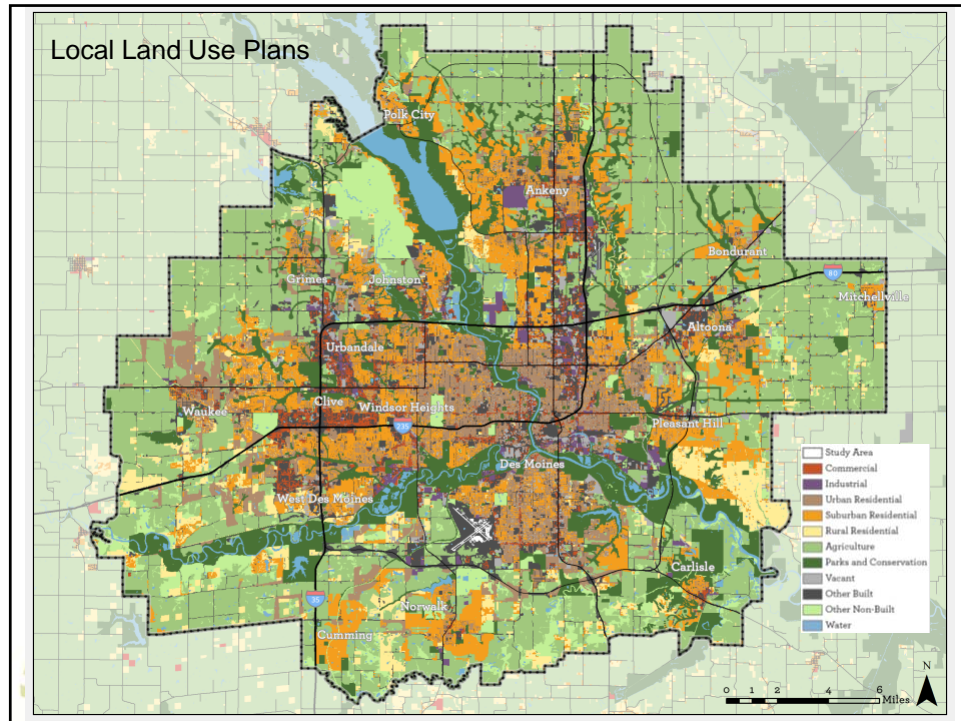
Assets

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ASSET	SQUARE MILEAGE: 3 = REGIONAL, 2 = METRO/INTRA, 1 = LOCAL		TYPE	LOCATION	COUNTY	ADDRESS	WEBSITE	ORGANIZATION	CLAIM TO FAME	PLACE- BASED?	TEMP/ PERM	FINANC- BY PUBLIC?
Akron Aeros Stadium	3	S	Akron	Summit		300 South Main Street, Akron, OH 44308	http://www.akronaeros.com/	Akron Aeros	The home of Akron's minor league baseball team	Yes	Permanent	Yes
Akron Civic Theater	2	AE	Akron	Summit		182 South Main Street, Akron, OH 44308	http://www.akroncivic.com/	Akron Civic	Nicknamed the "Jewel on Main Street"	Yes	Permanent	Yes
Akron Film + Pixel (a Festival)	2	AE	Akron	Summit		140 East Market Street, Akron, OH	http://akronfilm.com/	Akron Film + Pixel, Akron Art Museum	Festival and contests that engage the public	Yes	Permanent	Yes
Akron General Hospital	3	MT	Akron	Summit		400 Wabash Avenue, Akron, OH 44307	http://www.akrongeneral.org	Akron General Health System	"A year-round community of creators and fans of film and games"	Yes	Permanent	Yes
Akron Marathon	3	FE	Akron	Summit		Suite 301 Akron, OH 44311 (Office)	http://www.akronmarathon.org/	Akron Marathon Charitable Corporation	In its 10th year of fruition, raising money for the 2012 Sustainability Campaign	Multi-Place Based	Temporary	Yes
Akron Zoo	3	Z	Akron	Summit		Avenue, Akron, OH 44315	http://www.akronzoo.org/	Akron Zoo: Association of Zoos and Aquariums	Built on 79 acres donated by Akron's founder's heirs in 1900	Yes	Permanent	Yes
Art in the Square	2	FE	Akron	Summit		Highland Square, Akron, OH	http://www.artinthesquare.com/	Highland Square Neighborhood Association	Highland Square's annual music and arts festival	Yes	Temporary	Yes
Autism Biotechnology Institute	2	MT	Akron	Summit		47 North Main Street, Akron, OH 44308	http://www.abiakron.org/	Designated Ohio Center of Excellence for Biomedicine and Healthcare		Yes	Permanent	Yes
Canal Park Stadium	3	S	Akron	Summit		300 South Main Street, Akron, OH 44308	http://www.akronaeros.com/	Akron Aeros	Home of the Akron Aeros; home of the largest minor-league scoreboard	Yes	Permanent	Yes
Cascade Locks Historic District	3	HD	Akron	Summit		248 Ferndale Street, Akron, OH 44304	http://www.nps.gov/travel/avelohio/recreation/cascade_locks.htm	Association, The Ohio Historical Society	21 locks that were part of Akron's historic canal were dedicated in 1913	Yes	Permanent	Yes
Crafty Mart	1	FER	Akron	Summit		51 East Market Street, Akron, OH 44308	http://www.craftymart.com/	Musica	Collection of local vendors to support and celebrate local arts and crafts	Yes	Temporary	Yes
E. Thomas Hall	2	AE	Akron	Summit		180 West Street, Akron, OH 44325	http://www.egthonasmall.com/site/home.php	The University of Akron	Can hold nearly 2,000 people, named after Goodyear's CEO Edwin J. Thomas	Yes	Permanent	Yes
E. Seiberling Nature Realm	1	P	Akron	Summit		1828 Smith Road, Akron, OH						
East Park Abolment Historic District	1	HD	Akron	Summit		Outside Ave., Akron, OH 44302	None	The Ohio Historical Society	Early 20th century neighborhood developed during Akron's "rubber boom"	Yes	Permanent	Yes
Highland Square	2	MUD	Akron	Summit		Highland Square, Akron, OH	http://www.highlandsquare.org/history.php	Highland Square Development Association	Building from the 1920s as well as modern designs	Yes	Permanent	Yes
Knight Foundation Center	1	CC	Akron	Summit		7	www.knightfoundation.org	Knight Foundation		Yes	Permanent	?
Lock 3 Park	3	AE	Akron	Summit		200 South Main Street, Akron, OH	http://www.lock3live.com/	The City of Akron	Venue for concerts and local events for 10 years	Yes	Temporary	Yes
Main-Exchange Historic District	1	HD	Akron	Summit		323-337 S. Main Street, 12 E. Exchange Street, Akron, OH	http://searchresults.do?filter=subject&results=0	The Ohio Historical Society	architectural style, 1880, 1902, and 1956 all pertinent dates	Yes	Permanent	Yes
Main-Market Historic District	1	HD	Akron	Summit		S. Main St., 39-168 E. Market St., 18-42 N.	http://mike.focus.gov.gov/atlspg	The Ohio Historical Society	1833; significant in the categories of architecture, commerce, transportation, and	Yes	Permanent	Yes







- # Fiscal Impacts

[illegible]

- Spreadsheet-based
- Links directly to scenario results

Baseline Profile

Effective Year	2011
People	Figure
Population	112,408
Workers	79,725
Unemployed Residents	31,567
Impervious land area (acres)	8,000

Property Taxes

Land-Use/Building Type	Residential units	Square Feet	Total Value	Value per Square Foot or	Assessed Value	General Fund Property Taxes	General Fund Property Taxes Per Sq. Ft.
Residential	29,532	28,760,000	\$3,018,181.82	\$104	\$2,100,000,000	\$5,370,300	\$0.21
Nonresidential		7,700,000	\$1,300,000,000	\$168	\$1,300,000,000	\$3,695,700	\$0.46
Total		36,460,000	\$1,303,181,818	\$160	\$3,400,000,000	\$9,066,000	\$0.27
Property Tax Residential Exemption (%)						45%	
General Fund property tax rate (%)						0.2943%	
Education property tax rate (%)						0.7153%	

Sales & Excise Taxes

Source	Taxable Sales	Square Feet	Taxable Sales & Excise Tax Revenue per Unit	Local Sales & Excise Tax Revenue
Actual sales	\$1,776,000,000	7,700,000	\$230.77	\$150
Sales & Excise Tax Rate, City only	1.00%			
Estimated Sales and Excise Taxes	\$1,776,000,000			
Population and Workers				
Per weighted residents			\$116.79	

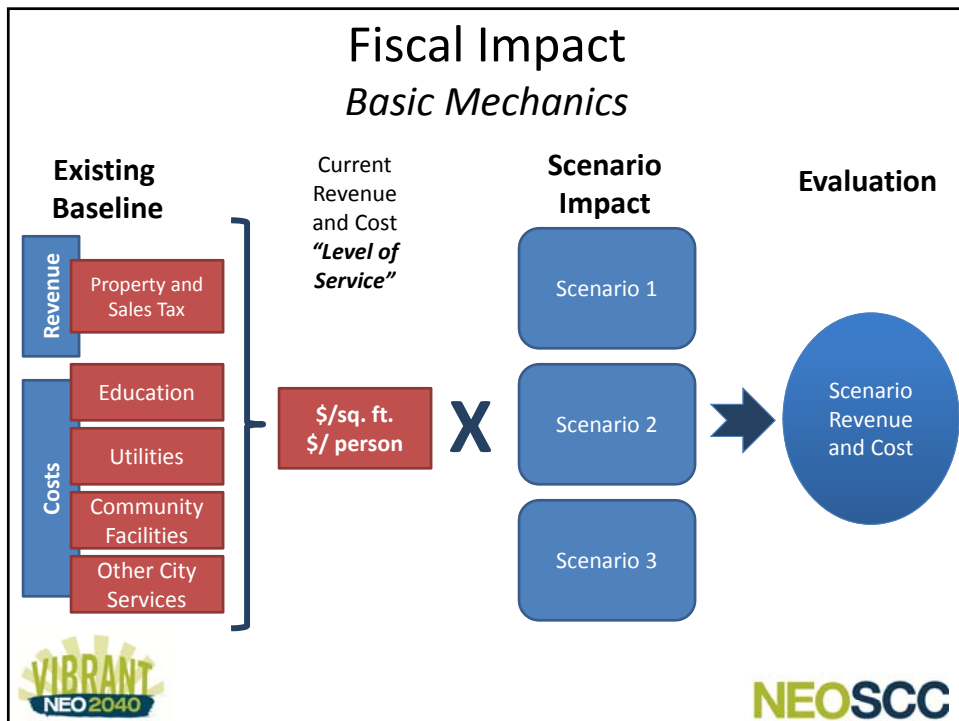
Non-Tax Revenue

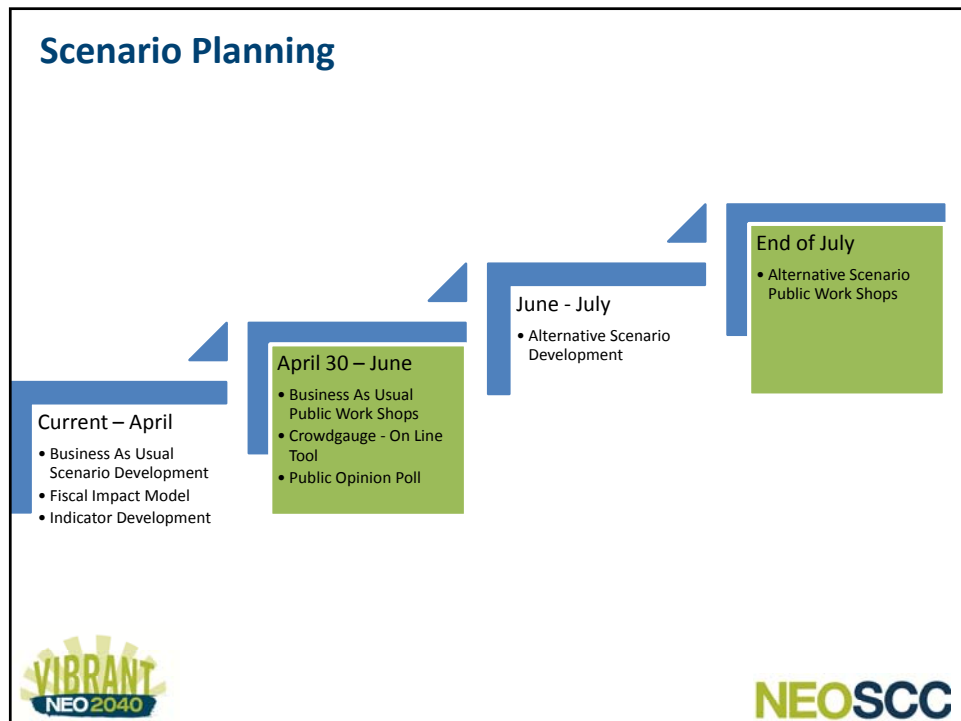
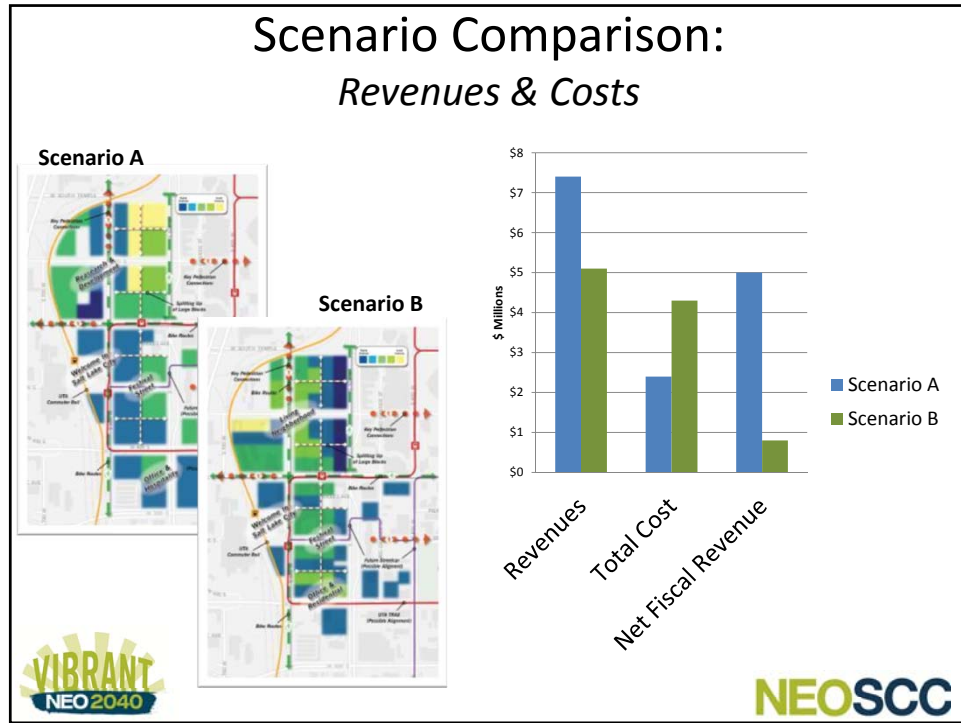
Source	Non-Tax Revenue	Non-Tax Revenue per Unit	Non-Tax Revenue per Unit
Intergovernmental transfers, all sources	\$4,400,000	Population	\$40.00 Per resident
Licenses and fees	\$5,000,000	Square Feet	\$0.14 Per square foot of all non government development
Miscellaneous revenue	\$4,400,000	Square Feet	\$0.12 Per square foot of all non government development
Total	\$13,800,000		
Education			
Students	14,750		
Residential Square Feet per Student	1,350		

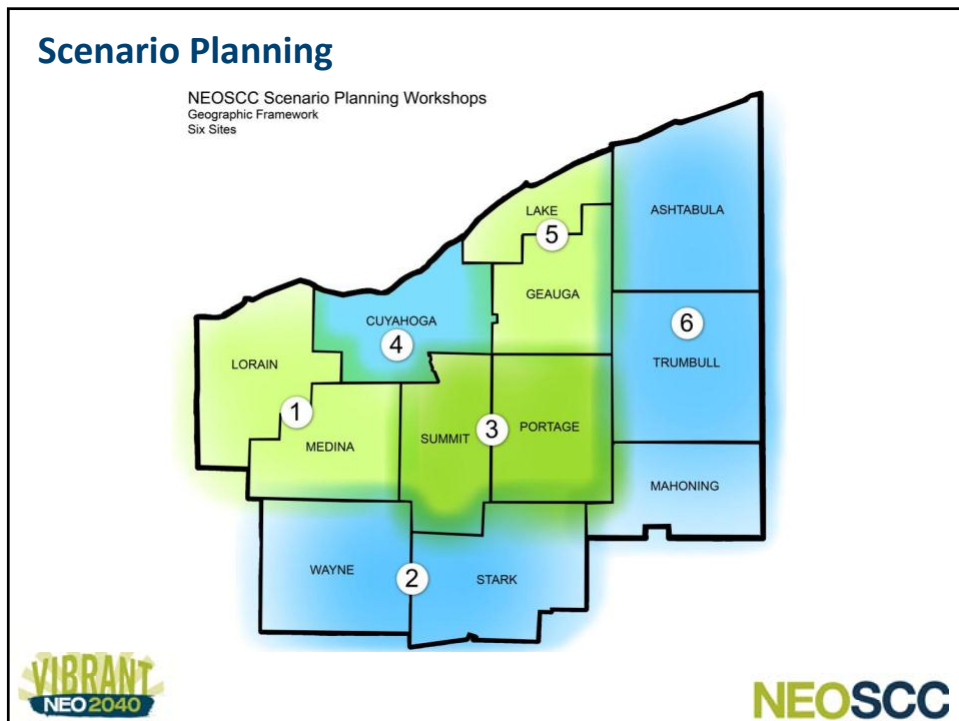
Per Sq. Ft. of

VIBRANT NEO 2040

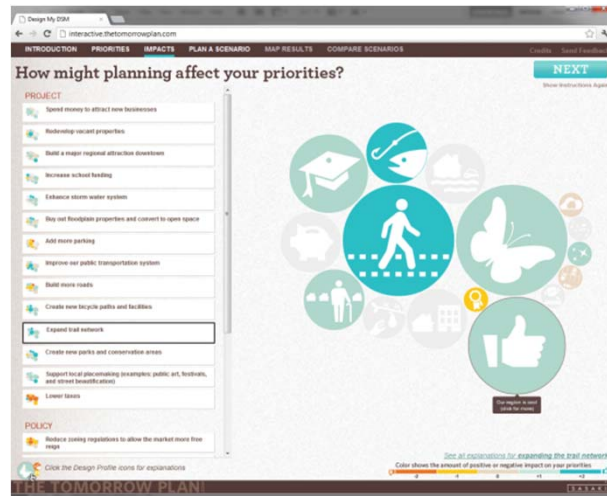
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Scenario Planning – Online Tool



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Work Plan Review: Regional Analysis of Impediments to Fair Housing Choice



NEOSCC

Regional Analysis of Impediments to Fair Housing Choice



2013 Northeast Ohio Fair Housing Forums

You are invited to attend! March 11 through 15 (a meeting is scheduled in each of the 12 Northeast Ohio counties)
Click for the schedule

Provide your knowledge, opinions, and feelings about fair housing choice.
Please offer your suggestions on how to eliminate impediments to fair housing choice.

March 11

9:00am – Summit County, Akron Urban League (President's Hall), 440 Vernon Odom Blvd., Akron
1:30pm – Cuyahoga County, Cuyahoga Metropolitan Housing Authority (Corporate Offices, Board Room)
8120 Kinsman Rd., Cleveland
6:00pm – Cuyahoga County, Hall of La Sagrada Familia, 7719 Detroit Ave., Cleveland

March 12

9:30am – Wayne County, Wayne Metropolitan Housing Authority (Training & Conference Center),
1273 W. Old Lincoln Way, Wooster
2:00pm – Medina County, City of Medina, City Hall (Multi-purpose Room), 132 North Elmwood Ave.,
Medina
6:30pm – Lorain County, Lorain County Transportation & Community Center, 40 East Ave., Elyria



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Regional Analysis of Impediments to Fair Housing Choice



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Click for the schedule

Provide your knowledge, opinions, and feelings about fair housing choice.
Please offer your suggestions on how to eliminate impediments to fair housing choice.

March 13

9:30am – Ashtabula County, Ashtabula County Head Start (Lake Erie Room), 4510 Main Ave., Ashtabula
2:00pm – Lake County, Lake County Administration Bldg., 105 Main St., Painesville
6:30pm – Geauga County, Geauga Metropolitan Housing Authority (Community Room)
385 Center St., Chardon

March 14

9:30am – Portage County, Portage County Regional Planning Commission, 124 N. Prospect St., Ravenna
2:00pm – Trumbull County, The Wean Foundation – Western Reserve Room, 147 W. Market St., Warren
6:30pm – Mahoning County, Covelli Center (Community Room), 229 E. Front St., Youngstown

March 15

9:30am – Stark County, The Metropolitan Centre, 601 Cleveland Ave. N.W., Canton



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Regional Analysis of Impediments to Fair Housing Choice

Special Webinar for Board Members

Thursday, March 21, 3:00 pm – 4:30 pm

Friday, March 22, 10:30 am – 12:00 pm



- NEOSCC Board engagement is a crucial component to our Regional Analysis of Impediments to Fair Housing Choice .
- The diverse facets of our Vibrant NEO process offers all of our Board Member Organizations an opportunity to learn and share their thoughts about other issues, such as Fair Housing , and to understand how all of these various issues are related.
- Fair Housing is an impactful issue in planning for land use, transportation, health, and economic development.
- These sessions offer Board members two different opportunities to learn and share their thoughts on this important topic.

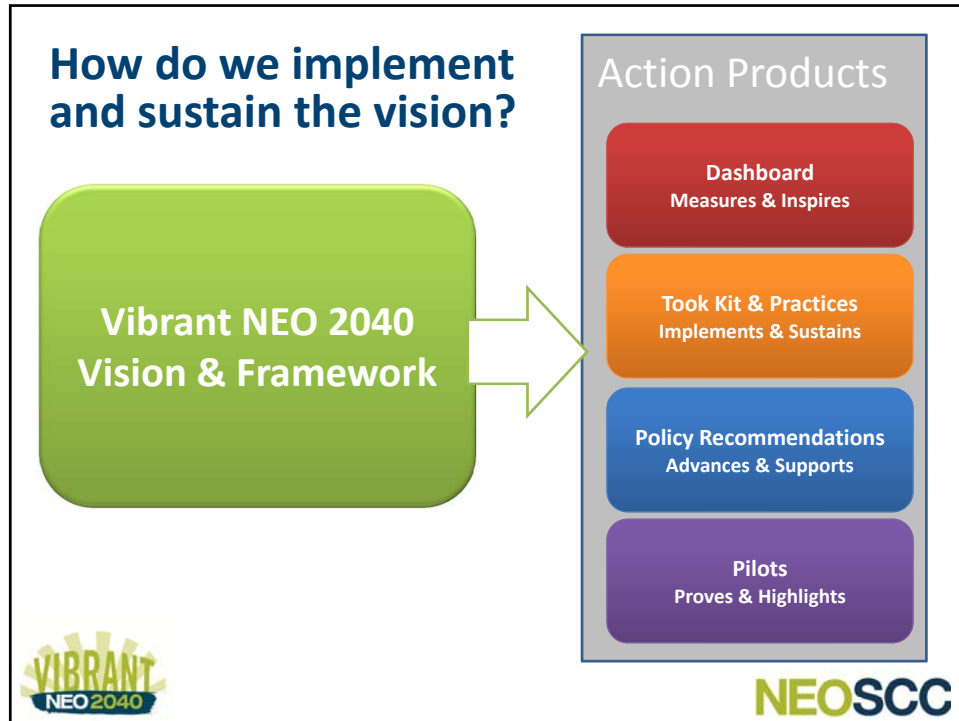


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Work Plan Review: Action Products



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Dashboard Measures & Inspires

Committee &/or Board Engagement:

- March – Preliminary draft indicators
- June – Draft final indicators & preliminary Dashboard mock-up
- September – Final indicators & final Dashboard mock-up

Visualization tool that communicates a set of indicators and metrics against which progress toward the VibrantNEO 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

Dashboard working group formed to define preliminary indicators list based on CAT Platform, regional indicators in play & HUD Flagship Indicators. Engagement through scenario planning process informs working group on how to refine indicators so that they are meaningful and resonate with public & stakeholders

VIBRANT NEO 2040 **NEOSCC**

Tool Kit & Practices
Implements & Sustains

Committee &/or Board Engagement:

March – Call for best practices

July – Draft tool kit & practices

October – Final tool kit & practices

Implementation tools and techniques to realize regional preferred vision developed through VibrantNEO 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

Tool Kit & Practices working group will be formed to refine tools and best practices lists, develop criteria to match tools for the region and to organize resources. The focus is on resources available in the region but will also include national best practices



NEOSCC

Policy Recommendations
Advances & Supports

Committee &/or Board Engagement:

April – Policy framework

August – Draft policy brief

November – Final policy brief

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

Policy working group formed to set up framework of analysis building off of findings from the CAT. The working group will process feedback from the engagement around scenario planning to provide direction through policy recommendations supportive to achieving the preferred vision



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Pilots
Proves & Highlights

Committee &/or Board Engagement:
May – Draft pilots criteria and list
October – Final pilots list

Pilots 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

Pilots working group will be formed to develop final criteria for defining and selecting pilots, and will identify promising local, regional, and state resources for pilots currently advancing NEOSCC goals

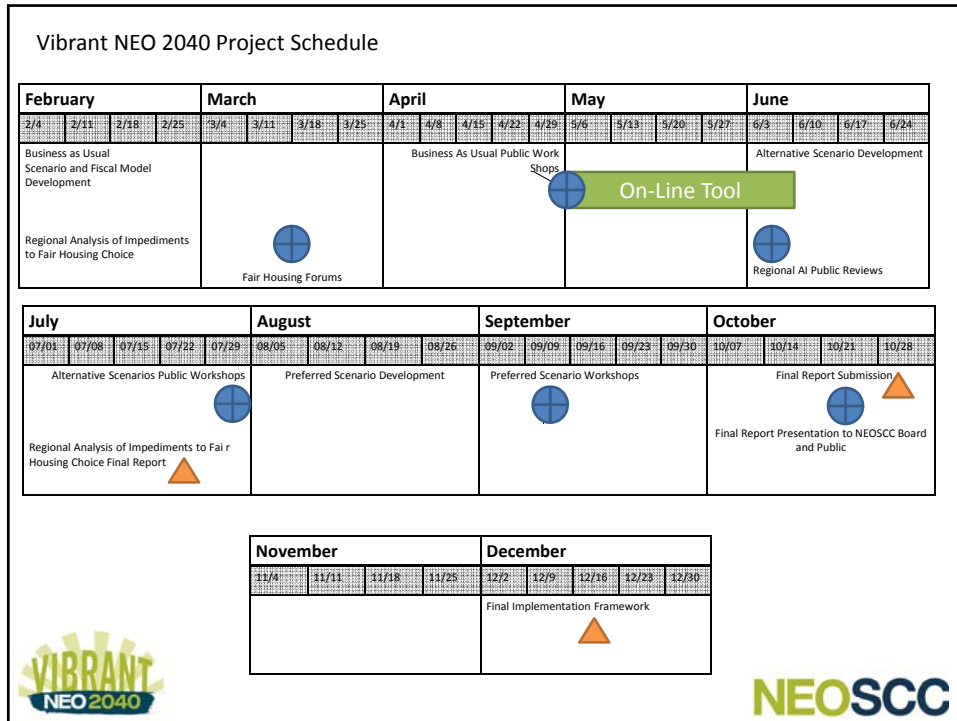


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Objectives March through May



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Upcoming Objectives	
March	
<u>Regional Planning, Scenario Planning and Fiscal Impact</u> Continued Development of Business As Usual Case Development of Fiscal Impact Presentation	<u>Meetings/Presentations</u> March 12 – Technical Steering Committee, 1:30 PM – Present Fiscal Impact/What is Scenario Planning/Indicators – Sasaki by Remote Connection Dashboard Preliminary Indicators Presented
<u>Regional AI</u> Fair Housing Forums in each County – week of March 11	Regional AI Special Webinar for Board Members Thursday, March 21, 3 – 4:30pm Friday, March 22, 10:30am – 12pm
<u>Product Development</u> Dashboard Preliminary Indicators Policy Needs Brief Toolkit Development – 1 st Product Group Meeting	March 26 – Executive Committee 11:00 AM and Board Meeting 1:00 PM - Present Fiscal Impact/What is Scenario Planning/Indicators – Sasaki In Person
<u>Communications and Engagement</u> Complete County Meetings Send Save the Date and Invitations for Public Workshops	PMO will present Dashboard Preliminary Indicators



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:
City (County, County, County)
City (County, County, County)

May 1:
City (County, County, County)
City (County, County, County)

May 2:
City (County, County, County)
City (County, County, County)

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

VIBRANT NEO 2040

NEOSCC

SET THE COURSE FOR NEO'S FUTURE

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!

VIBRANT NEO 2040
VibrantNEO.org

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.

SAVE THE DATE

April 30: City County, County, County City County, County, County	May 1: City County, County, County City County, County, County	May 2: City County, County, County City County, County, County
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VIBRANT NEO 2040

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Upcoming Objectives

April

Regional Planning, Scenario Planning and Fiscal Impact

Presentation of Business As Usual Case

Regional AI

Continue outreach and analysis

Product Development

Continue development

Toolkit Development – Call for best practices

Policy Recommendations - Policy framework

Communications and Engagement

Follow-up on network of networks for Public Workshops

Continue media and elected outreach

NEO 2040

Meetings/Presentations

April 9 – Technical Steering Committee, 11:00 AM and Executive Committee 1:30 PM – Business As Usual Scenario and On-Line Engagement Tool – Sasaki by Remote

Week of April 16 – Pre Workshop Training

April 23 – Board Meeting, 1:00 PM – Business as Usual Scenario and On-Line Engagement Tool, and Workshop Materials – Sasaki In Person.

Public

4/30 – 5/2 Pre Alternatives Workshops

NEOSCC

Upcoming Objectives

May

Regional Planning, Scenario Planning and Fiscal Impact

Engagement

Regional AI

Draft Report Development

Product Development

Continue development

Dashboard – 2nd Product Group Meeting

Toolkit – 2nd Product Group Meeting

Communications and Engagement

Public Workshops

Crowd gauge Tool

Public Opinion Poll

**VIBRANT
NEO 2040**

Meetings/Presentations

May 14 - Technical Steering Committee, 11:00 AM and Executive Committee, 1:30 PM

May 28 – Board Meeting, 1:00 PM

Public

May 2 – May 27 – Other Engagement Meetings and Caucus Meetings

NEOSCC

Engagement Update

Upcoming Engagement/Speaking Events

Medina County - February 27 @ 5:30–7:00pm
 Medina County Health Department
 Network Leader Host/Board Members: Medina County Commissioner Steve Hambley
 4800 Ledgewood Drive
 Medina, OH 44256

Wayne County - March 5 @ 5:30-7:00pm
 ABS Materials
 Network Leader Host: Stephen Spoonamore
 1909 Old Mansfield Road
 Wooster, OH 44691

Trumbull County – March 7 @ 5:30 -7:00pm
 Network Leader Host/Board Member: Bill Miller, Eastgate CAB Members
 147 West Market Street
 Warren, OH 44481



Engagement Update

Upcoming Engagement/Speaking Events

NEFCO Environmental Resources Technical Advisory Committee –
 April 3 9:00 – 11:00 am
 Summit County Public Health District
 1100 Graham Road Circle
 Stow, OH 44224

Eastgate Citizens Advisory Board (CAB) – April 4 @ 6:00pm
 Network Leader Host/Board Members/TSC Member: John Getchey
 100 Federal Plaza E, Floor 10
 Youngstown, OH 44503

First Ring Suburbs Economic Development Council – April 25 @ noon-2:00pm
 Location: TBC
 Network Leader Host: Jennifer Kuzma/FSC of Northeast Ohio



Communications Update

- Scheduling Elected Officials and Editorial Board visits
- Developing new handout
- Editorial writing
- Save the Date and Invitation design and content
- Developing Public Opinion Poll
- Launching Communications Plan

Board Organization Communications Staff – we will have two webinars in late March to review the Communications Toolkit for the Scenario Planning Process.



NEOSCC

Communications Plan

- Online extended network advertising
 - All regional daily newspapers, all regional TV station websites, affiliated Conde Naste ad network
- Cool Cleveland
- Business Journal (Youngstown) and Buzzbin Magazine (Akron/Canton)
- Facebook ads
- Promoted Tweets
- Festivals and Fairs Exhibits
- Radio (WCPN , WKSU, WKRW, WYSU)
- Additional ads in print and online for community newspapers
- Google ads



NEOSCC

The March Watch List

Regional Analysis of Impediments to Fair Housing Choice (akobak@neoscc.org)

- Fair Housing Forums March 11 - 15
- Board Member Sessions on
 - Thursday, March 21, 3 – 4:30pm
 - Friday, March 22, 10:30am – 12pm

A “Save the Date” will be sent out with details of Scenario Planning Workshops over the next week – PLEASE SAVE THE DATE

Engagement Review the Network of Network Lists and return comments to Jeff Anderle (janderle@neoscc.org)

Board Organization Communications Staff – we will have two webinars in late March to review the Communications Toolkit for the Scenario Planning Process.

Leveraged Match (SMaier@mpo.noaca.org and janderle@neoscc.org) The Communications & Engagement Work stream will be conducting outreach regarding member match and involvement (Please remember to submit your match forms to sustainablecommunities@mpo.noaca.org) for 2013

