



CEDS Content Guidelines

2014 NADO Washington Policy Conference

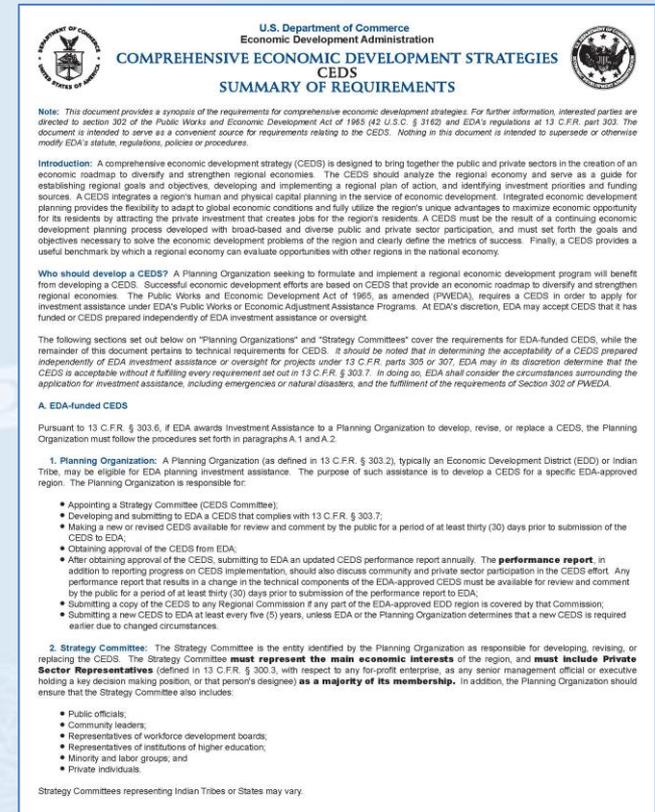
March 26, 2014

The new **CEDS Content Guidelines** are a collection of suggestions and recommendations, not a list of additional requirements. . .



Why new CEDS Content Guidelines?

- New CEDS Content Guidelines (Guidelines) are intended to help regional planning organizations craft more impactful CEDS. The intent is to release the new Guidelines in conjunction with EDA's new regulations (currently targeted for publication in late-Spring/early-Summer of 2014).
- The Guidelines are intended to replace the current two-pager ("CEDS Summary of Requirements") which was often criticized for simply repeating the regs while not providing enough information on what EDA would like to see in the CEDS.



What's new with the CEDS Content Guidelines?

- Looks more like the 2000 and 2002 CEDS Guidelines (“Brown Book” and “Green Book”)
- Offers suggestions on what should be included in each of the required sections (per the regs), and recommends tools, resources and examples to help in the development of the CEDS document (“Recommended Resource”)
- Focused almost exclusively on content (versus process).
- Provides practical suggestions about formatting – look and feel.

What are the formatting recommendations?

1. *Keep your audience in mind*

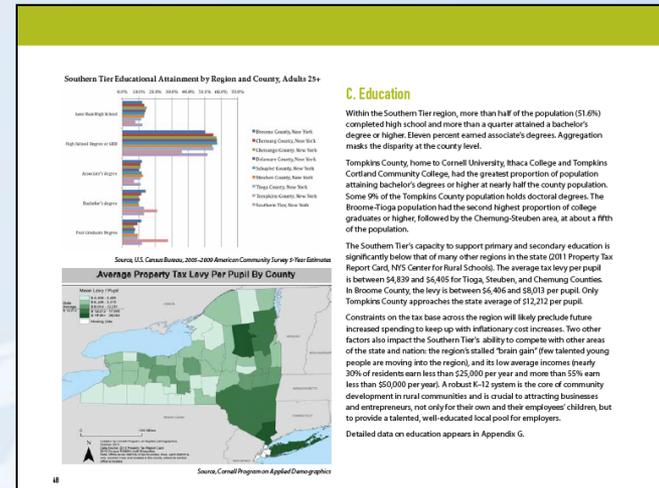
- Target page length
- Executive summary
- Use appendices

2. *Communicate creatively*

- Appealing look-and-feel
- Alternate formats

3. *Think beyond the document*

- Consider stakeholder engagement



What are the content recommendations?

- 1. Linking the sections to improve CEDS focus and measurable impact**
- 2. Emphasizing strategies rather than a stand-alone list of projects**
- 3. Infusing economic resiliency into the CEDS document**

Content Requirements:

- Summary Background: A summary background of the economic conditions of the region;
- SWOT Analysis: An in-depth analysis of economic and community strengths, weaknesses, opportunities and threats (commonly known as a “SWOT” analysis);
- Strategic Direction/Action Plan: Strategic direction/approaches and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans. The action plan should also identify the stakeholder(s) responsible for implementation;
- Evaluation Framework: Performance measures used to evaluate the organization’s successful development and implementation of the CEDS.

1. Linking the sections to improve the CEDS focus and impact

Elements of the CEDS content should build upon and/or shape each other to result in a coherent, targeted document -- SWOT section is key

- The demographic data in the summary background section should be limited to those items and key findings that are **relevant** to the SWOT
- The strategic direction and associated action plan should logically **flow** from the critical internal and external factors that speak to the region's assets and limitations (as identified in the SWOT) and its role in capacity building
- The evaluation framework, with its associated measures and timelines, should **cascade** from the strategic direction (and its *measurable objectives*) and action plan which in turn flow from the initial SWOT analysis

2. Emphasizing strategies rather than a stand-alone list of projects

The strategic direction and action plan are the heart and soul of the document

- The **strategic direction** should evolve from a clearly defined *vision* with prioritized *goals* and *measurable objectives*
- A successful **action plan** should then focus on those regionally-driven strategic priorities that will result in a prioritized, measurable collection of capacity building activity areas
 - ✓ The action plan, however, should NOT simply be a list of projects
 - ✓ Action plan should NOT exclusively reflect those activities which EDA alone could potentially support

3. Infusing economic resiliency into the CEDS document

Only real change in the regs that impact the content of the CEDS is the requirement to incorporate the concept of economic resiliency . . .

- Regional economic prosperity is linked to an area's ability to withstand, prevent, or quickly recover from major disruptions (i.e., 'shocks') to its underlying economic base
- Integrating resiliency into the CEDS can take multiple forms
- Resiliency section of Guidelines still under development; current thinking includes:
 - ✓ identifying vulnerabilities and assets
 - ✓ Passive (strategies/projects) and active (post-disruption responder) efforts
 - ✓ Minimum and advanced actions for passive and active efforts

Equivalent/Alternative Plans

- To reduce duplication and foster cross-agency collaboration, EDA may accept as a CEDS any locally, state, or regionally prepared plan, or a plan prepared under any Federally supported program if:
 - plan is current (i.e., developed or updated within the past year)
 - plan preparation and contents address EDA's regulations (13 C.F.R. § 303.7)
 - plan is consistent with the **Content Guidelines**. . .



- . . .it must, at a minimum, contain a summary background, analysis, strategic direction/action plan, and an evaluation framework. In addition, alternate plans should clearly define the area that the plan will serve and provide evidence of a robust participatory process (i.e., broad-based and inclusive community engagement)
- When crafting a regional plan that will also serve as a CEDS alternative or equivalent that covers a geographic area already covered (in part) by one or more CEDS, those **previously approved CEDS should be folded into the new plan by leveraging the existing action/implementation plans and evaluation frameworks to effectively inform the newer plan.** By “nesting” key elements of the previously approved CEDS into the newer plan, the previously developed priorities can be incorporated to highlight more localized needs and requirements that serve the greater, “super-regional” primacies

QUESTIONS ?

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