

September with the CEDS Webinar Series

“Better Resilience through Better Planning”

September 10th, 14th, and 30th
2 pm Eastern / 1 pm Central

More info at: www.nado.org

Planning More Efficiently & Effectively: Aligning the CEDS with other Regional Plans

Thursday, September 10 ~ 2-3 p.m. ET

A NADO Research Foundation Webinar
Supported by the Economic
Development Administration (EDA)



Our Mission

The National Association of Development Organizations (NADO)

To strengthen local governments, communities, and economies through the regional strategies, partnerships, and solutions of the nation's regional development organizations.



Our Members

National membership organization for the network of over 520 **regional development organizations** (RDOs) throughout the U.S.

RDOs are also known as Councils of Government, Regional Planning Commissions, Economic Development Districts, and other names.

They promote efforts that **strengthen local governments, communities, and economies through regional strategies** focusing on economic development, infrastructure, housing, transportation, and regional planning.

Regional Councils and Regional Development Organizations



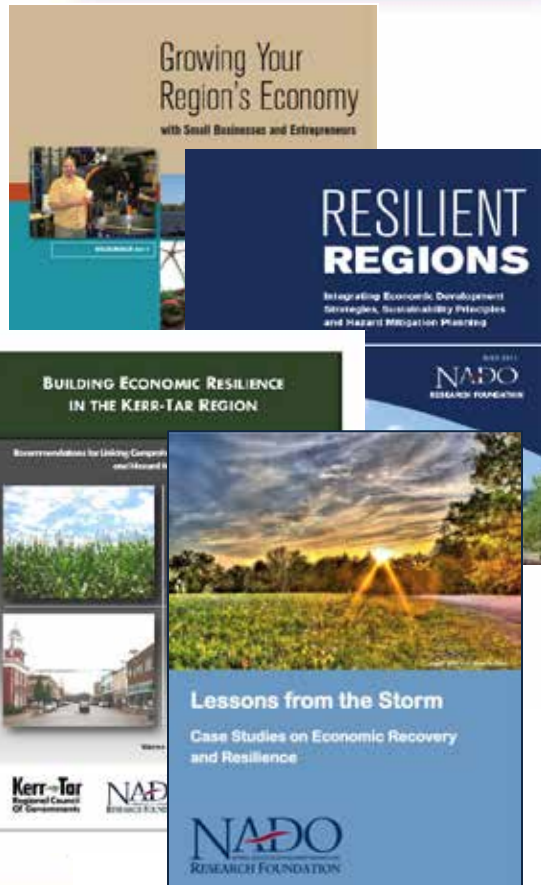
NADO Research Foundation

Founded in 1988, the **NADO Research Foundation** is the non-profit research affiliate of NADO.

Shares best practices from small metropolitan areas and rural America through **training, peer exchange, research, and other capacity-building activities.**

Focus Areas:

- Economic Development
- Organizational Support
- Rural Transportation
- Sustainable Communities
- Regional Resilience



NADO's Resilience Program

The NADO Research Foundation, with support from the Economic Development Administration (EDA), provides capacity-building services to RDOs and local governments to foster **regional resilience to natural disasters and other economic shocks and disruptions.**

These services include training workshops, peer exchanges, technical assistance, webinars, and research on best practices.

We make our resources and lessons learned available to the public—visit www.nado.org or contact sjames@nado.org.



NADO & the CEDS

Additional Resources Available

Innovation and Opportunity: A Closer Look at the New CEDS Content Guidelines

Thursday, February 26
2:00 – 3:15 pm ET

NADO
NATIONAL ASSOCIATION OF STATE POLICEMAN



Innovation and Opportunity:
A Closer Look at the New CEDS Content Guidelines

Building Economic Resilience in Your Community:

Linking Economic Development and Hazard Mitigation Planning

CEDS Resilience Library



Building Economic Resilience in Your Community:
Linking Economic Development and Hazard Mitigation Planning

March 17, 2015
2:00—3:15 pm ET

Kerr-Tar
Regional Council
of Governments

NADO
RESEARCH FOUNDATION

Sustainable Communities
Learning Network



U.S. DEPARTMENT OF COMMERCE
OFFICE OF ECONOMIC DEVELOPMENT

EFCN

Today's Webinar

- **Dave Ives**, Sustainability/Planning Coordinator, U.S. Economic Development Administration (Washington, DC)
- **Mary Rump**, Transportation & Regional Development Director, East Central Iowa Council of Governments (Cedar Rapids, IA)
- **Amanda Hoey**, Executive Director, Mid-Columbia Economic Development District (The Dalles, OR)



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.
NADO.ORG

Webinar Logistics

Please type any questions you have for the speakers in the question box on the side panel throughout the presentation.

The webinar is being recorded and will be posted along with the PowerPoint slides on the NADO website at www.nado.org.

We have applied for 1 AICP CM credit for this webinar.

Please contact Sara James at sjames@nado.org if you have any questions after the presentation.



REGIONAL STRATEGIES. PARTNERSHIPS. SOLUTIONS.
NADO.ORG



Dave Ives, AICP

Sustainability/Planning Coordinator
Economic Development Administration
U.S. Department of Commerce
dives@eda.gov

- Good planning is critical for resiliency.
- Comprehensive Economic Development Strategies (CEDS) serves as an important mechanism to help regions identify vulnerabilities and withstand or recover from disruptions.
- In January 2015, EDA published new **CEDS Content Guidelines** that encourage communities to incorporate resilience into their long-term economic development plans.
 - Guidelines on EDA's website: www.eda.gov/CEDS
- To enhance regional resilience, EDA suggests regions implement *steady-state initiatives* and *responsive initiatives*.
- Integrating/leveraging other planning efforts and resources is key to building resilience.

- Look for opportunities to “cross-pollinate.”
- CEDS should align integrate and leverage other regional planning efforts.
- CEDS should identify opportunities for the integrated use of other local, state, private and federal funds.
- Numerous benefits to aligning and integrating planning efforts, including:
 - ü Engaging new stakeholders
 - ü Undertaking deeper analyses
 - ü Implementation activities based on inclusive or common set of criteria
 - ü Heightening overall impact



Mary Rump

Transportation & Regional Development
Director

East Central Iowa Council of Governments
Cedar Rapids, IA

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PLANNING MORE EFFICIENTLY & EFFECTIVELY: ALIGNING THE CEDS WITH OTHER REGIONAL PLANS

COMPREHENSIVE REGIONAL DEVELOPMENT STRATEGY (CRDS)

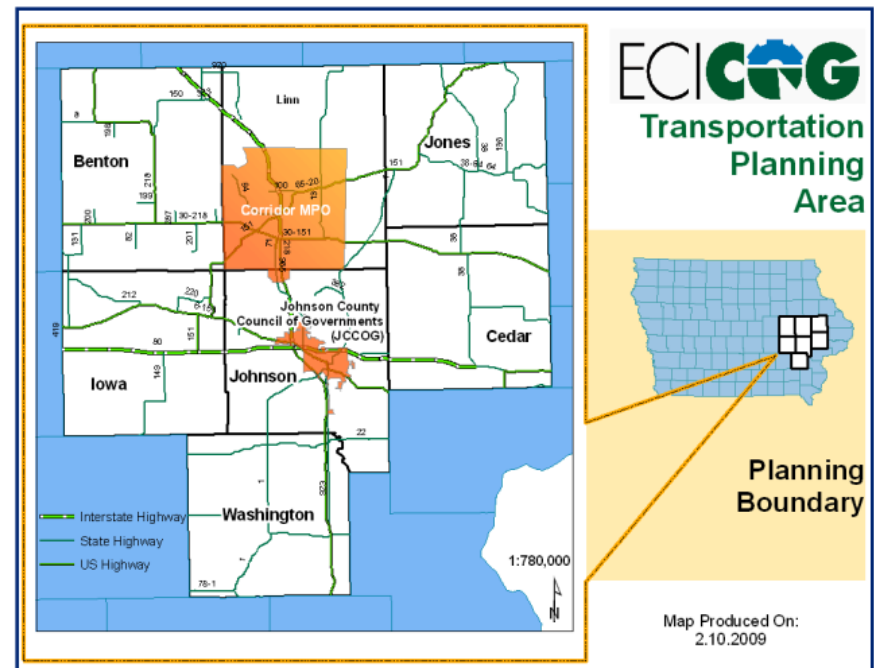
MARY RUMP, TRANSPORTATION & REGIONAL DEVELOPMENT DIRECTOR
EAST CENTRAL IOWA COUNCIL OF GOVERNMENTS

Better Resilience through Better Planning Webinar Series
Thursday, September 10, 2015

ECICOG Planning Region

§ Region 10 Regional Planning Affiliation (RPA) – Long Range Transportation Plan (LRTP)

§ Economic Development District (EDD) – Comprehensive Economic Development Strategy (CEDs)



Disasters 2008 - Regional Impact

Loss of:

- § \$2.5 billion in sales over recovery period
- § \$60 million in proprietor's income
- § \$466 in million in rents, dividends, profits
- § \$1.2 billion in GDP

Damage to:

- § 5,500+ housing units
- § 300+ public buildings

Regional Economic Impacts of the 2008 Cedar Rapids Flood, Dennis P. Robinson, Ph.D., 5/17/2010



Cedar Rapids downtown flooding.

Credit: Jim Slosiarek, The Gazette



Two men row a boat through a flooded area of town known as the strip in Coralville, Iowa.

Credit: Scott Olson, Getty Images

Parallel Planning Efforts

Public Leadership Group



Corridor Business Alliance



Comprehensive Regional Development Strategy (CRDS)



Unified planning document, combining required elements of:

- § LRTP
- § CEDS

Comprehensive Regional Development Strategy (CRDS) – Why a Joint Document?

- § Both plans in need of update
- § Both plans have similar data requirements
- § Both plans require public participation

- § Desire to focus on integrated planning
- § Opportunity for greater public input
- § Build upon newly established partnerships
- § Staff/committee collaboration

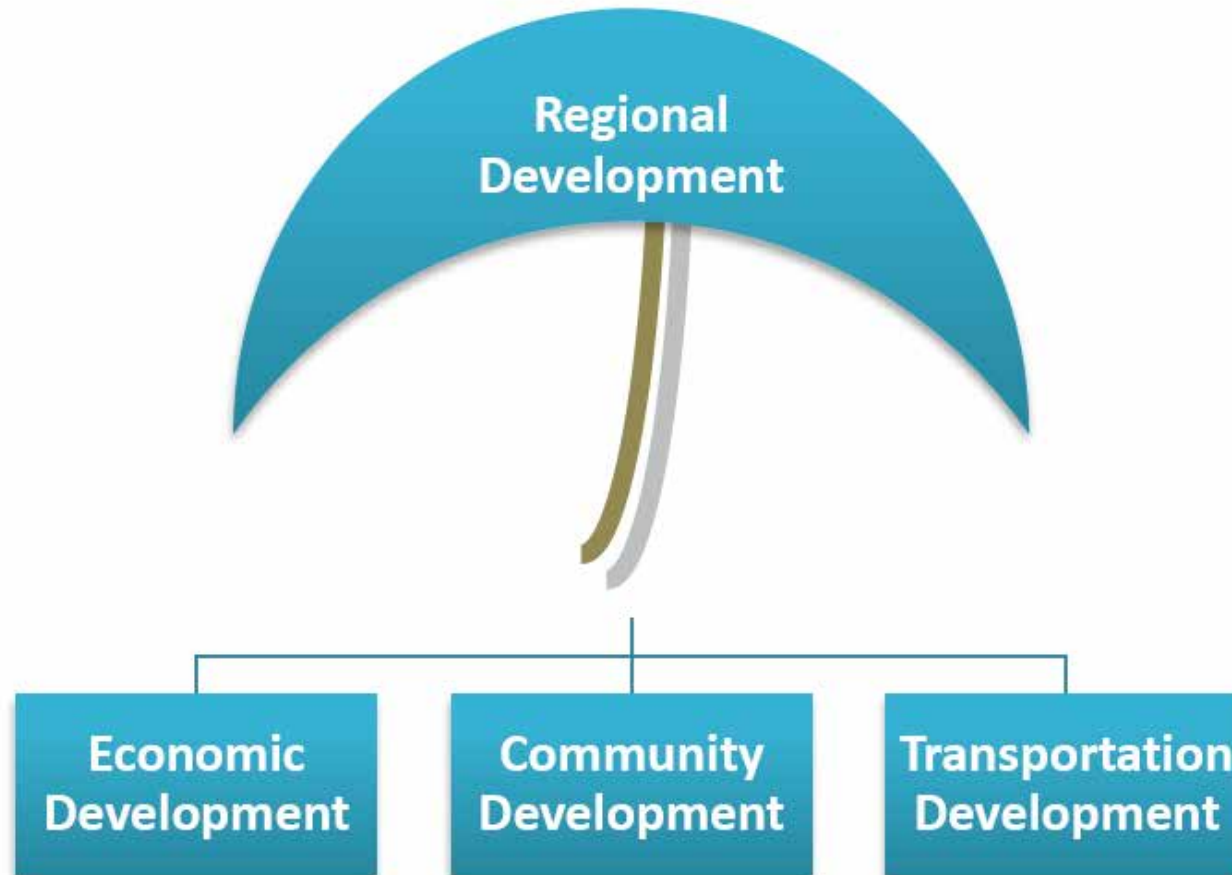
Comprehensive Regional Development Strategy (CRDS) - Process

Six-month Planning Process:

- § County Meetings
- § Regional Economic Development Summit
- § Website Updates
- § Coordinated with Other CBA Priorities, including Regional Branding



Comprehensive Regional Development Strategy (CRDS) - Result



Comprehensive Regional Development Strategy (CRDS) - Successes



CRDS

Jurisdictional Smart Plans

Regional Workforce Development Plan

Multi-Jurisdictional Hazard Mitigation Plans

Local Housing Trust Fund Staffing

Watershed Management Authority Plan

Multi Disciplinary Safety Team

Corridor Commuter Transportation Steering Committee

Comprehensive Regional Development Strategy (CRDS) - Next Steps

Continued comprehensive approach and coordination with public-private partners will strengthen the region's preparedness and resiliency

- § Partnering with CBA, Greater Cedar Rapids Community Foundation and United Way of East Central Iowa to complete a regional vision plan
 - CEDS
 - LRTP

- § The 12-month process scheduled to begin in November

Thank You!

Mary Rump

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Aligning Regional Plans

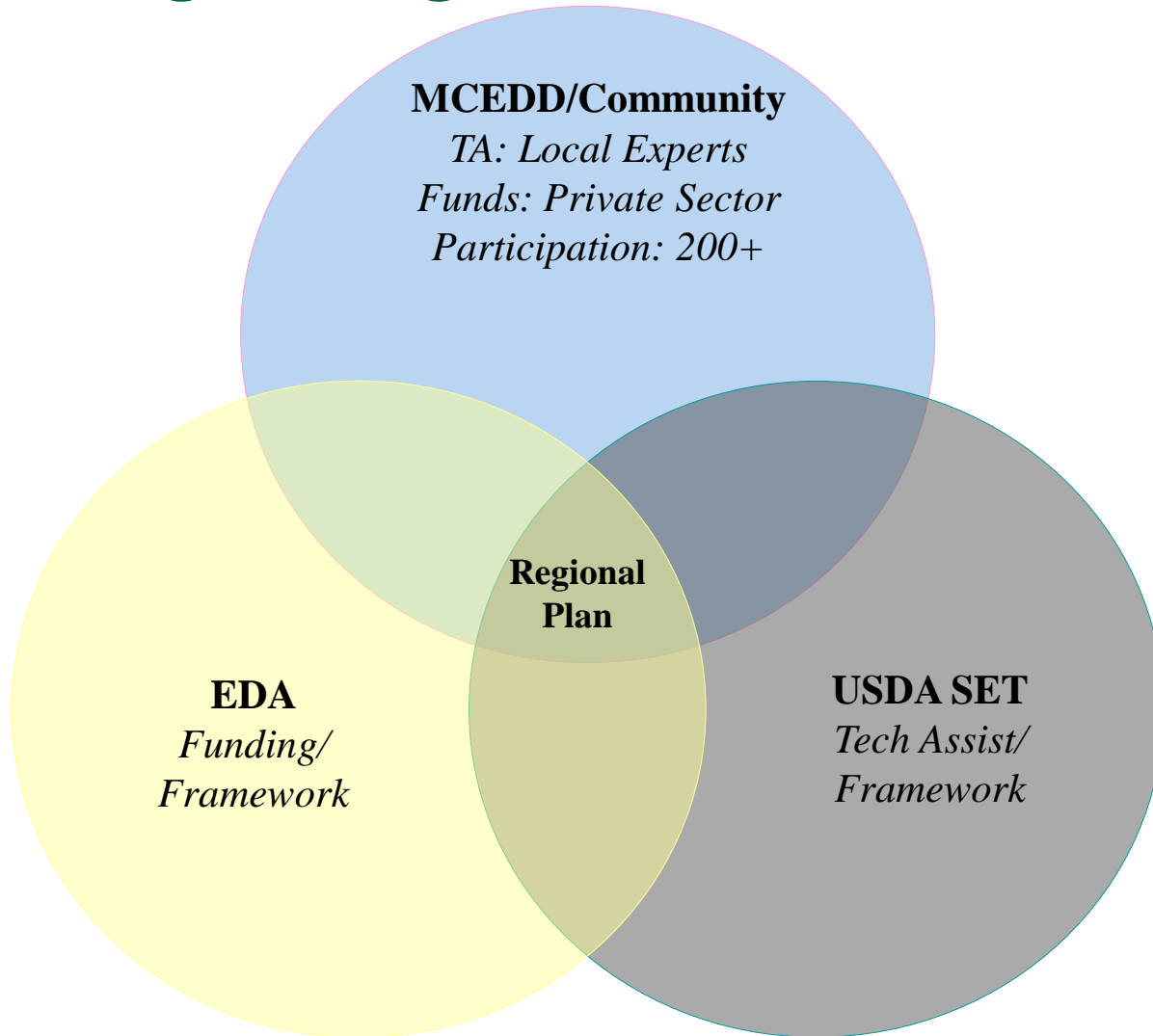
(SET, CEDS and MCEDD.. Oh my!)



Stronger Economies Together
Strategies for Building New Economic Opportunities



Goal: Single Regional Plan



MCEDD/Community

TA: Local Experts

Funds: Private Sector

Participation: 200+

**Regional
Plan**

EDA
*Funding/
Framework*

USDA SET
*Tech Assist/
Framework*

Timeline

- n **Regional Economies**
January 2012
- n **Exploring Regional Assets and Barriers**
February 2012
- n **Examining Current Demographic Features**
March 2012
- n **Your Regional Vision and Goals**
April 2012
- n **Exploring the Region's Economic Foundation and Development Opportunities**
May 2012
- n **Planning for Success**
June 2012
- n **Measuring Success**
July 2012
- n **Plan Adoption**
September 2012



Benefits

- n Extension Role
- n Larger Planning Team
- n Presenters/Facilitators
- n Community Participation: 200+ engaged
 - n Counties, Cities, State, Tribal, Federal
 - n Nonprofits, Education, Planning, Housing, Lending
 - n Ports, Economic Developers
 - n Regional Employers, Industry/Business Associations



Challenges

n Funding and Capacity

- q EDA Funding
- q AmeriCorps
- q Private Sector Sponsor



n SET curriculum structure and simplicity

- q Adapted curriculum.
- q Added community and site tours

Highlighting Communities

Session 7 Tour: Port of Hood River

Stronger Economies Together is more than the planning sessions. It is a chance to learn more about the diverse economies and strong communities throughout the region. The community tours highlight key industries and projects. These ideas and process behind them, the impacts they have had and the role they play in that particular county are all discussed. This is an opportunity to learn about our region from the experts-the locals!

n Community Tours

n Industry focus

n Port focus



12:30 pm

Meet at Port of Hood River, Expo Parking Lot

12:30 pm
Port of
Hood River
Overview

The mission of the Port of Hood River is to initiate, promote and maintain quality of life and a healthy economy throughout the Port District and the Columbia River Gorge. Their main focuses include: development, transportation, aviation, and recreation. These encompass the Hood River-White Salmon bridge, the Waterfront Business Park and recreation areas, and the Ken Jernstedt Airfield and many other projects.



12:40 pm
RBS Batten
Systems

A family owned and operated business located in Hood River since 1985, RBS specializes in e-glass and carbon fiber epoxy battens to create dependable products. They supply battens for windsurfing, dingy, catamaran, race and megaboat markets throughout the world by working with suppliers and individual customers.



1:20 pm
Turtle
Island
Foods,
Key Development

Key Development is a firm that has experience with development, design, construction, and management of a variety of projects. When the Port of Hood River subdivided the Waterfront Business Park, Key Development acted as fee developer for half the lots in the subdivision. They have been working with the Port to incorporate community goals into their development. Turtle Island Foods contracted with Key in 2011 to develop a 45,000 square foot food production plant. The facility is currently on track to achieve a LEED Platinum rating.



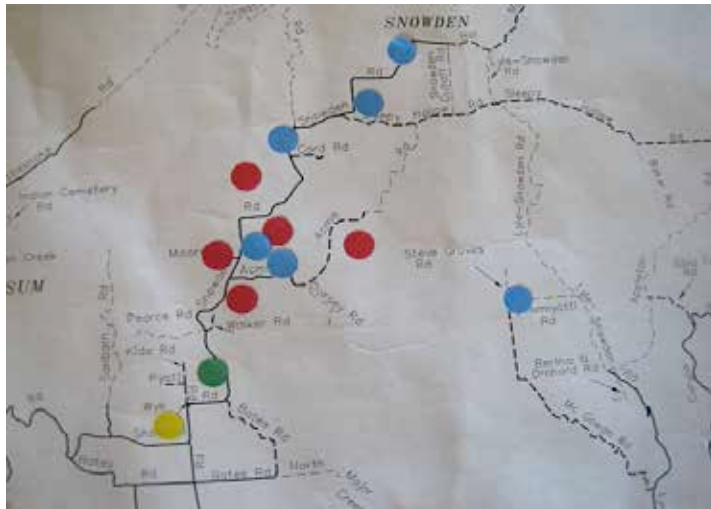
2:00 pm
Pfriem
Family
Brewers

Pfriem family Brewers set out to create a brewery that gives the community a warm friendly space where they can experience Pfriem's brewery creations. Pfriem's artisanal beers are influence by the Belgian style but are true to their homegrown roots in the Northwest. They are equipped to produce 1,500 barrels per year initially but will grow with demand to 6,000 barrels distributed throughout the PNW in kegs and bottles. They were happy to locate their newly designed tasting room and brewing facility at the Port of Hood River's Halyard Building.

2:30 pm

Adjourn

Integrating Plans



Seven Key Assets	Average Score
Financial Capital	4.5
Entrepreneurial Environment	4.5
Workforce	4.7
Infrastructure	4.2
Business Environment	4.5
Amenities	3.7
Innovation Capacity	4.4
6=high need	1= low need

Final Thoughts

n Contact Information

- q amanda@mcedd.org
- q 541-296-2266
- q www.mcedd.org



Questions?

Please type your questions in the question box on the side panel of your screen.

Speakers:

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Join us for the rest of the September with the CEDS: Better Resilience through Better Planning webinar series:

- **Monday, September 14:** Strengthening the SWOT: Identifying Regional Strengths, Weaknesses, Opportunities, and Threats

[REGISTER HERE](#)

- **Wednesday, September 30:** Measuring Your Progress: The Importance of Performance Metrics

[REGISTER HERE](#)