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.
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
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

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

CEDS Resilience Library
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)
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.
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:
  • Engaging new stakeholders
  • Undertaking deeper analyses
  • Implementation activities based on inclusive or common set of criteria
  • Heightening overall impact
Mary Rump
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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)
Loss of:

- $2.5 billion in sales over recovery period
- $60 million in proprietor’s income
- $466 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
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

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!

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Aligning Regional Plans
(SETS, CEDS and MCEDD.. Oh my!)
Goal: Single Regional Plan

MCEDD/Community
   TA: Local Experts
   Funds: Private Sector
   Participation: 200+

EDA
   Funding/ Framework

Regional Plan

USDA SET
   Tech Assist/ Framework
Timeline

- Regional Economies
  January 2012

- Exploring Regional Assets and Barriers
  February 2012

- Examining Current Demographic Features
  March 2012

- Your Regional Vision and Goals
  April 2012

- Exploring the Region’s Economic Foundation and Development Opportunities
  May 2012

- Planning for Success
  June 2012

- Measuring Success
  July 2012

- Plan Adoption
  September 2012
Benefits

- Extension Role
- Larger Planning Team
- Presenters/Facilitators

Community Participation: 200+ engaged
- Counties, Cities, State, Tribal, Federal
- Nonprofits, Education, Planning, Housing, Lending
- Ports, Economic Developers
- Regional Employers, Industry/Business Associations
Challenges

- Funding and Capacity
  - EDA Funding
  - AmeriCorps
  - Private Sector Sponsor

- SET curriculum structure and simplicity
  - Adapted curriculum.
  - Added community and site tours
Highlighting Communities

Community Tours

Industry focus

Port focus
Integrating Plans

<table>
<thead>
<tr>
<th>Seven Key Assets</th>
<th>Average Score</th>
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<tbody>
<tr>
<td>Financial Capital</td>
<td>4.5</td>
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<tr>
<td>Entrepreneurial Environment</td>
<td>4.5</td>
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<tr>
<td>Workforce</td>
<td>4.7</td>
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<tr>
<td>Infrastructure</td>
<td>4.2</td>
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<tr>
<td>Business Environment</td>
<td>4.5</td>
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<tr>
<td>Amenities</td>
<td>3.7</td>
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<tr>
<td>Innovation Capacity</td>
<td>4.4</td>
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</tbody>
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6=high need  1= low need
Final Thoughts

- **Contact Information**
  - amanda@mcedd.org
  - 541-296-2266
  - www.mcedd.org
Questions?

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

Speakers:

- **Dave Ives**, Sustainability/Planning Coordinator, U.S. Economic Development Administration (Washington, DC)

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The recording of this webinar, along with the PowerPoint slides, will be made available at www.nado.org.

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]