Opportunities for Aligning the CEDS with Other Planning Efforts

Florida EDD Training Workshop
Orlando, FL
August 16, 2017
The Benefits of Plan Alignment

✓ Adds value to multiple planning processes and their resulting plans
✓ More efficient approach
✓ Improves stakeholder engagement that is more inclusive and wide-reaching
✓ Increases funding opportunities from multiple sources
✓ More strategies to implement plans
CEDS Combined With...

✓ Transportation Plans
✓ Hazard Mitigation Plans
✓ Sustainability Plans
✓ Statewide Planning Initiatives
✓ Others?

Better Aligning Plans Leads to More Resilient Regions...
A Broad Definition of Resilience

The ability of a region or community to anticipate, withstand, and bounce back from shocks and disruptions, including:

- Natural disasters or hazards
- Climate change impacts
- The closure of a large employer
- The decline of an important industry
- Changes in the workforce
[Video] Resilience: The New Normal

https://vimeo.com/226212331
“Another way of looking at resilience is the ability not only to bounce back but also to “bounce forward” - to recover and at the same time to enhance the capacities of the community or organization to better withstand future stresses.”

- Urban Land Institute, *After Sandy*
Four Examples of CEDS Alignment

East Central Iowa Council of Governments

Chittenden County Regional Planning Commission (VT)

Kerr-Tar Regional Council of Governments (NC)

Eastern Upper Peninsula Regional Planning and Development Commission (MI)
East Central Iowa Council of Governments

- Flood in Iowa in 2008 served as a catalyst for collaboration and integration
- Comprehensive Regional Development Strategy (CREDS) = combined CEDS and Long Range Transportation Plan
- A joint document was a natural fit as both needed updates, share similar requirements, and have strong public participation components
- Process resulted in better plans and also improved internal COG staff collaboration around economic development, transportation, and housing
Chittenden County Regional Planning Commission

• Three plans in one – regional plan, Metropolitan Transportation plan, and CEDS

• Emerged from Sustainable Communities Initiative planning process

• Focus on people, place, and prosperity

• Data-driven with an emphasis on accountability, including an “ECOS Scorecard” for over 90 indicators

• Important to have a backbone organization that can guide the process and engage stakeholders
Kerr-Tar Regional Council of Governments

- COG exploring ways to align the CEDS and Hazard Mitigation Plan
- Benefits include supporting economic development that is resistant to known hazards; builds capacity and relationships to improve recovery time; and promotes the region to prospective businesses as a place that is prepared for shocks and disasters
- Has led to broader engagement, including with small business owners
- Focus on business continuity planning and education
- Established a resiliency council
Eastern Upper Peninsula Regional Planning & Development Commission

• With new Michigan statewide planning program created in 2014, EUP aligned the CEDS with the state-supported Regional Prosperity Initiative plan

• Led to more robust and far-reaching stakeholder engagement beyond traditional CEDS process, focusing on six core areas

• This opportunity has led to increased funding from the state and EDA’s grant portfolio

• Projects to emerge include TA to local governments, broadband studies, housing analysis, and infrastructure projects
Key Elements for Plan Alignment

✓ Get the timing right (or ask to make it work)
✓ Maintain open communication with all parties (funders and participants)
✓ Document all aspects of the effort
✓ Satisfy all requirements of the plans and honor the process
✓ Recognize that plan alignment is more efficient, but may take more time as you go deeper into the issues and coordinate more stakeholders
Explore Multiple Forms of Wealth in Your Region to Improve Plan Alignment

<table>
<thead>
<tr>
<th>The capital</th>
<th>The definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Individual</strong></td>
<td>The existing stock of skills, understanding, physical health and mental wellness in a region's people.</td>
</tr>
<tr>
<td><strong>Intellectual</strong></td>
<td>The existing stock of knowledge, resourcefulness, creativity and innovation in a region's people, institutions, organizations and sectors.</td>
</tr>
<tr>
<td><strong>Social</strong></td>
<td>The existing stock of trust, relationships and networks in a region's population.</td>
</tr>
<tr>
<td><strong>Cultural</strong></td>
<td>The existing stock of traditions, customs, ways of doing, and world views in a region's population.</td>
</tr>
<tr>
<td><strong>Natural</strong></td>
<td>The existing stock of natural resources—for example, water, land, air, plants and animals—in a region's places.</td>
</tr>
<tr>
<td><strong>Built</strong></td>
<td>The existing stock of constructed infrastructure—for example, buildings, sewer systems, broadband, roads—in a region's places.</td>
</tr>
<tr>
<td><strong>Political</strong></td>
<td>The existing stock of goodwill, influence and power that people, organizations and institutions in the region can exercise in decision-making.</td>
</tr>
<tr>
<td><strong>Financial</strong></td>
<td>The existing stock of monetary resources available in the region for investment in the region.</td>
</tr>
</tbody>
</table>

More information at: [www.wealthworks.org](http://www.wealthworks.org)
Identify Your Competitive Advantage & Work with What You Got!

How the Towns of Bland, Dull, and Boring Made Their Lame Names Work for Them
Brett Schwartz
Program Manager
NADO Research Foundation
bschwartz@nado.org