



# 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

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## "Resilience: The New Normal" Animated Video

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Posted on: July 19th, 2017 by Brett Schwartz



The NADO Research Foundation (NADO RF) has created a short, animated video to explain the basic concepts of economic resilience and its connection to regional economic development. The video was designed for a mix of audiences and to be shared across a variety of platforms, including at planning workshops, community events, and board/city council meetings, as well as on regional development organization websites and social media.

NADO RF has embraced a broad and inclusive definition of resilience as the ability of a region or community to

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# Not Just Bouncing Back...

## *Bouncing Forward*

“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)

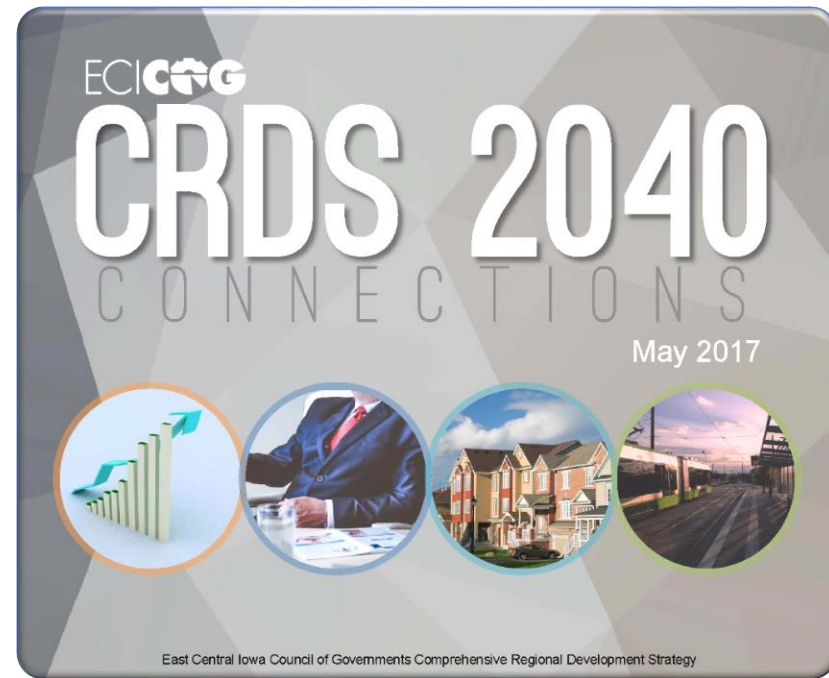


Eastern Upper Peninsula  
Regional Planning and  
Development Commission (MI)



# East Central Iowa Council of Governments

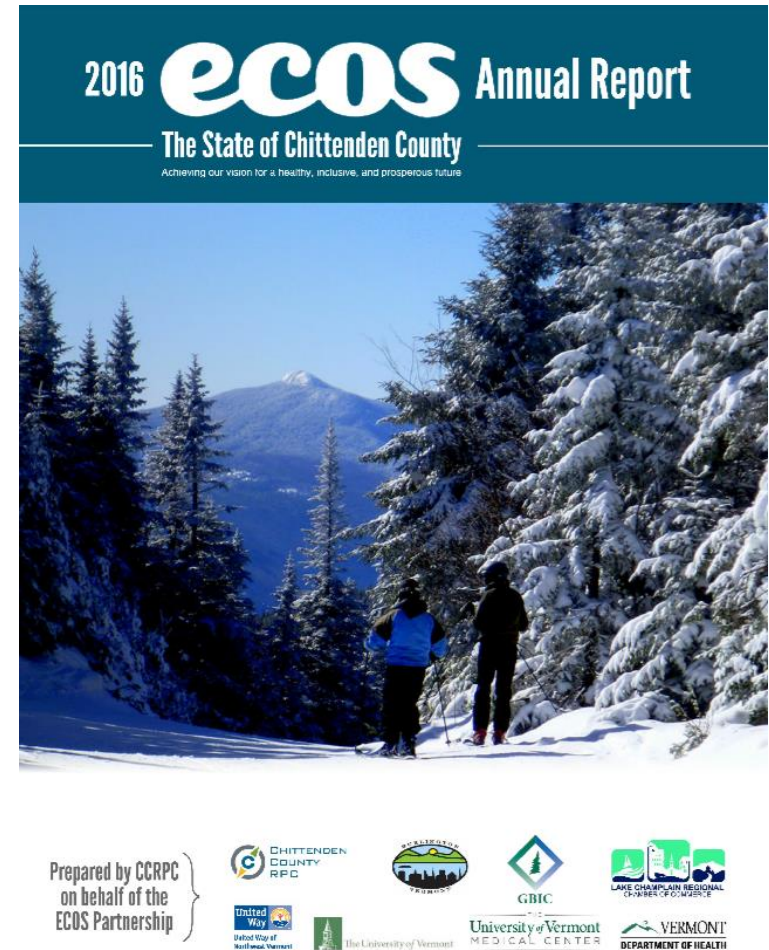
- Flood in Iowa in 2008 served as a catalyst for collaboration and integration
- Comprehensive Regional Development Strategy (CREDS) = combined CEDS and Long Range Transportation Plan
- A joint document was a natural fit as both needed updates, share similar requirements, and have strong public participation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





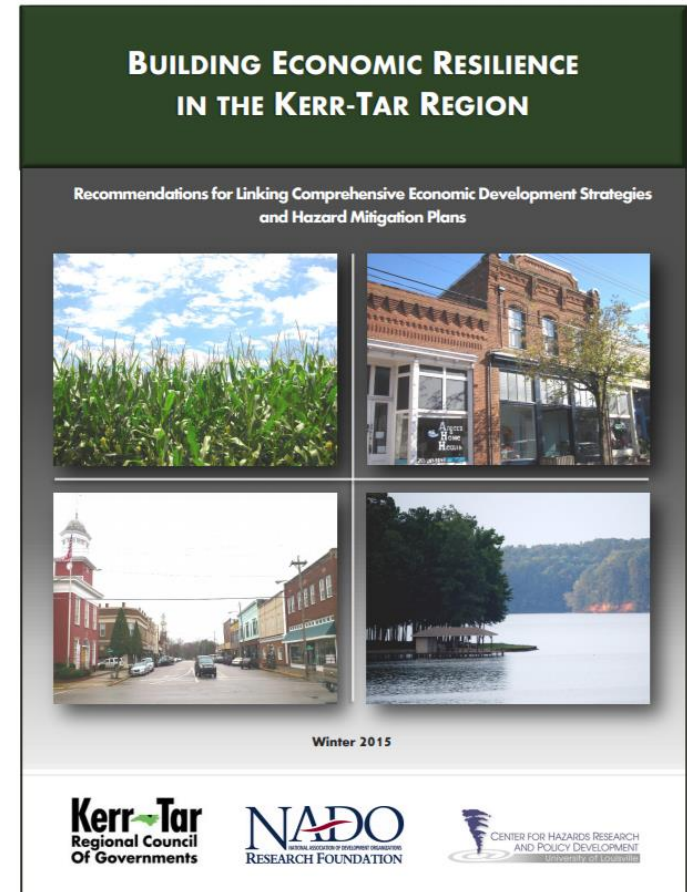
# Chittenden County Regional Planning Commission

- 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



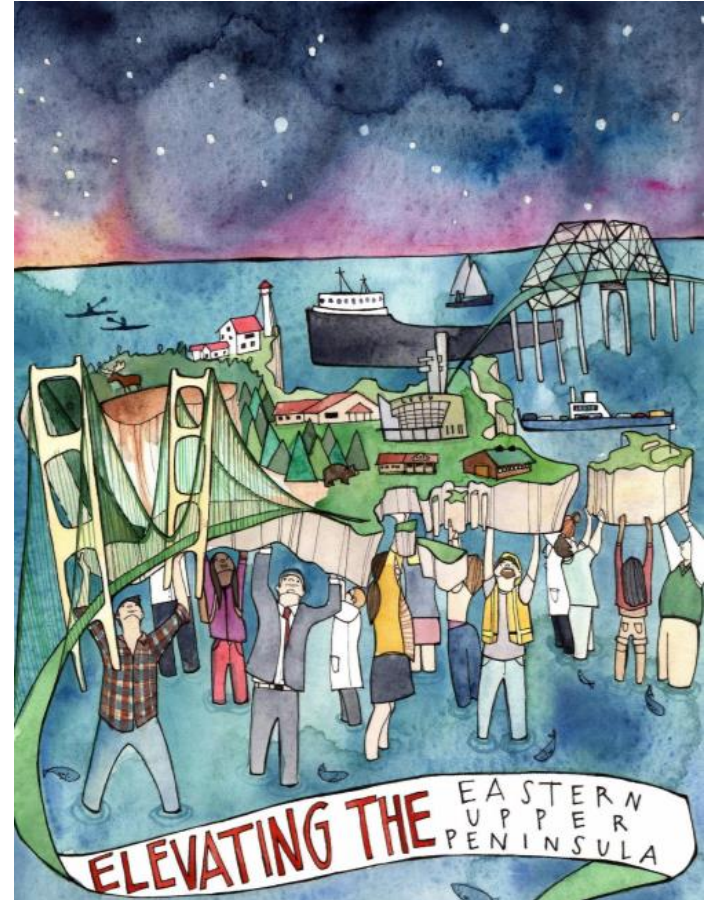
# Kerr-Tar Regional Council of Governments

- 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

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



# Identify Your Competitive Advantage & Work with What You Got!

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