

Implementing the CEDS: A Roadmap for Regional Economic Development

Florida EDD Training Workshop Orlando, FL August 16, 2017





The Most Effective CEDS Are:

Creative

Engaging

Driven by data

Storytellers





Planning is bringing the future into the present so that you can do something about it now.

- Alan Lakein





The relationships built and nurtured during the planning process are some of your most valuable assets moving towards implementation.

Motivate Those Who Have Already Participated, Identify Champions, and Search For New Partners

- Motivate, Identify, and Search
- Do you have *limited* implementation resources or *countless* resources in your partners?
- See who has taken ownership of the plan and can offer time, expertise, funding, etc.
- Place a special emphasis on the new voices that were brought to the table through the planning process
- Take the plan to potential new partners —who would be interested in the data and the goals set?



Explore Opportunities with the Philanthropic Community

- Research opportunities to partner with community, regional, and national foundations
- It's not just about money, but also to convene the community/region
- Research how your plan's priorities align with funding opportunities
- "Deconstruct" parts of your plan to make the case to specific funders (ie, health, affordable housing, youth, workforce, etc.)
- Use this opportunity to tell your story!





Like This:

"The CEDS is the document resulting from a mandatory planning process that must be undertaken by the region every five years (with periodic updates) for the regional planning council to access funding from the US Department of Commerce's Economic Development Administration to plan and implement projects in the areas of infrastructure, housing, transportation, workforce training, small business development, and more..."

Or Something Like This:

"Developing the CEDS is a unique opportunity for our community to come together to design a roadmap for our region's future and discuss important issues that affect us all..."



Remember to be from this PLANET...not the PLAN

X Regional Sustainability Plan for the Two Rivers-Ottauquechee/Southern Windsor County Region X East Central Vermont Regional Sustainable Development Plan

✓ East Central Vermont: What We Want

Use Words that Humans on Earth Use!

- Then they will care: housing
 our homes
- Then they will think you are talking about them: transit-dependent populations
 our elders and youth
- Then they will understand: Multi-modal systems
 cars, buses, walking, and bikes

Innovate with Your CEDS Promotion and Outreach

Two Case Studies:

Pioneer Valley Planning Commission (Springfield, MA)

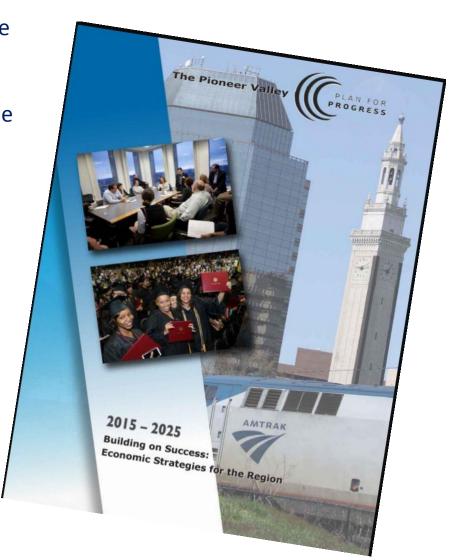


Region Nine Development Commission (Mankato, MN)



Pioneer Valley Planning Commission (MA) Virtual CEDS Rollout

- Entire month of May 2015 was dedicated to the rollout of the *Pioneer Valley Plan for Progress*
- Goal was to move from simple awareness of the CEDS to interest, involvement, and assistance with implementation
- Multi-media approach: Public television, radio, newspaper, business magazines, e-mail, and social media
- Rollout committee comprised of staff and partners with a background in marketing and social media
- Website traffic up 400%
- Renewed excitement and interest from stakeholders





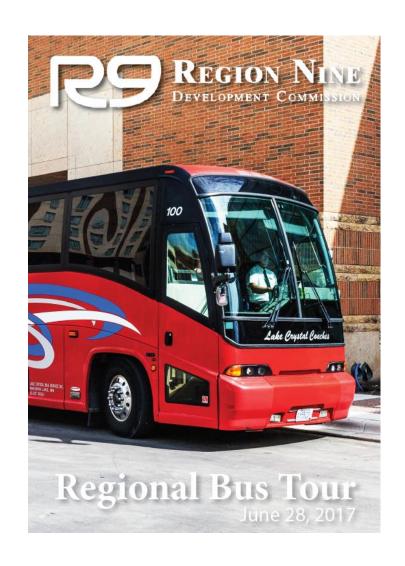
- Organized four 8 minute segments on WGBY57's "Connecting Point" local news show to highlight themes covered in the CEDS plan
- Segments included conversations with local and regional experts and thought leaders
- First episode aired the day the CEDS was released



http://video.wgby.org/video/2365476709/

Region Nine Development Commission (MN) *Regional Bus Tour*

- Annual bus tour brings a mix of funders and partners together to tour key projects in the region
- Participants include board commissioners, local, state, and federal staff, K-12 and higher education officials, philanthropic partners, small business owners, and local residents
- Visit businesses that received EDA grants facilitated by the development commission
- Other visits explore local foods, broadband, and infrastructure projects
- Opportunity for the development commission staff to highlight their role and the value of the CEDS plan to key stakeholders



Schedule of Events

10:00 a.m.

Welcome and Introductions

10:30 a.m.

Guardian Energy Tour

11:40 a.m.

Waseca County 2016 Flood Response Panel

12:15 p.m.

Lunch

1:45 p.m.

Diamond Dust Bakery Tour

2:15 p.m.

St. Peter Housing Development Tour

3:30 p.m.

United Team Elite Tour

4:25 p.m.

Closing Remarks

4:30 p.m.

Arrive Intergovernmental Center

Thank you for joining us!







NADO RF's CEDS Outreach & Communication Materials

- ✓ The front is a ready-made concise overview of what the CEDS is, how it can drive regional economic development, and key characteristics of an effective CEDS
- ✓ The back is a customizable template that organizations can edit to feature specific information relating to their own CEDS, including project examples, the planning and implementation timeline, and contact information for key staff members

Available at: https://www.nado.org/ceds-outreach/





Stronger CEDS, Stronger Regions Program Overview

Three-year capacity building and technical assistance program funded through EDA HQ to:

- Enhance and expand NADO RF's resources on CEDS planning, development, and implementation
- Provide customized trainings and technical assistance to EDDs and other regional organizations on all things CEDS
- ➤ Amplify EDA's message about the value of the CEDS in promoting broader regional economic and community development goals





NADO RF CEDS Resource Archive

- ✓ Case Studies
- ✓ Webinars
- Reports and Publications
- Training Presentations
- Resilience Resources

Available at: https://www.nado.org/stronger-ceds-stronger-regions-resource-archive-2/







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