



# Getting the Word Out About Your CEDS: Best Practices and Case Studies



How do you talk about the CEDS in your region?

## 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-Ottawaquechee/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)

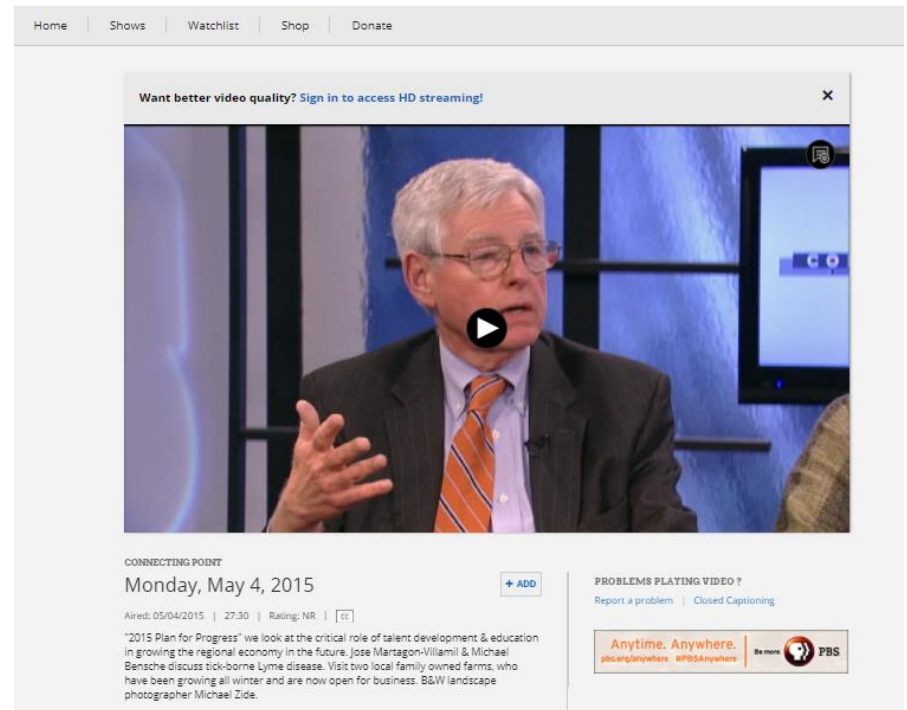
## *Virtual CEDS Rollout*

- 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/>

## The Comprehensive Economic Development Strategy (CEDS)

*What It Is & What It Means for Our Region*



In today's competitive global market, it is necessary for regions to have a long-term economic development strategy that can serve as a roadmap to progress and prosperity. The Comprehensive Economic Development Strategy (CEDS) does just that. It is a locally-based, regionally-driven economic development planning process and document that successfully engages community leaders, private sector partners, Economic Development Districts (EDDs), and other stakeholders in planning for our region's future.

The CEDS planning process creates the space for the region to identify its strengths and weaknesses and brings together a diverse set of partners to create good jobs, diversify the economy, and spur economic growth. The CEDS is a pre-requisite for federal designation as an EDD and must be updated at least every five years. An effective CEDS allows a region to maximize its economic development potential, as well as engage with the US Economic Development Administration (EDA) and other federal partners to receive infrastructure and technical assistance grants, such as EDA's Public Works and Economic Adjustment Assistance programs. Overall, an effective CEDS planning process identifies locally-grown strategies that will guide regional economic development, encourage partnerships and collaboration, and improve economic outcomes and overall quality of life in our region.

**The CEDS At a Glance:**

- 1. The CEDS helps to build on the strengths of our region, as well as identify gaps in resources or expertise that need to be addressed
- 2. The CEDS planning process can facilitate regional collaboration, expand supply chains, and grow and support new industry clusters
- 3. With a CEDS in place, regions are more likely to attract federal funds and technical assistance by demonstrating resources are used efficiently and effectively
- 4. The CEDS process can make our region more resilient and better positioned to plan for, respond to, and recover from natural disasters and economic shocks
- 5. The CEDS can be much more than just a static document, but rather an engaging platform that generates region-wide discussions and serves as a call to action for economic development

**An Effective CEDS:**

- ✓ Identifies a region's competitive advantages
- ✓ Demonstrates an EDD's grasp of key trends
- ✓ Promotes cross-sector collaboration
- ✓ Commits to measurable success
- ✓ Tells a compelling story about the future
- ✓ Motivates action

## The Comprehensive Economic Development Strategy (CEDS)

*What It Is & What It Means for Our Region*

REPLACE TEXT BOX WITH ORGANIZATION LOGO

Use this section to briefly describe your organization and its role in supporting economic development and improved quality of life in your region. What is its mission? What counties does it serve? What are its focus areas? What key programs does it administer? (Expand the text box as needed)

**Our CEDS**

Use this section to introduce the CEDS. What is the overall vision for economic development set forth in the document? What focus areas are addressed in the document? What key benchmarks have been set? (Expand the text box as needed)

**CEDS Timing**

This section should provide key dates of interest related to CEDS development, updates, and implementation. For example:

- When was the last CEDS completed?
- When is the next update due?
- Schedule for future meetings
- Other important dates

**Projects and Initiatives**

Use this section to share both proposed and completed projects and initiatives that are identified in the CEDS. Include information about funding, partners, and the quantifiable impacts of these efforts. (Expand the text box as needed)

- Project 1
- Project 2
- Project 3

**Quote**

Use this section to provide a quote from the executive director, the board chair or board member, an influential stakeholder, or another key partner about the value of the CEDS planning process and the impact it has made in the region. (Expand text box as needed)

**For More Information:**

- Name, title, e-mail, and phone number for the staff person tasked with writing the CEDS
- Organization website
- Link to the CEDS document
- Other contact info



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