



Moving the CEDS Forward: Communication & Collaboration

NADO Research Foundation
Stronger CEDS, Stronger Regions

Agenda

- Talking about the CEDS
- Getting the Word Out
+ Examples
- Relationships as Assets
+ Examples
- CEDS Resources



Brett Schwartz

Associate Director
NADO Research Foundation
bschwartz@nado.org



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

Thanks to Kevin Geiger, Senior Planner, Two Rivers-Ottawaquechee Regional Commission

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.

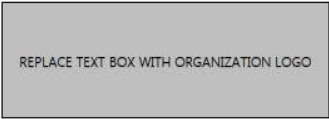
The CEDS At a Glance:

- 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



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 Timeline
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

Getting the Word Out about Your CEDS

Pioneer Valley Planning Commission (MA)

Virtual CEDS Rollout



Home Shows Watchlist Shop Donate

Want better video quality? Sign in to access HD streaming!



CONNECTING POINT

Monday, May 4, 2015

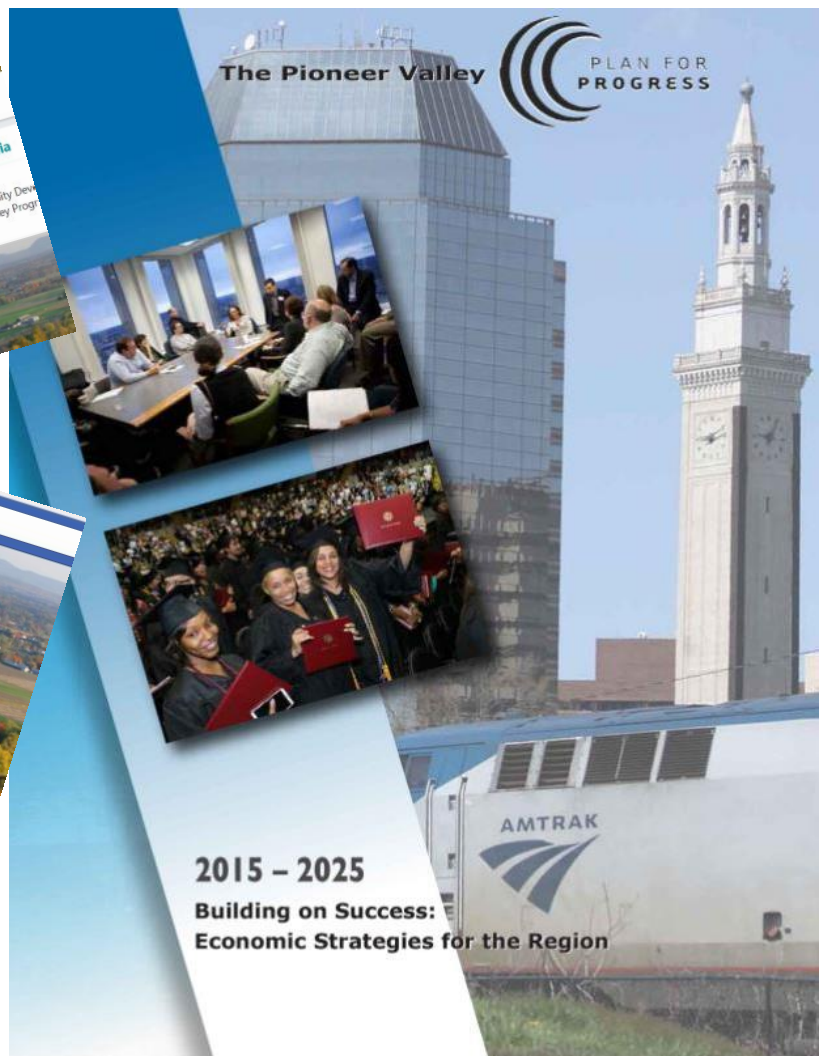
Aired: 05/04/2015 | 27:30 | Rating: NR | [cc]

"2015 Plan for Progress" we look at the critical role of talent development & education in growing the regional economy in the future. Jose Martagon-Villamil & Michael Bensche discuss tick-borne Lyme disease. Visit two local family owned farms, who have been growing all winter and are now open for business. B&W landscape photographer Michael Zide.

+ ADD

PROBLEMS PLAYING VIDEO ?

Report a problem | Closed Captioning



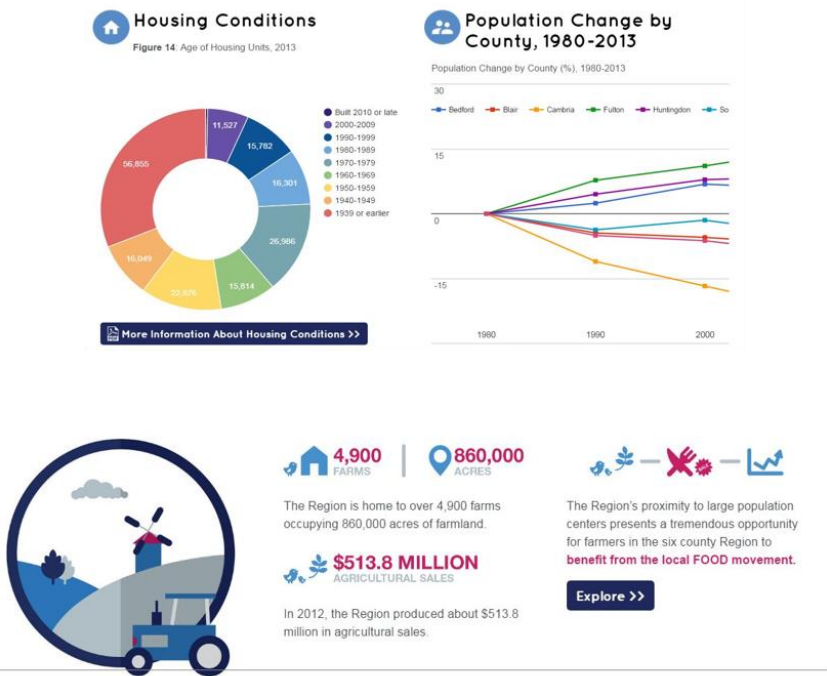
Region Nine Development Commission (MN)

Regional Bus Tour



Southern Alleghenies P&DC (PA), Buckeye Hills Regional Council (OH), River Valley Regional Commission (GA)

Online Platforms / Story Maps



Objective A Continue the gradual movement of the Region to a more technology-related, diversified economy.	Objective B Create an entrepreneurial environment to support start-up enterprises and strengthen existing businesses.	Objective C Expand the tourism visitation potential for the Region.	Objective D Provide services and amenities intended to attract the retired (or near retired) households.
Strategy 1 +	Strategy 1 +	Strategy 1 +	Strategy 1 +
Strategy 2 +	Strategy 2 +	Strategy 2 +	Strategy 2 +
Strategy 3 +	Strategy 3 +		Strategy 3 +
Strategy 4 +			
Strategy 5 +			
Strategy 6 +			
Strategy 7 +			

BUCKEYE HILLS
regional
council

Next Update
The 2017 CEDS Annual Report is due **April 30, 2018**
to the Chicago Regional Office of EDA

[Home](#) [Background](#) [SWOT](#) [Strategic Direction](#) [Action Plan](#) [Disaster Resilience](#) [Indicators](#) [Evaluation Framework](#) [About](#)

Action Plan

“How Are We Going To Get There?”

The action plan distills the vision, goals and objectives into concrete, specific actions to achieve the aspirations of the region's stakeholders. Building on the well-defined strategic direction, the action plan should explicitly describe how the region will work together to achieve its goals and measurable objectives, including activity ownership, timetables, and committed resources.

The Strategic Direction provided information about five prioritized goal areas that CEDS committee members and other stakeholders felt were of significance to the advancement of the regional economy. In this section we will discuss the selected objectives and actions related to each of those goal areas.

Ensure that the workforce of the Buckeye Hills region has all the skills necessary to participate and succeed in the 21st century workforce.

Objective – Buckeye Hills staff will participate in a minimum of five (5) outreach activities with local educational institutions or workforce organizations, within the next five years, to communicate the importance of timeliness, professionalism, and reliability as key qualities of a productive member of the workforce.

Objective – Buckeye Hills RTPO staff will select three (3) areas within the district for multimodal transportation system analysis by December 2015. Buckeye Hills will complete the multimodal analysis activities by June 2017.

Objective – Buckeye Hills will serve as an information resource between workforce organizations (WIB/WIA/One Stops) and local development professionals, providing at least six (6) points of contact annually detailing available programs, current needs, and new opportunities.

Provide the residents and businesses of southeastern Ohio with skills for the 21st century workforce.

RVRC
River Valley Regional Commission

Comprehensive Economic Development Strategy

About the Region Regional Strengths A Plan for Regional Prosperity

Why Develop a Regional CEDS

The River Valley region is diverse. Some of America's top businesses are headquartered in Columbus, yet several of the state and nation's poorest counties are also located here. A regional plan can help stitch these communities together to identify common interests and actions individual parts of the region are taking to promote economic development. People work across the region. They may live in Columbus but work in Americus or Lumpkin. They may like the rural setting of Marion County to live but work in West Point at KIA. This CEDS recognizes that the strength of the region is dependent on all parts reaching their economic potential.

Chittenden County Regional Planning Commission (VT)

Communicating Progress

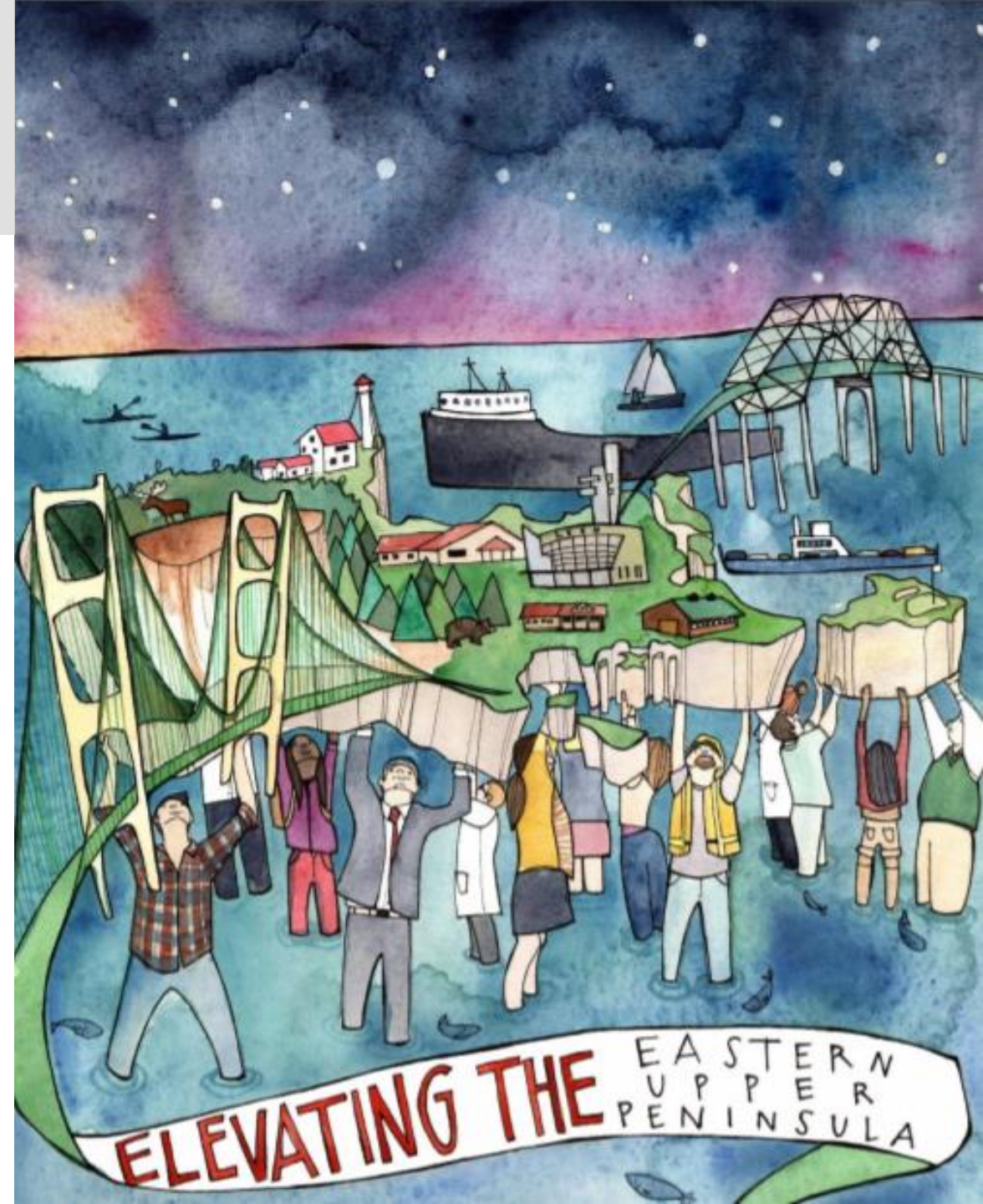
ECOS Plan = Joint Regional Plan, CEDS, and Metropolitan Transportation Plan for Chittenden County, Vermont. 17 goals in four categories: Natural Systems, Social Community, Economy, and Built Environment. Scorecard updated online annually and tracks 90+ indicators.



Civic Engagement			
G	CivicEngagement	People from diverse background feel that they have a say in political and on-political decisions that affect their lives, neighborhoods, and communities. 📄	Time Period Actual Value Current Trend
+	I	ECOS Percent of Eligible Voters that Voted in General Elections	2016 66% ↗ 2
+	I	ECOS Engagement: Percent of Students Who Feel Valued by the Community	2015 54% ↘ 2
Social Connectedness			
G	Connectedness	Increase the opportunities for people of all backgrounds to engage in the multi-cultural social fabric and activities of the community. 📄	Time Period Actual Value Current Trend
+	I	ECOS Number of trips provided by the Special Services Transportation Agency	2017 117,574 # of rides ↘ 2
Economic Infrastructure			
G	Economy	Retain and support existing employers and job growth, grow target sector employers and entrepreneurs, and work to attract a greater diversity of employers and employees. 📄	Time Period Actual Value Current Trend
+	I	ECOS Total (Covered) Employment - Chittenden County	2016 101,625 ↗ 7
+	I	ECOS Employment by Place of Residence (Total Labor Force) in Chittenden County	2016 95,200 ↗ 1
+	I	ECOS Number of Businesses	2016 6,684 ↗ 6
+	I	ECOS Unemployment Rate, Chittenden County	2016 2.5% ↘ 7
+	I	ECOS Average Wages for All Businesses (in thousands)	2016 \$51.45 ↗ 7
Household Financial Security			
G	HH Security	Improve the financial security of households. 📄	Time Period Actual Value Current Trend
+	I	ECOS Median Household Income (inflation-adjusted dollars) , Chittenden County	2016 \$68,843 ↗ 2
+	I	ECOS Median Household Income by Race, (Black/African American Householder)	2016 \$25,092 ↘ 2
+	I	ECOS Percentage of families whose income in the last 12 months is below poverty level, Chittenden County	2016 4.40% ↘ 2
+	I	ECOS Housing + Transportation Costs for Median Income Family	2010 49% → 4

<https://embed.resultsscorecard.com/Scorecard/Embed/8502>

Eastern Upper Peninsula Regional Planning & Development Commission (MI) *Local Artist Designed CEDS Cover*





Central Florida RPC

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?



New River Valley Regional Commission (VA)

Engaging with the Philanthropic Community



39 GOALS & PRIORITY STRATEGIES FOR THE REGION

40 **THEME 1 - ENHANCING LIVING AND WORKING ENVIRONMENTS**

- 01 Provide Support for an Aging Population
- 02 Ensure Affordability of Housing, Energy & Transport
- 03 Improve Transportation Options for Residents
- 04 Increase the Energy Efficiency of Buildings
- 05 Expand Renewable Energy Systems

70 **THEME 2 - PRESERVING RURAL HERITAGE AND COMMUNITY CHARACTER**

- 06 Encourage Development that Preserves Rural Character
- 07 Protect Natural Landscapes and Ecosystems
- 08 Recognize and Strengthen, Natural, Cultural and Historic Assets
- 09 Support Arts, Culture and Community Character

94 **THEME 3 - MAKING THE BUSINESS ENVIRONMENT MORE PRODUCTIVE AND RESILIENT**

- 10 Enhance Education and Workforce Readiness
- 11 Support Infrastructure Needed for Economic Development
- 12 Support Small Business Development
- 13 Strengthen Agricultural Viability

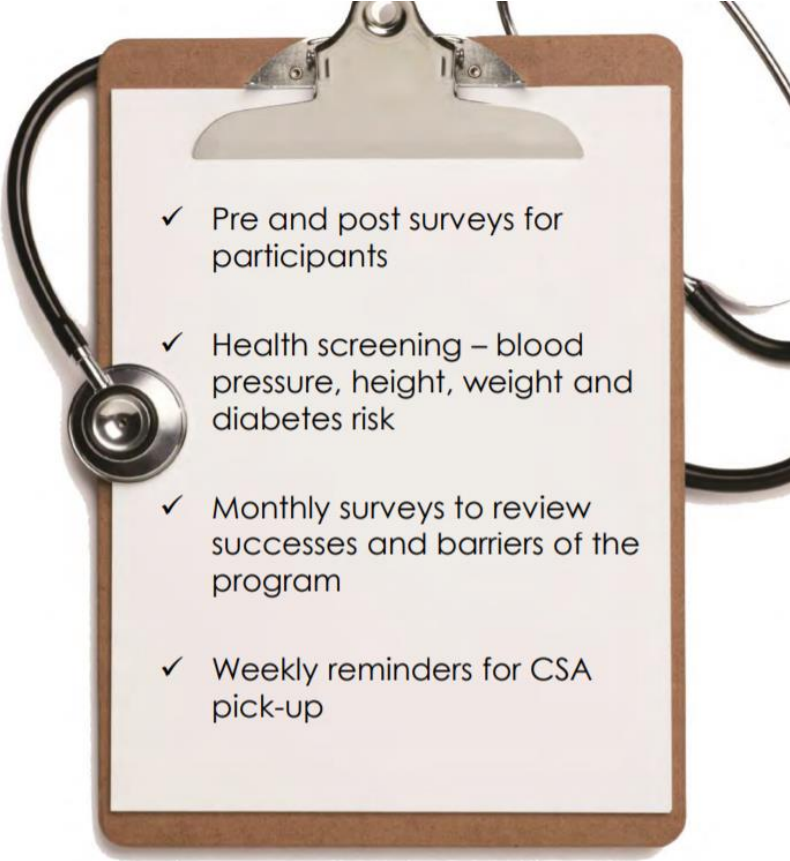
116 **THEME 4 - BUILDING HEALTHY COMMUNITIES**

- 14 Ensure Access to Healthcare
- 15 Create Healthy Environments
- 16 Promote Healthy Behaviors and Lifestyles
- 17 Support Children and Youth Reaching their Full Potential
- 18 Protect and Improve Water Resources

Region Five Development Commission (MN)

Partnering on Health



- 
- ✓ Pre and post surveys for participants
 - ✓ Health screening – blood pressure, height, weight and diabetes risk
 - ✓ Monthly surveys to review successes and barriers of the program
 - ✓ Weekly reminders for CSA pick-up



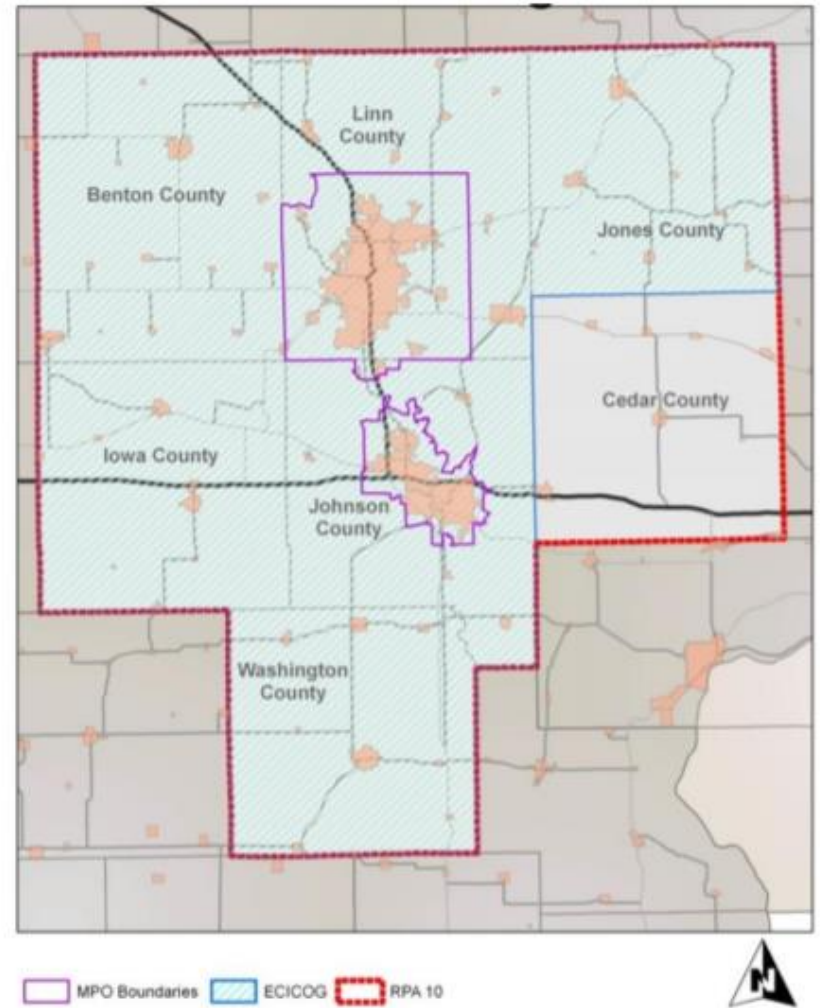
East Central Iowa Council of Governments

Connecting Transportation with Economic Development

WHAT IS THE CRDS 2040?



FIGURE 1.1 ECICOG EDD AND REGION 10 RPA

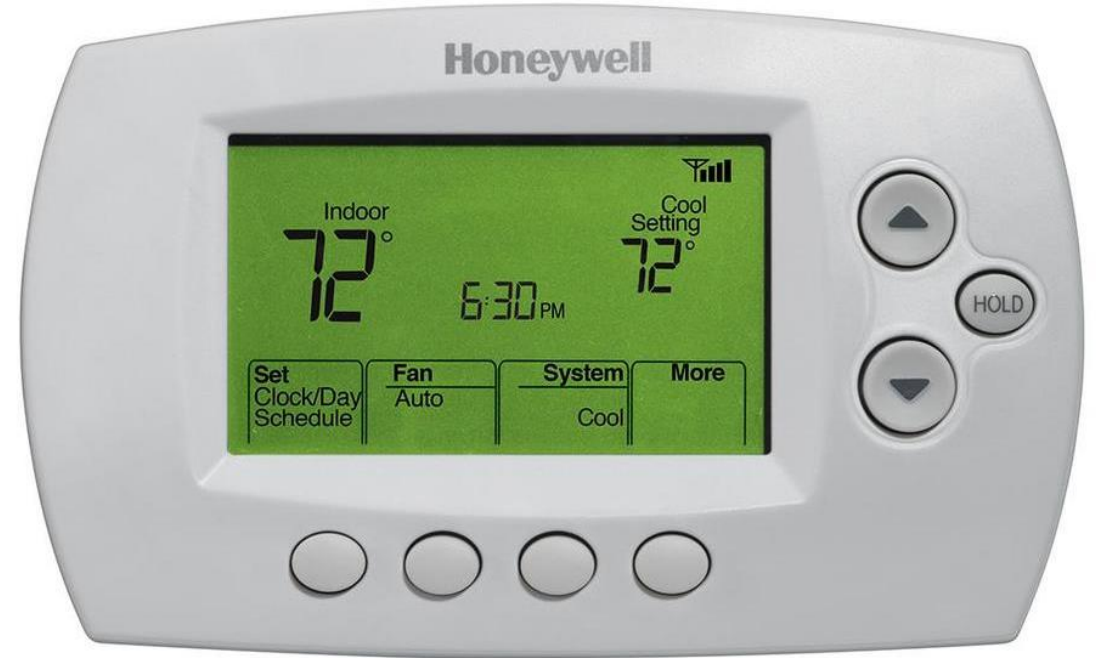
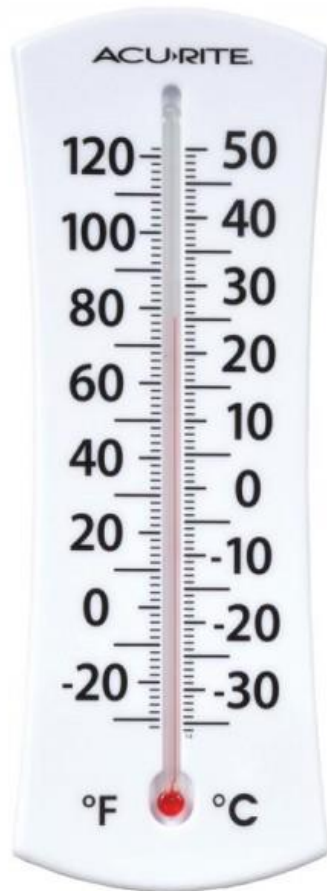


Don't exchange business cards on the battlefield!



Use the CEDS process to foster and nurture critical partnerships **NOW**

Is Your Organization a
Thermometer or *Thermostat*?





Stronger CEDS, Stronger Regions

CEDS Resource & Training Archive

www.CEDSCentral.com

A close-up photograph of two people in business attire shaking hands. The person on the left is wearing a dark suit and a red tie, while the person on the right is wearing a dark suit and a blue tie. The background is blurred, showing other people in a professional setting.

“[Trust]” is the only legal performance enhancing drug.”

- Dov Seidman, as quoted in Thomas Friedman's *Thank You for Being Late*



Brett Schwartz

Associate Director
NADO Research Foundation
bschwartz@nado.org