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

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How do you talk about the CEDS in your region?
“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...”
“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

Thanks to Kevin Geiger, Senior Planner, Two Rivers-Ottauquechee Regional Commission
✓ 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/
Getting the Word Out about Your CEDS
Pioneer Valley Planning Commission (MA)

Virtual CEDS Rollout
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

Action Plan

How Are We Going To Get There?

The action plan details 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 enable stakeholders to understand the region's specific focus areas and measure the progress towards achieving its strategic goals. This document presents a comprehensive overview of each strategic goal area, objective, and strategy, providing insight into the operationalization and implementation of the initiatives.

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

Objective A: Buckeye Hills staff will participate in a minimum of five (5) outreach activities with state educational institutions orscreening organizations, within the last 2 years, to communicate the importance of bilingualism and multilingualism as key elements to competitive career opportunities.

Objective B: Buckeye Hills RPO staff will attend three (3) events at the district for non-conventional transportation system analyzes by December 2021. Buckeye Hills will complete the prototype process activities by June 2021.

Objective C: Buckeye Hills will serve as an information resource between workforce organizations (2022/2023) and local development professionals, providing at least 200 contact points of contact annually attending at least 50,000, and 150,000 opportunities.

Comprehensive Economic Development Strategy

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 Marion County, or lumbar. They may live in the rural setting of Marion County to live but work in West Point at MAA. This CEDS recognizes that the strength of the region is dependent on all parts reaching their economic potential.
**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.

https://embed.resultsscorecard.com/Scorecard/Embed/8502
Eastern Upper Peninsula Regional Planning & Development Commission (MI)
Local Artist Designed CEDS Cover
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**

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#### 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

#### 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

#### 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

#### 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
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**?
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CEDS Resource & Training Archive

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

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