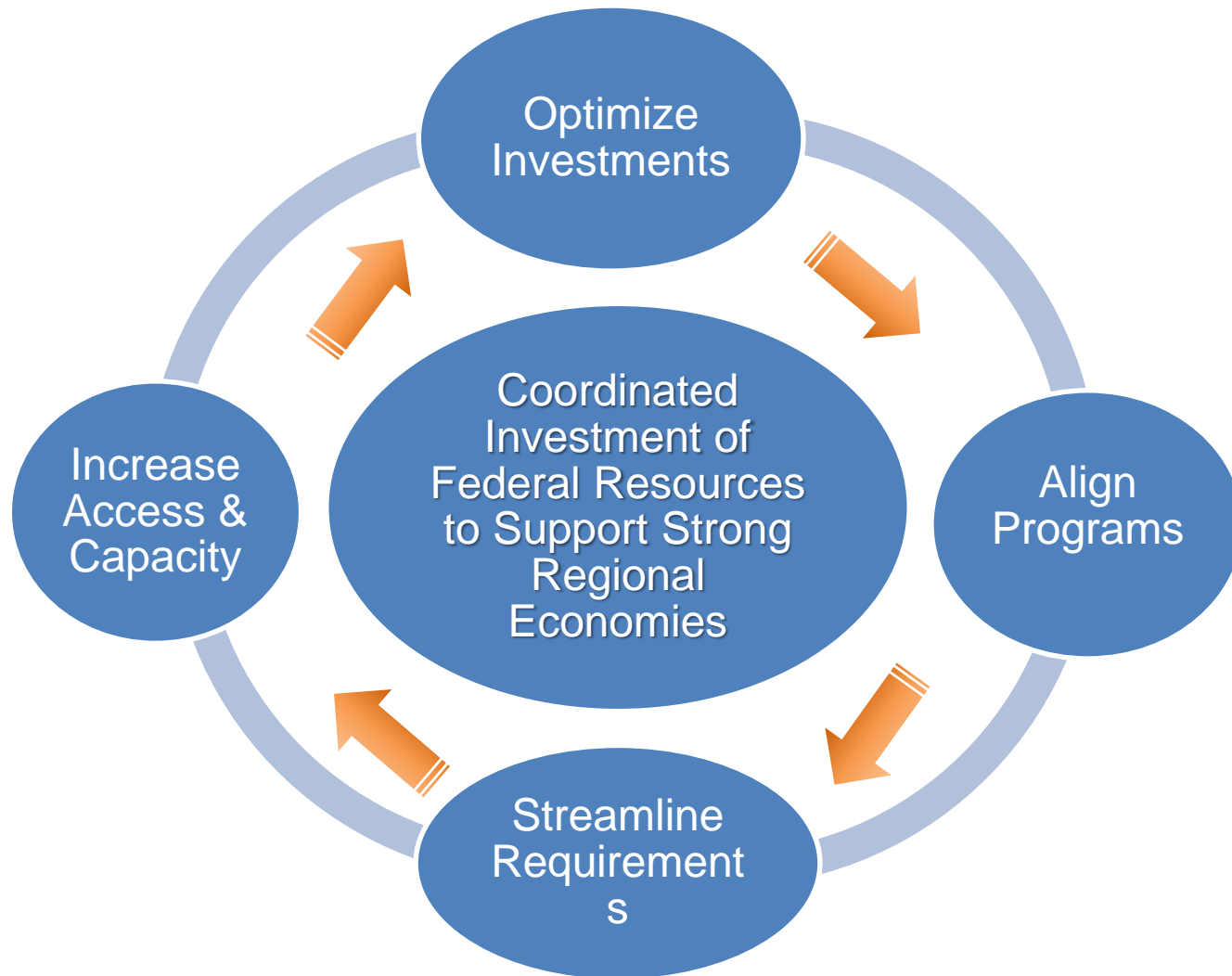




Regional Plan Alignment
NADO National CEDS Forum
Columbus, Ohio
June 20, 2019



ECONOMIC DEVELOPMENT INTEGRATION VISION



ECONOMIC DEVELOPMENT INTEGRATION (EDI) OBJECTIVES



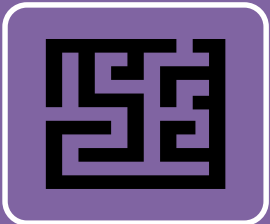
INCREASE ACCESS

- Ensuring that communities can easily identify and engage federal economic development resources that can best support their local priorities and objectives.



ENHANCE COLLABORATION

- Pooling resources and facilitating complementary investments across programs and among stakeholders to advance local priorities for strategic, inclusive and sustainable economic growth.



REDUCE ADMINISTRATIVE BURDENS

- Working with interagency partners to streamline federal policies, planning and program requirements, making it easier for recipients to manage and achieve comprehensive solutions for long term economic prosperity.

EDI RESOURCES

Maximize Investments – Obtain Shared Goals

Standing capacity within EDA for...

Interagency Collaboration

Program Alignment

Resource Coordination

✓ **Capacity**

- ☐ Regional Economic Development Integrators
- ☐ Interagency partnerships

✓ **Connections**

- ☐ REDS and Federal Information Exchange Events
- ☐ Referral and cross promotion of aligned resources

✓ **Resources**

- ☐ Current Funding Opportunities
- ☐ Matrix of Complementary Federal Programs and Contacts
- ☐ Guidance on Regional Plan Alignment

EDI PRIORITIES

INTERAGENCY COLLABORATION AND INVESTMENT

- Integration Assistance with Federal Resource Coordination
 - ✓ Leverage EDA investments
 - ✓ Support Cross Agency Initiatives
- Regional Economic Diversifications Summits (REDS)
 - ✓ [REDS brochure](#)



ALIGNING REGIONAL PLANS

- [EDA CEDS / HUD Consolidated Plan Guidance](#)
 - ✓ Support for streamlined planning that incorporates both EDA Comprehensive Economic Development Strategy (CEDS) and HUD CPD Consolidated Plan objectives and criteria
 - ✓ Other Integration Tools and Resources: <https://www.eda.gov/edi/resources/>



FEDERAL DISASTER RECOVERY

- Economic Recovery Support Function (ERSF) to coordinate economic recovery in federally declared disaster areas
 - ✓ [EDA Disaster Recovery](#)



REDS – CROSS AGENCY SUPPORT FOR IMPLEMENTATION



Government and Business Officials Gather for REDS in Weirton WV

WEIRTON WV REDS: Making Funding Connections

*“Weirton City Manager Joe DiBartolomeo said there were **multiple potential projects** in the city as a result of discussion during the REDS, held Oct. 29-30.”*

Source: The Intelligencer: Wheeling News-Register, Nov 15, 2018

“EDA, and the REDS, put a face and a name on the federal government... USED A showed the residents of Weirton that government is truly working for us.”

Source: Weirton Daily Times, November 16, 2018

PORT TOWNSEND WA REDS: Moving Plans Forward

- **Economic Development Access** – Attendees recommended that the City develop 7th Street to support a robust employment district and planned Makers & Artisan District.
- **Funding Sources** – The group recommended that the City explore all the funding sources identified in *Table 5-3.2 – Funding Options* and partner with the associated agencies.

Source: City of Port Townsend REDS Meeting Summary, August 28, 2018



Port Townsend REDS tackles infrastructure strategy for Economic Development

ALIGNING PLANS FOR ECONOMIC AND COMMUNITY DEVELOPMENT

EDA

Comprehensive Economic Development Strategy

- A strategy for long term, sustainable economic development resulting from locally based, regionally-driven planning processes

HUD

Consolidated Plan

- Used by states and local jurisdictions to assess housing and community development needs, market conditions, and other data to make place-based investment decisions

HUD COMMUNITY PLANNING AND DEVELOPMENT

CONSOLIDATED PLANNING IN BRIEF

- HUD Priorities for community and economic development in distressed areas
- HUD Programs that support community and economic development
 - CDBG
 - Section 108
- Consolidated Planning as the framework for local decision-making about investments in place based programs and projects
- How this process fits with Economic Development Strategies

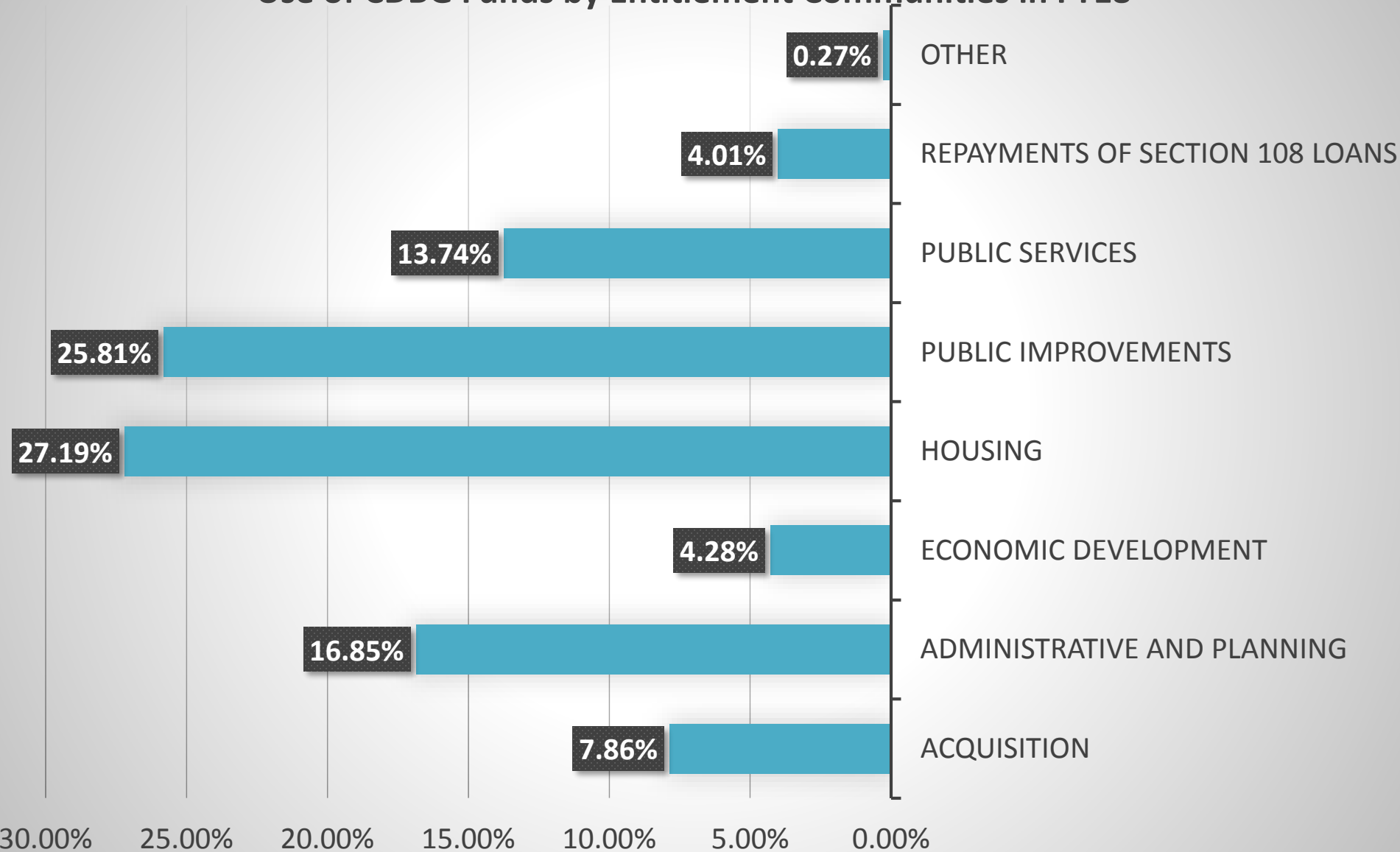
PLANNING BEFORE CDBG SPENDING – CON PLAN & ACTION PLAN



- CDBG grantees must develop a Consolidated Plan/Action Plan.
- The Consolidated Plan identifies the grantee's strategic plan, priority needs, housing and homeless needs assessment, housing market analysis, barriers to affordable housing, and coordination efforts over a three- to five-year period.
- The Action Plan identifies the activities the grantee plans to carry out over one program year (e.g., July 1 – June 30).

CDBG MONEY: WHERE IT GOES

Use of CDBG Funds by Entitlement Communities in FY18



Approaches to using Section 108

Project Specific:

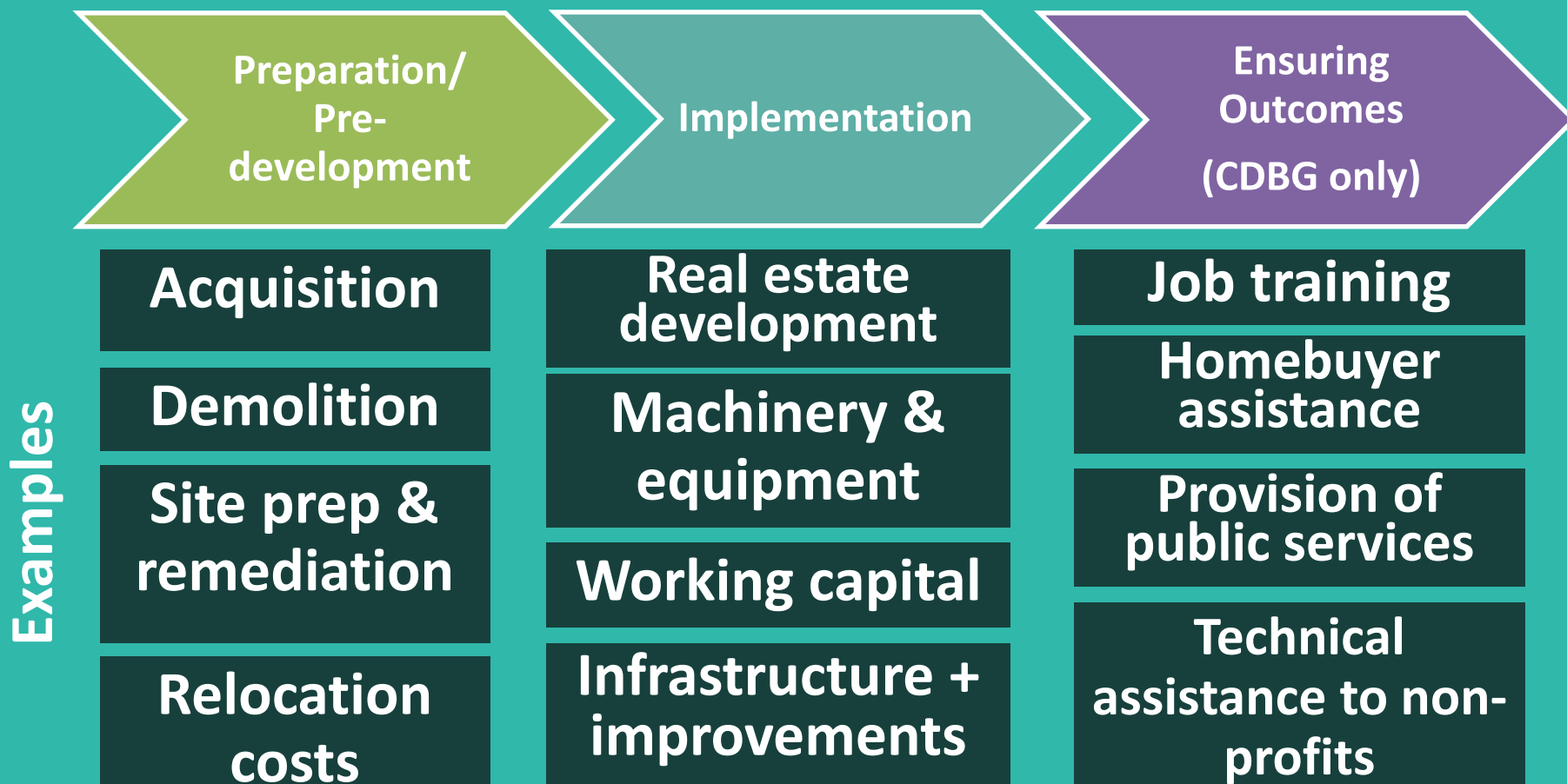
- Application is for a specific project or projects
- Requires a high level of project detail & specificity for financial underwriting by HUD Headquarters

Loan Fund:

- Application describes type of loan fund projects to be funded along with the community's underwriting process
- Streamlines Headquarters' underwriting process for each project
- Typically a better fit when a pipeline of projects exist, or community is targeting resources within a specific geographic area or with specific development goal in mind
- Individual projects must have a Field Office determination letter in order for funds to be drawn

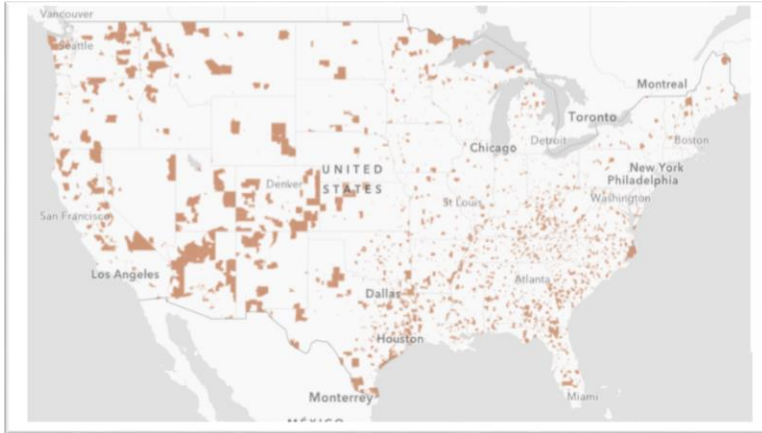


Stages in which Section 108 funding can be deployed



Opportunity Zones

Federal Agencies, as directed by the White House Opportunity and Revitalization Council, are working on **targeting, streamlining, and coordinating existing federal programs to Opportunity Zones.**



What is an Opportunity Zone?

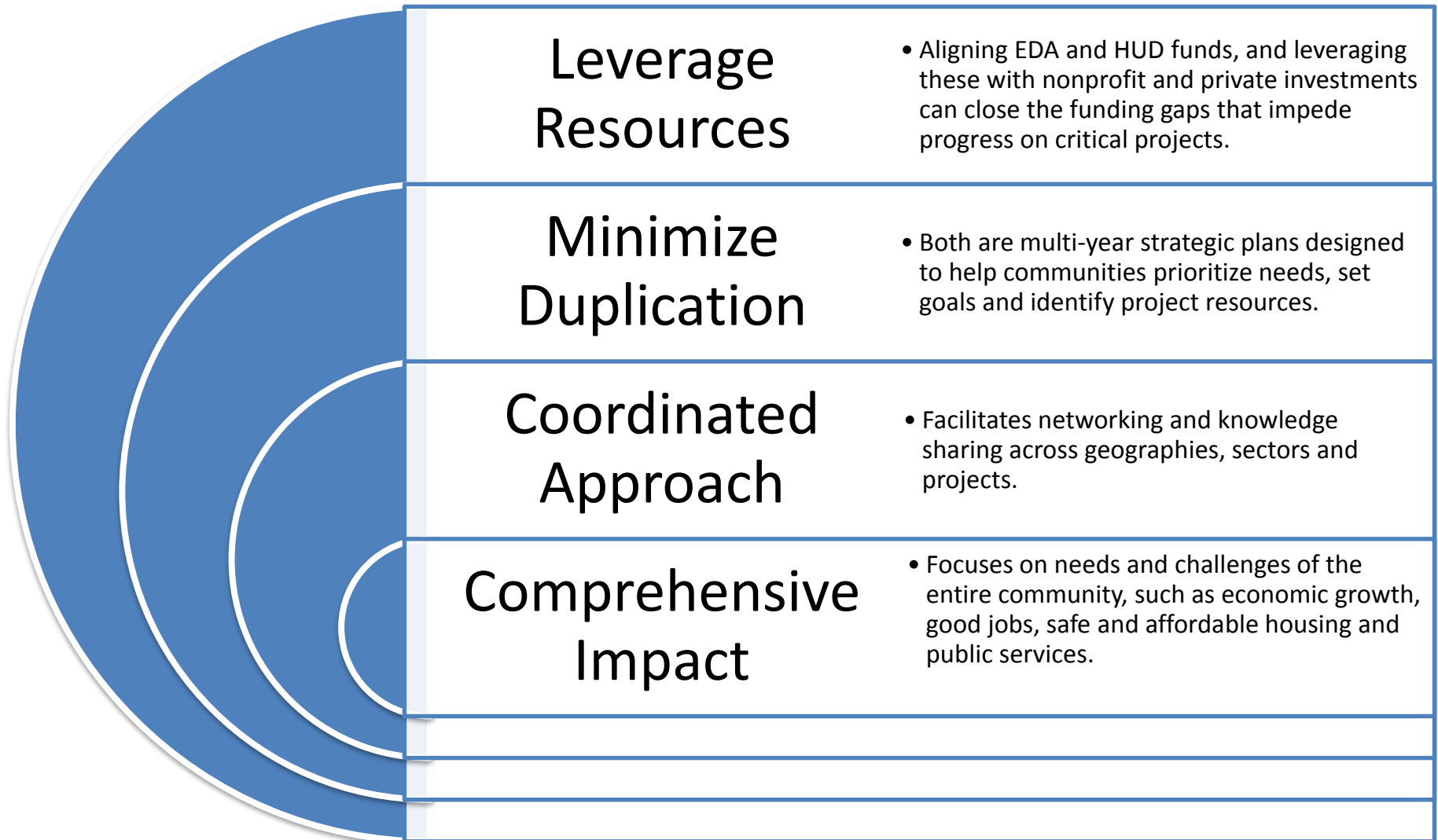
- Introduced by Tax Cuts and Jobs act in 2017 to foster **economic revitalization**, job creation and promote **sustainable economic growth** in distressed areas
 - 8,700 low-income/high poverty census tracts designated by governors/DC mayor
 - Both urban and rural areas
- **Opportunity Funds** are investment vehicles allowing for trillions of dollars of unrealized capital gains to be directed to businesses and properties in Opportunity Zones
 - If investors make an equity investment through an **Opportunity Fund**, they get a tax benefit

LEVERAGING FUNDS AFTER COLLABORATIVE PLANNING

Aligning CEDS and Con Plans can lead to better project development:

- ❑ **Expanded Access To Capital**
 - Stacked revolving loan funds with separate accounting, consolidated implementation
- ❑ **Easier Implementation of Mixed Use Projects**
 - Joint planning facilitates numerous sources of funds
- ❑ **Leveraged Funding of the Same Project**
 - For example: EDA assistance with infrastructure; HUD assistance for soft costs

ALIGNING REGIONAL PLANS – BENEFITS



REGIONAL PLAN ALIGNMENT

Planning Element	CEDS	ConPlan	Joint Planning Alignment
Planning Period	✓	✓	5-year Planning Document Both agencies allow applicants to adjust planning period to sync time frames.
Citizen Participation	✓	✓	While each plan has certain groups it must consult with, many are the same.
Public Comment	✓	✓	Both plans have a 30-day public comment period.
Strategic Planning Process	✓	✓	Both plans use data-driven analysis to identify the area's needs, assess the market, and set measurable goals.
Focus on distressed urban and rural areas	✓	✓	Both plans are outcome focused on distressed communities. Both have goals of expanding economic opportunity.
Same Intended Beneficiaries	✓	✓	The CEDS focuses on the under-employed and the unemployed. The ConPlan focuses on creating and retaining jobs for the low and moderate income.
Economic Resilience	✓	✓	Both plans have incorporated a resilience component.

ACKNOWLEDGING & LEVERAGING DIFFERENCES

CEDS and ConPlans support the Complementary but Unique Missions of EDA and HUD

- Acknowledge aspects of these respective processes that differ, such as:
 - ✓ How each Agency distributes program funding
 - ✓ Scope and scale of the Plans
 - ✓ Formatting requirements
- Capitalize on differences that can help transcend planning silos by facilitating input and analysis from a broader cross-section of your community, such as:
 - ✓ Introduce and incorporate new perspectives and methods
 - ✓ Increase your community's collective capacity to address complex challenges

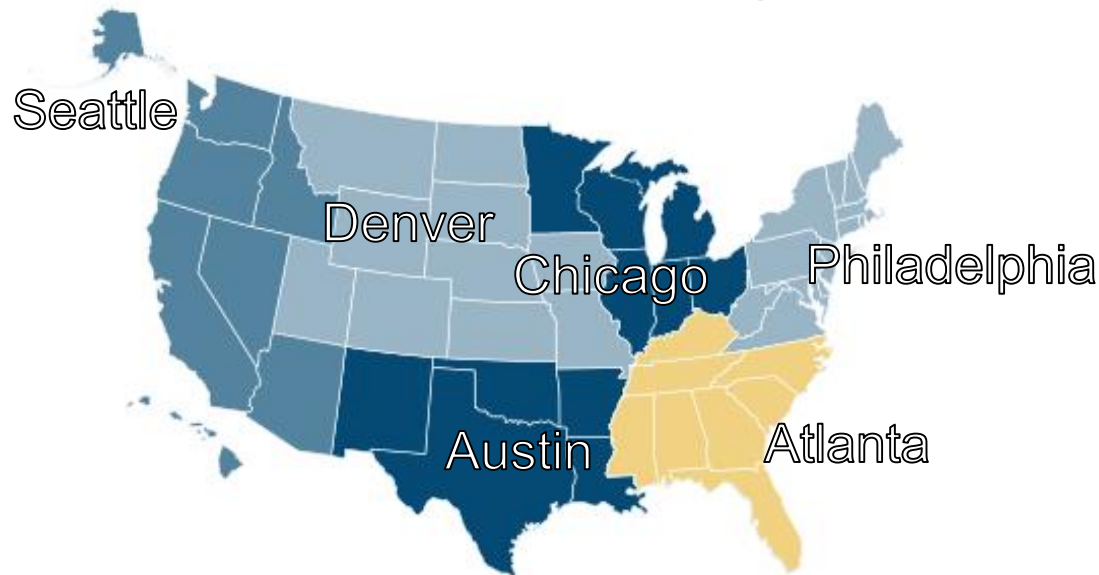
MOVING FORWARD – DISCUSSION QUESTIONS

How can EDA and other federal agencies support communities that are seeking to better integrate plans and coordinate resources for economic and community development?

- **What are the Opportunities?**
- **What are the Challenges?**
- **What Resources and Assistance Might Facilitate this Alignment?**
 - Administrative flexibilities or relief
 - Technical assistance
 - Financial assistance

EDI IN YOUR COMMUNITY

Each of EDA's six regional offices is staffed with a Regional Economic Development Integrator (REDI):



Find EDA Contacts for Your State and Region here:

<https://www.eda.gov/contact/>

QUESTIONS?

For further Information about EDA Programs contact your Regional EDA Representatives at: <https://www.eda.gov/contact>

For more information on Economic Development Integration at EDA

- ✓ Contact the EDI team at: edi@eda.gov
- ✓ Visit the EDI webpages at www.eda.gov/edi for access to resources that can support regional economic development strategies, including:
 - [Streamlined, Comprehensive Strategic Planning](http://www.eda.gov/test/edi/planning/)
(<http://www.eda.gov/test/edi/planning/>)

THANK YOU!

