



Empowering Regions through the CEDS:

An Update from EDA

03/16/22

What is a CEDS?

- Is it a plan or a process?

*A Comprehensive Economic Development Strategy (CEDS) is a **strategy-driven plan** for regional economic development, but it's ALSO. . .*

*. . .a **collaborative planning process** that incorporates a broad array of perspectives -- it brings together firms, institutions, and local governments to better understand, position and leverage regional assets to enhance economic prosperity.*



Why is the CEDS important?

- EDA believes that **good economic development starts with good economic development planning. . .**
 - Capacity building. . .and planning to build that capacity
 - Inherent value in the collaborative planning process
 - Conduit for resources to your region



What makes a strong CEDS?

US Economic Development Administration - 030916

Comprehensive Economic Development Strategy (CEDS) Content Guidelines:

Recommendations for Creating an Impactful CEDS

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A. Summary Background: A summary background of the economic development conditions of the region.....	4
B. SWOT Analysis: An in-depth analysis of regional strengths, weaknesses, opportunities and threats	6
C. Strategic Direction/Action Plan: Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans.	11
• Strategic Direction: Vision Statement and Goals/Objectives	11
• Action Plan: Implementation	12
D. Evaluation Framework: Performance measures used to evaluate the organization's implementation of the CEDS and its impact on the regional economy.	14
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- Provides guidance on the required sections of the CEDS
 - Summary Background
 - SWOT
 - Strategic Direction/Action Plan
 - Evaluation Framework
 - Economic Resilience
- Best practices, case studies, and links
- Collection of suggestions and recommendations. . .not a list of additional requirements.

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



What makes a strong CEDS?

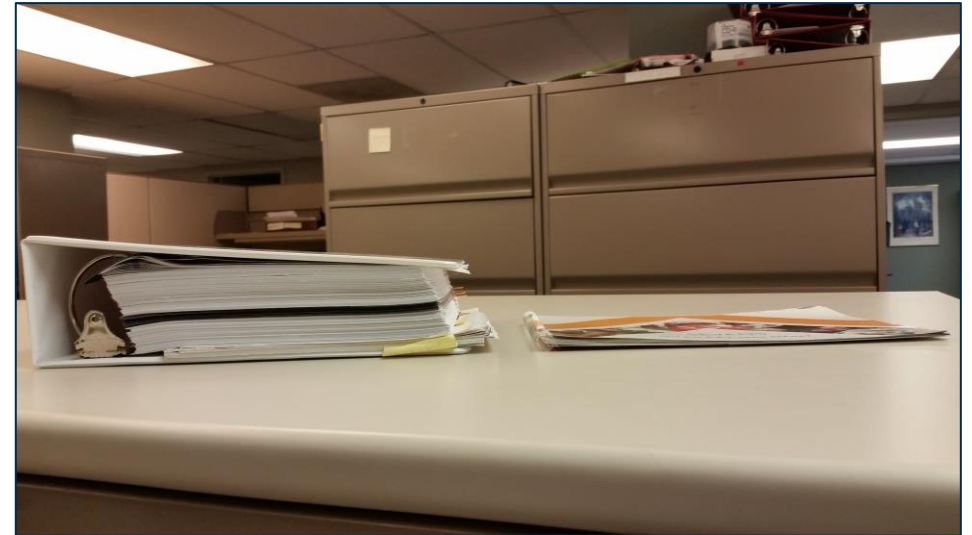
Formatting Recommendations

1. *Keep your audience in mind*

- Target page length
- Executive summary
- Use appendices

2. *Communicate creatively*

- Appealing look-and-feel
- Alternate formats



CEDS circa 2001 (left)

Consider the stakeholders. . .and embrace the flexibility!



What makes a strong CEDS?

Content Recommendations

1. Linking the sections to improve CEDS focus and measurable impact
2. Including key elements such as workforce, broadband, energy, etc.
3. Emphasizing measurable goals/strategies rather than a stand-alone list of projects
4. Integrating/leveraging other planning efforts and resources (cross-pollinate)
5. Infusing economic resilience into the CEDS – broad definition



What's new with the CEDS?

Climate Resilience: A Teaser

- Part of the broader focus on resilience
- Fits well with the asset-focused, regional nature of the CEDS
- Involves assessing how climate change will create new or increased risks . . .and taking steps to better cope with these risks
- Recommended approach:
 - 1) **assessing risks and vulnerabilities**
 - 2) **prioritizing identified actions**
 - 3) **investigating options to implement**
- As usual: heavy on “recommended resources” . . .and no “one-size-fits-all” approach
- Expected release in April 2022



What are some key CEDS tools/resources?

1. **CEDS Content Guidelines** (<https://eda.gov/ceds/>)
2. **CEDS Central** (<https://www.cedscentral.com/>)
3. **CEDS Resource Library** (<https://www.statsamerica.org/ceds>)
4. **National Economic Resilience Data Explorer (NERDE)**
(<https://www.anl.gov/national-economic-resilience-data-explorer-nerde>)
5. **CEDS/Hazard Mitigation Plan Alignment Resource Guide** (*Coming Soon*)



Questions?

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