

## **2<sup>ND</sup> MEETING OF THE COMMUNITIES OF THE FUTURE ADVISORY COMMITTEE**

*Friday, April 30, 2010 from 10 am to 12 pm*

### **SUMMARY**

The second Communities of the Future Advisory Committee (CFAC) meeting consisted of a general session followed by three concurrent smaller group meetings. The general session included presentations on the Communities of the Future strategy, wet weather solutions generally, and “Leading Change” by MSDGC Executive Director Tony Parrott. MSDGC’s MaryLynn Lodor then presented more specific information on the Lick Run project, with a detailed overview of the design parameters and a draft community opportunities plan by Human Nature, LLC’s Gary Wolnitzek and Strand’s John Lyons.

For the second meeting, committees were organized into one of three topic subcommittees: Economic Development, Inform and Influence and Policy.

Staff facilitators began each of the subcommittee meetings by proposing a structure or plan for conducting the meeting. The structure, generally, included a recap of the comments from the first CFAC meeting, suggestion of some background questions arising from those comments, a team-building exercise, each subcommittee writing its own charter, and the designation of a “sponsor” for each subcommittee. The Economic Development and Policy subcommittees’ team-building exercises were planned as Strengths-Weaknesses-Opportunities-Threats (SWOT) analyses, while the Inform and Influence subcommittee was to help shape an influence strategy and to assist in the completion of an draft inform and influence tools, such as a video, outreach strategies and a general communication plan.

The Economic Development subcommittee called for the coordination of property needs for the Lick Run project, as well as pointing out many pertinent facts about procedures and strategies for economic development. The Inform and Influence subcommittee focused largely on the “next round” of stakeholders, the more grass-roots level support that will be necessary for the ultimate success of the Lick Run project. The Policy subcommittee actually made it through a SWOT analysis, along the way pointing out the unprecedented emphasis on and cooperation toward a vision of livable communities, from the Federal level to the grass-roots level. However, they also cautioned that there is still much to do in terms of policy alignment for this cooperation to be successful, stressing the need to prepare a comprehensive matrix of programs and policies.

# ECONOMIC DEVELOPMENT SUBCOMMITTEE

## Attendees:

- Kim Satzger, Port Authority of Greater Cincinnati
- Amy Alduino, Ohio Department of Development
- Larry Feist, Cincinnati State
- Sam Stephens, City of Cincinnati Community Development Office
- Brian Wamsley, Hamilton County Planning and Development
- Biju George, Metropolitan Sewer District of Greater Cincinnati

Next Subcommittee Meeting: week of May 17, 2010 (tentatively)

## Summary

The Economic Development sub-committee meeting on Friday, April 30, 2010 was a highly spirited and productive discussion focused on the vision, challenges, and implementation for the CFAC Lick Run Pilot Project. Sam Stephens was nominated as the group sponsor and May 17, 2010 was set as the next meeting date for the subcommittee.

## Vision:

What is the future base economy of the Lick Run Project Area?

## Answers:

- Keep it community oriented, mixed use and walkable.
- The traffic counts of 60,000 cars a day suggest that there is a sustainable market for retail.
- Retail jobs are an offshoot of office jobs and industrial jobs, so we should focus on those areas first.
- The businesses could be knowledge based, technology centers, and IT jobs mixed among housing.
- The real economic development is not what happens inside the triangle (the Lick Run project), but about the economic redevelopment that it will generate around the triangle.
- The Lick Run project area could help spur the redevelopment of Queensgate and Camp Washington industry. This will help tie in the objectives of the GO Cincinnati Plan, which is to attract “green industry”.
- Everything [federal, state, and local grants] is tied into jobs—how many?—what kind’s?—and we should be prepared for future grants with answers to this question.
- First, build the community’s tax base with new homes and jobs and then focus on expanding retail and community facilities [e.g. parks, plazas, schools].
- Sometime in May or June, a walking tour might benefit the economic development subcommittee.
- Integrate the Lick Run Project with surrounding neighborhood plans and regional economic development plans like Agenda 360 and GO Cincinnati. Look for action steps arising out of this.

## Implementation

How do we make the Lick Run Pilot Project a reality?

### Answers:

- Focus on business attraction over business retention for the area, because attraction favors both existing businesses and new businesses by displaying a commitment towards community reinvestment. **Refer to Inform & Influence Committee**
- MSD is owned by Hamilton County and thus this project will require the consent of the County Commissioners. Can we count on their support when it comes time to buy properties? **Refer to Inform & Influence Committee**
- The Port Authority and the Ohio Department of Development are investigating other sources of funding for Phase II studies.
- A possible *Action Step*: An in-depth market study for identifying what exists, and whether we need to save it or knock it down, and for identifying the economic benefit of various land uses and whether they are feasible or infeasible. Use this study to attract regional investors to make this area more attractive. Existing market study and urban audit were prepared in Fall 2009 and these reports will be circulated before the next meeting. Electronic copies of the market analysis were provided on CD.
- The Lunkenheimer Building is central to economic redevelopment but it has many building violations. Finding an end user for this building might be difficult. Clean Ohio funds might be available for Phase II on Lunkenheimer.
- Investigate the possibility of an *urban settings designation* (USD) for the whole Mill Creek to make redevelopment more attractive and to reduce liability for developers. Finding a pollution source can be impossible, and increases cost for redevelopment of every single property.
- Give the residents a “hard message”, tell them that this project benefits the neighborhood, the City, and the Region and is going to create jobs for local residents and **thus it will happen regardless**. **Refer this to Inform & Influence Committee**

## **Charter**

**Purpose:** The purpose of the ED subcommittee is to facilitate the progress of the Communities of the Future green infrastructure projects and to leverage CFAC projects into expanded economic development opportunities, permanent jobs, and better communities.

**Scope:** The Economic Development Sub-Committee of the CFAC will provide guidance from the smallest details of project implementation up to the larger visions of economic development for the region.

**Team Sponsor:** Sam Stephens, City of Cincinnati, Department of Community Development

**Final Products:** In progress

**Measurements of Success:** In progress

**Deadlines:** In progress

**Resources:** In progress

## **INFORM AND INFLUENCE SUBCOMMITTEE**

**Sponsor:** Kathy Schwab, LISC ?

### **Attendees:**

- Marilyn Wall, Sierra Club
- Margo Warminski, Cincinnati Preservation Association
- Chad Edwards, Emersion Design & USGCG of Greater Cincinnati
- Marvin Hawkins, City Councilmember Laure Quinlivan
- Kathy Schwab, LISC
- Eric Gruenstein, Green Partnership for Greater Cincinnati
- Bill Shuster, USEPA
- Ken Fritz, USEPA
- Brent Johnson, USEPA
- Cassandra Hillary, Metropolitan Sewer District of Greater Cincinnati
- Karen Ball, Hamilton County
- Dean Neimeyer
- MaryLynn Lodor, MSDGC

**Next Meeting: Week of May 17th** (tentative)

### **Summary**

The Inform and Influence sub-committee meeting on Friday, April 30, 2010 was an intensive and productive discussion focused on the question “who (specifically) are the key stakeholders and individuals to inform & influence” No one was nominated as the group sponsor and Friday May 14, 2010 was discussed as the next meeting date for the subcommittee.

### **The Next Step:**

#### **Approach:**

- Need to show stakeholders other projects to broaden the understanding of Communities of the Future—e.g. Hamilton County Fair Grounds; however, given the importance of Lick Run – cannot lose focus on the importance that this project plays in the Consent Decree
- Early Success Projects have developed good start at informing and influencing; need to use the momentum as projects get underway to inform and influence others on the value.
- Give the residents a “hard message”, tell them that this project benefits the neighborhood, the City, and the Region and is going to create jobs for local residents and thus it will happen regardless.

## Inform & Influence Feedback

- Community Councils
  - Include all other Community Councils in the watershed—S. Fairmount, Westwood, Lower Price Hill, East Price Hill, Price Hill
- USEPA representatives said the residents in Lick Run who they talked to had knowledge of CSOs
- Property owners, businesses and residents
  - Hold conversations with them
- Approach to engage specific property owners who may be impacted by the current proposed alignment:
  - Need to identify the win-win
  - Focus on business attraction over business retention for the area, because attraction favors both existing businesses and new businesses by displaying a commitment towards community reinvestment.
  - Identify needs and desires of impacted entities to develop a specific action plan to address their core issues and develop win-win and a strategy to strive for it.
  - Need to show stakeholders how they fit into or will be impacted by each step-by-step; need a plan to communicate and minimize this negative impact/Need to utilize the project schedule when communicating with individuals to show phasing and evolution of the plan
    - Design---through to-----Construction
    - Visuals to show stakeholders how the site will evolve over time
- The current schedule indicates that Final Design will be complete 2011-2012—Target Date for Legislation to BOCC for Design of Lick Run ---July 2010
- The Lunkenheimer building is in the project area and its redevelopment could be similar to that of the American Can building in Northside - **(this is a focus of ED committee)**
- Who are the key assistance providers for the link to low income residents?
  - Displaced residents
  - Concentration of vacant residences
  - Who has contact with non-profit support groups?
    - CHMA, Senior Center at St. Francis
    - Cincinnati Community Development
    - Create Citizen Manager/Advocate
- Specifically, some individuals were identified for immediate inform and influence:
  - Pete Witte
  - Mary Kuhl
  - Ken Smith---contact by Kathy Schwab
  - Cincinnati Parks ---already on board
  - Mark Armstrong
  - Bill Berwinkle---contact by Kathy Schwab
  - Price Hill Will---contact by Kathy Schwab

- Imago
- Sister Sally----contact by Kathy Schwab
- Sisters of Charity
- Who from South Fairmount?
  - Elliot Ellison---
  - Darlene Robinson---
  - Jim Shenk----contact by Chad Edwards
- The next meeting will be arranged for the week of May 17th

Committee members will be provided copies of the *South Fairmount—CSO#5 Urban Audit* (including CD); Members received a copy of two videos – a completed Lick Run Video (Shared Vision) and a draft shared need video.

### **Inform and Influence Charter**

**Purpose:** The purpose of the Inform and Influence *subcommittee is to inform and influence* the larger regional community as well as initially impacted neighborhoods on the multiple benefits of integrated infrastructure Solutions in the development of Communities of the Future. “Although we are all interested in large scale change, we must change one mind at a time.” P. Senge

**Scope:** The I & I subcommittee will develop a compilation of inform and influence tools (e.g. videos, print material, direct communication, etc.) to engage, educate and promote relationships with partners and the broader public on the multiple benefits of Project Groundwork for Communities of the Future including enhanced recreational opportunities, improved health and neighborhood revitalization.

**Team Sponsor:** Recommended-----Laure Quinlivan, City Councilmember

**Final Products:** In development

**Measurements of Success:** In development

**Deadlines:** In development

**Resources:** In development

# POLICY SUBCOMMITTEE

## Attendees:

- Matt Morrison, U.S. EPA-NRMRL
- Cameron Ross, Cincinnati Dept. of City Planning and Buildings
- Dan Murray, U.S. EPA-ORD
- Marvin Hayes, Governor Strickland's Office
- Colin Groth, SORTA
- Todd Kinskey, Hamilton County Planning and Development (attended general meeting, but not subcommittee meeting)
- Travis Miller, OKI
- Robin Carothers, Mill Creek Restoration Project
- Jennifer O'Donnell, Cincinnati Vice Mayor's Office

## Summary

The discussion of the Policy subcommittee emphasized the current, unprecedented inter-agency and inter-governmental and grass-roots cooperation and coordination toward of vision of sustainable and truly livable communities. They cautioned, however, that there is still much work to be done in aligning policies so the vision can become a reality.

## SWOT Analysis

### Strengths:

- There is a new national and local mindset towards sustainability and livability
  - LEED-ND just went "live" on April 29<sup>th</sup>, for instance
- In many ways, local leadership is the strongest ever on livability and sustainability
  - We're seeing a lot of inter-governmental collaboration
  - It seems the region is moving toward consensus of vision on these themes
  - Communities of the Future and Revive I-75 are major catalysts
- We're seeing good citizen involvement around these themes
- Especially in the last 18 months, there has been a lot better inter-departmental coordination
  - This is true all the way from the Federal level to the grassroots level
- The Lick Run project has a great location, near downtown and along planned Mill Creek bike trails

### Weaknesses:

- Recession
- Money and financing are hard to come by



- The Lick Run project has a very ambitious scope
- There are many policies that will need to be reshaped
- MSD is up against very real time pressures
- Effects of Lick Run construction on traffic will be hard to manage
- There is still a lot to do to get everybody's vision aligned

**Opportunities:**

- LEED-ND
- Revive I-75
- The Consent Decree not only provides time pressure, but a real urgency and focus
- HUD-DOT-EPA Regional Sustainability grant
  - Promise and likelihood of future funding
- Federal level (e.g. HUD-DOT-EPA) partnership
- While the traffic volume is a challenge, it also provides excellent visibility for the Lick Run project

**Threats:**

- Revive I-75 and other planning efforts still tend to stick within their specific area
- There are many *competing* timelines
- Possible backlash from other neighborhoods who may not get Lick Run-scale projects or get them later
- Consent Decree – penalties if not met

**Charter**

**Purpose:** To determine policy for Lick Run. Provide a solution for aligning conflicting policies. Identify policies that need modification. Ensure that community needs and aspirations are heard and included. Help constituent agencies determine how to adapt their policies.

**Sponsor:** The job of the sponsor is to keep the team on-task, remove roadblocks, make resources available, and advocate on a policy level.

**Attendance/Alternates Policy:** Attendance is expected, although members may send an alternate if necessary.

**Scope:** Entire Lick Run Sub-Watershed.

**Decision-making:** Consensus.

**Final Products/Deliverables:**

- List of policies
- Recommendations for dealing with resistance

- Actions plan
- Alignment with other policies
- Public-private strategy
- Policy matrix

**Standards & Measurements of Success:**

- Deliver final products listed
- Policies must be comprehensive
- Must identify all stakeholders

**Deadlines:** Preliminary deliverable by July 1, 2010

**Meeting Times/Frequency:** Tentatively early June.