



# A Framework for Growing Our Region's Economy

Regional Coordinated Planning and  
New Growth Tax-Base Revenue Sharing



*Risk and Insurance  
Management Society  
March 11, 2010*



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*Mayor William A. Currin  
City of Hudson*



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# Why a regional approach?

- For too long, communities, large and small, have competed with one other, let alone the rest of the world, for economic growth, new employers & jobs, and maximum use of resources.
- This results in an inefficient and competitive environment, where services are duplicated and valuable resources and funds are diminished.
- Other regions in the nation have proven models of success, and it is critical for Northeast Ohio to actively pursue economic development cooperation within our region to compete on a national and international level.





# Regional Prosperity Initiative

*From Study to Action*



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# Goals To Be Accomplished

- **Build the Framework for Coordinated Land Use and Infrastructure Planning**
- **Develop New Growth Tax-Base Sharing Recommendation**
- **Identify State Enabling Legislation, as Necessary**
- **Gain Feedback and Input - Engagement & Mobilization**
- **Communicate – Public/Media Relations**
- **Raise Funds**



# Guiding Principles

- **Comprehensive**
- **Sustainable**
- **Collaborative**
- **Equitable**
- **Non-Partisan**
- **Enhances Economic Growth**



# RPI Leadership Team

**ADVISORY COMMITTEE**

**REGIONAL PROSPERITY INITIATIVE (RPI) PHASE II STEERING COMMITTEE CO-CHAIRS**  
**MAYOR BRUCE AKERS      MAYOR WILLIAM CURRIN      MAYOR MICHAEL LYONS**

**Members**  
 Council Member: Matt Zone      Township Trustee: Frank Pakish      School Official: Dr. Jeanne Sternad      County Commissioner: Steve Hambley

**LAND USE PLANNING DRILL DOWN TEAM**  
 Chair, Mayor Lyons  
 Vice Chair, Albert Dispenza

**NEW GROWTH REVENUE SHARING DRILL DOWN TEAM**  
 Chair, Mayor Currin

**STATE ENABLING LEGISLATION**  
 Chair, Mayor Akers  
 Vice Chair, Jim Trakas

**ENGAGEMENT MOBILIZATION**  
 Chair, Mayor Bill Grace  
 Vice Chair, Mayor Katherine Procop

**COMMUNICATIONS TEAM**  
 Chair, Mayor Jay Williams  
 Vice Chair, William Healy

**FUNDRAISING / FINANCE**  
 Chair, Mayor Currin  
 Vice Chair, Mayor Martin Zanotti

- Facilitate NEOM&CMA in their requests to MPOs, sewer and water districts and state government
- Establish details of region-wide land use planning

- Confirm methodology
- Develop details and equity of formula
- Resolve impact on schools
- Resolve JEDD/Abatement issues

- Plan and undertake the implementation process, including promulgation of state enabling legislation

- Expand participation to involve key stakeholders and organizations:
  - Business leaders
  - Mayors/ City Managers
  - School District Leaders
  - Legislators
  - Council Members
  - Religious Leaders
  - County Commissioners
  - Township Trustees
  - Media
  - Organized Labor
  - Philanthropic Org.

- Overall project management and strategic direction
- Communication Support Materials
- Event Management
- Online/Web Management
- Publicity and Media Management

- Secure final resources for Phase II
- Fiduciary Agent





# A Framework for Growing Our Region's Economy

## *Developments to Date*



*Mayor Bruce H. Akers  
City of Pepper Pike*



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# What is New Growth Tax-Base Sharing?

1. **Not a look back...**everything a community currently has they keep
2. A revenue “pool” is established whereby a percentage of all **new growth** tax base in the region is collected and disbursed based on set criteria
3. The revenue pool is a percentage of **growth** in new commercial & industrial (C&I) property tax base; and a percentage of municipal income tax base  
(No sharing of sales taxes)



# What is Regional Land Use and Infrastructure Planning?

This is an effort to coordinate land use and development planning, at the regional level, to address the following goals:

- a. Advance the region's economic competitiveness
- b. Enhance the economic stability of all jurisdictions
- c. Minimize the cost of infrastructure and energy
- d. Minimize the loss of farmland, open green space, and our natural resources
- e. Minimize environmental degradation



# What Would Regional Land Use Planning Look Like?

**The Goal:** To create a forum to analyze current land use trends, understand how local plans fit into the regional context, convene intelligent discussion about our regional future and develop a common vision for Northeast Ohio, with the objective of enhanced economic development and competitiveness.



# Accomplishments

## Coordinated Land and Infrastructure Development

- **IDENTIFIED SYSTEMS** – Water, sewer, transportation, parks, energy, air quality and natural resources
- **ENGAGED KEY STAKEHOLDERS** – MPOs, water, sewer, public utilities, planners, parks officials, private utilities, environmental experts
- **IDENTIFIED OPPORTUNITIES** – Areas of collaboration and strategies; key stakeholders committed to driving this forward

### DEVELOPED THE COLLABORATIVE FRAMEWORK



# Accomplishments

## New Growth Tax Base Revenue Sharing

- **ANALYZED REGIONAL SYSTEMS** - Analysis of revenue-sharing models in other regions of the country. We looked at revenue sharing models across a range of scenarios, and developed proposed scenarios for NEO.
- **MODELED TAX BASE REVENUE SHARING VARIATIONS**
  - Modeled Property Tax, Income Tax and Sales Tax, including impact on school districts, townships, counties and municipalities
  - Weighed feedback from Leadership Convening Sessions
  - Analyzed scenarios, projections, data sets, variables and formulas for tax base sharing and disbursement
  - Analyzed 10-year data for modeling; projections based on regional data and experience
  - Developed proposed scenarios for further analysis and deliberations



# State Enabling Legislation

- **ANALYZED STATUTORY AUTHORITY** - Determined legislative change would be based on specifics of tax-base sharing formula; Identifying specific areas of statutes to be amended, if any
- **RAISED AWARENESS** – Initiated outreach to regional state legislators, as well as the Governor’s staff, to raise awareness of RPI and possible need for state-enabling legislation
- **ENGAGED PARTNERS** – Greater Ohio, Ohio Commission on Local Government Reform and Collaboration, Ohio Planning Association and Ohio Department of Development

**TEAM IS ENGAGED AND READY TO MOVE**





# Regional Prosperity Initiative

## RPI Recommendations

Land Use and Infrastructure Planning

*Mayor Michael K. Lyons*  
*Village of Richfield*



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# Coordinated Land Use and Infrastructure Planning

- **ESTABLISH COMMON VISION** – Our capacity to work in concert requires that we develop a common vision for our region.
- **FACILITATE REGIONAL COLLABORATION** – This process is the framework for collaborative coordinated planning.
- **ESTABLISH DIALOGUE WITH DIFFERENT SYSTEMS**
  - We became aware of other regional initiatives in NEO
  - Significant potential in gaining from a regional approach
  - We have **capacity** to bring substance to this process
  - Top Down – Bottom Up approach

*“Value in what we see now, and value in those issues over the horizon that we have not even seen yet.”* – Mayor Michael Lyons



# Coordinated Land Use and Infrastructure Planning

- **INCREASE OUR CAPACITY FOR COORDINATED ACTION** - Bringing systems together (MPOs, Water, Sewer, Energy, Transportation) and acting in concert produces knowledge and capacity to coordinate.
- **DO NOT ESTABLISH A NEW GOVERNMENT ENTITY** - Each system was identified, MPOs at first, and assigned to help define the framework for moving forward
  - Natural tendency to “go to” some existing organization, or form a new organization to move forward. NO!
- RPI is not aiming to formalize a structure, but the need to connect the **existing communities of systems for collaboration**, a voluntary effort of the leaders in our region.



# Coordinated Land Use and Infrastructure Planning

- 1) Begin developing a regional land use database and scenarios of potential regional futures for more efficient governance going forward
- 2) Continue to broaden scope and coordinate with other initiatives to promote collaboration in Northeast Ohio
- 3) Provide guidance on regional planning priorities and the issues to be explored, focusing on enhanced economic development



# Next Steps

## Moving to Implementation

- **Engage all sectors** – Continued outreach (*Why we are here today!*)
- **Communicate** – On-going engagement and mobilization of key stakeholders and regional public and private leaders
- **Refine specifics** – Input from key stakeholders
- **State Legislation** – Draft as necessary
- **Implement** – Since beginning of 2010
  - 1<sup>st</sup> Qtr, 2010 – Continued Engagement & Mobilization
  - 1<sup>st</sup> Qtr, 2010 – Coordinated framework implementation
  - 2<sup>nd</sup> Qtr, 2010 – State enabling legislation pursued, if necessary
  - 2<sup>nd</sup> Qtr, 2010 – Release proposed recommendations for action



# Next Steps

## Moving to Implementation

### What Can RIMS Members Do?

- **Be Proactive!**
- **Be Informed – [www.neo-rpi.org](http://www.neo-rpi.org)**
- **Learn More and Stay Engaged**
- **Engage Your Fellow Business Community Leaders**
- **Engage Your Colleagues and Employees**
- **Join Us – Either Individually or Collectively**
- **Be Part of the Solution for Northeast Ohio!**





# Regional Prosperity Initiative

## Discussion and Questions

*Mayor Bruce H. Akers*  
*Mayor William A. Currin*  
*Mayor Michael K. Lyons*  
*Kerry Smith, Project Lead*



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