

CWEDD COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) UPDATE IMPLEMENTATION

October 15th, 2020



UNIVERSITY OF
OREGON

School of Planning, Public
Policy and Management

Institute for Policy
Research and Engagement

Meeting Objectives

Review project timelines and
update process

Shared understanding of the
CEDS purpose and use

Discuss changes to the
implementation structure

PROJECT TIMELINE

Task	2020						2021		
	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar
1. Project Kick off	★								
2. Stakeholder Engagement									
3. Review and Update SWOT		★							
4. Update Action Plan									
5. Resilience Revisions									
6. Review and Update Implementation Framework				★					
7. Update Performance and Evaluation Framework					★				
8. Draft and Finalize CEDS							★		

★ = Meeting

Action Framework Update

Meeting materials and survey sent out

Memo with IPRE team recommendations

Example revision using Goal 2

Survey to gather additional feedback to action framework, 4 responses

Additional time needed for materials review/feedback?



Action Framework Findings

On the ground connections

Include clear metrics for implementation

Provide additional information around scale

Revisit the core purposes of the CEDS



ICEBREAKER

What comes to mind when you think
of implementation?

COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS)

Locally-based, regionally driven

A planning process and a document

Engage with the EDA

Access to funds

Prerequisite for federal designation

**Comprehensive Economic
Development Strategy, 2015-2020**

Cascades West Economic Development District



Photo Credits Gary Halvorson, Oregon State Archives

September 2015

Volume I: Basic Plan

Prepared for:
Cascades West Economic Development District



Break-out discussions

How do you currently use the CEDS?

How do you envision using the CEDS?

What support/services will you need in order to accomplish using the CEDS?



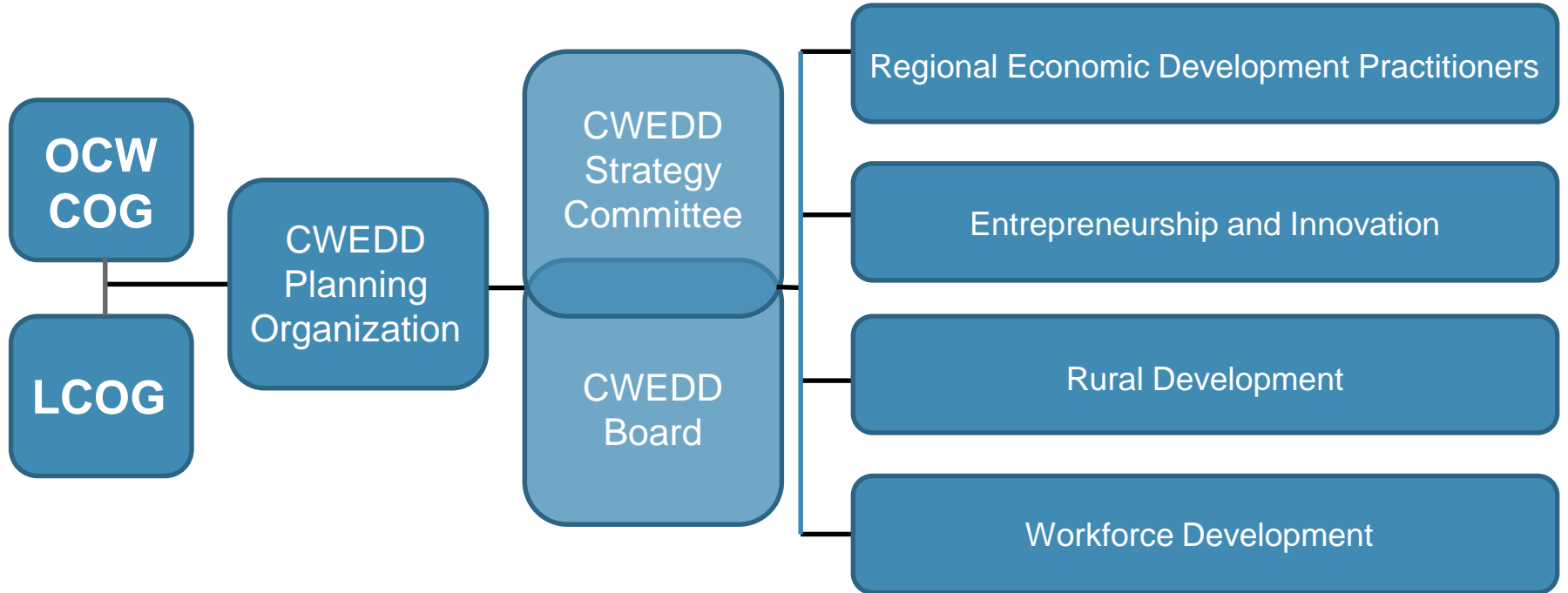
Current implementation structure

Working groups

Purpose, potential members, meeting times

5-year implementation schedule

Current Implementation Structure



Findings from survey so far...

CWEDD needs more staff

Respondents replied between 1 FTE and 3.5 FTE

Need to re-evaluate the composition of the CWEDD board

Top responses: business representatives

Working groups should remain responsible for the implementation of the CEDS



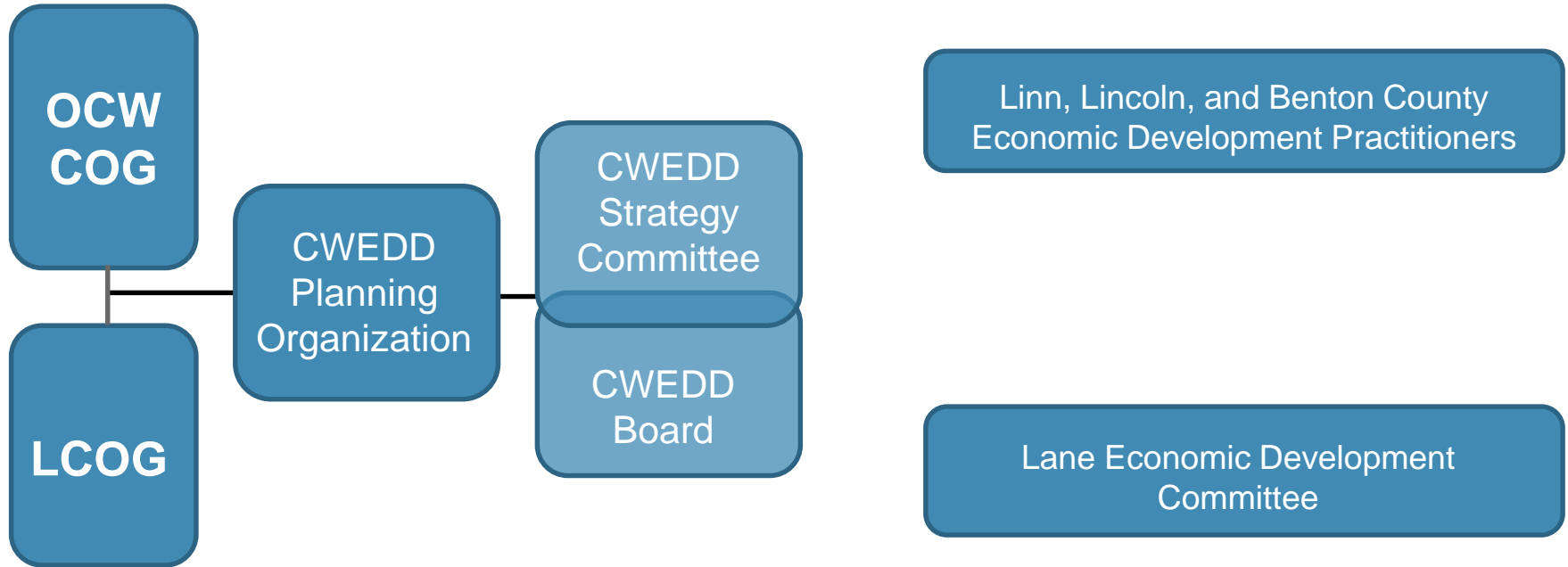
Additional findings from engagement

Support collaboration for equitable and resilient economic development outcomes

Create clear terms and systems of accountability

Leverage existing capacity

Actual Implementation Structure



Discussion

Should the working groups be organized by topic, geography, or other?

Are there additional topic areas that should be discussed within working groups?

Who should be on the working groups? (Representation and # of individuals)

Who is responsible for convening these groups?

DRAFTING TIMELINE

Task	Oct	Nov	Dec	Jan	Feb
SWOT update drafted					
Action Framework drafted					
CEDS Meeting- Implementation					
Implementation survey					
Implementation update drafted					
Compile and draft executive summary					
Updated CEDS posted for review					
CEDS Adoption					

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