

# Comprehensive Economic Development Strategy (CEDS) Process

December 14, 2022



# What is a CEDS?

A CEDS is a strategy-driven plan for regional economic development. A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region. It is a key component in establishing and maintaining a robust economic ecosystem by helping to build regional capacity (through hard and soft infrastructure) that contributes to individual, firm, and community success.

[13 C.F.R. § 303.7](#) identifies the minimum federal requirements that must be included:

- Summary Background
- SWOT Analysis
- Strategic Direction & Action Plan
- Evaluation Framework
- Economic Resiliency



# What is a CEDS?

The CEDS planning process is intended to bring together diverse interests, including both public and business interests, to develop a strategic plan for strengthening the regional economy and a plan of action to carry out the strategies

Provides integration and connection to other non-economic development focused plans, including hazard mitigation, comprehensive plans, housing, transportation, natural resource/environmental, and tourism or quality of life plans and programs

Provides a regional perspective for identifying and capitalizing on economic advantages, and recognizing areas where challenges need to be mitigated

Asset-driven planning process meant to develop a shared vision and emphasizing measurable goals and strategies, not solely a wish-list of projects

Provides a public forum for identifying and prioritizing investment projects

# Why a CEDS?

CEDS generally serve as a vehicle for regions (public, non-profit, and private stakeholders) to access additional funding opportunities related to infrastructure, business development and assistance, and planning primarily through U.S. Economic Development Administration and focused on areas of economic distress (either the entire region or sub-areas)

Indirect use for other state and federal funding requests – other agencies look favorably on regional/joint planning efforts when reviewing applications

Prerequisite for receiving designation as an EDA-recognized Economic Development District

Intended to designate lead organizations/individuals/stakeholders for identified actions and strategies

# Why Now?

CEDS are generally implemented at the Economic Development District (EDD) level. In Virginia, EDD regions are coincident with Planning District boundaries in distressed areas

12 of 21 planning districts are designated EDDs

In non-distressed areas, many Planning Districts have undertaken CEDS planning processes

5 of remaining 9 planning districts have completed CEDS at some time in the past

American Rescue Plan funding through EDA

GO Virginia Region 9 support

# Examples from Virginia

Northern Shenandoah Valley RC:

<http://users.neo.registeredsite.com/5/4/9/18967945/assets/FINAL - NSVRC CEDS.pdf>

New River Valley RC:

<https://storymaps.arcgis.com/stories/c341cd52e390493fae9548c1cf938862>

Northern Neck PDC:

<https://northernneck.digitalceds.com/>



# The CEDS process for RRRC

March 2022: Applications from TJPDC and RRRC submitted to U.S. Economic Development Administration; GO Virginia Region 9 provides financial support for “super-region” compilation and coordination

July 2022: Award and contracts between each organization and EDA finalized

September 2022: Joint RFP released by RRRC seeking consultants for three primary tasks

Eight proposals received

Review completed by RRRC, TJPDC, Central Virginia Partnership staff

Interviews with Three Offerors

November 2022: Notice of Intent to Award to Camoin Associates posted

# The CEDS process for RRRC

- Monthly coordination between regions and “super-region” with consultant team
- Concurrent Planning Processes for RRRC and TJPDC regions beginning January 2023

<b>Document Review</b>	Month 1 - Month 2
<b>Regional Economic / Demographic Conditions Analysis</b>	Month 2 - Month 4
<b>SWOT Analysis / Stakeholder Interviews</b>	Month 3 - Month 4
<b>Visioning / Goals &amp; Objectives Development</b>	Month 4 - Month 6
<b>Strategic Project Identification &amp; Exploration</b>	Month 7 - Month 9
<b>Implementation Plan Development</b>	Month 10 - Month 11
<b>Performance &amp; Evaluation Framework</b>	Month 10 - Month 11
<b>Draft CEDS Plan Available</b>	Month 12
<b>Formal Public Comment &amp; Review</b>	Month 13
<b>Final CEDS Plan Available</b>	Month 14
<b>Regional &amp; Local Adoption Procedures</b>	Month 14 - Month 16



# How Can Commissioners Be Involved?

- Serve as active participants on respective regional CEDS strategy committee; anticipated 4 meetings during the 15-month project period
- Willingness to participate in document discovery requests, surveys, focus groups and/or interviews with consultant teams
  - Identify other regional stakeholders for these requests
- Amplify the process through your networks
- Be open to a broad definition of economic development incorporating housing, transportation, tourism and quality of life benefits
- Take a lead role on identified strategies and projects that are appropriate for your local government and your other leadership positions

# Questions?



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