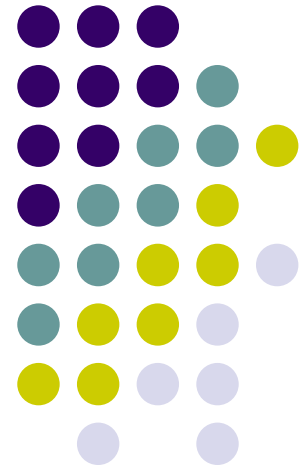
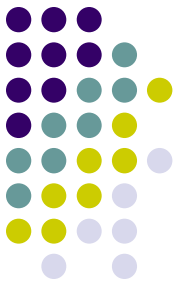


# One Coast, One Future CEDS Strategy



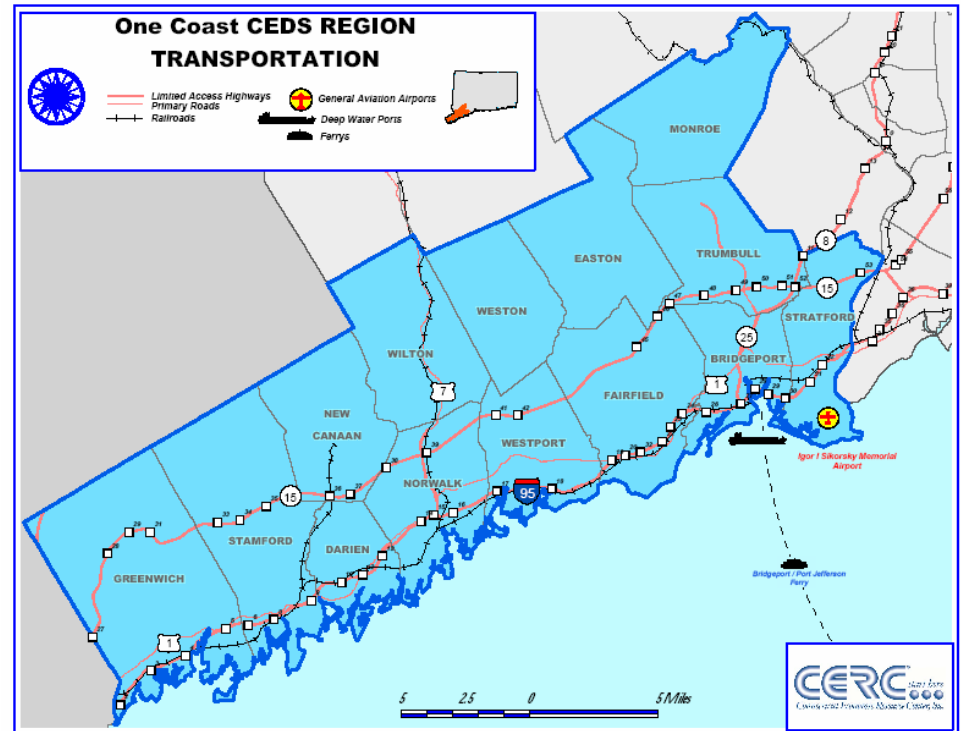
**August, 2009**

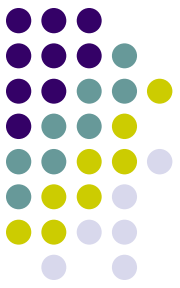




# One Coast, One Future

- 14 municipalities
- Federal funding to examine linkages and develop strategy
- Hired CERC to facilitate CEDS

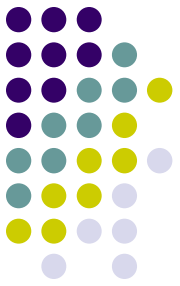




# What is a CEDS?

## Comprehensive Economic Development Strategy

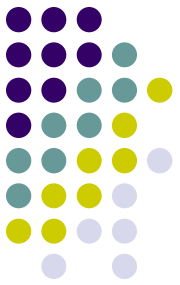
- Analyze regional economy
- Establish regional goals and objectives
- Develop regional plan of action
- Identify investment priorities and funding sources
- Integrate human and physical capital planning in furthering economic development



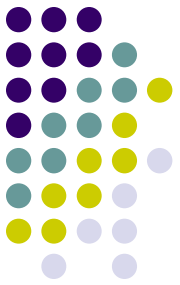
# What is a CEDS? (cont.)

- Include broad based and diverse public and private sector participation
- Clearly define metrics for success
- Part of continuing economic development planning process
- Effective for five years

# What components are part of the CEDS?



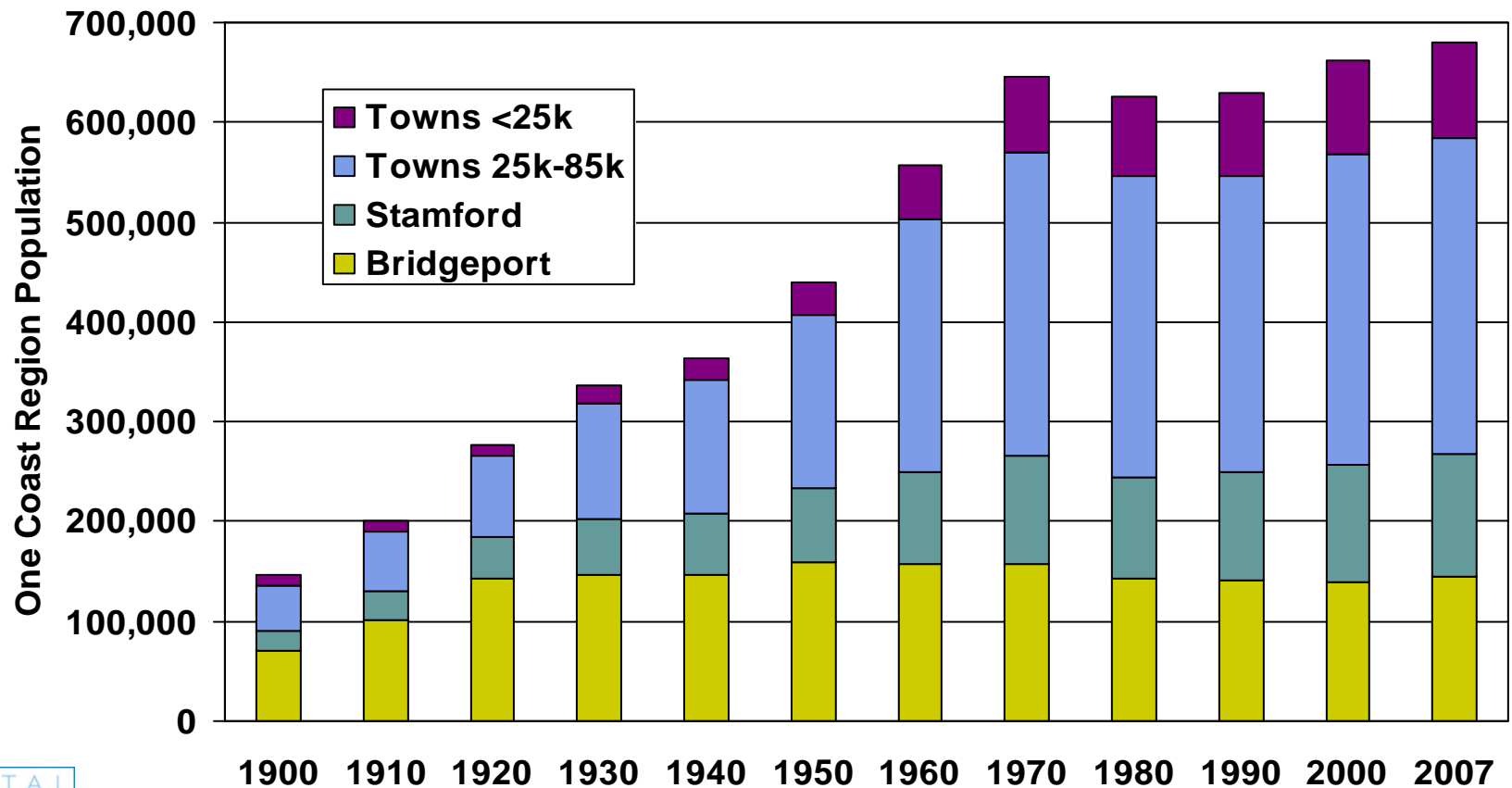
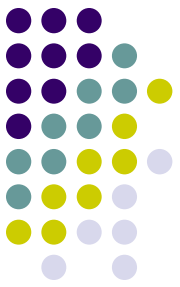
- Economic Development Background
- Analysis of Problems and Opportunities
- Goals and Objectives
- Action Plan
- Performance Measures



# Why is a CEDS important?

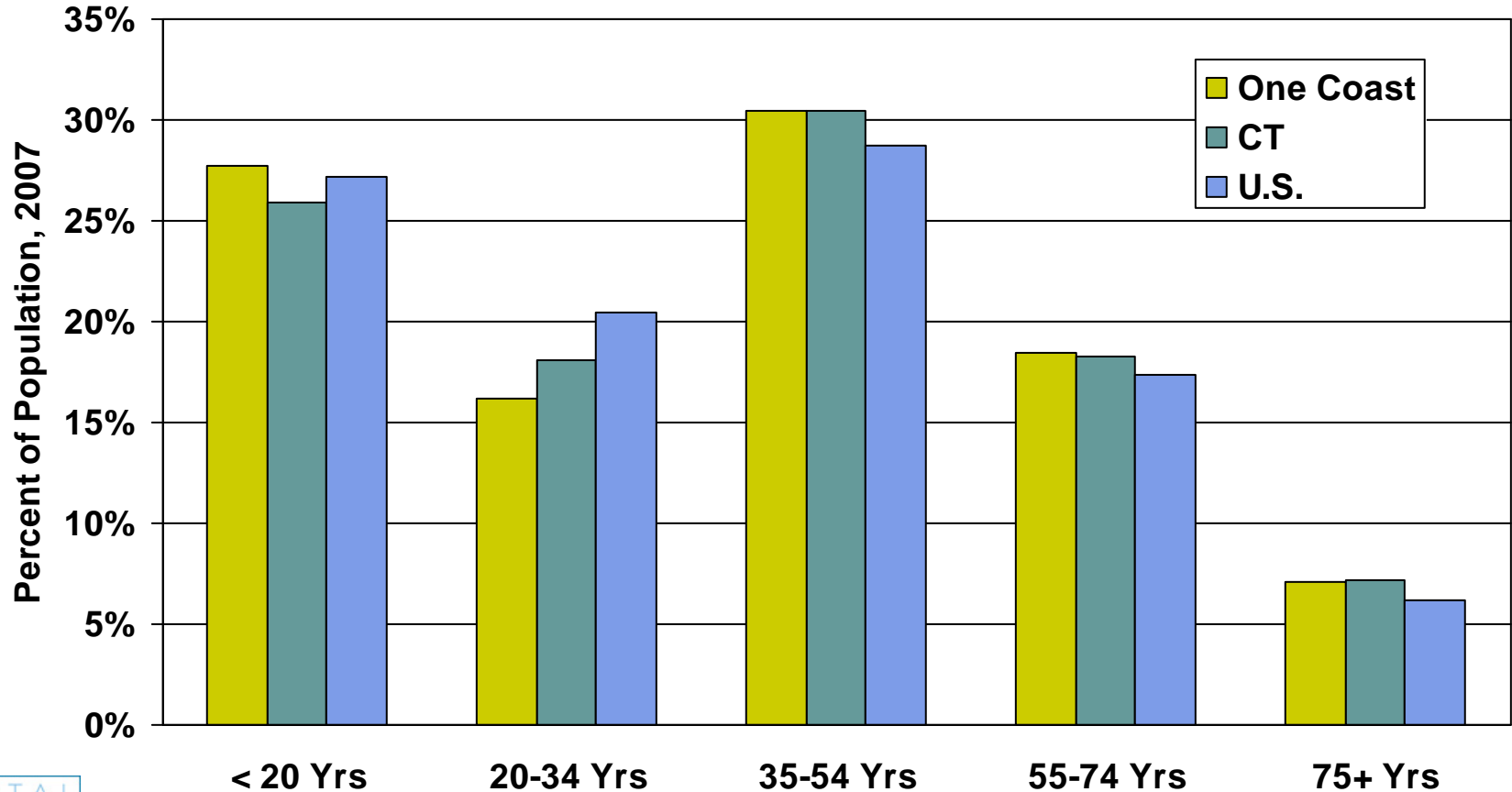
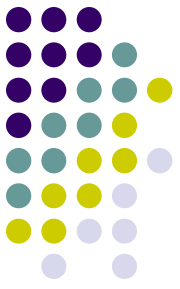
- Based in economic reality - economic scale vs. political boundaries
- Saves money - efficiency in the expenditure of public resources
- Attracts new investment - how potential businesses view location decisions

# Stamford and Bridgeport's population was more than 267,000 in 2007 – almost 40 percent of the One Coast Region.



Sources: U.S. Census, CERC DataFinder

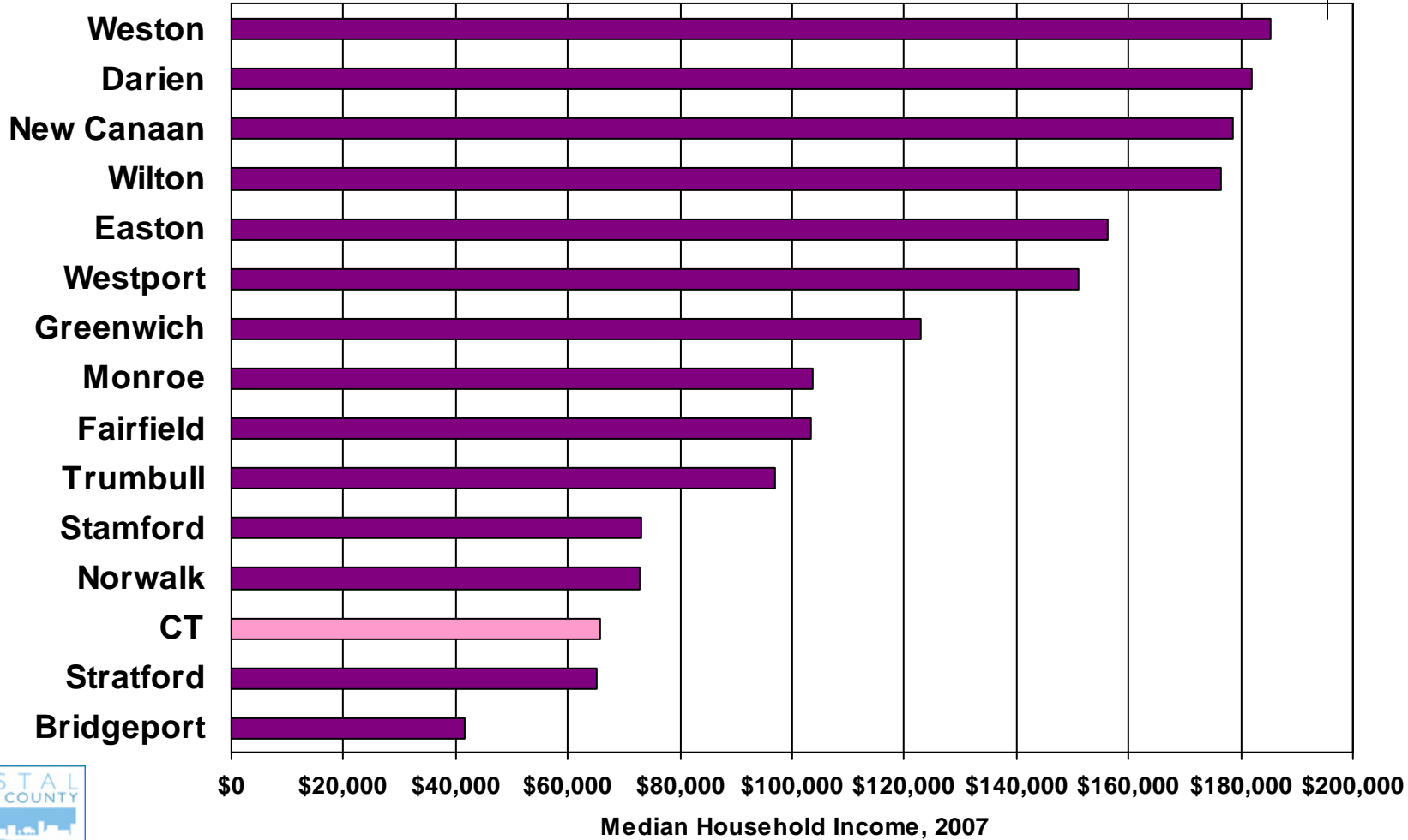
The One Coast region has a smaller relative share of young adults (20-34 years), but a higher share of young (less than 20 years).



Source: Applied Geographic Solutions, CERC DataFinder



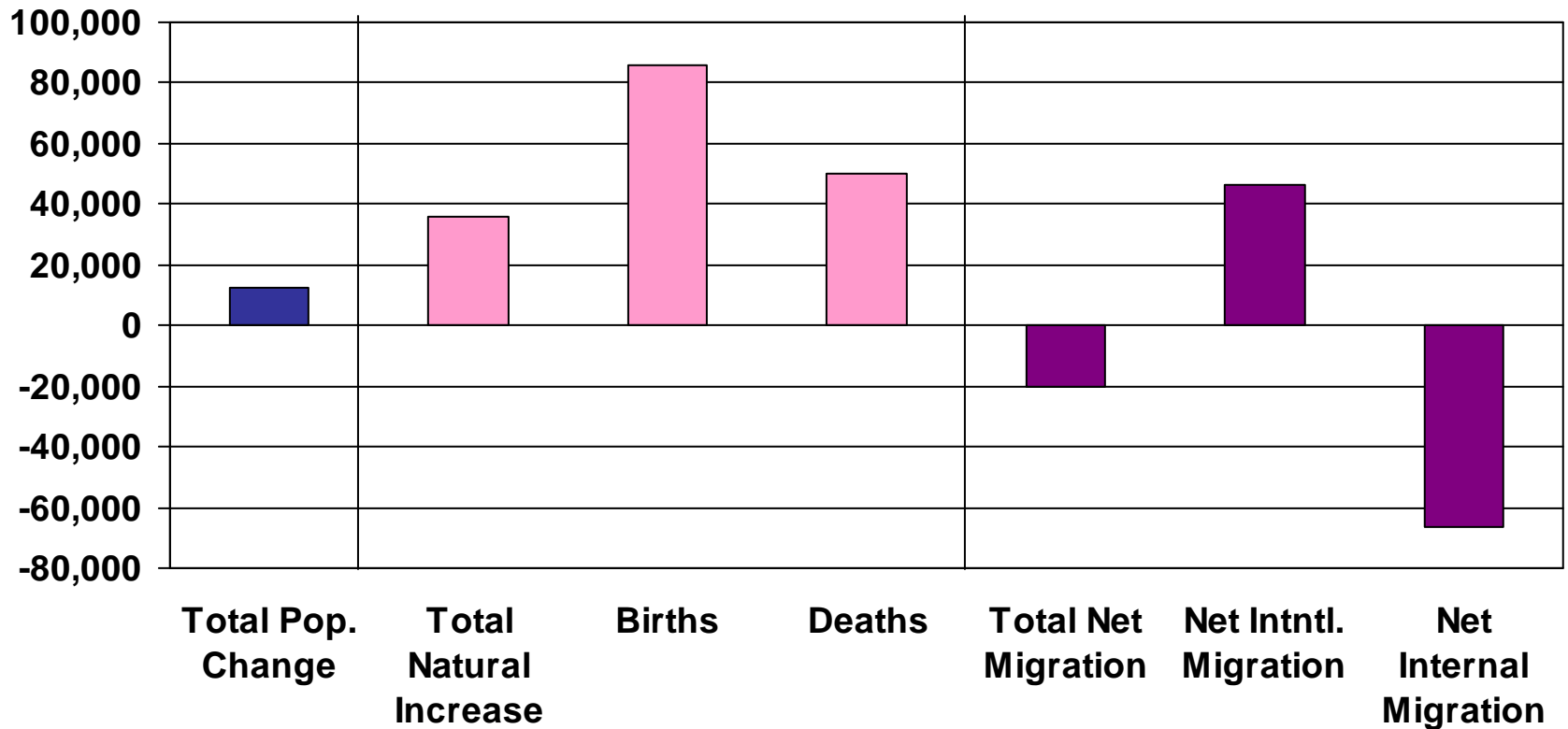
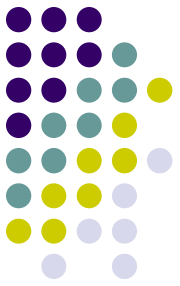
# Two towns have median household incomes that are three times above the state average; two municipalities are below Connecticut.



Source: Applied Geographic Solutions, CERC DataFinder

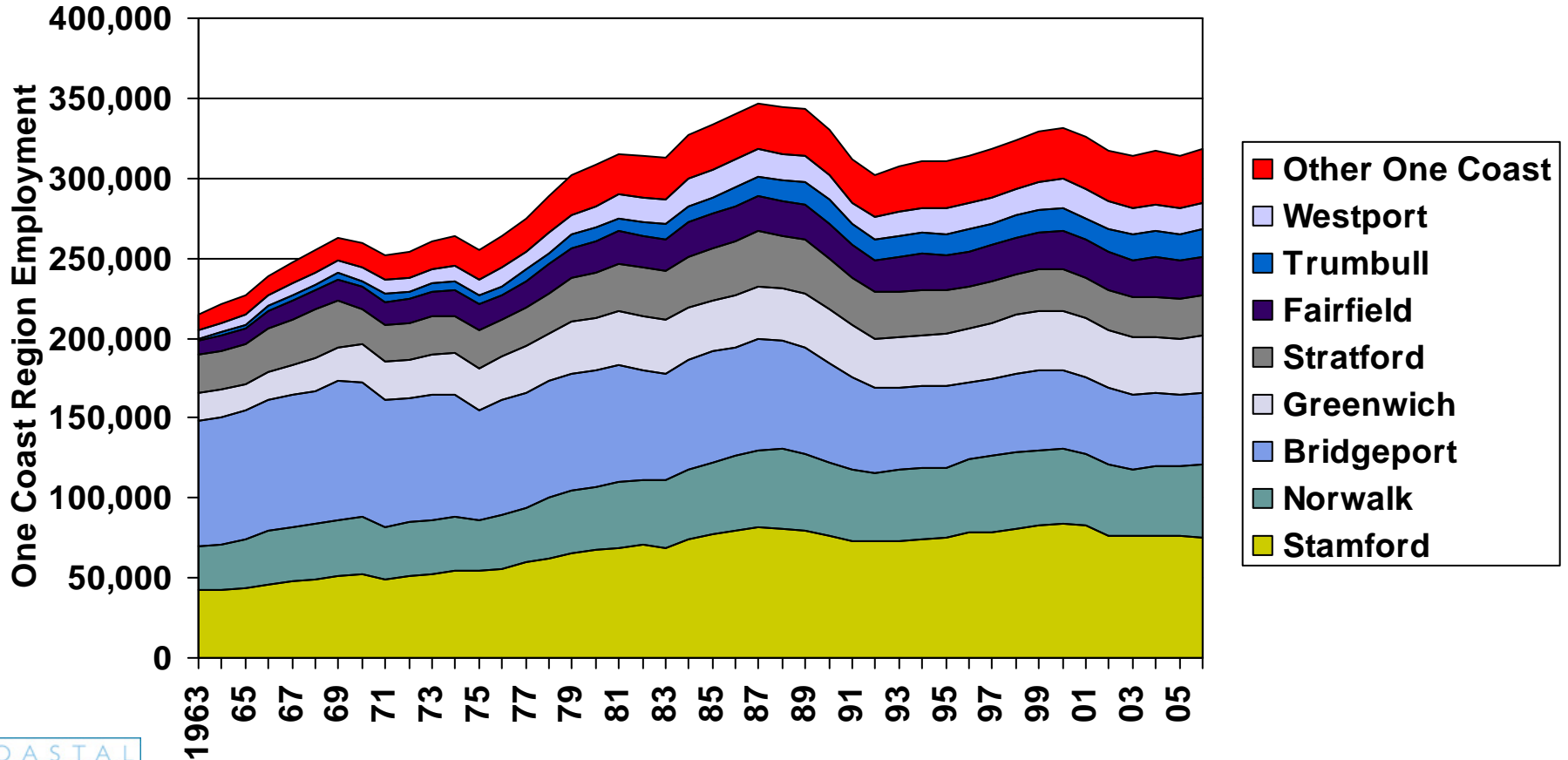


# In Fairfield County, the natural increase and international migration of population has offset the loss in internal migration.



Cumulative Estimates of Population Change Components: Apr 2000-Jul 2007

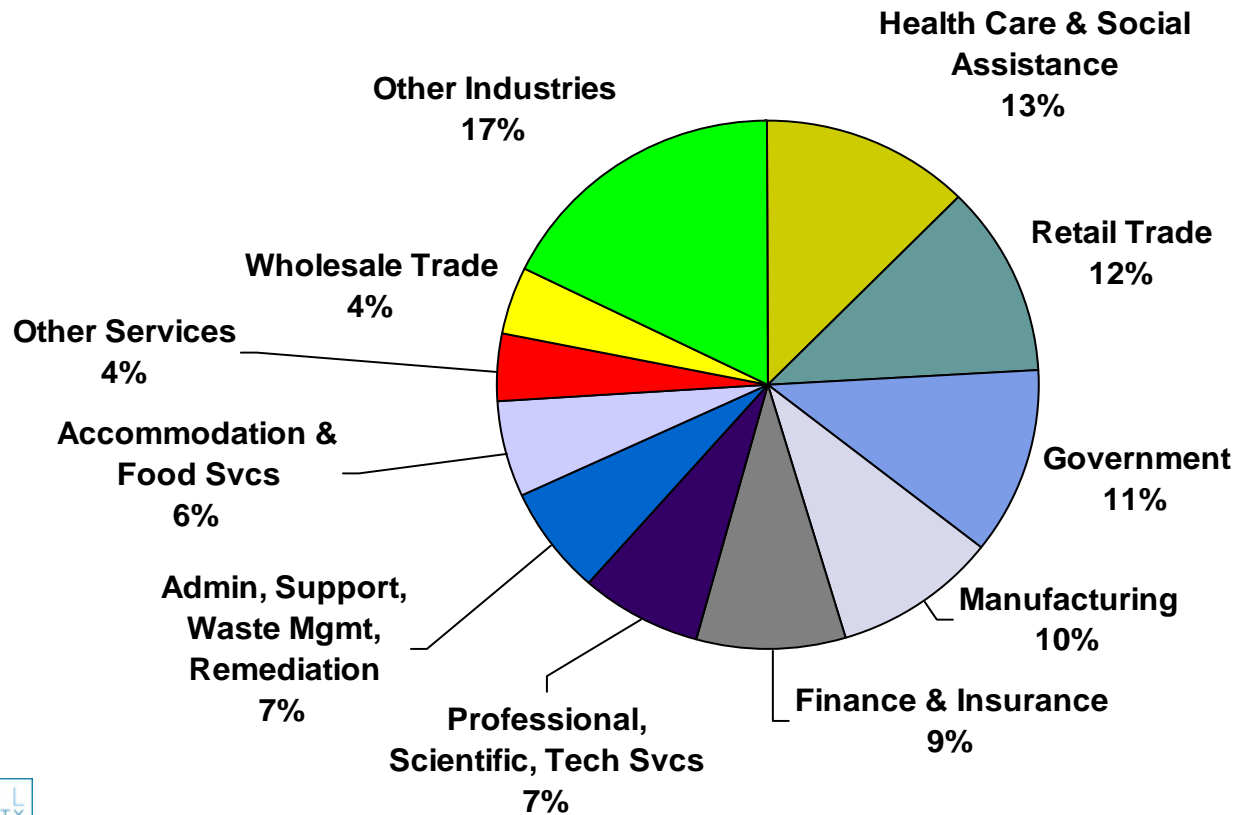
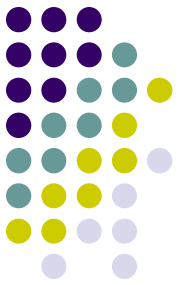
# The largest shift in the spatial distribution of jobs was out of Bridgeport during the 1960s and 1970s.



Source: CT Department of Labor



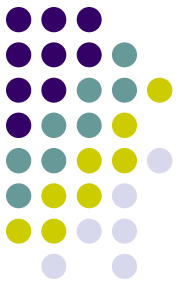
# Healthcare, retail trade, government and manufacturing each represented at least 10 percent of Fairfield County's employment in 2007.



Source: Moody's Economy.com



# Two of the industries with the largest relative employment concentrations were financial; another two were in manufacturing.



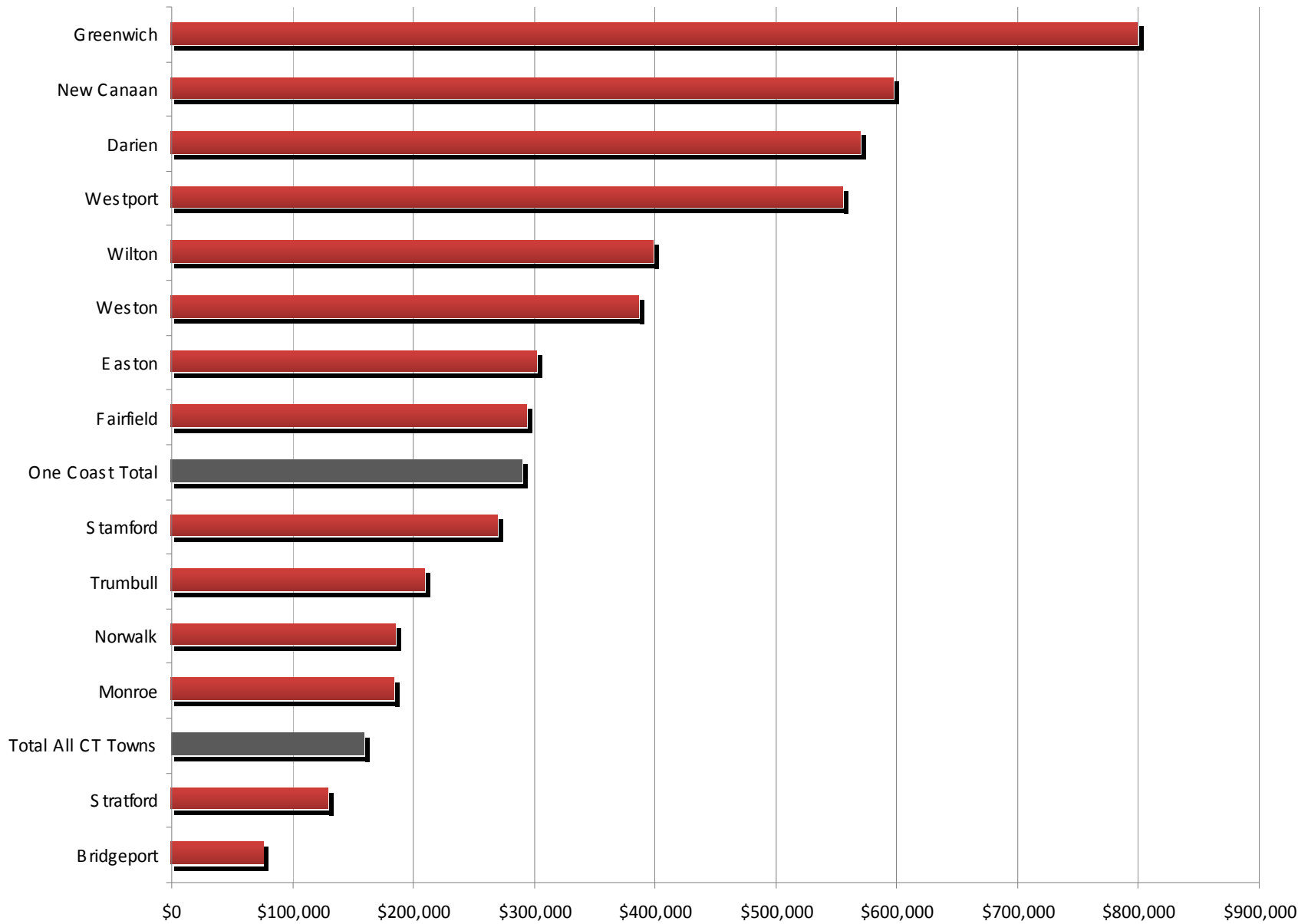
NAICS	Industry Description	Emp LQ* 2007
523	Securities, Commodity Contracts & Other Financial Investments	6.70
454	Nonstore Retailers	2.87
551	Management of Companies & Enterprises	2.45
485	Transit & Ground Passenger Transportation	2.40
525	Funds, Trusts & Other Financial Vehicles	2.15
325	Chemical Manufacturing	2.15
812	Personal & Laundry Services	2.08
335	Electrical Equipment, Appliance & Component Manufacturing	2.07
511	Publishing Industries (except Internet)	1.89
712	Museums, Historical Sites & Similar Institutions	1.67

Source: Moody's Economy.com

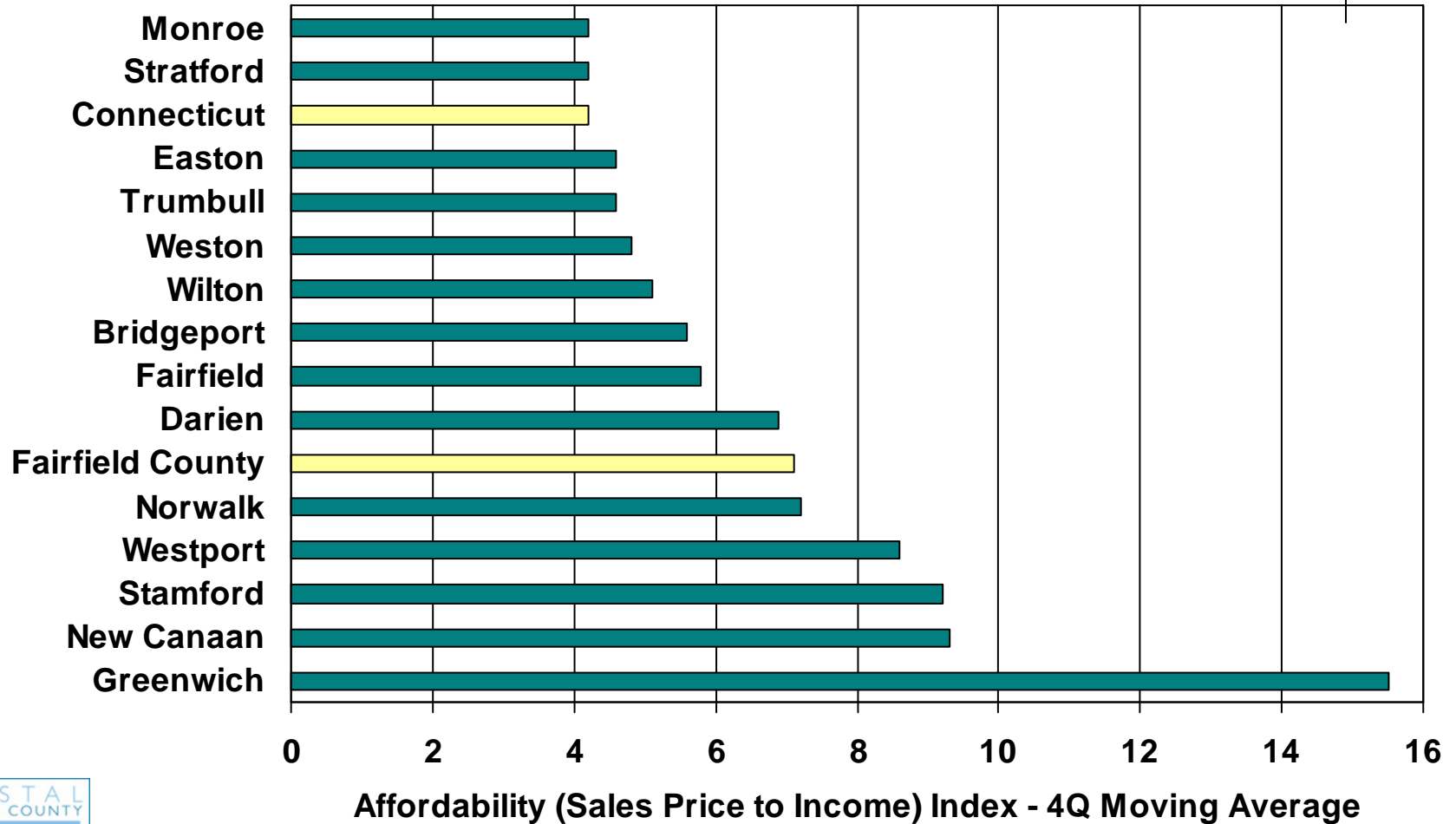
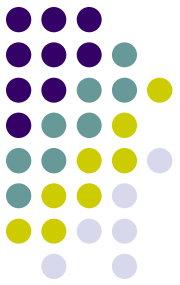
\*Largest employment location quotients of industries with at least 500 employees



# Equalized Grand List per Capita, 2006

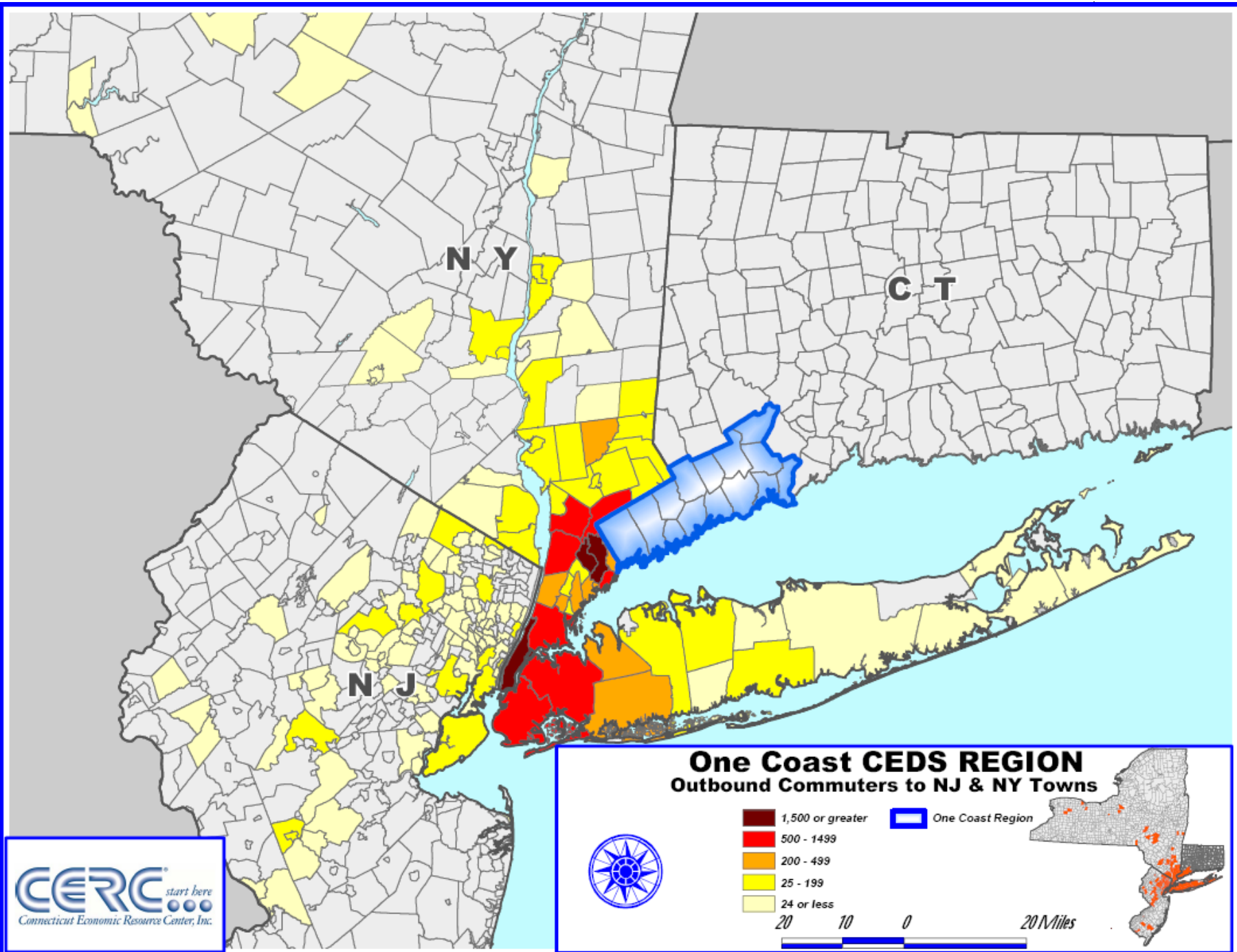


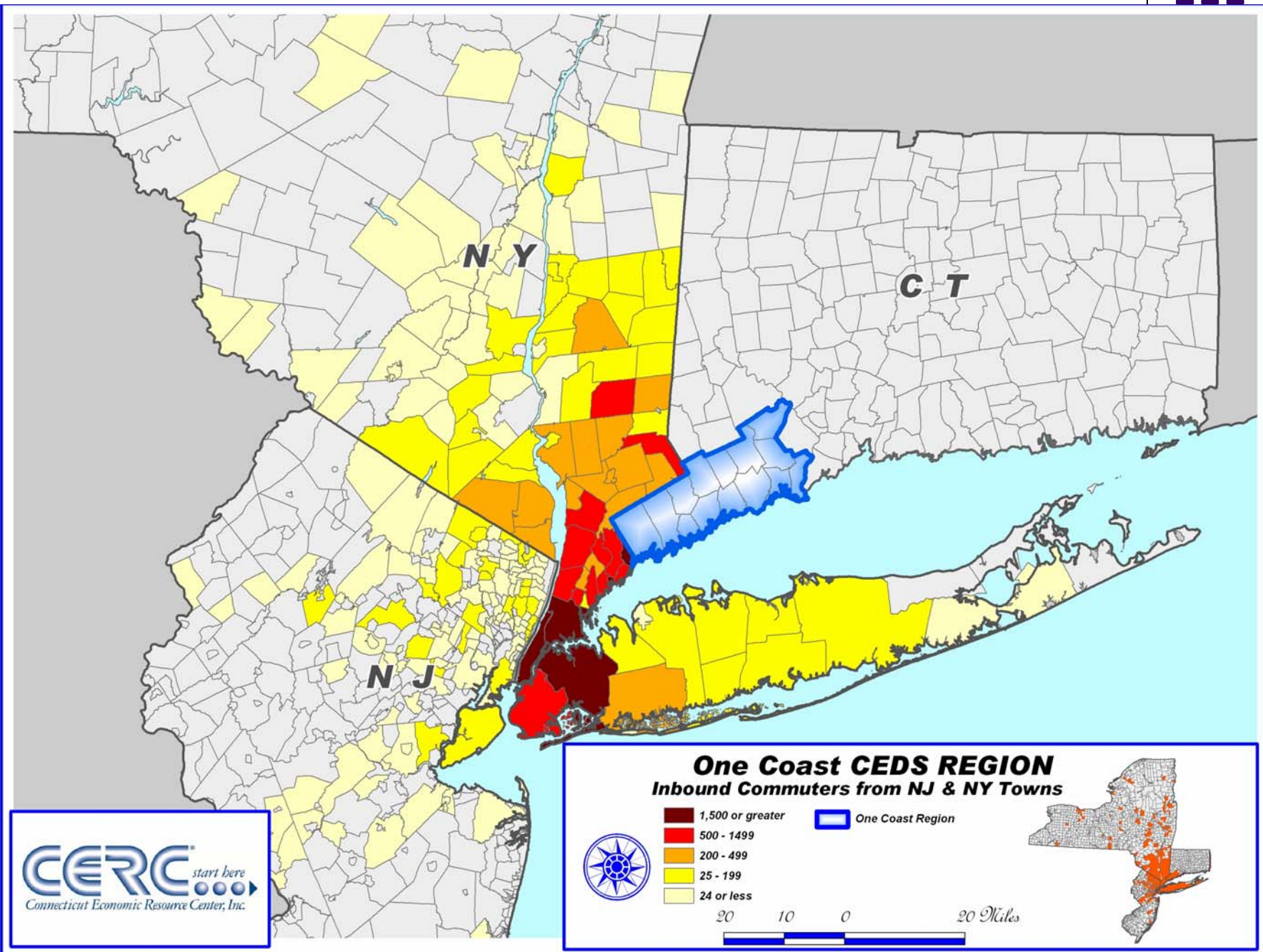
# Most of the housing affordability indices were above the state average for 2007 Q4.



Source: The Warren Group








**One Coast CEDS REGION**  
**Inbound Commuters from NJ & NY Towns**

- 1,500 or greater
- 500 - 1499
- 200 - 499
- 25 - 199
- 24 or less

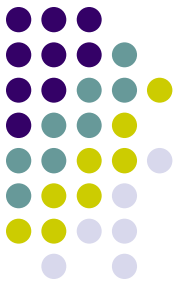
One Coast Region

20 10 0 20 Miles



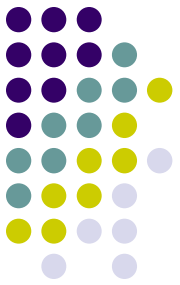
**CERC** *start here*  
 Connecticut Economic Resource Center, Inc.

# Summary Rankings for the One Coast Region, 2008



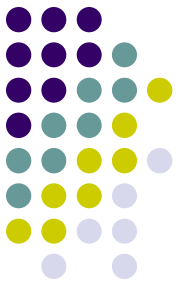
Benchmark	Ranking
Quality of Life	13
Demographics	18
Education	7
Costs and Income	9
Housing	13
Basic Economics	24
Industrial Competitiveness	1

# Best and Worst Benchmarks for the One Coast Region, 2008



Best	Rank		Worst	Rank
Crime	1		10 yr growth in labor force	22
2007 Income	1		Business growth	22
10 yr growth in PCI	1		General cost of living index	23
Finance and Insurance	1		Younger Workforce	23
Home ownership	2		Distribution of income	24
Rental affordability	2		Environment, Health	24
Management of Companies and Enterprises	2		Housing costs Index	24
Climate	4		Transportation	24
Population with associate degree	4		Workforce Dependency Ratio	25
Population with graduate degree	4			
Low income households	5			

# One Coast Region Vision



- ***The One Coast Region will have vibrant businesses providing jobs for a broad range of citizens in communities that recognize their connectivity and grow sustainably, respecting natural assets.***

# One Cost CEDS Mission



- *The mission of the One Coast Region CEDS is to provide goals and action steps for the 14-municipality region to grow sustainably and provide employment for its residents while acting on issues in control of the Region and advocating where change is necessary beyond the borders.*

# CEDS Goals & Action Steps



- Governance
- Sustainability
- Transportation and Infrastructure
- Workforce Development
- Business Environment

# **GOAL 1 - GOVERNANCE - develop strategic partnerships possessing the appropriate authority, at the right scale, to affect change and ensure accountability.**



- Objective 1: Develop a public private collaborative organization and provide it with the authority to implement a regional economic development strategy.
- Objective 2: Provide coordination and consistency between the transportation, land use and economic development strategic planning efforts among the 14 municipalities and the existing planning agencies.
- Objective 3: Build on the current communications between Chief Elected Officials in the One Coast Region.
- Objective 4: Perform public functions at an appropriate scale to most efficiently use public resources.
- Objective 5: Ensure coordination and consistency between regional and state economic development efforts.

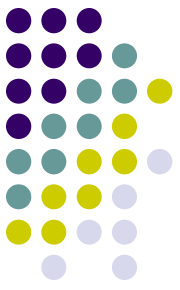
## **GOAL 2: DEVELOPMENT THAT IS SUSTAINABLE**

**– in economic activity while recognizing the importance of key natural resources and appropriate community development.**



- Objective 1: Ensure adequate supply and use of energy to accommodate appropriate growth.
- Objective 2: Develop where adequate infrastructure, particularly transportation investments, are already in place.
- Objective 3: Protect and appropriately use natural and coastal resources.
- Objective 4: Remove emphasis on grand list growth as driver of development.

# GOAL 3: HOLISTIC APPROACH TO TRANSPORTATION AND INFRASTRUCTURE INVESTMENT PLAN –coordinate projects and planning for an integrated transportation system.



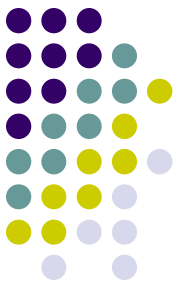
- Objective 1: Facilitate greater communication with New York and New Jersey regarding common interests and cross-state planning and collaborate with various regional entities.
- Objective 2: Improve the capacity of traveling options for the efficient movement of commuters.
- Objective 3: Create incentives for freight to move through the Region during off-peak hours.
- Objective 4: Enhance connections to New Haven and Meriden, and northern connections to Danbury and Waterbury so that people can move more easily between home and work.
- Objective 5: Utilize ports and waterways to ease a percentage of the goods and people moving through the Region on the highways and trains.

# GOAL 4: WORKFORCE DEVELOPMENT & EDUCATION INVESTMENT – Create an environment that fosters educational success and lifelong learning.

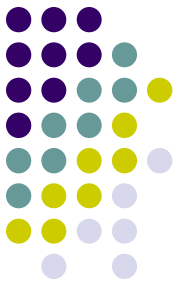


- Objective 1: Connect workforce development with education achievement.
- Objective 2: Attract and retain young professionals in the Region.
- Objective 3: Assess and address the effects of immigration.
- Objective 4: Close the education achievement gap.

# **GOAL 5 : Improve Business Environment and Economic Development Climate – by coordinating local, regional, state and federal assets.**



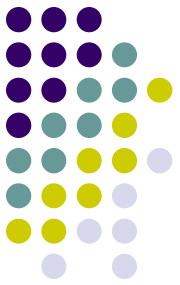
- Objective 1: Create a Regional Economic Development Council of economic development professionals or other representatives from each municipality to establish, implement and oversee Regional programs for marketing efforts and business retention, expansion and attraction, as well as to promote entrepreneurial activity.
- Objective 2: Create the One Coast Regional Economic Development Profile.
- Objective 3: Develop and implement a Regional retention and expansion program targeting existing businesses and entrepreneurs.
- Objective 4: Develop and implement a Regional marketing campaign geared toward business recruitment and development.



# Next Steps

- Hold 30 Day Public Comment Period
- Submit to U.S. EDA and Approval by EDA
- Create CEDS Implementation Committee
- Develop Priorities for Action Steps

# Get Involved



- **Contacts:**
  - Paul Timpanelli, Bridgeport Regional Business Council
  - Joe McGee, Business Council of Fairfield County
  - Ed Musante, Greater Norwalk Chamber