



MEMORANDUM

To: Regional Economy Committee

Date: Monday, March 21, 2022

Subject: CMAP's Strategic direction approaches and measures

Purpose: Staff will lead the committee in a discussion of CMAP's approaches to the objectives of the regional economy focus area using the IF/AND/THEN statements. Committee members will discuss the approaches and potential performance measurements.

Action Requested: Discussion

As CMAP undertakes a strategic planning effort, the Regional Economy Committee can play a unique role in this process. The Committee shall contribute to the agency's mission and support the implementation of the agency's strategic direction and the long-range transportation plan by providing feedback on the approaches the agency has outlined to achieve its strategic goals.

Through the strategic planning process to date, CMAP has identified three goals that align with the agency's focus areas of transportation, climate, and regional economy. Contributing to the goal are multiple objectives, which are long-term changes that CMAP expects its activities to advance but are not solely responsible for achieving. Each objective is advanced by several outcomes, which is the highest level at which CMAP believes observed changes are the results of its activities.

This memo provides the approaches that CMAP has developed, by identifying "IF" and "AND" statements representing the results of CMAP activities, "THEN" statements representing the outcomes, and related work plan activities that contribute to each approach.

After a presentation by staff the Committee will discuss and provide feedback on the approaches to the goal for the regional economy focus area being, **a robust and inclusive regional economy**. The discussion will be framed around the following questions:

- How accurately do the "IF" and "AND" statements explain how CMAP will achieve the "THEN" statement? (Accurately / Somewhat Accurately / Not Accurately)

- If not or somewhat accurately, what do you suggest to make the statement more accurate?
- What performance measures should CMAP be tracking to validate progress towards achieving the "THEN" statement?

We will most likely not get to all the approaches during the time allotted therefore, a link will be sent to committee members to submit feedback for all approaches after the meeting. CMAP will use the feedback received to further refine the agency's approach to the regional economy focus area goal.

ACTION REQUESTED: Discussion

Regional economy focus area goal: A robust and inclusive regional economy

OBJECTIVE ONE: Increased inclusive growth

Approach (Outcome) One:

IF

We develop and support the implementation of an inclusive regional economic growth strategy with performance measures

AND

We establish a consistent and structured Regional Economic Collaborative

THEN

Inclusive economic strategies will be coordinated and implemented

Approach (Outcome) Two:

IF

We develop and support the implementation of strategies for targeting investments in freight-reliant industries and planning for compulsory transportation infrastructure

AND

We increase implementer awareness and support the use of planning resources and coordinated solutions for mitigating the community impacts of new and existing freight-reliant industries

THEN

Investment in freight-reliant traded industry clusters will grow and impacts on communities will be mitigated

Approach (Outcome) Three:

IF

We develop and support the implementation of strategies for communities to increase their mix of housing options connected to transportation networks

AND

We increase implementer awareness of the benefits of improving the diversity and connectedness of the region's housing stock

THEN

There will be greater diversity in housing choices that have access to jobs and economic opportunity

OBJECTIVE TWO: Increased access to economic opportunities

Approach (Outcome) One:

IF

We incorporate evidence-based tools into CMAP transportation investment decision-making to support and foster investment in communities affected by disinvestment, and support state and local governments in doing the same

AND

We support communities affected by disinvestment with planning resources and implementation activities to plan, fund, and maintain transportation infrastructure

THEN

Areas of disinvestment will have increased access to CMAP transportation programming resources

Approach (Outcome) Two:

IF

We identify structural barriers to economic opportunity and propose and support solutions

AND

We increase implementer awareness and support an increased focus on reducing structural barriers for communities affected by disinvestment

THEN

Communities affected by disinvestment will have greater access and the tools to maximize economic opportunities