

All In!



Ashtabula  
County

**A strategic path  
for our future**

# **Steering Committee Meeting #4**

**All in! Ashtabula**

April 1, 2021

1:30-3:00 pm



# Welcome

Jake Brand

Director, Community Services & Planning

# Agenda

1. Welcome
2. Recommendation Hierarchy
3. Discussion of Goals and Objectives
4. Next Steps / Adjourn

# Recommendation Hierarchy

The image features a monochromatic blue color scheme. The background is a photograph of a large body of water, likely a lake or sea, with gentle waves and white foam. In the distance, a dark silhouette of a shoreline with trees is visible under a clear sky. The text 'Recommendation Hierarchy' is centered horizontally and vertically in a large, bold, white sans-serif font.

# Recommendation Hierarchy

- **Goals** (desired outcomes, broad policy)
  - **Objectives** (themes to organize actions, measurable)
    - **Actions** (projects, programs, policies)

# Feedback on Goals from last meeting

- Modify from previous plan – Generally topics are good
- Make less wordy / more direct
- Cover similar topics, but add tourism
- Integrate housing into economic development

# Draft Revised Goals

- A. Rural Preservation** – Foster the protection of agricultural land and the conservation of scenic areas.
- B. Transportation Connections** – Promote a safe, convenient, efficient and economical transportation system to move people and goods.
- C. Local Economy** – Stimulate economic prosperity through business opportunities, jobs and housing.
- D. Vibrant Tourism** – Capitalize on the County’s assets and invest in resources to attract visitors.
- E. Heritage and Quality of Place** - Celebrate and improve upon historical and valued buildings, neighborhoods and places.
- F. Natural and Recreational Amenities** – Encourage use of land, water and natural resources for public enjoyment while minimizing environmental impacts.

Question : Potential additional Goal focused on **Community Health and Equity**?



# Preliminary Ideas for Objectives

- Derived from Steering Committee discussions, stakeholder interviews and public engagement
- First effort to identify potential objectives – starting place for discussion
- Will be supported by more specific Actions

## **Small Group Discussion (3 groups)**

- *Do these Goals and Objectives resonate with you?*
- *Does anything concern you?*
- *Is anything missing?*
- *What Actions should support each Objective?*

We will have until 2:40 for group discussion and will then return to the full group to report back.

# A. Rural Preservation

1. Encourage development in existing cities and towns and/or places with existing infrastructure.
2. Conserve existing farmland.
3. Protect and enhance scenic and natural areas.
4. Leverage financial resources to incentivize the conservation of rural areas.
5. Encourage cooperation in planning between the County and local jurisdictions.

## B. Transportation Connections

1. Improve transportation connections to and from the County.
2. Coordinate with Access Ohio 2045 (ODOT's long-term plan for transportation policies and investment strategies).
3. Plan and design for the safety of all road users (pedestrians, cyclists, cars and others).
4. Support enhanced multi-use trails and prioritize trail locations that tie into economy/local history/heritage.
5. Realize new opportunities for existing rail infrastructure.
6. Prioritize multi modal connections in targeted areas.

# C. Local Economy

1. Improve broadband speed and reliability throughout the County.
2. Support agricultural businesses.
3. Promote and market specialty agriculture.
4. Develop strategies to promote a “green” economy.
5. Create a more competitive climate for economic development.
6. Encourage investment in existing industrial areas.
7. Capitalize on the airport as a major County asset.
8. Support entrepreneurs and small businesses.
9. Support mixed-use commercial development in proximity to residential areas.

## C. Local Economy (continued)

10. Encourage quality and variety of housing types, including affordable housing.
11. Identify opportunities to attract telecommuters.
12. Strengthen regional partnerships that leverage Ashtabula County's assets such as its deep-water ports, rail, and interstate access.
13. Expand job training opportunities.
14. Strengthen links between education and agriculture industry.
15. Utilize opportunity zones and incentive programs for new development in strategic locations.
16. Coordinate with recent housing studies.

## D. Vibrant Tourism

1. Promote County's proximity to urban areas.
2. Promote agri-tourism and wineries.
3. Identify opportunities to highlight the southern portion of the County.
4. Improve wayfinding and signage, especially at "gateway" locations and along I-90.
5. Provide more seasonal attractions/activities to encourage year-round tourism.
6. Continue branding successes and offshoots that create a local feel (branding other townships, downtowns, etc. that tie in with "Ashtabula A" or the like)

# E. Heritage and Quality of Place

1. Invest in existing structures and neighborhoods to reduce vacancy (adaptive re-use).
2. Preserve and invest in historic and archaeological resources.
3. Support vibrant, mixed-use areas including office, retail, restaurants and housing.
4. Strengthen attributes that contribute to “small town charm”.
5. Make public realm improvements that help contribute higher quality places (sidewalks, pocket parks, street furniture, public art, etc.)



# Community Health and Equity(?)

Potential topics:

- Attitude / Need to stretch “beyond status quo”
- Public health / health disparities
- Drug addiction / services
- Perceived / real divisions between northern and southern parts of the County
- Diversity / equity concerns – Several comments about wanting the County to be welcoming to all people regardless of race, ethnicity, sexual orientation or gender identity
- “Food deserts” / healthy food initiatives
- School quality
- Aging in place

# Next Steps

A blue-tinted photograph of a body of water with waves, a distant shoreline with trees, and a clear sky. The text "Next Steps" is overlaid in white.

# Next Steps

1. Revise Opportunities Map
2. Draft other maps
3. Further develop Goals and Objectives
4. Begin formulation of Actions

Next Steering Committee meeting: Thursday, May 6



**Thank you!**