CLERMONT AGENDA FOR THE FUTURE

A community-driven 10-year Agenda for a greater Clermont County

Supported by:
- Clermont Chamber of Commerce Foundation
- Duke Energy

Prepared by:
- Community Building Institute
What is Clermont Agenda for the Future?

In early 2014, community leaders began to think about economic development and quality of life issues in all parts of the county – to reset priorities for future growth and development throughout Clermont County. The last Clermont County community-wide visioning initiative was conducted nearly 25 years ago. While the resulting Clermont 2001 report released in 1991 produced a number of positive accomplishments, a great deal has changed in our community over the past 25 years. It is time to undertake a similarly bold initiative.

A community-wide process was convened to hear from all voices in the county, generate positive, productive discussions about the future, and develop strategies that will guide future growth, target resources, and build on all that is great about Clermont County. This document encapsulates the tireless work of many volunteers over the last year. It is a guide and a springboard for implementation and progress.

**The Process**

- **Setting Priorities:** > 365 help set priorities at wksp and with surveys
- **Defining the Agenda:** 50 conversations with more than 500 community members, 75 surveys
- **Developing Recommendations:** 7 Work Teams (WT), 91 WT members, > 43 WT mtgs, > 25 other mtgs, est. 1,020 hours volunteered
- **Feedback on Recommendations and Prioritizing Goals:** 594 at workshop and with surveys
- **Final Plan**

**Values**
- Balancing growth and development with a rural, small-town feel.
- Making Clermont County a great place for every phase of life.
- Being productive citizens and community members.
- Preserving and promoting our historic and natural assets.

**Themes (Work Teams)**
- ECONOMIC OPPORTUNITY
- TRANSPORTATION
- PARKS, NATURE AND RECREATION
- COMMUNITY
- LIFELONG LEARNING
- HEALTH AND WELLNESS
- HOUSING

Conversations and survey responses consistently brought a set of **Values** and **Themes** that matter to Clermont County residents:
Clermont County

Located in Southwest Ohio within the Cincinnati metropolitan region, Clermont County is a collection of unique communities both new and historic, urban and rural. Initially jump-started by post-WWII housing development and interstate highway expansion, Clermont’s growth continues, and the county has just surpassed 200,000 residents.

population: 200,218  area: 458 sq. miles

13 municipalities
Largest: Milford (pop. 6,680)
Smallest: Chilo (pop. 63)

14 townships
Largest: Union (pop. 46,416)
Smallest: Washington (pop. 2,278)

What We Know

$60,590  [$48,246 in Ohio]
Median Household Income, 2012

5.2%  [6.0% in Ohio]
Unemployment, July 2014

$50 million
Infrastructure improvements (2014-2015)

79 parks and preserves

54 Major annual community events

+5 years  Increase in median age, 2000-2010

12.1%
Adults with no high school diploma
[11.6% in metro region]

33%
Adults with a college degree
[37% in metro region]

-12%
Loss in rural population, 2000-2010
[-1% in Ohio]
Goals

What is the best thing that happened in the last year, or five years?

What are your “3 wishes” for Clermont County?

These questions and more were asked and answered in community conversations and online surveys. Responses were categorized according to one of seven theme areas. Volunteer-led Work Teams met throughout the summer of 2014 to develop recommendations to respond to community feedback.

Within the seven Themes, 23 Goals were set covering a broad range of topics. These 23 Goals are listed to the right. More detailed information including Tasks and Timelines can be found at the Clermont Agenda for the Future website, www.clermontagenda.org

1. We will have active, competitive, and fully serviced commercial sites from which to offer office and industrial options to accommodate new and expanding firms.

2. We will organize a team of community stakeholders (public and private) to create a rapid and customized program to provide employee training and recruitment specific to business needs to achieve county-wide gainful employment.

3. We will have a robust marketing and branding strategy for Clermont County designed to attract and support expansion of companies in our community.

4. The transportation system is maintained and enhanced for residents and its capacity is increased to facilitate economic development.

5. Public transportation and accessibility in Clermont County is promoted, enhanced, and expanded to connect destinations.

6. Create connections between community centers and other important destinations that enhance economic development opportunities and quality of life in a balanced way.

7. Promote bikeways and sidewalks that enhance the rural character of the County and mobility options for the non-motoring public.
Clermont County residents are better served by parks at all levels (State, County, Township, City and Village) which are an asset that makes Clermont County the place to live, work and play in Greater Cincinnati.

There are more preserved and protected natural areas in Clermont County that can be enjoyed by current and future generations.

Quality of life for Clermont County residents is enhanced by improving the variety and availability of recreational activities in Clermont County.

Clermont County residents have easy access to information about activities, events, services, and places in the county and this information is shared with residents of surrounding communities.

Clermont County will have a defined recognizable brand.

Volunteerism increases connections and strengthens the County.

Clermont County has an increased level of leadership effectiveness.

Clermont residents and stakeholders understand the importance of, and invest in, the social and economic value of learning.

Every child enters kindergarten prepared for success in school.

Every child in Clermont County has equal access to learning that helps them succeed in school and life.

Every adult in Clermont County continuously develops skills, knowledge, and experiences to achieve personal, professional, and community goals.
Future Land Use

Clermont health (mental and physical) and wellness outcomes are bolstered and the community will report having excellent or very good health through expanded partnerships and collaborations.

Clermont health (drug free community). The community will be more aware and supportive of mental health services as integral to the quality of life of all citizens in helping them live quality lives and achieve maximum health and independence.

19 Clermont County will be a drug-free community.

20 The community will be more aware and supportive of mental health services as integral to the quality of life of all citizens in helping them live quality lives and achieve maximum health and independence.

21 Clermont health (mental and physical) and wellness outcomes are bolstered and the community will report having excellent or very good health through expanded partnerships and collaborations.

22 Clermont County understands future population growth demands and existing and future capacity of land and buildings.

23 Housing in Clermont County can meet growth demands in all population segments.

Housing

Suburban
Areas of low to medium density development of primarily residential, with commercial and industrial uses as well.

19 20 21 22 23

Parks and Greenspace
Park or nature preserve areas (State, Township, Village, City), and lands owned publicly or privately that are considered to be park, greenspace, or preserved for natural use (excluding golf courses).

Natural (Hillsides and Forests)
Areas of predominately forest or tree-cover, typically near rivers, streams and lakes, and including area of hills and slope near the Ohio River.
How land will be used in the future has been a part of the future of Clermont County. From improved transportation links to economic development projects to land preservation initiatives, residents have consistently expressed their desire to maintain a balance between rural, small-town character and growth and development.

Land use patterns now and in the future are particularly important to Clermont County.

- **Agricultural/Rural**: Areas that are generally sparsely populated, predominately agricultural (an important economic use in Clermont County), with occasional residences.
- **Mixed-Use Community Center**: Municipalities, Township centers and areas of population concentration, commercial activity and mixed uses.
- **Economic Ready Zone**: Areas with strong economic development potential, where infrastructure exists for growth and development now and in the future.
- **Parks and Greenspace**: Park or nature preserve areas (State, Township, Village, City), and lands owned publicly or privately that are considered to be park, greenspace, or preserved for natural use (excluding golf courses).

Potential Land Use

- **Natural**: Areas of predominately forest or tree-cover, typically near rivers, streams and lakes, and including area of hills and slope near the Ohio River.
- **Suburban**: Areas of low to medium density development of primarily residential, with commercial and industrial uses as well.
- **Economic Ready Zone**: Areas with strong economic development potential, where infrastructure exists for growth and development now and in the future.
What’s Next?

January 2015
Launch Implementation phase of Clermont Agenda for the Future

Winter-Spring 2015
Form Implementation teams and begin work

Summer-Fall 2015
Engage partners to pursue Goals and Action Steps

2016 and Beyond
Evaluate progress and continue the work

Leadership

Executive Team
Matt Van Sant, Clermont Chamber
Dave Gooch, Park National Bank
Warren Walker, Duke Energy
John Melvin, Clermont Chamber
George Brown, Project Manager

Work Team Co-Chairs
Chris Smith  Economic Opportunity
Dave Spinney  Economic Opportunity
Rex Parsons  Transportation
Larry Fronk  Transportation
Sheila Hinton  Parks, Nature & Rec.
M.E. Steele-Pierce  Lifelong Learning
Chris Wick  Lifelong Learning

Lisa Davis  Community
Sandy Bradford  Community
Margaret Jenkins  Health and Wellbeing
Sarah Ghee  Health and Wellbeing
Larry Keith  Housing
Tim Hershner  Housing

Work Team Support
Liz Blume, CBI
Valerie Daley, CBI
Andrew Stahlke, CBI

Partners
Cincinnati Nature Center
Clermont CAN
Clermont Convention and Visitor’s Bureau
Clermont County Commissioners
Clermont County Office of Economic Development
Clermont County Park District
Clermont County Planning
Clermont County Public Library
Clermont Mental Health and Recovery Board
Greater Cincinnati Foundation - Clermont Community Fund
Great Oaks
Green Umbrella
LEAD Clermont Alumni Association
Local Townships and Municipalities
OSU Extension, Clermont County
STRIVE
Success by Six
UC Clermont
United Way of Greater Cincinnati (Eastern Area)
YMCA of Clermont County
and many more...

Learn more and stay up-to-date on Clermont Agenda for the Future progress at www.clermontagenda.org

Prepared December, 2014