

# Theory of Change Outcome Map



## ACTIONABLE RESEARCH

We identify regional needs and opportunities crucial to advancing sustainable equitable development.

## STRATEGIC COMMUNICATION

We make the case for sustainable and equitable development in and across SWPA communities.

## TECHNICAL ASSISTANCE & TRAINING

We provide hands-on tools and resources to enable project teams to develop and fund their work.

## REGIONAL POLICY & PARTNERSHIPS

We facilitate a coordinated regional vision enabled by aligned partnerships and policy.

Enables investment-ready **PROJECTS** with purpose, innovation, support, and resources.

## COORDINATED, DATA-DRIVEN IMPACT

Project teams develop well-scoped projects that deliver on data-driven goals aligned to regional priorities.

## IMPLEMENTABILITY & INNOVATION

Project teams overcome implementation barriers via innovative processes, policies, and best practices.

## SUPPORT & LEGITIMACY

Project teams are able to gain legitimacy and support via engagement of community members, elected officials, technical service providers, and other stakeholders.

## ACCESS TO RESOURCES

Project teams are able to raise and manage the resources they need for success, especially funding and land use.

Encourages **COMMUNITIES** to scale and institutionalize success via perspectives, pipelines, partnerships, and practices.

## PERSPECTIVES

A shared vision for sustainable economic development increasingly emerges from and informs development across multiple projects.

## PIPELINES

Communities more effectively identify and prioritize project opportunities aligned with regional development priorities.

## PARTNERSHIPS

Communities build collective power across projects through shared services, partnerships, and developing strong local leaders.

## PRACTICES

Communities adopt best practices from within and beyond the region to more effectively garner and manage finances, pass enabling policy, and deploy other resources across projects.

Enables infrastructural **SYSTEMS** that support equity, growth, and resilience.

## EQUITY

Infrastructure systems provide equitable access to and quality of service throughout the region.

## GROWTH

Infrastructure services are provided in cost-effective ways that promote regional economic growth and development.

## RESILIENCE

Infrastructure services are renewable, regenerative, and increase community climate resilience.

Leads to a **REGION** with climate-resilient and fiscally strong communities where everyone can thrive.

## RESILIENT INFRASTRUCTURES

The SWPA region is climate resilient and decarbonized.

## STABLE POPULATIONS

The SWPA region is a place where all can thrive and population grows.

## FISCAL SOLVENCY

SWPA communities can sufficiently fund and manage services.

# COHUB PLANNED ACTIVITIES

## 2026-2027

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### ACTIONABLE RESEARCH

- Develop Readiness Index.
- Coordinate engaged research via the Research Council.
- Conduct regional economic analyses and investment studies.



### STRATEGIC COMMUNICATIONS

- On-going outreach and increased earned media.
- Develop and expand digital assets for project teams and communities.
- Create a strategic communications plan.



### TECHNICAL ASSISTANCE & TRAINING

- Expand grant and project resources and offerings.
- Provide foundational readiness trainings.
- Develop cohort model and new education programs.
- Facilitate project funding via deal rooms.



### REGIONAL PARTNERSHIPS & POLICY

- Advocate for state and local enabling policies.
- Develop a shared vision for sustainable and equitable economic development in SWPA.