



# GOING PLACES – AN INTEGRATED LAND USE VISION FOR THE MIAMI VALLEY REGION



## PHASE II REGIONAL STAKEHOLDER ENGAGEMENT STRATEGY

The **Going Places – An Integrated Land Use Vision for the Miami Valley Region** is a 4-year Regional Land Use Planning Initiative aimed at bringing the Miami Valley Region together to discuss and build a shared land use vision to make this Region a better place to live, work, and play.

This initiative follows a 3-phase land use planning process to develop a shared future land use vision, represented by the conceptual region-based growth framework for the Miami Valley Region.

- Phase I - Existing Condition Assessment: Physical and Non-Physical Condition Evaluation
- Phase II - Future Landscape Exploration: Future Land Use Scenario Development and Assessment
- Phase III - Building a Clear and Shared Regional Land Use Framework

The planning principles of the Going Places initiative are to:

- Incorporate sound technical analysis of quality data throughout the process
- Facilitate meaningful discussions and build a regional consensus
- Seek extensive regional stakeholder engagement so that the outcome reflects a collective vision of regional stakeholders
- Build a partnership with local jurisdictions and work closely with their staff
- Foster strong support from regional leaders in both public and private sectors
- Better integrate the Going Places planning process into MVRPC's current regional transportation planning process

The successful engagement of regional stakeholders is one of the key ingredients of the entire Going Places planning process. However, as the project moves into Phase II, a clearly defined strategy on how Going Places would engage regional stakeholders is needed since Phase II is geared toward identifying various future land use visions that are identified by regional stakeholders.

This document is intended to provide a roadmap of how Phase II of Going Places will be carried out with a general overview of the strategic approach that the Going Places initiative intends to employ. More specifically, this document provides information pertaining to 4 specific areas: 1) an overview of Phase II; 2) a stakeholder outreach strategy to publicize Phase II; 3) a stakeholder involvement strategy to solicit a broad cross-section of inputs from regional stakeholders; and 4) the overall process for the development and evaluation of future land use themes and land use scenarios.

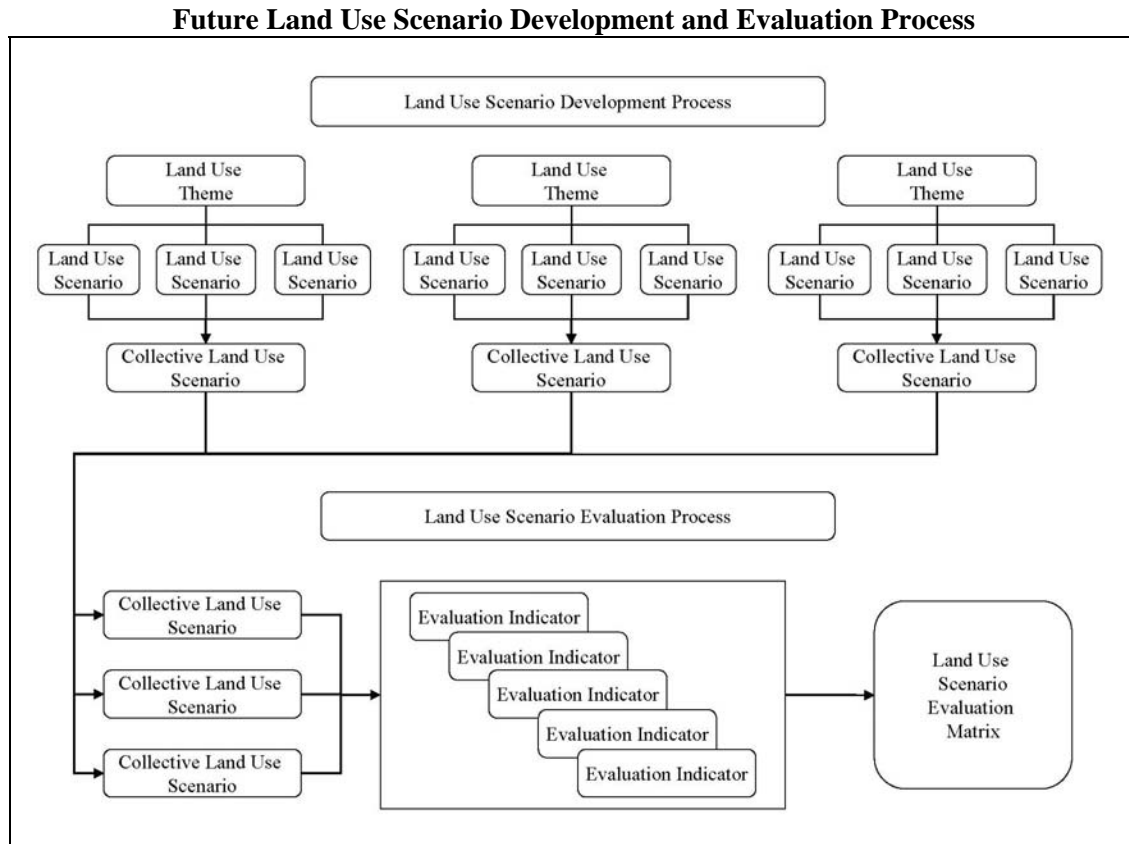
The term “Regional Stakeholders” used in this document refers to individuals and/or groups living and working in the Miami Valley Region, who have a direct interest, involvement, investment, or are generally affected by future land use pattern and include all public and private sector organizations, various interest groups, and the general public. Further, the principles of public participation outlined in the MVRPC's Public Participation Policy serves as a general guideline.

**PHASE II – FUTURE LANDSCAPE EXPLORATION:  
FUTURE LAND USE SCENARIO DEVELOPMENT AND ASSESSMENT**

**PHASE II OVERVIEW**

The second phase of the Going Places Initiative is tasked with exploring the future landscape options of the Region. More specifically, Phase II is to build Future Land Use Scenarios and to evaluate Land Use Scenario Impacts.

The general process for developing and evaluating future land use scenarios is illustrated in the diagram below, followed by a brief explanation.



The future land use scenarios developed as a result of Phase II of Going Places would be conceptual in nature addressing the questions of “How” and “Where” developments are envisioned and considered to be desirable in the Miami Valley Region. The answers to the question of “How” would be represented by the future land use theme while “Where” would be represented by future land use scenarios.

The first part of Phase II is devoted to identifying future land use themes as well as building a corresponding conceptual land use scenario that represents each theme. However, as illustrated in the diagram above, it is important to note that a land use theme could be depicted by several different alternative land use scenarios. For example, a land use theme emphasizing the need for infill development could be represented by different forms of spatial patterns depending upon the location and the level of infill foreseen by the community. Through workshops and meetings hosted at various parts of the Region, the first part of Phase II is to identify common land use themes as well as building collective land use scenarios that correspond to the land use themes.

Once the collective land use scenarios representing future land use themes are built, the second part of Phase II, evaluation of future land use scenarios, will be implemented based on various indicators to measure the implication of each scenario.

The general process for Phase II of Going Places involves:

- Develop initial sets of conceptual land use themes, theme principles/characteristics, and conceptual land use scenarios with Going Places Steering and Planning Advisory committees.
- Conduct community-based workshops throughout the Region to engage various regional stakeholders in the conceptual land use theme and scenario development process and refine initial sets of land use themes and scenarios as additional inputs are collected at various workshops.
- Conduct focus group meetings with special interest groups to engage them in the conceptual land use theme and scenario development process and refine initial sets of land use themes and scenarios as more inputs are gathered.
- Conduct technical analyses to evaluate preliminary land use scenario impacts.
- Conduct regional workshops to present refined sets of collective land use themes, scenarios, and preliminary results of land use scenario impact evaluation.
- Finalize conceptual future land use scenarios and their impact assessment.

#### **STAKEHOLDER OUTREACH STRATEGY**

Extensive stakeholder outreach efforts throughout the Miami Valley Region are planned to publicize Phase II of Going Places so that the regional stakeholders become more aware of the Phase II efforts, which will in turn, maximize attendance and participation during the Phase II process so that a broad cross-section of inputs during the scenario building process are assembled.

The regional stakeholder outreach strategy covers both marketing and advertising strategy to publicize various participation opportunities during Phase II, as well as a communication strategy to disseminate information at various times during Phase II. The strategy to solicit input from regional stakeholders during Phase II is addressed in the next Stakeholder Involvement Strategy section.

##### *Marketing and Advertising Strategy*

Implement a Media and Online Campaign primarily using various existing outlets to publicize the Going Places initiative, including advertising for various involvement opportunities scheduled during the scenario building process of Phase II. It is important to note that strong collaboration with local community staff is needed to maximize resources. The existing outlets that may be utilized include:

- Local media advertising - Newspapers, radio, and TV advertising
- Existing local publications – Community newsletters published by local governments and other organizations
- Direct Mail
- Newspaper Inserts
- Press releases
- Letters
- Information flyers and posters distributed through public venues
- Existing online blogs/message boards/social networking sites
- Advertising through websites – MVRPC and other organization’s website
- News E-lets
- Direct outreach at local festivals and/or special events

### *Information Sharing Strategy*

Share progress of the Phase II process with regional stakeholders using various tools. The various tools to be utilized include:

- Existing local publications – Community newsletters published by local governments and other organizations
- Brochures, exhibits, and displays at conferences, local festivals and/or special events
- Presentations at conferences and meetings
- News Conferences/Public Interest Programs from the media
- Public open houses
- Website – MVRPC and other organization’s website
- News E-letters
- Existing online blogs/message boards/social networking sites
- Meetings with staff of governmental/non-governmental organizations

### **STAKEHOLDER INVOLVEMENT STRATEGY**

Throughout Phase II, a variety of regional stakeholder involvement opportunities will be provided through various modes so that the entire Phase II process remains as inclusive as possible and provides a variety of channels of involvement opportunities for regional stakeholders to voice their opinions and concerns.

The five modes of regional stakeholder involvement planned for Phase II include:

#### *Community-Based Workshop/Regional Workshop*

A Community-Based Workshop is to engage the stakeholders at a community level in the identification and development of future land use themes and future land use scenarios. The workshop is designed as an interactive session and will solicit input on “How” and “Where” the developments are envisioned and considered to be desirable in the Miami Valley Region. The Regional Workshop is similar to the Community-Based Workshop in terms of its interactive nature. However, the Regional Workshop will be hosted after all the Community-Based Workshops are completed with the purpose of bringing various stakeholders together to facilitate a discussion on future land use themes and future land use scenarios from a regional perspective. Workshops will be hosted in the evening and will be open to the general public. All inputs and comments will be recorded and used in the future land use theme and scenarios building process.

#### *Focus Group Meeting*

A Focus Group meeting is to engage special interest groups in the identification and development of future land use themes and future land use scenarios. Unlike the Community-Based/Regional Workshops, a Focus Group Meeting will be hosted during the daytime with invited participants. All inputs and comments will be recorded and used in the future land use theme and scenarios building process.

#### *Open House Public Participation Meeting*

An Open House Public Participation meeting provides an additional opportunity to review, comment, and ask questions pertaining to the future land use themes and scenarios built as a result of the scenario building process. No formal presentation will be given. Information will be displayed and

the MVRPC staff team will be available to answer any questions. All inputs and comments will be recorded and used in the future land use theme and scenario building process as necessary.

### *Survey*

Surveys will be conducted during Phase II to solicit input on the future land use themes and scenarios. An online survey will be hosted on the MVRPC's Going Places webpage throughout Phase II while a phone survey will be conducted toward the end of Phase II to solicit input from the broader public.

### *Leadership Briefing and Dialogue*

Throughout the Phase II process, the MVRPC staff team will make status updates and facilitate a discussion to the Going Places Steering and Planning Advisory Committees as well as to the MVRPC Technical Advisory Committee and the Board of Directors. All input and comments will be recorded and used in the future land use theme and scenario building process as necessary.

## **Design of Community-Based Workshop, Regional Workshop, and Focus Group Meeting**

The Community-Based Workshops and Regional Workshops are to involve regional stakeholders while the Focus Group meetings are to involve special interest groups into the Phase II process.

The Community-Based Workshops and Focus Group Meetings will be hosted first throughout the Region. However, it is important to note that, due to the regional nature of Going Places, workshops at the local level need to be complemented by Regional Workshops so that the regional vision collected at a local level will be elevated into the regional level. Therefore, once all the Community-Based Workshops and Focus Group Meetings are completed, Regional Workshops will be conducted.

The initial sets of future land use themes developed by the Going Places Steering and Planning Advisory Committees will be used as a basis for the Community-Based Workshop and Focus Group Meetings. However, the workshops and focus group meetings are designed to capture new ideas on future land use themes that will emerge.

The Community-Based Workshops, Focus Group Meetings, and Regional Workshops are designed to Educate and Engage regional stakeholders in the scenario building process.

### *Educate*

- Inform regional stakeholders on Going Places, the importance of regional land use planning, and the relationship between land use and transportation and the impacts of land use.
- Inform regional stakeholders on regional developmental trends, socioeconomic trends, and developmental constraints and opportunities.

### *Engage*

- Involve regional stakeholders in the development process of future land use themes and corresponding characteristics and principles of each land use theme.
- Involve regional stakeholders in the development process of conceptual future land use scenarios.

The Community-Based Workshop and a Focus Group Meeting will be a 90-minute session hosted at a convenient location that has a large meeting room to accommodate approximately 20 to 50 people. The MVRPC Going Places staff team will coordinate with local jurisdiction/community staff to determine the

location and time. Appropriate methods will be utilized based on the public outreach strategy to publicize the workshop.

In general, the Community-Based Workshop and Focus Group Meeting are designed to educate and engage the participants on the following three main questions: 1) What is Going Places and why does it matter?; 2) How have we developed over the years and where are we now?; and 3) What are our future options?

*What is Going Places and why does it matter?*

MVRPC Going Places staff team will give a short 10 minute presentation to provide an overview of Going Places, the importance of regional land use planning, and the relationship between land use and transportation and the impacts of land use.

*How have we developed over the years and where are we now?*

Based on the findings from Phase I – Existing Condition Assessment, MVRPC Going Places staff team will give a 15 minute presentation to share information pertaining to regional developmental trends, socioeconomic trends, and developmental constraints and opportunities.

*What are our future options?*

In order to solicit input on this question, the workshop will conduct a 65-minute interactive session performing two exercises: interactive Mind Mapping and Dot Mapping Exercises. Scenario stations for each land use theme (the initial sets of land use themes identified from the Steering and Planning Advisory Committee) will be set plus station(s) designated for new theme(s). Each scenario station will display a conceptual land use theme with a short description of its principles and characteristics. Further, each station will be provided with reference maps, instructional sheets, worksheet templates, and exercise supply materials. Prior to conducting an interactive session, participants will be asked to review each theme and join a scenario station that best reflects their vision and participate in the exercises. Also, before the actual exercises take place, MVRPC staff will review the general instructions on how to complete each exercises. Further, staff members will be available to answer any questions from the participants as they complete each exercise.

▪ Mind Mapping Exercise

The mind mapping exercise will engage the participants in determining how the Region should develop in the future. Therefore, through this exercise, the participants will be asked to provide input pertaining to principles/characteristics of a future land use theme. Participants will be given options to refine initial future land use themes identified by the Steering and Planning Advisory Committees or to present a new theme and its corresponding principles/characteristics.

Each table representing a future land use theme will be provided with a worksheet template for the participants to share their thoughts regarding the principles and characteristics of a given future land use theme.

▪ Dot Mapping Exercise

The dot mapping exercise is to engage the participants in answering the question of where the Region should develop in the future. Participants will be asked to provide input pertaining to the future land use pattern that would be reflective of a given land use theme. As illustrated in the

Future Land Use Scenario Development and Evaluation Process diagram in page 2 of this document, different land use patterns could be depicted for the same land use theme. However, participants will be asked to build a group-based future land use scenario that corresponds to their chosen land use theme.

Each table representing a future land use theme will be provided with a working map along with additional reference maps such as existing land use intensity, existing land use, major transportation corridors, natural environment land suitability, and built environment land suitability. Participants will be asked to place a set of colored dots representing additional population and jobs to build a conceptual land use scenario that corresponds to the land use theme.

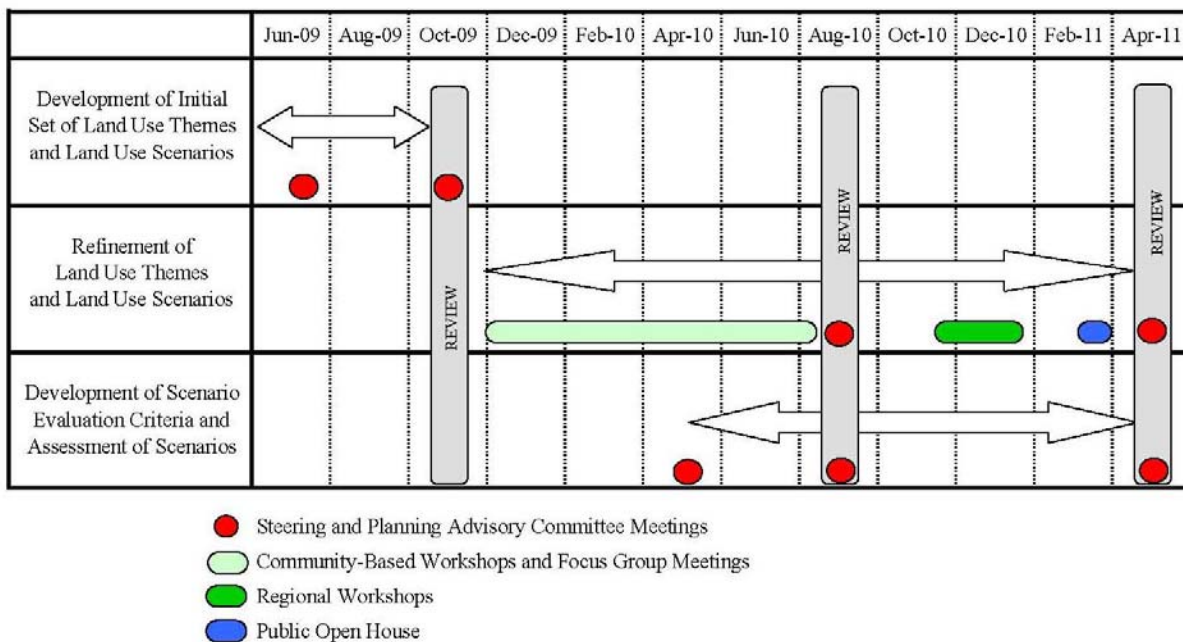
Results from the Mind Mapping Exercise will be recorded and stored in a database and will be used to refine the land use theme and its principles and characteristics. Information gathered from the Dot Mapping Exercise will be digitized and stored in a Geographic Information System (GIS) and will be used to refine the land use scenarios.

The Regional Workshops will bring all the regional stakeholders, including participants from the Community-Based Workshops and Focus Group Meetings, to reveal the final draft sets of land use themes and their principle/characteristics, land use scenarios, scenario evaluation criteria, and the preliminary scenario evaluation results. Since the Regional Workshops will be conducted after all the Community-Based Workshops and Focus Group Meetings, more emphasis will be placed on the results of the Community-Based Workshops and Focus Group Meetings.

**PROCESS FOR THE DEVELOPMENT AND EVALUATION OF FUTURE LAND USE THEMES AND LAND USE SCENARIOS**

The following diagram illustrates a general timeline for the development of future land use themes and their corresponding land use scenarios and the process for evaluating them.

**Phase II Process Timeline**



## **Future Land Use Theme Development and Scenario Building Process**

### *June 2009 - Steering and Planning Advisory Committee Workshop*

Present initial sets of land use themes and ask for refinement, conduct exercises to identify theme principles/characteristics and develop initial land use scenarios.

### *September 2009 Steering and Planning Advisory Committee Workshop*

Present refined land use themes, theme principles/characteristics, and initial land use scenarios for review. Release the Community-Based Workshop schedule including dates, time, and locations.

### *October 2009 to May 2010 Community-Based Workshops and Focus Group Meetings*

Conduct exercises to refine land use themes and corresponding principles/characteristics and develop land use scenarios.

- Greene County Community-Based Workshops – 5 workshops (Yellow Springs, Fairborn and WPAFB, Beavercreek and Beavercreek Twp, Xenia and Xenia Twp, and Bellbrook and Sugarcreek Twp)
- Miami County Community-Based Workshops – 3 workshops (Tipp City, Troy, and Piqua)
- Montgomery County Community-Based Workshops – 7 workshops (Dayton, Harrison Twp, Riverside, and Trotwood; Oakwood and Kettering; Moraine and West Carrollton; Centerville and Washington Twp; Miami Twp, Germantown, and Miamisburg; Huber Height and Vandalia; Brookville, Englewood, Union and Clayton)
- Warren County Community-Based Workshop – 1 workshop (Springboro, Carlisle, and Franklin)
- Focus Group Meetings – Targeted interest groups include, but not limited to, agriculture/environment/parks and recreation, planning practitioners (Miami Valley Section of Ohio Planning Conference), minority/ethnic groups, economic development, higher education, infrastructure (water, sewer, and transportation including transit, airport, and freight), young professional, planning and zoning commissions, K-12, business/chambers of commerce/homebuilders/real estate, school districts, and MVRPC staff

### *April 2010 Planning Advisory Committee Workshop*

Solicit input on the scenario evaluation criteria to be used in the scenario impact assessment.

### *August 2010 Steering and Planning Advisory Committee Workshop*

Present refined land use themes, theme principles/characteristics, and land use scenarios based on Community-Based Workshops and Focus Group Meetings for review. Present initial sets of scenario evaluation criteria based on the April 2010 Planning Advisory Committee meeting and solicit input for further refinement. Release the regional workshop schedule including dates, time, and locations.

*October 2010 to November 2010 Regional Workshops*

Conduct Regional Workshops in Greene, Miami and Montgomery/Warren counties and one workshop for the entire Region. Present refined land use themes, theme principles/characteristics, and land use scenarios. Also, present preliminary scenario impact assessment results. Provide last opportunity to comment on land use themes and corresponding principles/characteristics, land use scenarios, and evaluation criteria.

*February 2011 Public Open House Meeting*

Present final sets land use themes, theme principles/characteristics, land use scenarios, evaluation criteria, and final scenario impact assessment results.

*March 2011 Steering and Planning Advisory Committee Phase II Wrap Up Meeting*

Share results from Phase II including final sets of land use themes, theme principles/characteristics, land use scenarios, and final scenario impact assessment results. Seek endorsement on Phase II

**Scenario Impact Assessment**

*May 2010 to August 2010 - Preliminary Assessment*

Staff begins working on the impact assessment based on input gathered at the April 2010 Planning Advisory Committee meeting.

*August 2010 - Share Preliminary Assessment Results*

Share preliminary assessment results with SC and PAC members at the August 2010 Steering and Planning Advisory Committees meeting and at the Regional Workshops between October 2010 and November 2010.

*November and December 2010 - Refine and Finalize Scenario Impact Assessment*

Refine and complete impact assessment and share the results at the February 2011 Public Open House Meeting and at the March 2011 Steering and Planning Advisory Committee Phase II Wrap-Up Meeting