



OTA 2012 SW ZONING CONFERENCE How To Achieve Effective Community Participation & Why it's Important



Today's Presenters



Gary Smith ASLA | APA

Owner / Principal

G2 Planning
Urban Design
Landscape Architecture
Planning + Design

Rick Stein

Owner / Principal



Today's Discussion



“Planning – Why Public Participation is so important and how to successfully incorporate it”

How Public Input Impacts Successful Planning

(Why it's important)

Traditional Public Input Strategies

(The normal ways we get good feedback)

Incorporating Technology

(New and exciting ways to get the community involved)

How Public Input Impacts Successful Planning

Why is it Important?



The Comprehensive Plan

What is it - and – Why have it?

What is a comprehensive plan?

- Land use, economics, transportation, environment, community facilities.
- Addresses the long range future of a community (10-20 years)
- Provides valuable guidance for decisions that affect the future quality of life and the natural and built environments.

Why is it Important?



Why have an up to date comp plan?

- ***View the big picture*** –looks at inter-related issues on a macro scale and how decisions affect all aspects of a community
- ***Coordinate local decision making*** –goals and policies that guide local government decisions in land use, zoning, and policy matters
- ***Provides guidance*** –where the community is headed and how property will be developed
- ***Establish a sound basis in fact for decisions*** –make informed decisions on land use and other topics and provides consistency in decision making.
- ***Involve a broad array of interests*** – involves various levels of government
- ***Builds an informed community***

Why is it Important?



How does Public Participation Impact this Process?

- Government of the people, by the people, and for the people.
- Without public participation decisions over a communities future rely on a small group of individuals...or no one at all.
- As those individuals change, leave, or get voted out the priorities change leaving little consistency or lasting legacy.

Why is it Important?



Benefits of Public Participation?

- ***Create a Better Understanding of:***
 - What people desire for the future of their community
 - What people need from their community
 - What concerns people have
 - How people view the physical characteristics of their community
- ***Develop a Community “Vision”***
- ***Identify Supporters / Activists***
- ***Develop “By-In” or support for the plan***
- ***Improve the sense of community***
- ***Foster Trust in elected officials***
- ***Legal Backing***

Traditional Methods of Public Participation

How do We Get It?



Traditional (Old Fashioned) Methods Today...

- *Open House Meetings*
- *Visioning Meetings*
- *Stakeholder Meetings*
- *Steering Committees*
- *Business and Resident Surveys*
 - *Mailed*
 - *Online*
- *Charrettes*

How do We Get It?



The **MOST** Important Step!

“A journey of a thousand miles begins with a single step. “

The Way of Lao-tzu

Chinese philosopher (604 BC - 531 BC)



CREATING

AWARENESS...

How do We Get It?



Creating Awareness...

- ***Public Campaign Kick Off***
 - Give the Public the 411 (What, Why, When & Where)
- ***Spreading the Word***
 - Newspaper ads (tired but required)
 - Township Newsletter
 - Township Website / Blog
 - Collective Billing (trash, etc.)
 - Fliers, Fliers, Fliers
 - Mailed
 - Distributed by staff or volunteers
 - Posted where residents gather
 - School kids

Please Join Us

The Mayors and Councils of Ashville and South Bloomfield, and the Harrison Township Trustees invite all residents and business owners to join us for the second meeting to discuss the future of growth, land use, and development in the region.

When:
Wednesday, February 1st @ 7:00 pm

Where:
Teays Valley High School
Community Room
3887 State Route 752
Ashville, Ohio 43013

Please take our online community survey at:
<http://app.fluidsurveys.com/s/north-gate-survey/>

Your participation in this event will help shape the future of your community and would be greatly appreciated...

How do We Get It?



Other Options...

"Public Notice – Rezoning for Toxic Waste Dump!"



Open House Meetings



General Purposes...

- *Project Kick Off*
- *General Information Gathering*
- *Project updates*

Characteristics...

- *Easiest to organize*
- *Require the least preparation / Low Budget*
- *Good for getting lots of information to lots of people*
- *Can incorporate several exercises*



Open House Meetings



Simple Exercises...

SWOT Analysis:

- *Can be done in large groups*
- *Usually a series of 4 to 6 questions*
- *Open Brainstorming*
- *Important to keep order*
- *Write answers on large pads, tape to the wall and let residents rate answers*
- *Looking for repetition in answers*
- *Finding key phrases*
- *Answers can help develop goals*



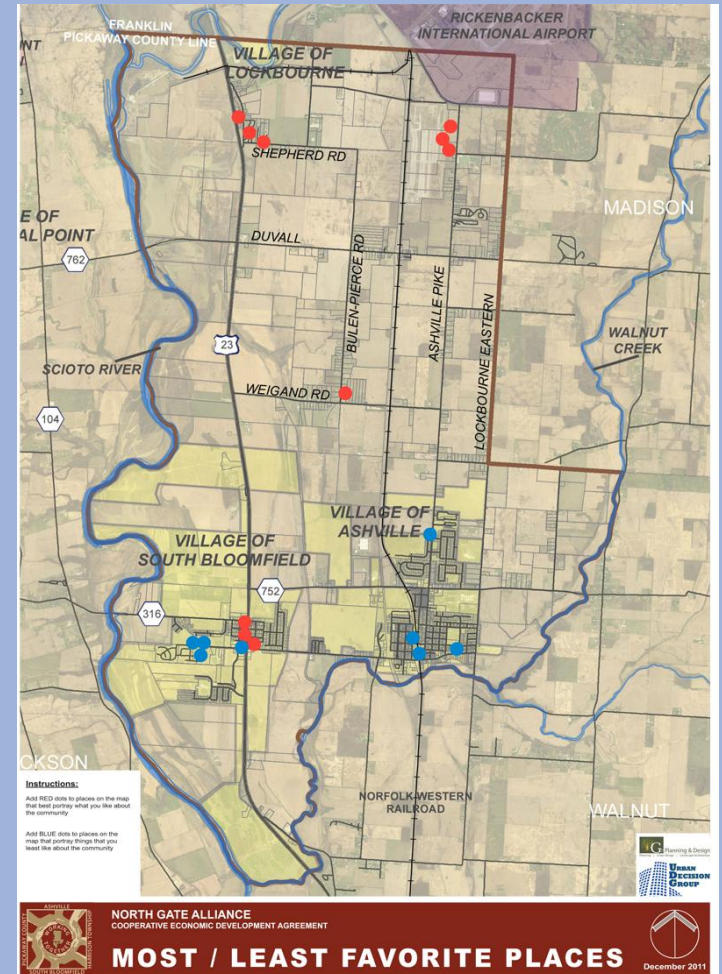
Open House Meetings



Simple Exercises...

Incorporating Maps (paper kind)

- *Low tech way of soliciting targeted and location based information*
- *Usually done with colored dots*
- *Specific questions for each map*
- *Can help to identify residents opinions on different areas and characteristics of the twp.*
- *Can be done at the end of a meeting*



Open House Meetings



Simple Exercises...

Word Exercises:

- *Usually asking people for key words that describe the township*
- *Key words can become part of the overall vision statement*
- *Can help define what residents overall expectations of their community are...*

Visioning Meetings



Visioning Meetings...

Purpose for Visioning Meetings

- *Engage the public in developing a common vision*
- *Develop a vision Statement*
- *Public input developing community goals*

Why...

- *Common Vision and goals are a key*
- *Helps planners tailor strategies and policies*

Visioning Meetings



Visioning...

Easy as 1...2...3...

1. Where are we and how did we get here?

- Identify challenges



Census
County Engineer
County Auditor
Aerial & Parcel Mapping
Floodplain mapping

2. What makes you special and what do you want to change?



Unique Features
Historic Architecture
Agricultural Heritage
Environmental
Close knit community

3. What do you want to be?



Vision Statement
Goals
Community Character
Environmental
Close knit community

Visioning Meetings



Visioning how to...

- *Requires pre-planning*
- *Start with information developed during open house meetings*
- *Break larger groups up into smaller groups (12 – 18 people)*
- *Each group develops vision statement / goals*
- *Groups get back together and share statements*
- *Incorporate statements and goals*



Visioning Meetings



Sample Vision Statement...

“Our Township and Village residents and leaders value their small town friendliness, community charm, and agricultural heritage and in the future, through smart growth policies and the coordination of local government resources and efforts, our entire community will promote balanced growth opportunities, coordinated transportation and pedestrian connectivity, and environmentally responsible industry that respects our environment, enhances our small village centers, and increases the success and quality of life of our families and employers.”

Open House Meetings



Sample Goals...

- Continue to promote cooperation and collaboration between the Township and Villages to share resources, plan collectively, promote economic development, and make decisions that improve the quality of life for the entire community.
- Protect the Rural character, small town charm and agricultural heritage of the community.
- Preserve and/or support farmland as a viable industry where appropriate.

Visioning Meetings



Visioning...

Resources:

- **“Building Our Future – A Guide to Community Visioning”** Gary Green
- **“Planning for the Future – A handbook on Community Visioning”** The center for Rural Pennsylvania
- **“The Community Visioning and Strategic Planning Handbook”** National Civic League

Stakeholder Meetings



Stakeholder Meetings...

Who are the Stakeholders?

For this purpose - people that have a vested interest other than residence.

Stakeholders can provide “Insider Information”

- *Key business owners*
- *Government offices (ODOT, ODNR, County, etc.)*
- *Life Safety (Police / Fire)*
- *Regional Planning Authorities*
- *Large Landowners and Developers*

Stakeholder Meetings



Purpose for Stakeholder Meetings...

- *Great for Strategic Planning*
- *Develop a basis of info specific to various topics*
- *Coordinating with various departments*
- *Private development plans / Business concerns*

How to...

- *Hold in addition to public meetings*
- *Keep to groups of 6-8 people*
- *Organize around like agendas*
- *Prepare specific questions ahead of time and also allow time for open discussion.*

Steering Committees



Purpose for Steering Committees...

- *Bring public representatives into the conceptual planning process*
- *More heads making decisions rather than one opinion dominating*
- *Lend more credibility to results*

How to...

- *Keep them small (10-12 people max)*
- *1 trustee, 2 zoning commission, residents and stakeholders*
- *People must be willing to dedicate time*
- *Organized, Efficient, Objective*



Surveys



Polling the community

The Survey...

- Can be done online
- Minimal cost to host (\$ 20 mo.)
- Anonymous
- Easy to sort results

Resources:

- Survey Monkey.com
- Fluidsurveys.com

North Gate CEDA Land Use Plan

The Harrison Township Trustees, and the Mayors and Council members of the Village of Ashville and the Village of South Bloomfield, invite you to participate in our online survey. The survey is the first step in our effort to involve the community in the creation of our joint comprehensive land use plan. Your response to this survey will be 100% anonymous and should only take a few moments. Your participation is greatly appreciated and will help us to determine the future needs of our community. As this survey is completely anonymous you will not receive any responses from your comments but if you have a question or comment that you would like someone to respond to please feel free to email us at northgateceda@gmail.com

Thank you for your participation in this important endeavor.

Are you a resident or business owner?

- ☐ I am a local resident
- ☐ I am a local business owner
- ☐ I am both a local resident and a local business owner
- ☐ I own property in the township / village but I live elsewhere

What is your age?

(remember responses are 100% anonymous)

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 75 or older

Surveys



Benefits of Surveys...

- *Great for asking specific questions*
- *Can reach many people*
- *Anonymous*
- *Can get a broad makeup of your audience*
- *Can ask a variety of questions / Rankings*

How to...

- *Develop questions pertaining to study*
- *Start with general then move to topic specific*
- *No more than 25 – 30 questions*
- *Get the word out...*

The Charrette



The Charrette...

1. One or Two day meeting...
 - Intense brainstorming process
 - Identify Strengths Weaknesses
 - Create a “community” based vision.
2. Setting up a Charrette:
 - Plan
 - Advertise
 - Educate
 - Participate



The Charrette



Sample Charrette Process

Welcome, Overview, Education



Generating Ideas



Identify Themes, Character,
Desires



Develop a Vision Statement



Develop Specific Goals

The Charrette



The Charrette

Keys...

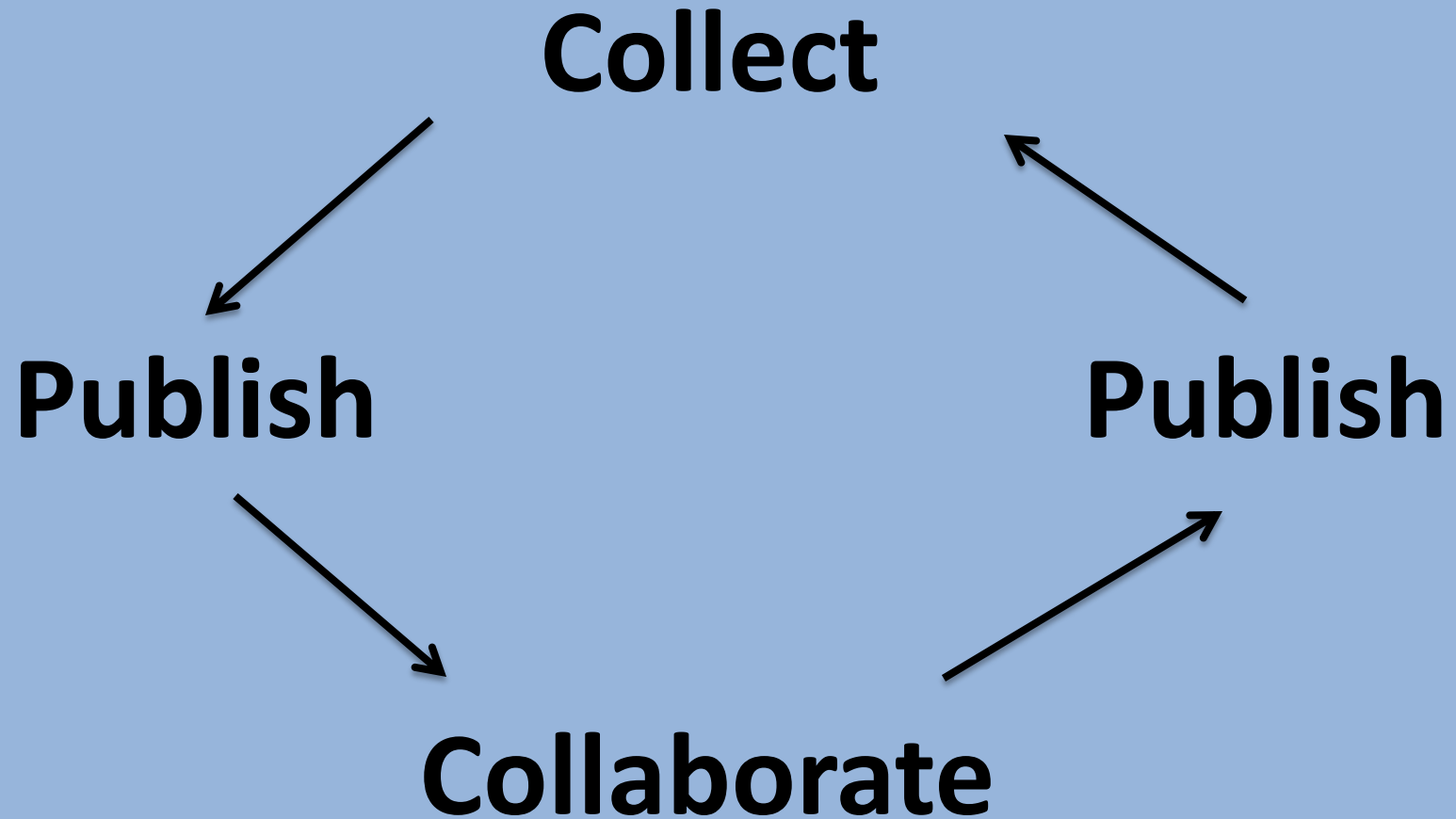
- Good Outreach
- Refreshments
- Comfortable Neutral Environment
- Follow up with an Open House at a later date

Resources:

- The National Charrette Institute

Using Technology to Engage the Public

Cycle of Information



The Old Web



- Static
- Limited feedback
- Browser only
- Not easily updated

The New Web (web 2.0)



- Dynamic
- Social Media = Feedback loops
- All platforms
 - Traditional browser
 - Mobile
- Easily updated

Type of Tools



- Content Mgmt. System (CMS)
- Blogs
- Social Media
- Media Sharing
- Wikis
- GIS & Mapping



A good CMS can help you maintain a website that is:

- Simple
- Organized
- Useful
- Dynamic

CMS examples



Then Add the Tools



Website maintained with a CMS

**Blogs:
Newsworthy
content**

**Links to pages &
resources**

**Social
Media**

Maps

Blogging examples



tumblr.



Social Media



facebook

twitter 

Pinterest

Social Media (Facebook)



Bainbridge Township, Ohio x

www.facebook.com/Bainbridge.Township

Customize Links CAMA Franklin County Au... NASA - The Home P... Verizon Wireless: Se... GeForce 9500GS Gra... MFL AGFFL 2009 Other bookmarks

facebook

Email or Phone
rstein@urbandedisiongroup.o

Password
[]

Log In

☒ Keep me logged in

Forgot your password?

Bainbridge Township, Ohio on cleveland.com is on Facebook.

To connect with Bainbridge Township, Ohio on cleveland.com, sign up for Facebook today.

Sign Up Log In

CLEVELAND.COM

POWERED BY
THE PLAIN DEALER
SUN NEWS



Bainbridge Township, Ohio on cleveland.com

202 likes · 1 talking about this

Like

Website
Bainbridge Township, Ohio local news, discussion, community photos, videos, restaurants, real estate & more from <http://www.cleveland.com/bainbridge-township/>

About

Photos

Likes 202

Notes 96

Wall Paper

Man charged with stealing mulch and A Newbury man, 32, charged with theft,



Social Media (Twitter)

ODOT Columbus (ODOT_C x)

Twitter, Inc. [US] https://twitter.com/ODOT_Columbus

Customize Links CMA Franklin County Au... NASA - The Home P... Verizon Wireless: Se... GeForce 9500GS Gra... MFL AGFFL 2009 Other bookmarks

Home Connect Discover Search

 **ODOT Columbus**
@ODOT_Columbus
'KNO B4 U Go' with Worry Free Rush Hour alerts for the Central Ohio area from the Ohio Department of Transportation
Columbus, Ohio · <http://www.BuckeyeTraffic.org>

Following 1,138 TWEETS 32 FOLLOWING 5,518 FOLLOWERS

Tweet to ODOT Columbus

@ODOT_Columbus

Tweets

Following

Followers

Favorites

Lists

Recent images



Tweets


 **ODOT Columbus** @ODOT_Columbus 1h
East Side: Ramp from I-270 south to I-70 east is closed due to accident. Detour is I-270 south to US 33 east to I-270 north to I-70 east.
Expand




 **ODOT Columbus** @ODOT_Columbus 4h
All lanes of I-70 west on the East Side are now open. The ramps from I-270 north and south to I-70 west are also open.
Expand








 **ODOT Columbus** @ODOT_Columbus 5h
East Side: I-70 west is closed at Brice Rd due to crash. Ramps from I-270 north & south to I-70 west closed. Use I-670 west or US 33 west.
Expand


Social Media (Pinterest)



 Clark County Historical Soc x


[←](#) [→](#) [↻](#) [pinterest.com/clarkcohistory/](#)   

 Customize Links  Franklin County Au...  NASA - The Home P...  Verizon Wireless: Se...  GeForce 9500GS Gra...  AGFFL 2009 >>  Other bookmarks





Clark County Historical Society


In Springfield, OH the Heritage Center is the home of the Clark County Historical Society museum and archives, where priceless mementos open a window on generations of history.

 Springfield, Ohio

Repins from

 Accessible Archives


 Melissa Mannon

 The Southern Genealo...

17 Boards 158 Pins 1 Like Activity 36 Followers 13 Following


Clark County Historica...

5 pins




Around our Neighborh...

28 pins




Historic Clark Co. Locals

15 pins



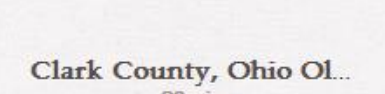
Springfield, Ohio Photos

9 pins




Clark County, Ohio Ol...

28 pins




Military Research

3 pins



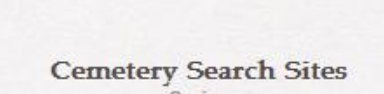
Land Record Research

3 pins



Cemetery Search Sites

6 pins



Media Sharing



Media Sharing (YouTube)



Ohio-Kentucky-Indiana Regional Council of Governments (OKI) YouTube channel interface.

Channel Header: Ohio-Kentucky-Indiana Regional Council of Gover...
Subscribed | 14 subscribers | 5,813 video views

Navigation: Featured | Feed | Videos | Search Channel

Uploaded videos (1-10 of 44):

- Don Bikes to work.mp4**
OKIRCOG | 34 views | 1 month ago
Don Burrell, Senior Planner with OKI Regional Council of Governments is interviewed on the way to work. Don shares the new OKI Bike Guide. "Bicycling has become so popular"
- futuretraffic**
OKIRCOG | 81 views | 3 months ago
Map showing future traffic patterns in the Eastgate Area to Central Business District.
- January 2012 Board of Directors Meeting**
OKIRCOG | 97 views | 6 months ago
OKI Board of Directors Orientation and Meeting on Thursday January 13, 2012. Kudos to Brad Mason for the great editing!

About Ohio-Kentucky-Indiana Regional Council of Governments
The Ohio-Kentucky-Indiana Regional Council of Governments (OKI) is a council of local governments, business organizations and community groups committed to developing collaborative strategies to improve the quality of life and the economic vitality...

Website: oki.org

by OKIRCOG

Latest Activity: May 25, 2012

Date Joined: Feb 4, 2009

Age: 28

Location: Cincinnati, Ohio

Country: United States

Featured Playlists:

- Uploaded videos**
by Ohio-Kentucky-Indiana Regional Council of Governments | 44 videos

Media Sharing (Ustream)



Urban De x Tryit Edit x Bainbridg x ODOT Cc x Clark Col x YouTube x Welcome x Ohio-Ken x MedinaT x

www.ustream.tv/channel/medinatv-37---government

Customize Links CAMA Franklin County Au... NASA - The Home P... Verizon Wireless: Se... GeForce 9500GS Gra... MFL AGFFL 2009 Other bookmarks

BLOG POST: Become a Citizen Journalist with Ustream Mobile Broadcasting Applications [read here](#) Close x

USTREAM Search for channels and videos... Login | Sign Up **Go Live!**


On Air News Campaign 2012 Pets & Animals Entertainment Sports Music Tech Gaming Education Spirituality More

[hide this ad?](#)

ITT Tech - Official Site
100 + Locations & Online Programs Official ITT Tech Site. Get Info!
www2.itt-tech.edu

AdChoices


LIVE Broadcast started 1 hour ago
MedinaTV 37 - Government
medinatv [Join Crowd](#) [Pop out](#)



Nita Justice
MCRC Program Manager

Ustream LIVE
Wednesday Afternoon
87°F
Warm
Partly sunny
Widely scattered tstorms
Gentle breeze


Social Stream Chat [Pop out](#)

Check-in & Chat
Check-in to join the social stream and invite your friends

 **Erica** I could watch this all day.
just now

 **Kelsey** Do you have any dogs? Have you seen the Shiba Inu puppies?
just now

 **Katie** Hahaha, that was really funny.
just now

 **Emma** This is really cool.
just now

TRY THE NEW USTREAM

Media Sharing (flickr)



Flickr: Discover Ohio Travel

www.flickr.com/groups/discoverohio/

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You aren't signed in | Sign In | Help

Home | The Tour | Sign Up | Explore | Upload

Search

Discover Ohio Travel

Group Pool | Discussion | 510 Members | Map | Join This Group

Group Pool 11,174 items | Only members can add to the pool. Join?

by erjkprunczyk

by gira

by erjkprunczyk

by Macian

by Macian

by Macian

by Macian

by tim.perdue

by Lerxst Ohio

by Lerxst Ohio

by Lerxst Ohio

by Lerxst Ohio

Search this group's pool SEARCH » More photos

hi discoverohiotravel (a group admin) says:
20 Jun 12 - Welcome to summer in Ohio! Your amazing photos continue to awe and inspire visitors. We look forward to seeing where your Ohio travels will take you next and what incredible art you'll make of it! Be safe and have lots of Ohio fun!



Wiki pronounced wikē

Noun: A web site developed collaboratively by a community of users, allowing any user to add and edit content.

Wikis



Ohio - GODORT

← → ↺

wikis.ala.org/godort/index.php/Ohio

☆

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»

Other bookmarks

Log in

main

- GODORT Wiki Home
- GODORT on ALA Connect
- GODORT Events

godort administration

- GODORT Chair
- Committees
- Taskforces
- Directory
- Bylaws
- Policies and Procedures
- Agendas and Minutes
- Wiki admins
- Connections

official godort content

- DtP
- Publications and Working Papers
- Notable Documents

page

discussion

view source

history

Ohio

Ohio State Agency Databases

This is an annotated list of databases produced by Ohio State Agencies listed by producing agency. To add a database to this list or to fix a broken link, either do it yourself as this is a wiki, editable by anybody or send an e-mail to Audrey Hall, ahall at library dot ohio dot gov, the documents specialist for this page.

This page was reviewed on June 13, 2012.

Return to [State Agency Databases](#) listing.

[State of Ohio employee phone search](#) [Ohio online telephone directory](#)

[Ohio eLicense Center](#) [Verify the status of professional licenses.](#)

Contents [\[hide\]](#)

- 1 Aging
- 2 Agriculture
- 3 Attorney General
- 4 Auditor of State
- 5 Ohio Business Gateway
- 6 Commerce -- Division of Unclaimed Funds
- 7 Commerce -- Division of State Fire Marshal
- 8 Rehabilitation and Correction
- 9 Court of Claims
- 10 Development -- Division of Travel and Tourism



Possible uses:

- Resource mapping
- Crisis\Disaster mapping
- Visual preference surveying
- Political boundaries
- Traffic management
- ?

GIS & Mapping



Google™



GIS & Mapping (Google)



Lewisville Maps

eservices.cityoflewisville.com/citymaps/

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City of Lewisville, Texas

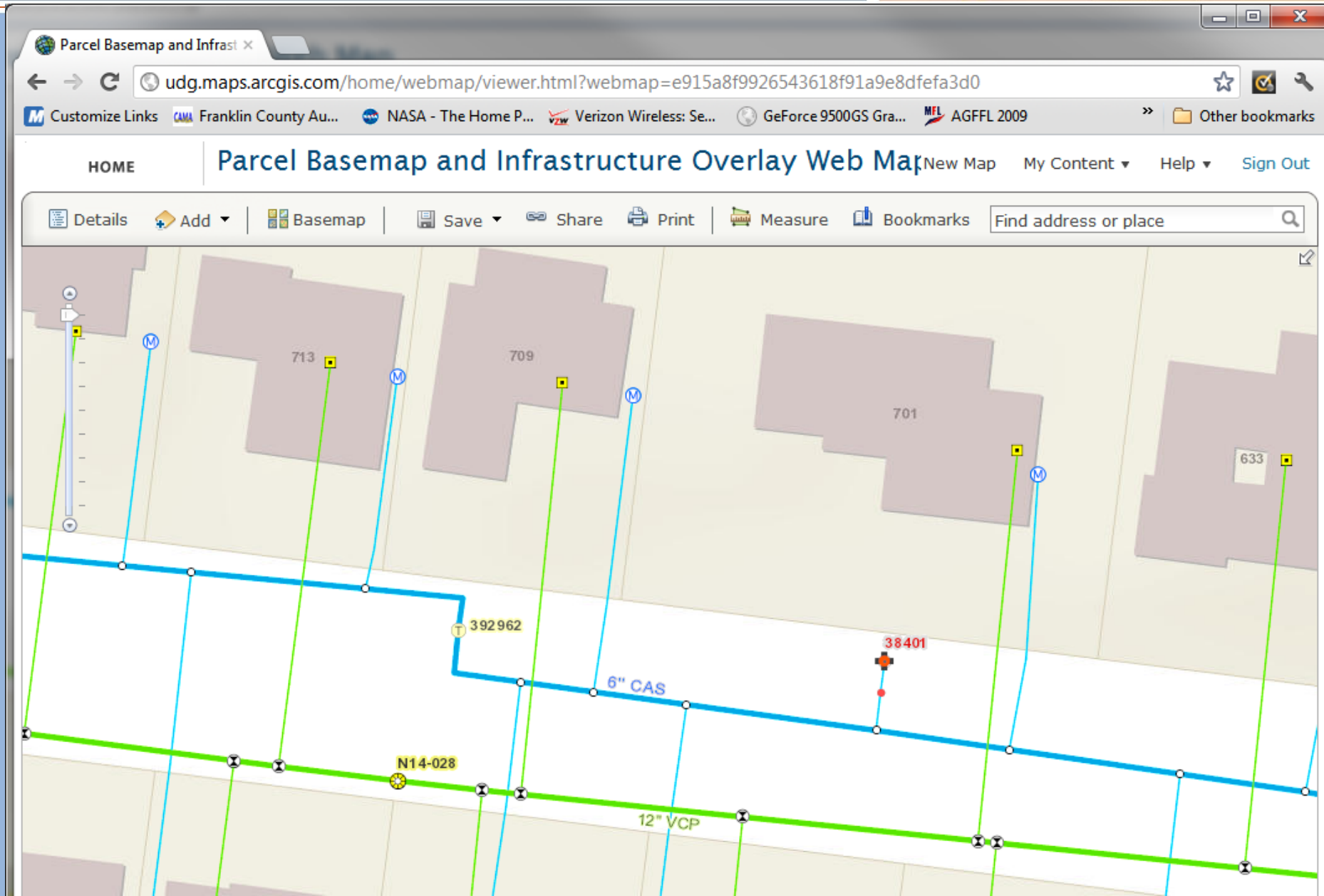
151 W Church St Lewisville TX Search

Map Satellite Grayscale

Admin. Boundaries

- ☐ Castle Hills - ETJ
- ☒ City Limits
- ☐ County Limits
- ☐ LID Boundary
- ☐ Parcels
- ☐ Subdivisions (Per DCAD)
- ☐ TIRZ Boundary
- ☐ TOD Boundary
- ☐ Zoning
- ☐ Neigh. Crime Watch
- ☐ HOAs
- ☐ Voting Precincts

GIS & Mapping (ESRI)



All the pieces together in one place



Website maintained with a CMS

**Blogs:
Newsworthy
content**

**Links to pages &
resources**

**Social
Media**

Maps

Cycle of Information

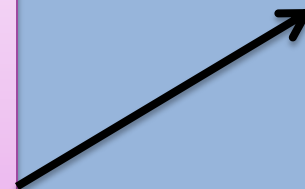
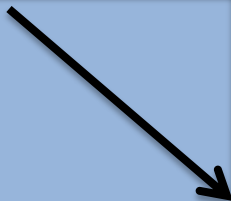
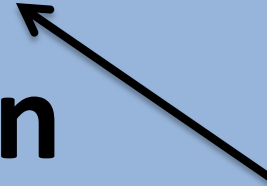
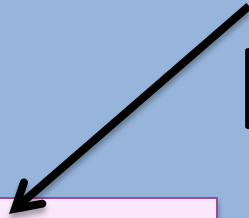


**Collect
Information**

**Publish
to Web**

**Publish to
Web &
Social
Media**

**Collaborate
using Web
Tools**



Today's Presentation



Urban Decision Group

www.urbandecisiongroup.com

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Other bookmarks



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UDG on Twitter

about 4 days ago

Columbus, Ohio Region: Driving Economic Growth in the Midwest | Site Selection Online: bit.ly/NsF8HZ //good news for cbus

about 6 days ago

@neiltyson: Does it disturb anyone else that "The Los Angeles Angels" baseball team translates directly to "The The Angels Angels"?

about 6 days ago

Rail industry aims to hire 5,000 veterans this year cnn.com/2012/07/10/us/... //this is fantastic! need more like this.

about 9 days ago

"City planners & gov officials need to upgrade housing & infrastructure, w/out undermining homegrown energy & ground-up urbanism"/amen

about 11 days ago

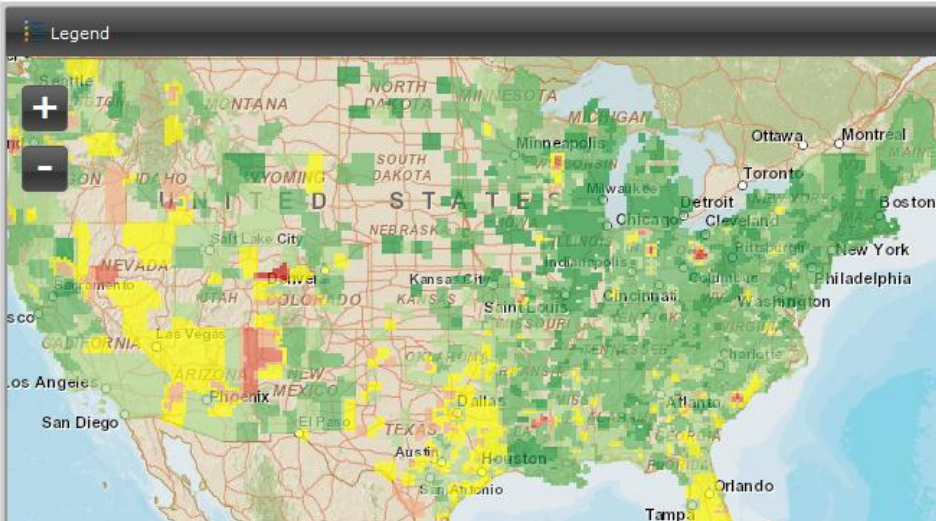
Solo Cities: How "Living Alone" Is Changing Urban America: bit.ly/Nbaweo

about 11 days ago

RT @RegionomicsLLC US labor stats a big snore. 80k net new jobs, 30% of those in temp jobs (employer uncertainty). Unemp rate 8.2%; no change in components.

There's a point where urban planning and technology overlap. Urban Decision Group is that point. We're spatial experts that merge creative, tech-based solutions with traditional planning practices.

Map of the Week - Percent of Population Under Age 18 Without Health Insurance (ACS 2008-2010)



Contact Us



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Owner / Principal

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Web: www.g2planning.com

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Owner / Principal



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LinkedIn:

www.linkedin.com/company/urban-decision-group

Phone: 614-383-8GIS

Skype: urbandecisiongroup