



RENEWING OUR VISION

Comprehensive Plan Update: Scope of Work

2014



Presented by
**Chattanooga-Hamilton County
Regional Planning Agency**

John Bridger: Executive Director
Melissa Taylor: Strategic Long-Range Planning Division Director
Tim Moreland: Project Manager



Chattanooga-Hamilton County Regional Planning Agency
1250 Market Street, Development Resource Center, Suite 2000
Chattanooga, TN 37402 423-757-5216
www.chcrpa.org

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RENEWING OUR VISION

Comprehensive Plan Update: Scope Of Work

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Updating the Comprehensive Plan 2030 will provide a foundation for “advancing great places” in Hamilton County. **Renewing Our Vision: Comprehensive Plan Update** is part of **Growing Forward: A Planning Framework for Chattanooga-Hamilton County** which includes **Strategy For Great Places: A Plan for Neighborhoods & Centers** and **Building The Future: Policy & Code Update** that will provide development guidance to smaller areas within the county; modifying the zoning code; and developing regulatory and implementation plans. This scope of work only covers **Renewing Our Vision: Comprehensive Plan Update**. The document lays out the purpose of the project, timeline, major steps, and staffing needed for manager approval.



Purpose

Renewing Our Vision will set the stage for **Strategy For Great Places** and develop public and political buy-in for **Building The Future** as our community evaluates policy and codes. This plan introduces the ingredients or elements that define place that will be integral throughout “**Growing Forward: A Planning Framework for Chattanooga-Hamilton County.**” The staff team has identified several shortcomings in the Comprehensive Plan 2030 that will be addressed through the update. **Renewing Our Vision** should involve greater interagency collaboration/communication, connect to the work of Thrive 2055, improve integration of transportation and land use planning, improve the legibility of action steps, and account for changes that have occurred



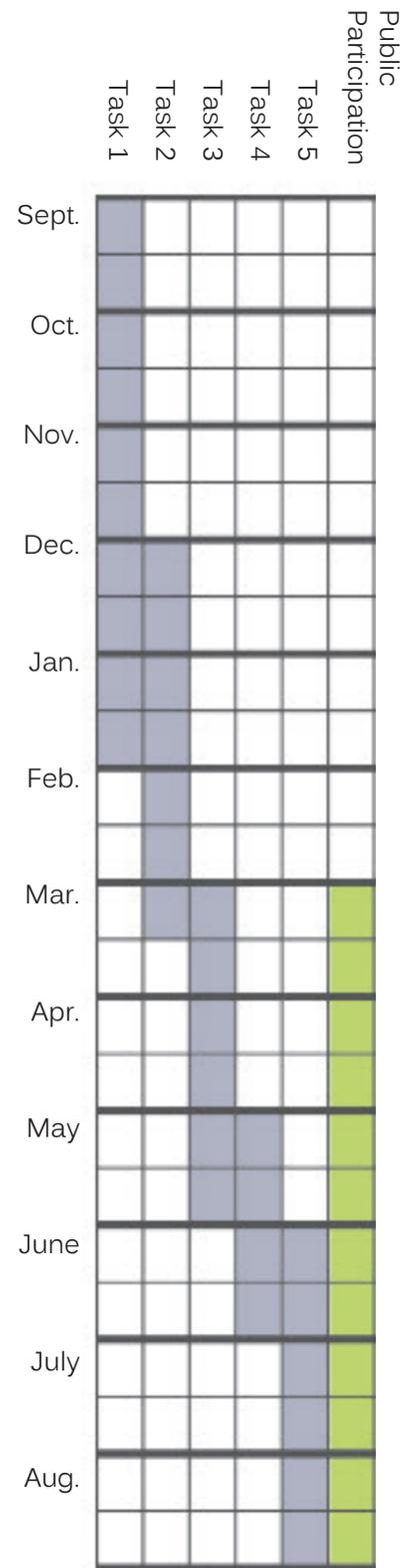
since the Comprehensive Plan 2030 was approved in 2006. Those changes include:

- Development changes,
- Demographic changes from new census data,
- Issues resulting from new suburban growth,
- New political environment,
- Better understanding of the region and its economic competitiveness,
- Growing multimodal transportation options,
- Traffic congestion issues in auto-oriented areas of the County,
- Improving air quality,
- Upcoming Complete Streets ordinance, and
- Sustainability pledge in the Climate Action Plan, and Stormwater Regulations

Renewing Our Vision will also acknowledge whether such changes are neighborhood, community, and/or regional priorities or adopted regulations/ordinances by a specific jurisdiction within the planning area.

Project Timeline

To the right is the tentative timeline for the completion of **Renewing Our Vision**. Each of the main project tasks and public participation phases are included.



Major Steps

This section lays out the major steps of each task and each phase of public participation. [Task 1, Project Planning](#), was completed in December 2013 and resulted in this scope of work document. The remaining tasks and phases are interwoven to illustrate how the work completed in one informs the next. Although certain tasks and phases will be completed concurrently, they are presented in a loosely chronological order as outlined below:

- [Task 2: Analysis and Trends Review](#)
- [Public Participation Phase 1: Educating the Community](#)
- [Task 3: Vision, Goals, & Recommendation Creation](#)
- [Task 4: Development Plan Creation](#)
- [Public Participation Phase 2: Assessing Community Priorities](#)
- [Task 5: Final Plan Creation and Adoption](#)
- [Public Participation Phase 3: Sharing the Plan with the Public](#)
- [Public Participation Phase 4: Adopting the Plan](#)

Task 2: Analysis and Trends Review

- Gather and review other plans and documents that will be referenced in order to identify the regional (i.e. Thrive 2055), national and global trends that will affect Hamilton County now and into the future.
- Identify and prioritize data needs for the plan based on critical questions needed answering by review of existing plans goals and recommendations, review of national trends, and update and review of data in the 2030 Comprehensive Plan. These questions should include such things as how changing lifestyles and demographics are affecting development, how development is likely to occur and the issues and challenges associated with this growth and how are the funding mechanisms for infrastructure changing.
- Gather data identified during the preceding step as being necessary for **Renewing Our Vision: Comprehensive Plan Update** from the Census Bureau and other sources.
- Analyze data and determine local trends that will affect Hamilton County development.
- Create tables, graphs, maps, and graphics that make these concepts easy to understand.

Deliverables:

- Analysis and Trends Chapter
- Visual representations of key analysis results and trends for public participation phase one
- Data tables presented in updated appendix

Public Participation Phase 1: Educating the Community

The first phase of public participation will utilize content produced through the analysis and trends review to:

- Educate the public and decision makers about the trends,
- Educate the public about the trade-offs of various growth patterns, and
- Spread awareness about the plan update.

Key Question:

What trends are the public and decision makers most concerned about?

Activities

1. Kickoff event
2. Public outreach

Participation Strategies*

- Community Meeting (1)
- Feedback Kiosk (2)
- Facebook (1,2)
- Online Survey (1,2)

Outreach Strategies*

- Project website (1,2)
- Facebook (1,2)
- Newspaper (1,2)
- Radio (1,2)
- YouTube Channel (2)

Desired Outcome

- Understanding of trends facing Hamilton County.
- Provide draft “Analysis and Trends” chapter, presentation and other materials online.
- Getting the public engaged and asking questions.

Task 3: Vision, Goals, and Recommendations Creation

1. Review vision statements, goals, and recommendations from existing approved documents and identify the similarities and differences.
2. Meet with City and County departments and outside agencies to identify concerns and align goals and priorities.
3. Review and incorporate feedback from public participation phase two into an updated community vision and integrated, comprehensive goal statements.
4. Develop goal statements for specific topics as needed (e.g. Housing, Transportation, Recreation, Economic Development, Natural Resource Preservation, et. al. as determined).

**The number following each strategy identifies which activity (1) Kickoff event and/or (2) Public Outreach the strategy is associated with. For a detailed description of each strategy, refer to the appendix.*

5. Consolidate and clarify recommendations in the existing Comprehensive Plan 2030 according to updated vision and goals.
6. Fill gaps that may exist in these recommendations based on the analysis and trends review, relevant recommendations from existing approved documents, feedback from public participation phase two, and input from partner agencies.
7. Generate a simple interrelationship matrix that illustrates how our recommendations achieve multiple goals.
8. Prioritize recommendations based on public participation phase two, input from partner agencies and the results of the interrelationship matrix.

Deliverables:

- Vision, Goals, and Recommendations Chapter.
- Synthesis of existing vision statements, goals, and recommendations for public participation phase two.

Task 4: Development Plan Creation

1. Create a methodology for determining the characteristics and boundaries of each development sector. The methodology will incorporate Task 1 analysis of population (current and projected), land use (current and projected), density, natural resources, infrastructure, transportation, and other indicators as determined.
2. Revise the boundaries and characteristics of the development sectors in the existing Comprehensive Plan 2030 based on the established methodology.
3. Create a development sectors map.
4. Gather feedback through public participation phase two to understand the public's vision for each development sector.
5. Revise the development sector boundaries, characteristics, and map based on public feedback if necessary.
6. Draw on public feedback to set forth recommendations for each development sector.

Deliverables:

- Development Sector Chapter

Public Participation Phase 2: Assessing Community Priorities

The second phase of public participation will seek to:

- Educate the public on existing community visions, goals and recommendations from legacy planning processes,
- Understand the public's broad based vision for Hamilton County, and
- Understand the public's vision for each development sector.

Key Questions

- What are those broad vision, goals and recommendations shared by the majority of the public?
- What are the vision, goals and recommendations for each development sector by the people who live, work and play in each sector?
- How can we ensure that we create "great places" in urban, suburban and rural settings?

Activities

1. Countywide visioning and goal setting
2. Development Sector Based visioning and goal setting

Participation Strategies

- Online Visual Preference Survey (2)
- Community meeting (1,2)
- Key Pad Polling (1,2)
- Feedback Kiosk (1,2)
- Focus Groups (1,2)
- Public Random Focus Groups (1,2)
- Facebook (1,2)
- Online Survey (1,2)

Outreach Strategies

- Project website (1,2)
- Facebook (1,2)
- Newspaper (1,2)
- Radio (1,2)
- YouTube Channel (1,2)
- Email Newsletter (1,2)

Desired Outcome

- A comprehensive community vision and goals for all of Hamilton County.
- A comprehensive community vision for each development sector.
- Provide draft “Vision, Goals and Recommendations” chapter, presentation and other materials online.
- Provide draft “Development Sectors” chapter, presentation and other materials online.

Task 5: Final Plan Creation and Adoption

1. Produce a draft document with standard components such as an introduction, glossary, and appendices.
2. Determine the best order for the Analysis and Trends; Vision, Goals, and Recommendations; Development Sector.
3. Ensure that the document flows from section to section and is relevant to the general public.
4. Edit the draft document for consistency in terms of content, voice, and style.
5. Revise the draft document as needed utilizing the strategies in public participation phase three.
6. Get the plan adopted through public participation phase four.

Deliverables:

- Draft **Renewing Our Vision: Comprehensive Plan Update** for public input
- Final **Renewing Our Vision: Comprehensive Plan Update** for adoption

Public Participation Phase 3: Sharing the Plan with the Public

The third phase of public participation will:

- Establish a broad understanding of the major takeaways from **Renewing Our Vision** among the public,
- Identify those areas needing additional consideration, study or work, and
- Gain buy in from community members, key stakeholders and elected officials for **Renewing Our Vision: Comprehensive Plan Update.**
- Set the stage for **Strategy For Great Places: A Plan for Neighborhoods & Centers** that will follow **Renewing Our Vision.**

Key Questions

- What does the community think about the draft plan document?
- Where are the sticking points?

Activities

1. Plan review
2. Public outreach

Participation Strategies

- Community Meeting (1,2)
- Focus Groups (1,2)
- Public Random Focus Groups (1,2)
- Facebook (1, 2)
- Piggyback Meeting (1,2)
- Online Survey (1,2)

Outreach Strategies

- Project website (1,2)
- Facebook (1,2)
- Newspaper (1,2)
- Radio (1,2)
- YouTube Channel (1,2)
- Email Newsletter (1,2)

Desired Outcome

- Feedback on the draft plan chapters (Introduction, Analysis and Trends, Vision Goals and Recommendations, and Development Sectors).
- Awareness about the main takeaways from **Renewing Our Vision.**
- Buy in from community members, key stakeholders and elected officials for **Renewing Our Vision: Comprehensive Plan Update.**

Public Participation Phase 4: Adopting the Plan

The fourth phase of public participation will:

- Familiarize elected and appointed officials with **Renewing Our Vision: Comprehensive Plan Update**, and
- Result in plan endorsement by planning commission, and adoption by City and County.

Key Question:

How can we best present the plan in a manner that is easy to understand and also complete?

Activity

- Plan adoption

Participation Strategies

- Facebook
- Piggyback Meeting
- Online Survey

Outreach Strategies

- Project website
- Facebook
- Individual Meetings
- Piggyback Meetings

Desired Outcome

- Plan adoption for the City of Chattanooga and Hamilton County.
- Buy in from community members, key stakeholders and elected officials for the proposed **Renewing Our Vision: Comprehensive Plan Update**.



Staffing

Task 2: Analysis and Trends Review

- 2-3 planners each to review national trends, and update and review existing data within the existing Comprehensive Plan 2030
- Entire team to prioritize data needs, gather and analyze data, and prepare tables, graphs, maps, and graphics working for one month

Task 3: Vision, Goals, and Recommendations Creation

- 2-3 planners to review and synthesize vision, goals, and recommendations in existing plans
- 2-3 planners to revise vision and goals based on public input, consolidate and clarify recommendations, and fill gaps, working for one month
- 1 planner and 1 designer to create interrelationship matrix, working for one month
- 2-3 planners to prioritize recommendations, working for two weeks
- Entire team to review results of each step

Task 4: Development Sector Creation

- 2-4 planners to create and execute the methodology for defining the characteristics and boundaries of the development sectors, develop the map, incorporate feedback, and revise development models working for two months
- Entire team to review results of each step

Task 5: Final Plan Creation and Adoption

- Entire team working for two months

Public Participation Phases 1-4

- Entire team working for six months

“Data and Analysis” Team

Sue Knapp (lead)
Yuen Lee (mentor)
Aleeta Zeller
Akosua Cook
Heather Shank

“Public Participation” Team

Justin Tirsun (lead)
Karen Hundt (mentor)
Sarah (Weeks) Robbins
Cortney Mild

“Vision & Goals” Team

Tim Moreland (lead)
Melissa Taylor (mentor)
Cortney Mild
Trevor Slayton

“Public Friendly Design” Team

Pam Glaser (lead)
Greg Haynes (mentor)
Justin Tirsun

Appendix

Outreach and Participation Tools

This section contains existing tools that can be utilized for outreach and public participation within **Renewing Our Vision: Comprehensive Plan Update**. Tools will be updated and new tools added based on the progress of the public participation process.

Online Media Tools: Outreach

Tools that allow community members to access information online

Project Website

- A simple responsive project website to post project updates, event notices and plan documents.
- Documentation Method: number of unique monthly views & total unique views.

Facebook

- A Facebook page will be created to cross post the items on the project website and alert the community to upcoming meetings.
- Documentation Method: number of likes, shares, comments and post reach.

YouTube Channel

- A YouTube channel will be used to post video screencast of project presentations.
- Documentation Method: number of views and comments.

Email Newsletter

- An email marketing newsletter used to provide periodic project updates and reengage those who have participated in the planning process.
- Documentation Method: number of subscribers.

Traditional Media Tools: Outreach

Tools that allow community members to access information through traditional media channels.

Newspapers

- Newspaper articles about the plan update as well as advertising for events.
- Documentation Method: Date and time of newspaper articles, number of ads, potential readership.

Radio

- Interviews about the plan update on local radio stations.
- Documentation Method: Date and time of interviews, potential listenership.

Television

- Interviews about the plan update on local television stations.
- Documentation Method: Date and time of interviews, potential viewership.

Targeted Tools: Outreach

Tools that allow community members to access information through targeted outreach.

Individual Meetings

- Individual meetings with key stakeholders.
- Documentation Method: number of individual meetings,

Piggyback Meeting

- Joining existing standing meetings (Neighborhood Association Meetings, PTA Meetings, Church Groups, Library Group Meetings, Lodge Meetings) to share project details with key stakeholders.
- Documentation Method: number of piggyback meetings, number of individuals present during meeting.

Online Media Tools: Participation

Tools that allow community members to engage with the planning process online.

Project Website

- A simple website that points people to our various online participation tools, provides embedded surveys and a formal online commenting form.
- Documentation Method: number of comments received through website

Facebook

- A Facebook page for gathering comments on draft chapters and final document, and provides embedded surveys.
- Documentation Method: number of comments received for posts where deliverables are presented.

Causeway Site or Mindmixer Site

- An interactive website where people can create accounts and provide ideas and vote on other peoples' ideas.

Visual Preference Survey

- An online tool using Google Streetview for a pairwise visual preference survey that randomly presents two different streetviews and asks a simple question like "What place is better?"
- Documentation Method: number of unique results created for each development sector.

Online Survey

- An online survey instrument to ask the community a series of questions.
- Documentation Method: number of survey responses received.

Flexible Tools: Participation

Tools that allow community members to engage with the planning process and provide input at their leisure.

Piggyback meetings

- Using existing meetings to engage communities that have prearranged meetings.

- Documentation Method: number of meetings attended, number of individuals present at each meeting.

Meeting in a box

- A tool that allows community members to run their own public meeting based on their own schedule and time availability.
- Documentation Method: number of meetings where the “Meeting in a Box” was used.

Text messaging survey

- A tool that makes it possible to gather comments via text messages.
- Documentation Method: number of survey responses.

Automated phone service

- A system that uses the existing voicemail system to gather community input using simple options and a local telephone number.
- Documentation Method: number of called in responses received.

Feedback kiosks

- A display placed in public high foot traffic areas (malls, and other shopping location) that provides information and allows for community feedback.
- Documentation Method: number of locations where the Kiosks were placed, Number of individuals who interacted with the display or planners present.

Traditional Tools: Participation

Tools and activities that require community members to engage with the planning process and provide input in person and at specific times and locations.

Community Meetings

- Community meetings where information is presented and gathered. Information gathering could be through a variety of methods such as: key pad polling, written comments, and small group breakout sessions.
- Documentation Method: number of meetings held, number of participants at each meeting.

Focus Groups

- These meetings can be focused on a topic or audience or both and provide a way to be more targeted in the information gathering needed for the plan update.
- Documentation Method: number of focus group sessions held, number of participants at each session.

Public Random Focus Groups

- Focused topic based meetings that pull randomly from the public. These are usually held in public areas with a high volume of foot traffic and due to its nature are shorter than regular focus groups.
- Documentation Method: number of survey responses received.