

Steering Committee Goals & Priorities Workshop Summary

Meeting Date: Tuesday, August 4th, 2020

Time: 10:00 am – 12:00 pm

Location: Zoom Meeting - Virtual

Attendees: Cindy Folck, Natalie Johnson, Kathleen Riggs, Eric Henry, Amanda McKay, Karen Wintrow, Stephanie Goff, Brian Forschner, Brad Phillips, Carolyn Distafani, Krista Magaw, DeAndra Navratil, Devon Shoemaker, Martin Kim, Elizabeth Whitaker, Milo Simpson, Brian Martin

Meeting Content

- Meeting Agenda - **Attachment 1**
- PowerPoint Presentation - **Attachment 2**
- Prioritization Results - **Attachment 3**

Meeting Purpose: The three main purposes of this meeting were to:

- 1) Provide the Steering Committee with an overview of the 12 preliminary goals for Perspectives 2040
- 2) Facilitate a discussion about the preliminary goals
- 3) Prioritize the preliminary goals and advance items to the public for their review and comment

Meeting Summary: This meeting was held for members of the project Steering Committee. Members were welcomed as they logged into the virtual Zoom meeting space. Greene County RPCC opened with a brief overview of the meeting, and asked for action on an item regarding a vacant co-chair position on the Steering Committee. RPCC proposed that Mr. Eric Henry be appointed to fill the vacant co-chair position. The Steering Committee agreed to this change.

Next, MVRPC began the main presentation. The presentation touched on the goal development process, pre-meeting poll and its results, and additional information on the preliminary goals. A pre-meeting survey was sent out to the Steering Committee members to understand which goals had general consensus and which items needed more work. Based on the pre-meeting survey, of the twelve preliminary goals, five of the goals were selected for further review and discussion among the group. Topics ranged from the phrasing of the goal, to the meaning of the goal, to similarities between goals. The five goals discussed in detail, and the edits approved by the Steering Committee, are outlined below:

- Original Goal: “Manage the pace of development”
 - Revised Goal: “Focus on strategically balanced land development”
 - Notes: Discussion on this goal revolved around the wording being slightly misleading. Pace was discussed as not being an appropriate word for this goal. Some Steering Committee members believe that the current pace of development is an issue, while others believed pace of development is not something that should be managed. Manage was taken out due to its connotation. It was replaced with focus. Pace was also removed. Pace was replaced with “strategically balanced” to be a more encompassing phrase. Lastly, “land” was added to specify the type of development being focused on.
- Original Goal: “Coordinate among communities”
 - Revised Goal: “Promote countywide coordination”

- Notes: Conversation on this goal revolved around the vagueness of the wording, as well as the agreement that countywide coordination is a necessity to advance the county in a positive direction. Many revisions were offered by committee members, but ultimately “Promote countywide coordination” was chosen as clear and concise option.
- Original Goal: “Diversify the local economy”
 - Revised Goal: “Expand and diversify local economy”
 - Notes: The group discussed Greene County’s economic-base and its current diversity. Government and defense jobs associated with Wright Patterson Air Force Base, retail, and agriculture were mentioned as a few of largest driving factors in the economy of the county and that the county’s economy is relatively strong. Diversity was agreed to be an appropriate word for this goal and the word expand was added to accentuate the goal of growing the economy.
- Original Goal: “Provide diverse places”
 - Revised Goal: N/A
 - Notes: The project team provided additional context for this goal to help clarify what the intention of the goal was. The group noted that this goal was not necessary a unique concept and could easily be incorporated under one of the other goals. It was agreed that this goal will not be revised.
- Original Goal: “Create quality places”
 - Revised Goal: N/A
 - Notes: The project team provided additional context for this goal to help clarify what the intention of the goal was. The group noted that this goal was not necessary a unique concept and could easily be incorporated under one of the other goals. It was agreed that this goal will not be revised.

After the discussion, a short break was taken so that the project team could incorporate the changes noted above into the real-time polling activity. Following the break, MVRPC presented a poll to the Steering Committee. A test question was shown to the committee to acclimate them to the polling interface. After this, Steering Committee members were asked to rank all 12 goals from most important to least important. Once the poll was closed, a motion was passed to advance the top eight goals to the public for their review and comment. The four goals that were not passed to the next step were: foster safe communities, create healthy communities, provide diverse places, and create quality places.

The meeting concluded with RPCC providing additional information on the project’s community engagement efforts, including preparations for a series of “pop-up” events. The Steering Committee provided additional ideas for project outreach. The meeting concluded just before noon.

Meeting Outcomes/Next Steps: Valuable input was received from the Steering Committee during the workshop. This information will help shape not only the plan’s goals, but also its objectives and actions. During the workshop, several goals were revised and the preliminary goals were prioritized. The top eight goals will be advanced to the public for their review and comment. Following the comment period, the Steering Committee will be asked to finalize the goals of Perspectives 2040.

Steering Committee Workshop**August 4, 2020****10 am – 12 pm**Meeting will be held via Zoom: <https://zoom.us/j/98741516244>

To call in: +1 929 205 6099 | Meeting ID: 987 4151 6244

Agenda

1. Welcome.....Devon Shoemaker, RPCC
2. Goal Review.....Elizabeth Whitaker, MVRPC
3. Prioritization.....Elizabeth Whitaker, MVRPC
4. Next Steps.....DeAndra Navratil, RPCC

PERSPECTIVES 2040: GREENE COUNTY FUTURE LAND USE PLAN UPDATE

Steering Committee Goals
and Priorities Workshop
August 4, 2020



MIAMI VALLEY
Regional Planning Commission

BEFORE WE START

- Thank you for being here today – we appreciate your time and support!
- Thank you those that completed the pre-meeting activity
- A virtual workshop is not ideal, but we are going to do our best to make this work and use your time efficiently
- We are asking that we strive for consensus and abide by majority vote
- There will be some limitations, but we are taking steps to make sure we capture your feedback
- This will not be the last time you see the goals

GOALS & PRIORITIES WORKSHOP

- Today we will:
 - Review goal development process
 - Share results of pre-meeting survey
 - Identify and discuss goals for the plan through group discussion
 - Prioritize goals through real-time polling

- After today's workshop, we will:
 - Seek feedback from the public on the prioritized goals
 - Review and process public feedback
 - Present final goals for your approval

PERSPECTIVES 2020 GOALS

- The current plan, Perspectives 2020, has 12 complex goals. While they cover a lot of worthy topics and ideas, we think this plan would benefit from having fewer goals with a tighter focus.
- Perspectives 2040 will seek to streamline the plan's goals.

Perspectives 2020 Goals

1. Foster inter-jurisdictional coordination on development reviews and development related issues.
2. Provide a planning process that addresses land uses issues common to the various segments (Planning Partnership Areas/political jurisdictions) of Greene County so that all segments may function as integral parts of the county in managing physical change.
3. Promote manageable, sustainable, efficient and orderly use of all areas of the County that recognize the proper relationships between land uses.
4. Strike a balance between a land use pattern that promotes a high level of public health, safety, welfare, comfort, and conveniences, and supports adequate levels of public services and facilities, while increasing or maintaining environmental quality for existing and future residents of Greene County.
5. Recognize the importance of a viable agricultural community to Greene County and promote sound land use practices, which offer protection from unnecessary encroachment.
6. Identify, preserve, protect, and expand the physical, social, economic, and aesthetic qualities that contribute to the desirable and unique character of Greene County.
7. Provide a planning process that recognizes the capability and limitations of Greene County's physical resources to accommodate man's needs, and the necessity of identifying and protecting irreplaceable resources and the functions performed by them.
8. Provide a sufficient diversity of decent, safe, and sanitary housing opportunities, variety of community activities, services, and a wide range of choices of life styles that will satisfy the various needs of existing and future residents of Greene County.
9. Foster a relationship between transportation, utility services and land use that aims toward encouraging development patterns that can be served in a cost effective, swift, efficient, and environmentally beneficial manner.
10. Expand and strengthen the economic base of Greene County and its various communities by optimum utilization of existing physical, social, and economic amenities while promoting a balanced economy that offers a variety of employment opportunities.
11. Improve the quality of essential public services and develop of wide range of community facilities located in a manner best suited to the well being of all county residents.
12. Maintain and enhance our county's quality of life and to be fundamentally fair to all our citizens and to respect their individual rights.

GOALS, OBJECTIVES, AND ACTIONS – OH MY!

Perspectives 2040 will include goals, objectives, and actions. We are using the following definitions to differentiate between these terms.

Goal: Broad, major initiatives that need to be undertaken to address the vision

For now, consider high level concepts in a VERB + NOUN format

*We are
focusing on
goals for
this activity.*

Objective: Interim steps that address the goal; should be SMART*

SMART format : verb noting direction of change + area of change + target + degree of change + time frame

Action: Describes the approach to getting things accomplished, helps you determine how you will achieve your objectives through action

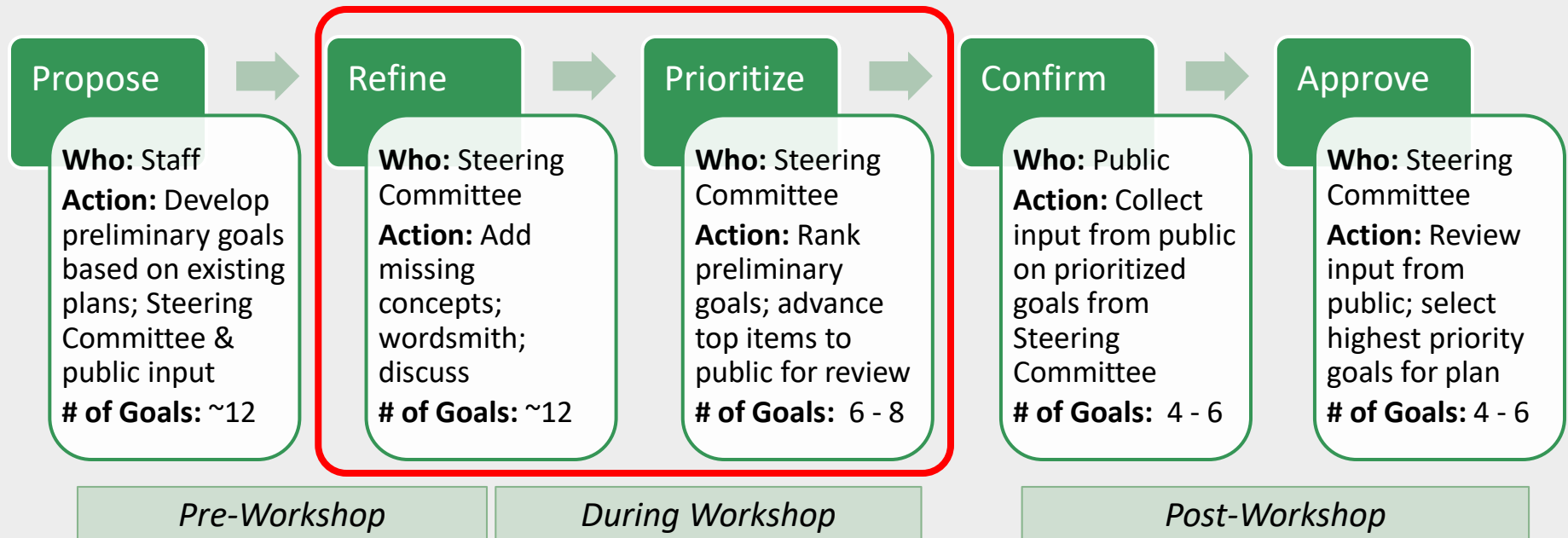
These will take shape in a what + who format

*SMART:

Specific
Measurable
Attainable
Relevant
Time-bound

PERSPECTIVES 2040 GOALS – HOW WE’LL GET THERE

Following a multi-step process, we’ll develop the goals for Perspectives 2040.



DEVELOPING THE PRELIMINARY GOALS

- The Project Team reviewed a range of source material to develop a set of preliminary goals for your consideration.
- Sources included:
 - Existing Community Plans
 - Steering Committee SWOT* results
 - Steering Committee word association results
 - Virtual Open House SWOT* results
 - Virtual Open House word association results
- The pre-meeting activity materials included additional information about these sources.

PERSPECTIVES 2040 PRELIMINARY GOALS

The following ideas reflect a **starting point** for the plan's goals. Today we will work to refine and prioritize these items.

Manage the
pace of
development

Protect
farmland

Preserve
natural
resources

Revitalize
existing
communities

Diversify the
local economy

Create healthy
communities

Foster safe
communities

Enhance
quality of life

Improve
infrastructure

Coordinate
among
communities

Provide
diverse places

Create quality
places


PRE-MEETING SURVEY RESULTS

We asked for initial impression of each goal in order to gage which goals had consensus and which items needed work.

Goal	Acceptable	Needs Revised	% Acceptable
Manage the pace of development	4	5	44%
Protect farmland	8	1	89%
Preserve natural resources	7	2	78%
Revitalize existing communities	8	1	89%
Diversify the local economy	6	3	67%
Create healthy communities	7	2	78%
Foster safe communities	7	2	78%
Enhance quality of life	8	1	89%
Improve infrastructure	7	2	78%
Coordinate among communities	5	4	56%
Provide diverse places	6	3	67%
Create quality places	6	3	67%

PRE-MEETING SURVEY RESULTS

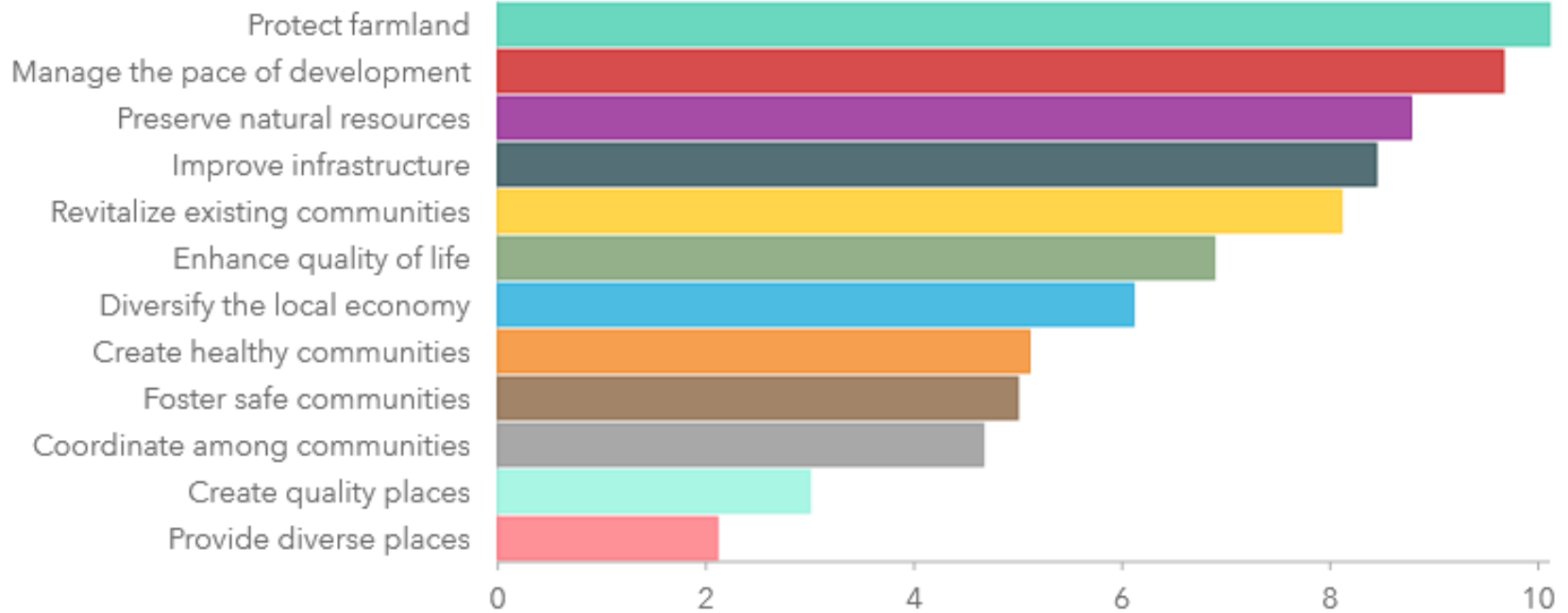
We asked if there were any broad concepts that were missing from the preliminary goals.



Attract industries/companies
into Greene County that will
create/provide jobs that pay
better than farm wages

PRE-MEETING SURVEY RESULTS

We asked users to rank the preliminary goals based on the information they had at the time.



GOAL REVIEW

Manage the
pace of
development

Protect
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Enhance
quality of life

Improve
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diverse places

Create quality
places

GOAL REVIEW

Manage the Pace of Development

- This goal was based on the idea that primary purpose of a future land use plan is to determine where and how land should be used.
- Source material showed support for:
 - balanced development
 - minimal development of rural spaces
 - preference for infill development

Control sprawl and its negative effects.
-Perspectives 2020

Manage the pace and quality of future development within the township...
-Sugarcreek Township Long-Range Land Use Plan

New development shall be encouraged within the Village through infill and greater density...
-Yellow Springs Village Comprehensive Plan

Preserve the township's rural feel for future generations through management of growth and development.
-Miami Township Comprehensive Plan

GOAL REVIEW

Coordinate Among Communities

- This goal was based on the idea of thinking beyond our traditional boundaries to:
 - address issues
 - work together for mutual benefit
 - share resources
 - promote cooperation
- Because so much of what makes Greene County a desirable place to live, work, and play are things that go beyond political boundaries.

Foster inter-jurisdictional coordination on development reviews and development related issues.

-Perspectives 2020

Identify, preserve, protect, and expand the physical, social, economic, social, economic, and aesthetic qualities that contribute to the desirable and unique character of Greene County.

-Perspectives 2020

GOAL REVIEW

Diversify the Local Economy

- This goal was based on the idea that while Greene County has a strong economy, it's not particularly diverse.
- Major sectors are centered on:
 - Government and defense
 - Retail, accommodation, and food service
 - Education services
- Source material indicated a desire to grow and diversify the economy by attracting jobs, business, and industry.

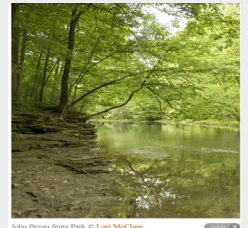
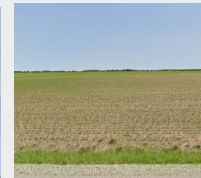
WPAFB is the largest single-site employer in Ohio and is a considerable asset. However, many of the county's best jobs are tied to the base. We have to acknowledge that BRAC processes are always a possibility.

Greene County is a retail destination for the Miami Valley which creates jobs and revenues. However, the jobs created by this type of industry are often low paying, and continual shifts to online retail present a risk.

GOAL REVIEW

Provide Diverse Places

- This goal was based on the idea that we should support the development of distinct and desirable areas to provide a range of places for people to live, work, and play in Greene County.
- Source material showed support for:
 - Distinct districts
 - Variety of housing options
 - Historic preservation
 - Community identity



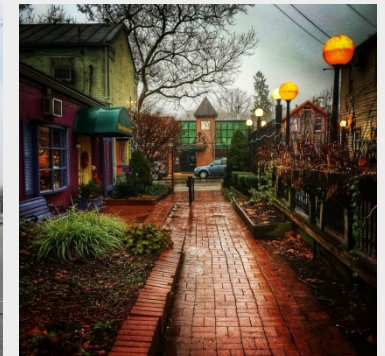
GOAL REVIEW

Create Quality Places

- This goal was based on the idea that not only do we want a range of places and experiences, but that we want those places to be of high quality.
- Source material included support for:
 - Urban form
 - Community aesthetic
 - Historic preservation
 - Community identity



Which do you prefer?



Where do you want to spend time?

DISCUSSION

- Other items for discussion related to the goals?

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pace of
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Protect
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Preserve
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Revitalize
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Diversify the
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Create healthy
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Foster safe
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Enhance
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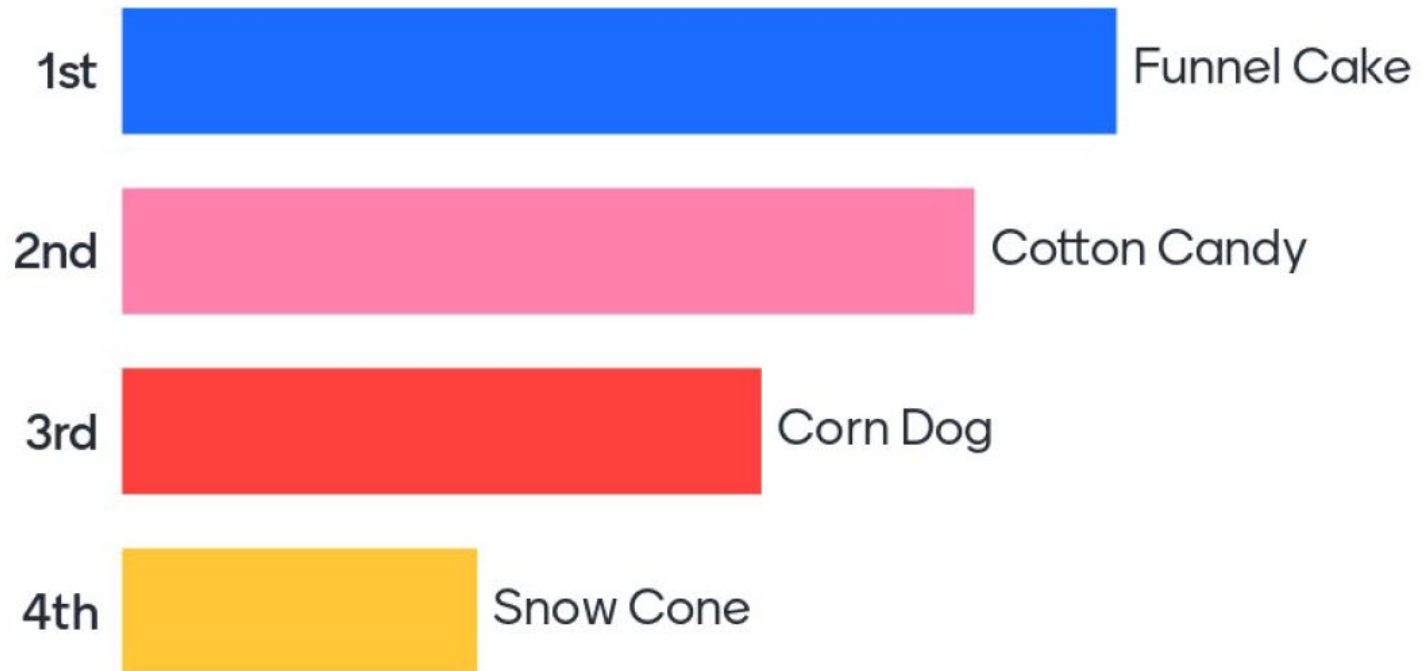
Improve
infrastructure

Coordinate
among
communities

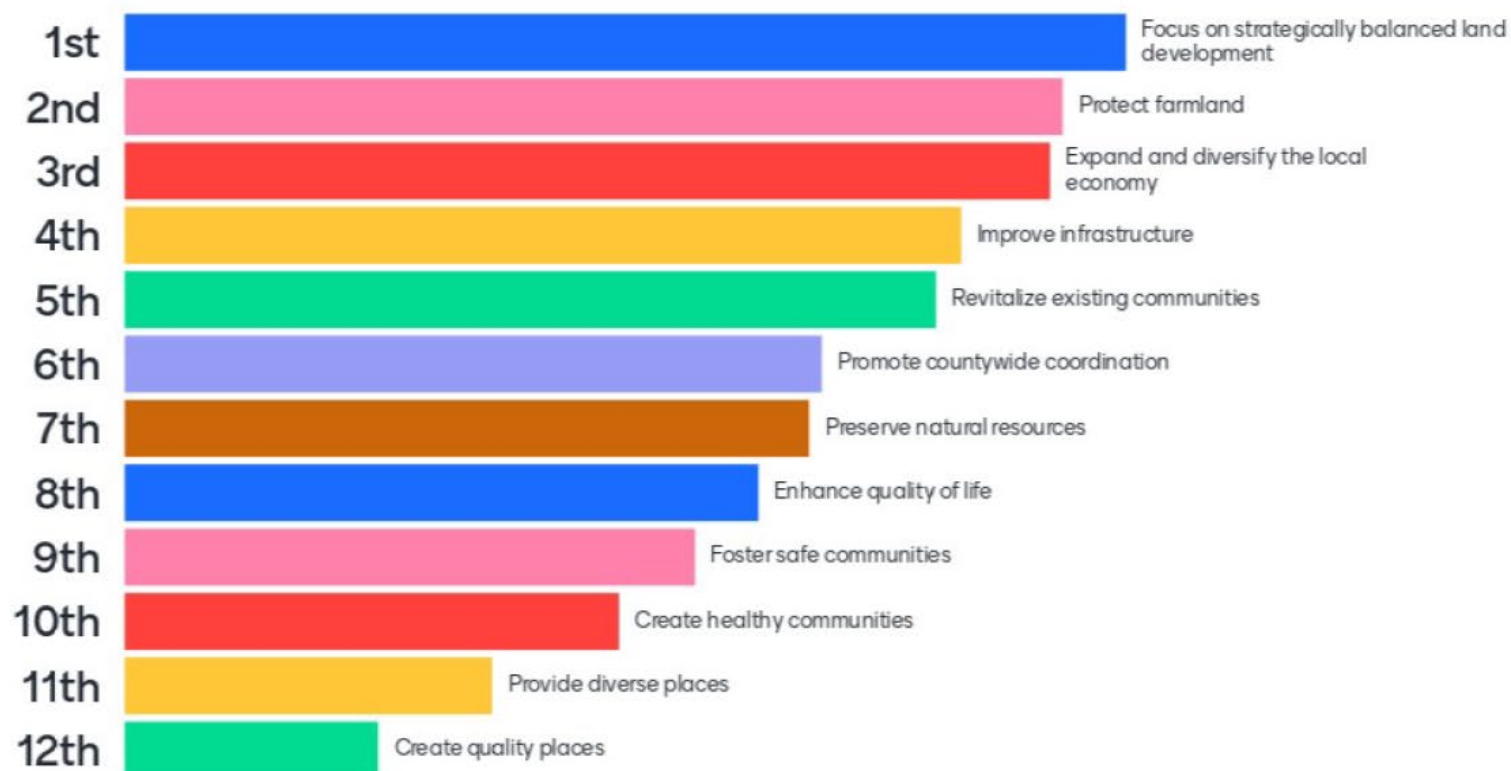
Provide
diverse places

Create quality
places

County Fair Foods - What's the Best?



Please Rank the Preliminary Goals



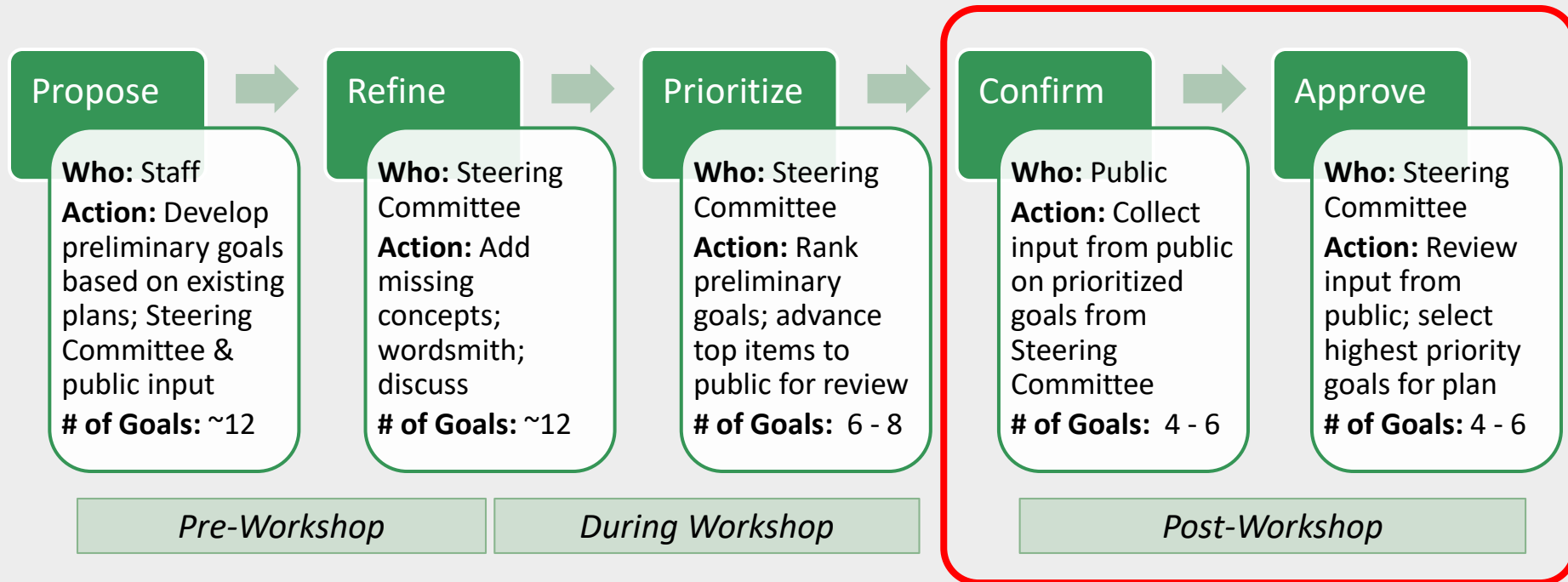
DISCUSSION

- Are there any comments or concerns regarding the outcomes of the prioritization?

ACTION ITEM

- Approve top eight goals for advancement to the public for review and comment.

NEXT STEPS



OTHER PROJECT UPDATES

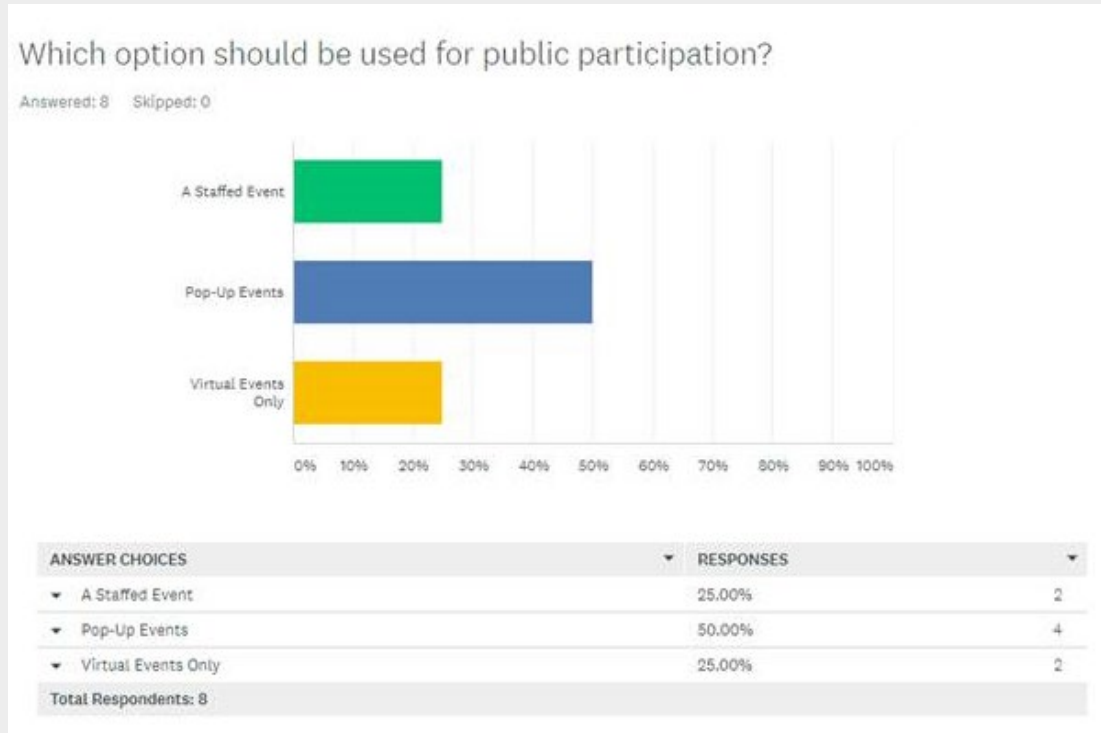
■ Public engagement updates

- Preference for “pop-up” events
- Support getting the word out

■ Preparing for pop-up events

- Coordinating with Master Trails Plan

■ Exploring options for virtual engagement opportunities



QUESTIONS?
THANK YOU!



Steering Committee Prioritization Results

Polling from August 4, 2020

Please Rank the Preliminary Goals

