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

Going Places Scenario Voting Results and Analysis

Phase III: Building a Clear and Shared Land Use Framework

During Phase II of the Going Places initiative, MVRPC staff used the input gathered from people from all over the Region to build seven Future Land Use Scenarios. Phase III of the Going Places initiative, then, is concerned with giving people the chance to select the final Preferred Land Use Scenario and then building a consensus around a Regional Growth Framework based on that final scenario.

This report is a summary of the results of the voting process that was used to give people from throughout the Region the opportunity to tell MVRPC which of the seven scenarios they liked best and why.

Scenario Voting

There were four opportunities for people to vote on which of the seven Future Land Use Scenarios they preferred. First, members of the Going Places Steering and Planning Advisory committees were given the opportunity to view the scenarios and vote for their favorites at a joint meeting held on October 14, 2010. Five public Open Houses were held throughout the Region in October and November of 2010 at which participants were presented with the seven scenarios and asked to fill out a Vision Card that indicated which scenario they liked best and why. A virtual open house was created and put online that included an online survey allowing people to select a scenario and indicate why. Finally, a mail survey was distributed through the Dayton Daily News which, again, asked respondents to select a scenario and indicate why.

A total of 84 votes were collected from the Steering and Planning Advisory Committee meeting and the five Open Houses. Figure 1 shows the results of this voting process, broken down by scenario. The Infill/Conservation Development scenario collected the largest number of votes, with 34, or 40%. The second highest number of votes was awarded to the Mixed-Themes Development scenario with 22 votes, or 26%.

The Virtual Open House was developed so that people who had not been able to attend one of the five Open Houses would have an opportunity to review the seven Future Land Use Scenarios and then vote on one. People who viewed the presentation were guided through a presentation on the sev-

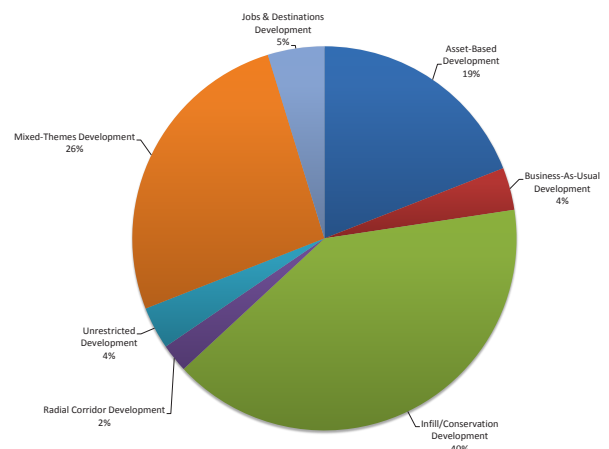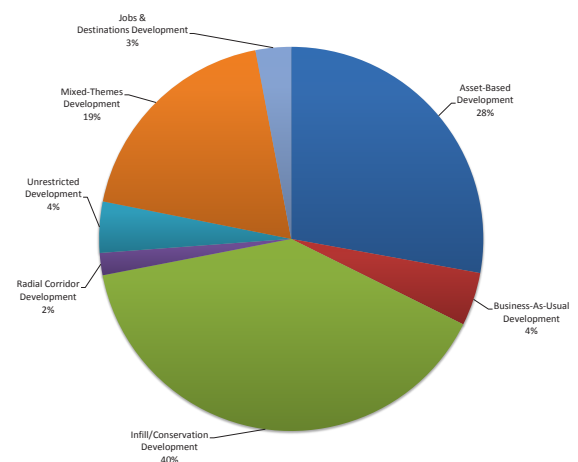**Figure 1. Open House Voting Results**

Jobs & Destinations Development 5%
Asset-Based Development 19%
Business-As-Usual Development 4%
Mixed-Themes Development 26%
Unrestricted Development 4%
Radial Corridor Development 2%
Infill/Conservation Development 40%

Figure 2. Online Voting Results

Jobs & Destinations Development 3%
Asset-Based Development 28%
Mixed-Themes Development 19%
Business-As-Usual Development 4%
Unrestricted Development 4%
Radial Corridor Development 2%
Infill/Conservation Development 40%

en Final Land Use Scenarios and then asked to fill out a web survey which recorded their votes and comments. A total of 535 votes were collected from the Virtual Open House between December 2nd, 2010, and April 22nd, 2011. Figure 2 shows the results, broken down by scenario. Again, the Infill/Conservation Development scenario collected the largest number of votes, with 212, or 40%. The Asset-Based Development scenario claimed second place in this voting process, however, gathering 149 votes, or 28%.

Figure 3. Mail Voting Results

The mail survey, as mentioned above, was distributed as an insert in the March 31, 2011, edition of the Dayton Daily News. While the deadline given for responses on the insert itself was April 15th, MVRPC staff tallied responses sent in until May 21st. The insert included basic information on each of the seven scenarios, including a map, the definition, and selected results from the performance indicator analysis. A total of 691 surveys were returned, although 84 of those did not include a vote. The results from this effort turned out decidedly different from the previous two, as can be seen in Figure 3. Respondents to the mail survey indicated that the Mixed-Themes Development scenario was their favorite, garnering 242, or 40%, of the votes. The Infill/Conservation Development scenario and the Asset-Based Development scenario were almost tied, with 116 votes, or 19%, and 108 votes, or 18%, respectively.
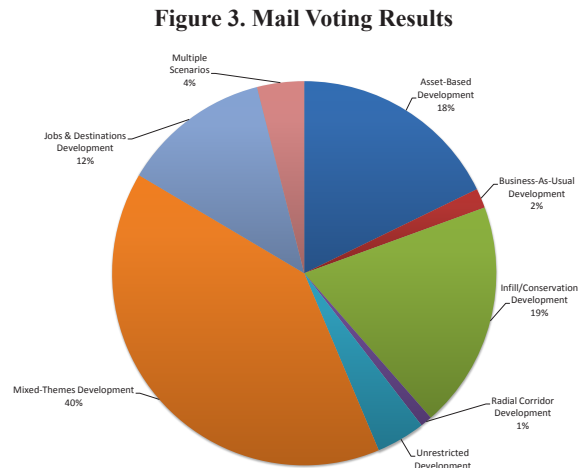
Figure 4 is a chart showing the final voting results. The Infill/Conservation Development scenario and the Mixed-Themes Development scenario were virtually tied, earning 362 and 365 votes, respectively. The Asset-Based Development scenario was voted in third place, garnering 273, or 22%, of the votes.
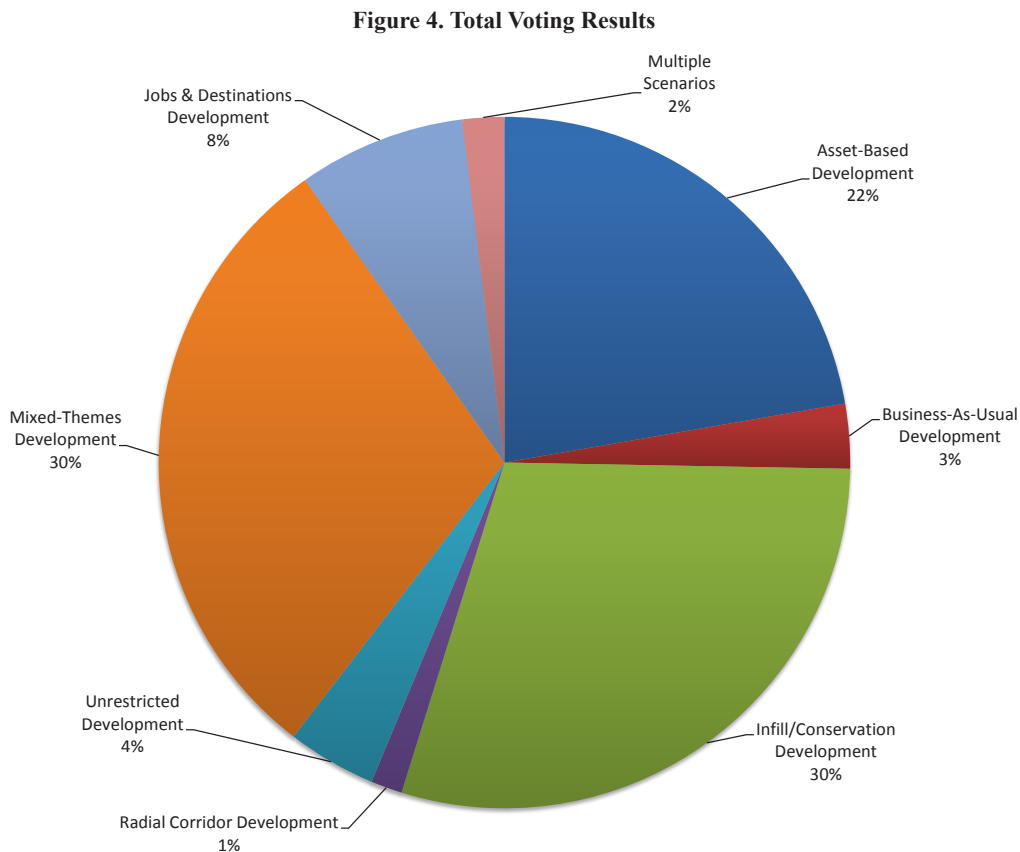
Figure 4. Total Voting Results

Table 1 details the final voting results. Asset-Based Development, Infill/Conservation Development, and Mixed-Themes Development together received approximately 82% of the total votes.

Table 1. Total Voting Results

	Total	Percentage
Asset-Based Development	273	22.29%
Business-As-Usual Development	37	3.02%
Infill/Conservation Development	362	29.55%
Radial Corridor Development	18	1.47%
Unrestricted Development	51	4.16%
Mixed-Themes Development	365	29.80%
Jobs & Destinations Development	96	7.84%
Multiple Scenarios	24	1.96%
Asset & Infill	*2*	*0.16%*
Asset & Jobs and Destinations	*2*	*0.16%*
Asset & Mixed-Themes	*2*	*0.16%*
Infill & Mixed-Themes	*10*	*0.82%*
Unrestricted & Mixed-Themes	*1*	*0.08%*
Mixed-Themes & Jobs and Destinations	*1*	*0.08%*
Infill & Jobs and Destinations	*2*	*0.16%*
Infill, Radial, & Mixed-Themes	*1*	*0.08%*
Asset, Radial, & Mixed-Themes	*1*	*0.08%*
Infill, Mixed, & Asset	*2*	*0.16%*
Total	1,226	100.00%

Scenario Voting Analysis

As part of the voting process, respondents were asked to indicate why they had chosen their preferred scenario. MVRPC staff then conducted a content analysis on those responses, grouped by scenario, in order to better understand those aspects of each scenario that the respondents most agreed with.

Asset-Based Development

The people who supported the Asset-Based Development scenario responded to the positive notion of building on the Region's existing assets. Some of the specific assets mentioned include downtown Dayton, Wright Patterson Air Force Base, Dayton International Airport, the Region's universities, and the Region's historic districts. Many respondents mentioned the indicator scores for the scenario. Most frequently mentioned were the below-average score for traffic congestion, the above-average score for open space accessibility, and the below-average score for air quality impact. As one respondent put it, "less pollution, less traffic congestion. What's not to like about that?"

Respondents were in large part concerned with issues of accessibility. Many saw the Asset-Based Development scenario providing increased accessibility to parks and jobs, resulting in decreased commute times.
Increasing the number of jobs in the Region was another major concern. Many respondents noted that the development of new jobs was a priority and that they felt that building on the Region's assets would be an effective way to accomplish this goal.

Respondents reacted positively to the relative concentration of new population and employment in distinct areas with existing infrastructure. The redevelopment of under-used areas was called for by many respondents. Taking it further, many respondents also called for a focus on the redevelopment of the City of Dayton and its downtown core. "I like this scenario because it builds upon the good things that are already present in the Miami Valley," wrote one respondent. "It also protects the downtown area, which I think is vital to keeping people and jobs in the area."

Open space preservation, mainly the preservation of agricultural land, was called for by many participants. Historic preservation was championed by several participants as well. "No matter what happens, the preservation of historic buildings and farmland should remain top priorities," noted one respondent.
Other concepts mentioned less frequently include the health of the Region's residents, vacancy, the efficient use of resources, and jurisdictional cooperation.

Business-As-Usual Development

Many of the people who supported the Business-As-Usual Development scenario indicated that they had chosen it because future development would be distributed throughout more of the Region, rather than being more concentrated in and around the City of Dayton. Several respondents noted the increased levels of development shown in their own communities – "I live in Huber Heights and the Business as Usual plan seems to give the best deal to Huber Heights." – while others simply didn't like that the other scenarios seemed to concentrate more on the City of Dayton . One respondent wrote, "I'd like to see the Metropolitan city of Dayton to be down-sized and to increase the number of employment opportunities and population increases in the suburban areas of the Miami Valley."

Another focus of many of the comments was a desire for a decrease in the amount of government involvement in development decisions. One respondent wrote, "I don't think the government should step into the business of

forcing developers/builders to only build in certain areas and under certain conditions if the market forces aren't there to support it." Another noted, "I don't favor any added government control over the way we live."

Infill/Conservation Development

By far, the two most frequently given reasons for why respondents selected this scenario were the emphases on redevelopment and the preservation of open space – particularly the preservation of agricultural land. "Re-developing areas that are already in use revitalizes what is already valuable, restoring our rich heritage, while preserving our farmland for production of local foods--which is good for the environment AND good for the nutritional well-being of local residents," wrote one respondent.

Many respondents also liked that the some of the highest concentrations of new jobs and people would be centered on the City of Dayton. Respondents noted that, "A strong city center is essential to socio-economic stability of the region" and "Our urban core is essential to our success as a region. A revitalized downtown will make our region more appealing to businesses looking to locate in Dayton and will inspire people to live more sustainable lives by living and working closer together."

Some participants pointed out that they felt the emphasis on developing in areas with existing infrastructure, rather than creating new, was more cost-effective. The idea these respondents expressed was that the more infrastructure that is built in the Region, the more it will cost to maintain it. If the creation of new infrastructure can be minimized, then maintenance costs can be minimized as well and focused on the infrastructure already in existence.

Many participants noted both the desire and potential for increased public transit options with this scenario. Several even objected to the indicator score showing a higher-than-average rating for air quality impact, noting that "By incorporating mass transit, and through the use of green technology for building and transportation, we can minimize traffic congestion and the associated pollutant emissions."
Other reasons given for selecting this scenario include an increase in accessibility – especially to parks and employment centers – promoting stronger communities and greater cooperation between communities in the Region, and a general agreement with the results of the performance indicator assessment.

Radial Corridor Development

Many respondents liked the fact that the areas with the highest concentrations of new populations and jobs in this scenario were more spread out and inclusive of more areas within the Region. "This scenario includes more than just south of Dayton. I live north and would like to see money put into developing this area," noted one respondent. Another wrote they hoped the scenario would "give life to Greene County."

Several respondents saw the potential for encouraging alternative transportation methods in this scenario. "While radial might appear to increase traffic congestion, the goal of a true radial is to give enough density to make other transportation options more viable - such as ride share, bus, bike, trains, etc.," wrote one respondent. Other respondents saw the potential in this scenario for promoting the preservation of open space and more rural communities. By keeping development focused around the major transportation corridors, there would be less development creep into outlying areas. Related to this, a couple of respondents also noted the increased potential for redevelopment in this scenario.

A few respondents also commented on the economic development potential of this scenario, noting that further concentrating development along major transportation corridors only builds on the natural movement of businesses and population and could increase commerce in the Region.

Unrestricted Development

Most of the respondents who selected the Unrestricted Development scenario indicated that they supported a free market ideology towards land development, i.e. no government involvement whatsoever. "Government needs to stay out of it and let business decide what is best for their situation," noted one respondent. Another wrote "People should be able to invest where and how they want. Less government red tape. Will create more opportunities and jobs." Even those respondents that didn't go so far as to espouse free markets completely noted that they liked the option for less government involvement in development decisions.

A few respondents also wrote that the indicator results had influenced their decision, citing mostly the below-average score for traffic congestion and the average and below-average scores for housing unit density and population density, respectively. "More living space, average pollutants, average park use, less congestion, less government, Unrestricted has it all. What the people want," noted one respondent

Mixed-Themes Development

Many respondents liked having an option that mixed aspects from several of the scenarios. The reason given by the largest number of respondents as to why they chose this scenario, however, had to do with the preservation of open space – namely agricultural land. "I like the fact that farmland will be preserved," noted one respondent, "I love seeing grassland, open spaces."

In tandem with open space preservation, many respondents noted the increased potential for the redevelopment of already developed and underused areas. One respondent wrote that "utilizing existing infrastructure and developing near regional assets may be more cost effective for local and municipal governments and as a result less of a burden for tax payers."

Respondents tended to like the scenario's development pattern, with higher concentrations of future jobs and population focused around the Region's major transportation routes. Several participants noted that they liked that this scenario – in contrast to the Infill/Conservation Development scenario – did not concentrate much of its development potential in the City of Dayton, but rather spread it out throughout the Region, delivering benefits to many communities rather than just a few. Participants also liked that there seemed to be more development options under this scenario, rather than an emphasis solely on high-density development.

With future development in this scenario spread out along the major transportation corridors, many participants also saw the potential for an increase in alternative transportation methods. As one respondent noted, "More dense population should encourage more use of public transportation."

Similar to the Infill/Conservation Development scenario, several respondents commented that concentrating new development in areas with existing infrastructure could be more cost-efficient. Other respondents noted the concentration of new population and jobs around the Region's assets and the potential for this scenario to assist in job-creation/attraction. A few participants also wrote about this scenario's potential for improving the quality of life of the Region's residents and the results of the performance indicator assessment as a factor in their decision to support this scenario.

Jobs & Destinations Development

Predictably, most of the respondents who selected the Jobs & Destinations Development scenario cited its focus on job-creation as the reason for their decision. As one respondent wrote, "We need jobs! Anything to encourage jobs should be done. We cannot grow and survive if we don't create jobs."

The potential for new tourist-centered and recreation developments were mentioned several times. Tourist-centered developments in particular were seen as a way to both attract visitors (and their money) from outside the Region and to encourage employers to locate and stay within the Region.

The performance indicator assessment results influenced the choice of several respondents, particularly the scenario's below-average air quality impact and traffic congestion scores.

Multiple Scenario Selections

The format of the mail survey and the Open House Vision Cards allowed for the selection of more than one scenario. Twenty-four respondents took advantage of this option.

Asset-Based and Infill/Conservation Development

Two respondents combined these scenarios mainly because they liked the focus on building on the Region's existing assets and the focus on concentrating any new development in already developed areas and protecting open space.

Asset-Based and Jobs & Destinations Development

Two respondents chose to combine these scenarios, although the exact reasons why are unclear. One respondent wrote that there needs to be a balance between the two of them while the other simply noted that it was a tough decision and that they liked average density and decreased traffic congestion.

Asset-Based and Mixed-Themes Development

Two respondents combined these scenarios, although, again, the reasons why are unclear. One respondent noted that they liked the idea of using existing infrastructure but that they also liked the focus on regional assets. The other respondent noted that they liked average population density and decreased traffic congestion.

Infill/Conservation and Mixed-Themes Development

Ten respondents chose to combine these scenarios. Most of these respondents noted both a desire to preserve open space and concentrate any new development in areas with existing infrastructure. Respondents also wrote about desires for increased transportation options and allowing more flexibility for business growth.

Unrestricted and Mixed-Themes Development

One respondent combined these scenarios. The reason for this combination is unclear, but the respondent called for allowing business to develop where they want and blamed development incentives in part for the decrease in jobs.

Mixed-Theme and Jobs & Destinations Development

One respondent chose to combine these scenarios. The respondent didn't really provide a reason, simply stating that "we need to take advantage of the 'good' we have."

Infill/Conservation and Jobs & Destinations Development

Two respondents combined these scenarios. Both respondents liked the combination of attracting new employers and encouraging the redevelopment of under-used areas.

Infill/Conservation, Radial Corridor, and Mixed-Themes Development

One respondent chose to combine these three scenarios. No reason as to why was given, the respondent simply asked, "if new roads, etc, are needed, who will pay for them?"

Infill/Conservation, Mixed-Themes, and Asset-Based Development

One respondent chose to combine these three scenarios. The respondent felt that this combination was the most sustainable.