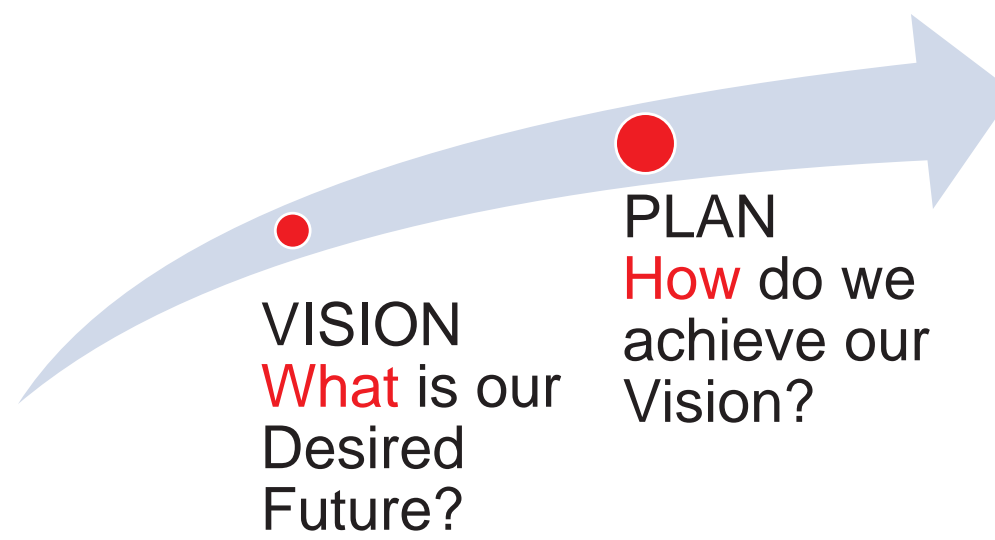## What is Going Places?

We live, work and play regionally and through Going Places we plan regionally. MVRPC's Board of Directors recognized the need for and importance of developing a regional plan to serve as a resource and guide to assist in local planning and decision-making processes. This led to Going Places: An Integrated Land Use Vision for the Miami Valley Region. Going Places answered 3 questions:

- Where are we now and where are we headed?
- Do we like where we are headed and what are our other choices?
- Where to we want to go and how to we get there?

What is Phase III—Building a Clear and Shared Regional Land Use Plan?

Based on the outcomes of the previous two phases, the purpose of Phase III was to develop a regional plan consisting of a set of implementation tools built from a shared regional vision for the year 2040.

VISION
What is our Desired Future?

PLAN
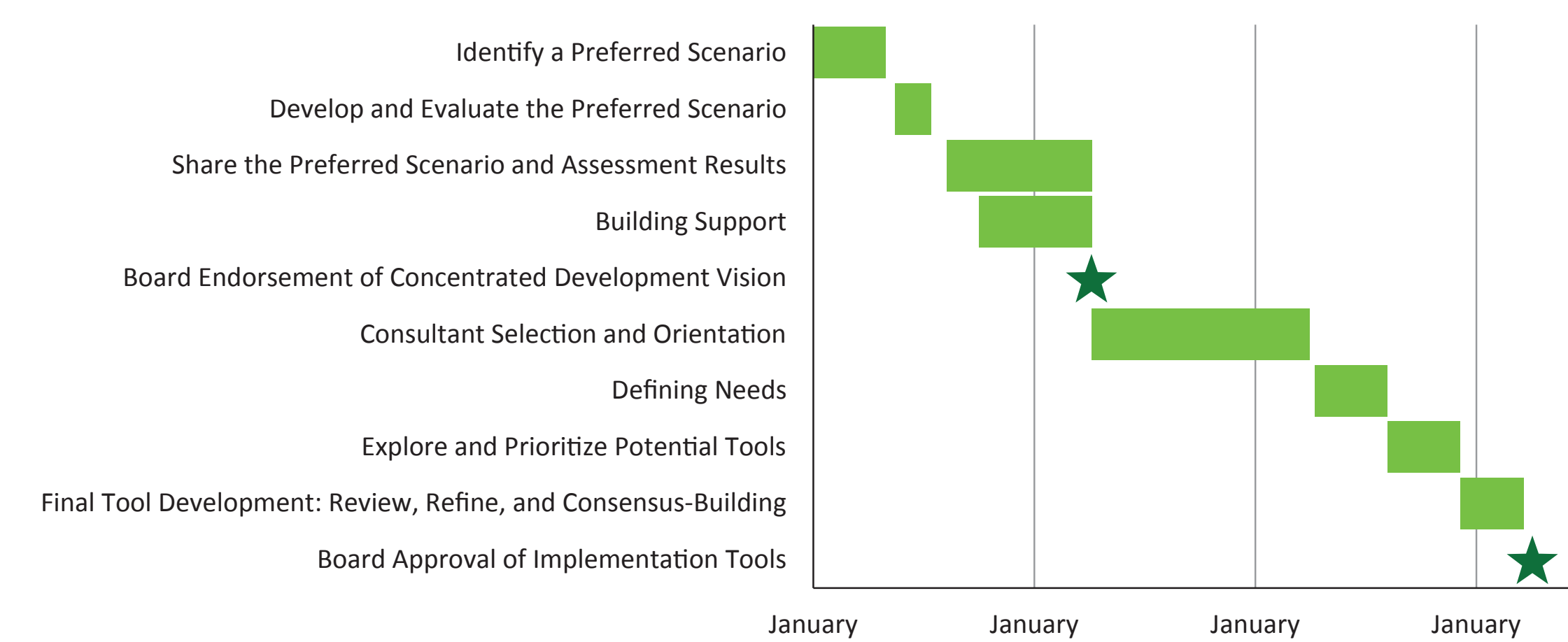**How** do we achieve our Vision?

How was Phase III Carried Out?

The planning process for Phase III was designed to identify a shared regional vision and to use that vision as a framework for developing implementation goals, priorities, and tools that address long-term strategies for bringing the vision into reality. Several approaches were followed to meet two separate goals for this phase as shown below.

Specific Planning Approach Objectives	
Shared Regional Vision	**Implementation Tools**
• Public driven	• Committee driven
• Input from the Region	• Input from regional representatives
• Elective process	• Consensus process
Common Planning Approach Objectives	
• Information sharing and reporting at every step	
• Input gathering	
• Building support	

Timeline

The first goal of developing a regional vision was completed between January of 2011 and April 2012. The second goal of developing implementation tools was completed between May 2012 and April 2014. The MVRPC Board of Directors approved a set of implementation tools in April 2014.

Identify a Preferred Scenario
Develop and Evaluate the Preferred Scenario
Share the Preferred Scenario and Assessment Results
Building Support
Board Endorsement of Concentrated Development Vision
Consultant Selection and Orientation
Defining Needs
Explore and Prioritize Potential Tools
Final Tool Development: Review, Refine, and Consensus-Building
Board Approval of Implementation Tools

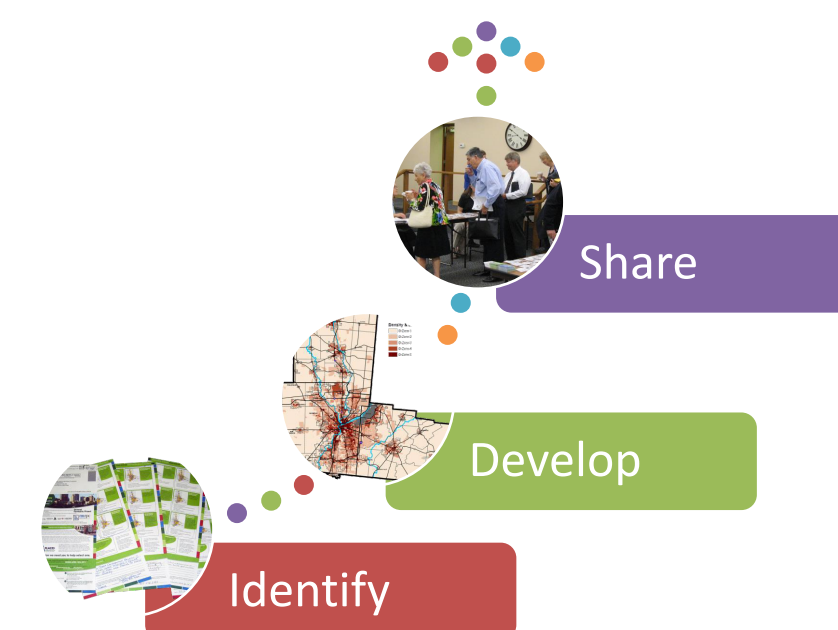January 2011   January 2012   January 2013   January 2014

Shared Regional Vision Development Process

A Shared Regional Vision was intended to represent the desired future expressed by the Region. Building from data gathered through technical studies and input gathered region-wide through a collaborative stakeholder engagement process, the shared regional vision was developed to incorporate input received on:

- which scenario(s) people liked and why
- shared common values that represent what is most important to people throughout the Region
- where people said they wanted future growth to occur

Developing the shared regional vision followed a three-step process as shown in the diagram and includes:

- Identifying a preferred scenario from the seven alternative scenarios developed at the conclusion of Phase II.
- Once the preferred scenario was identified, the next step was to articulate the preferred scenario's core values, principles and characteristics of the Region and to measure the potential effects using 12 performance indicators.
- The last step involved sharing the content and assessment results of the preferred scenario and to solicit support region-wide.

Share
Develop
Identify

Implementation Tools Development Process

After its endorsement of the Concentrated Development Vision, the MVRPC Board of Directors authorized MVRPC staff to work with the Committees to develop the regional land use plan—a plan consisting of a set of implementation tools that local governments and other organizations can use as a resource and guide to address local and regional needs and facilitate the implementation of the Concentrated Development Vision.

It was articulated throughout the process that the responsibility of the implementation tools work was to identify practical, realistic, and implementable strategies. The objective of the implementation tools process was to marry the Concentrated Development Vision to MVRPC's capabilities in a manner that would contribute to regional collaboration efforts and at the same time improve planning capacity at the local level. Since MVRPC does not have regulatory powers, the key challenge facing the initiative was to develop implementation tools that serve its purpose as effectively as possible. As a result, the catchphrase "Tools, not Rules" was used throughout the process.

The three step process used to develop the implementation tools was designed to integrate three foundational elements:

- The Concentrated Development Vision as well as the MVRPC Strategic Plan,
- The Region's critical issues and needs
- The programs and initiatives MVRPC is uniquely suited to lead or support in the Region, including services it has formerly delivered and programs MVRPC could provide or support without significant expansion of its mission, work plan, or staff.

During the planning process, this framework was frequently articulated as "Vision + Needs = Implementation Tools."

Refinement & Consensus Building
Explore & Prioritize
Defining Needs

Public Outreach and Involvement

During all of Phase III, it was important to share progress with and receive feedback from a variety of regional stakeholders. Efforts were made to keep the general public, leaders in local communities, MVRPC's Technical Advisory Committee and Board of Directors, and Committees fully informed and as engaged as possible throughout the process.

These efforts included:

- Meeting summaries were shared to all Committee members via emails and posted on MVRPC's website and Facebook page.
- Progress briefings were given to MVRPC's Technical Advisory Committee and Board of Directors.
- At major milestones, information was made available to the public through news releases, MVRPC's website, Facebook page, and emails to regional stakeholders who signed up for status updates.
- Public Open Houses were held throughout to gather input and build support.
- Presentations were made at local conferences and at meetings such as city council, county commission, and township trustee meetings.
- Meetings with staff of both public and private organizations.

To reach the Region's 830,000 residents, multiple approaches were employed using both traditional and non-traditional outlets to advertise involvement opportunities and to disseminate promotional materials.

Outreach methods included:

- Local media advertising (radio, newspaper)
- Media coverage (television, radio, newspaper)
- Email and direct mail
- Information flyers and posters
- Community newsletters (print, electronic)
- News releases
- Social Media such as Facebook and Twitter
- Other online calendars

What's Next?

Like any planning process, the identification of the Implementation Tools is only the first step in developing them for successful use and availability. As a next step, MVRPC intends to follow a thorough decision process, as seen below, to bring each tool into action. Based upon a discussion with partners, staff, and stakeholders during the assessment process of how each tool would be implemented, by which agency, and on what schedule, a decision will be made on how to proceed.

MVRPC Decision Process for Tools and Initiatives

1. Need The reason or opportunity for creating an initiative.	Identify	a. Define the reason or opportunity for the initiative. b. What would the initiative address? c. What are the benefits?
	Interest	a. Who is interested? b. Does the initiative tie in with MVRPC's Strategic Plan? c. Is anyone else already addressing this? How? d. What should the initiative look like?
	Merit	a. Does the initiative have enough merit to go to the next step?
2. Assess Who? What? Where? When? How?	Convene Partners	a. Identify potential partners. b. Meet with potential partners to assess the initiative. c. Discuss priority and timeframe.
	Goals	a. What should the initiative achieve? b. How should it be structured? c. What would success look like?
	Resources	a. What capacity currently exists? b. What additional resources would be needed? c. Where would additional resources come from?
	Roles	a. Who are the potential partners? b. Who should lead and support the initiative? c. What work should each partner do?
3. Decide What will MVRPC do?	Partner Role Agreement	a. Confirm partners, their roles and responsibilities. b. Confirm MVRPC's role (lead or support).
	Results	a. Identify deliverables. b. Set major milestones and develop timeline. c. Establish phasing.
	Resources	a. Define responsibilities. b. Identify current and future capacity requirements. c. Identify funding source(s). d. Confirm action plan.
4. Act	Implement	a. Implement initiative. b. Fulfill roles and responsibilities.
	Evaluate	a. Convene and evaluate. b. Learn and adapt as initiative progresses. c. Determine if there is a need to continue. d. Build the capacity to sustain.

We are here