



Phase II Report

2011

Miami Valley Regional Planning Commission



Table of Contents

Phase II Report

Table of Contents.....	iii
List of Tables.....	iv
List of Figures.....	v
Introduction.....	1
General Approach and Design.....	3
Workshop Design.....	6
Scenario Building Through Civic Engagement.....	11
Scenario Development Framework.....	17
Scenario Assessment Through Performance Indicators.....	21
Future Land Use Scenarios – Description and Assessment.....	26
Asset-Based Development.....	26
Business-As-Usual Development.....	30
Infill/Conservation Development.....	33
Radial Corridor Development.....	36
Unrestricted Development.....	39
Mixed-Themes Development.....	41
Jobs & Destinations Development.....	43
Sharing the Future Land Use Scenarios and Assessment Results.....	46
Summary and Conclusions.....	49

For More Information

Please visit www.mvrpc.org/rlu for a copy of this report. Questions or comments should be directed to Martin Kim, Director of Regional Planning, at mkim@mvrpc.org

Miami Valley Regional Planning Commission (MVRPC) is a voluntary association of governmental and non-governmental organizations serving as a forum and resource where regional partners identify priorities, develop public policy, and implement strategies to improve the quality of life and economic vitality throughout the Miami Valley Region.

List of Tables

Phase II Report

Table 1. Community-Based Workshops	14
Table 2. Focused Group Workshops	15
Table 3. Factor Ranking.....	21
Table 4. Open House Locations and Dates.....	46

List of Figures

Phase II Report

Figure 1. Study Area Map.....	1
Figure 2. Scenario Development and Evaluation Process.....	3
Figure 3. Phase II Timeline.....	4
Figure 4. Stakeholder Involvement Principles.....	5
Figure 5. Workshop Agenda.....	8
Figure 6. Scenario Definitions Handout.....	8
Figure 7. Think Card.....	9
Figure 8. Asset-Based Development Dot Map.....	9
Figure 9. Asset-Based Development Mind Map.....	10
Figure 10. Community-Based Workshop Locations.....	11
Figure 11. Newspaper Advertisement for Greene County Workshops.....	12
Figure 12. Poster Advertising Workshops in Miami County.....	12
Figure 13. Two-Page Workshop Flyer.....	13
Figure 14. The Scenario Development Process.....	17
Figure 15. Mind Map Digitization and Analysis.....	18
Figure 16. Grid Cell Size.....	18
Figure 17. Dot Map Analysis.....	19
Figure 18. Dot Map Point Values.....	19
Figure 19. Dot Map Overlays.....	20
Figure 20. Conversion from Grid Cells to Census Blocks.....	20
Figure 21. Potential Indicators Presented to the PAC.....	21
Figure 22. Going Places Monopoly Board.....	22
Figure 23. Graphic Representations of Indicator Scores.....	25
Figure 24. Asset-Based Development Scenario Map.....	26
Figure 25. Asset-Based Development Scenario Indicator Assessment Results.....	29
Figure 26. Business-As-Usual Development Scenario Map.....	30
Figure 27. Business-As-Usual Development Scenario Indicator Assessment Results.....	32
Figure 28. Infill/Conservation Development Scenario Map.....	33
Figure 29. Infill/Conservation Development Scenario Indicator Assessment Results.....	35
Figure 30. Radial Corridor Development Scenario Map.....	36
Figure 31. Radial Corridor Development Scenario Indicator Assessment Results.....	38
Figure 32. Unrestricted Development Scenario Map.....	39
Figure 33. Unrestricted Development Scenario Indicator Assessment Results.....	40
Figure 34. Mixed-Themes Development Scenario Map.....	41
Figure 35. Mixed-Themes Development Scenario Indicator Analysis Results.....	42
Figure 36. Jobs & Destinations Development Scenario Map.....	43
Figure 37. Jobs & Destinations Development Scenario Indicator Assessment Results.....	44
Figure 38. The Scenario Evaluation Matrix.....	45
Figure 39. Public Open House Locations.....	46
Figure 40. Open House Posters.....	46
Figure 41. Open House Advertisement.....	47
Figure 42. From the Virtual Open House.....	48

The purpose of the second phase of the Going Places initiative was to explore options for the future physical development of the Miami Valley Region (hereafter known as ‘the Region’). The two major goals of this phase were building future land use scenarios – answering the question “how and where should the Region develop by 2040?” – and assessing each scenario’s social, economic, and environmental implications.

Phase II began in June, 2009, and was completed in May, 2011. During the first 12 months, MVRPC staff hosted 33 interactive workshops throughout the Region designed to engage regional stakeholders in a discussion about future land development and to gather their opinions on where and in what ways the Region should develop in the future.

The information gathered at the workshops was compiled and processed, resulting in the development of seven Future Land Use Scenarios. Staff used indicators to evaluate the scenarios’ impact on land use, housing, employment, the environment, and transportation. The results of this process were presented to the public at five Open Houses held in October and November of 2010.

Study Area

The study area for the Going Places initiative – the Miami Valley Region – covers a three-county region in the Dayton Metropolitan area along with three cities in northern Warren County, located in southwest Ohio (Figure 1). It includes Greene, Miami, and Montgomery counties along with the cities of Carlisle, Franklin, and Springboro in Warren county, covering approximately 1,313 square miles. Four interstates – I-70, I-75, I-71, and I-675 – either cross or are contained within the Region.

Report Structure

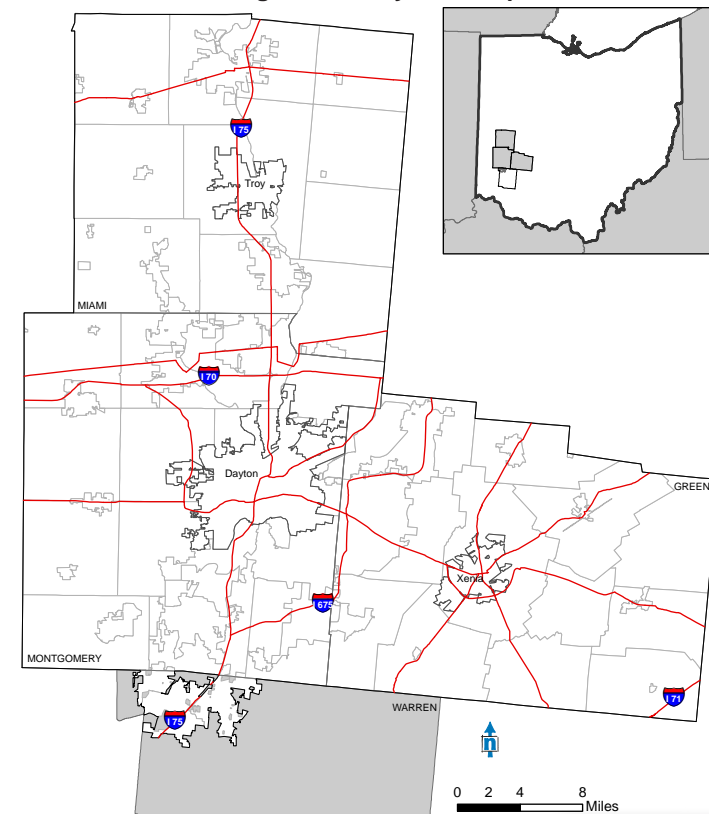
The Introduction is an overview of Phase II of the Going Places initiative, a description of the study area, and an outline of the report structure.

The General Approach and Design chapter provides information on the overall process and timeline of Phase II, the stakeholder outreach process and the public involvement principles that were used.

The Workshop Design chapter is a description of how the workshops were structured and an explanation of the reasoning behind many of the decisions that were made regarding that design.

The Scenario Building Through Civic Engagement chapter presents the list and types of workshops held, the efforts undertaken to publicize the workshops, and a discussion of the results of the workshops.

Figure 1. Study Area Map



Introduction

Phase II Report

The Scenario Development Framework chapter is a description of the methodology used in translating the input from the workshops into the seven Future Land Use Scenarios.

The Scenario Assessment Through Performance Indicators chapter provides an overview of how the future land use scenarios were evaluated, including descriptions of the performance indicators and how they were measured.

The Future Land Use Scenarios – Description and Assessment chapter presents the seven future land use scenarios and the results of the indicator assessments.

The Sharing Future Land Use Scenarios and Assessment Results chapter is a description of how the future land use scenarios and the assessment results were shared with the public.

The Summary and Conclusion chapter provides a summary of the findings.

Acknowledgements

Phase II of Going Places was made possible by organizations and individuals who participated in the many workshops and meetings. MVRPC would like to thank everyone who shared their vision for the future of the Region. MVRPC would also like to thank the individuals and organizations who provided assistance during the public outreach efforts and allowed us to use their facilities for our events.

Phase II was designed to accomplish two goals:

- 1) To build land use scenarios that represent the alternative land use themes, and
- 2) To assess each scenario's impacts using performance indicators.

Figure 2 illustrates the general process that was used to accomplish these goals and how they are interrelated.

The first part of Phase II was focused on identifying several land use themes and building corresponding land use scenarios. The land use themes were developed with the help of the Going Places Steering and Planning Advisory committees and formed the basis of the rest of the Phase II process. The land use scenarios were representations of the themes that addressed the

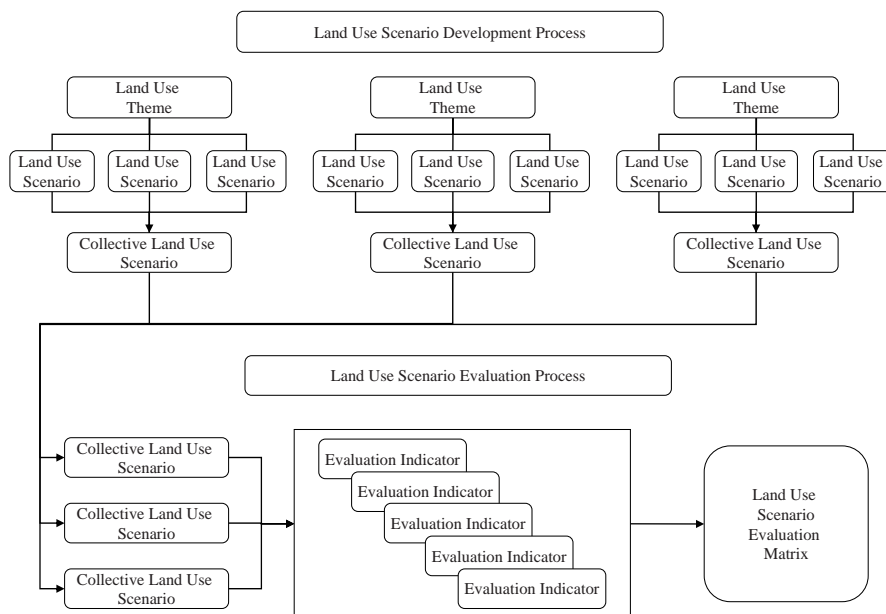
questions of where and how future land development should be directed. In order to build scenarios that truly reflected a regional view of each theme, multiple scenarios were created for each theme by hosting workshops at different locations throughout the Region, which were combined into collective land use scenarios.

Once the collective land use scenarios had been built, Phase II shifted to an analysis mode – using a list of selected performance indicators to analyze the potential effects of each collective land use scenario. This evaluation also enabled a direct comparison of the scenarios.

In order to accomplish these goals, four main tasks were devised:

- 1) Developing the initial land use themes and theme principles and characteristics;
- 2) Conducting community-based and focused group workshops throughout the Region to engage the general public and targeted special-interest groups in the scenario-building process and to develop alternative Future Land Use Scenarios;
- 3) Developing the performance indicators and using them to compare and contrast the Future Land Use Scenarios; and
- 4) Sharing the Future Land Use Scenarios and indicator analysis with the Region.

Figure 2. Scenario Development and Evaluation Process



Timeline

Figure 3 (on the next page) provides a graphical timeline for Phase II.

Phase II officially began in June of 2009 with a kick-off meeting for the Going Places Steering and Planning Advisory committees. Additional meetings with these two committees were held in September of 2009, once the initial land use themes had been developed; in June of 2010, to have the members of the Planning Advisory Committee assist MVRPC staff in selecting the performance indicators; in October of 2010 to review the final seven land use scenarios and their evaluation results; and in March of 2011 to present the final Phase II results.

The community-based and focused group workshops took place between October of 2009 and June of 2010. The public Open Houses, at which staff presented the Future Land Use Scenarios and the results of the indicator assessments, took place in October and November of 2010.

Stakeholder Outreach

At the beginning of Phase II, MVRPC staff launched a region-wide outreach campaign. The purpose of this campaign was to increase awareness of and interest in the Going Places initiative and to encourage people to become involved and participate in the Phase II workshops.

For the purposes of this project, stakeholders are everyone living or working within the Miami Valley Region, including public and private sector organizations and special interest groups with direct interests, involvement, or investments in the way land may be used in the future. Special efforts were made to reach groups not typically represented in planning activities, such as citizens with limited incomes, minorities, and young people.

To reach the Region's 830,000 residents, multiple approaches were necessary. Outreach efforts continued throughout Phase II using both traditional and non-traditional outlets to advertise involvement opportunities and to disseminate promotional materials.

Outreach methods included:

- Local media advertising (television, radio, newspaper)
- Media coverage (television, radio, newspaper)
- Email and direct mail
- Information flyers and posters
- Community newsletters (print, electronic)

Figure 3. Phase II Timeline

	June 2009	Aug 2009	Sept 2009	Oct 2009	Dec 2009	Feb 2009	April 2009	June 2010	Aug 2010	Oct 2010	Dec 2010	Feb 2011	Mar 2011	April 2011					
Development of Initial Land Use Themes	←		→																
Community-Based and Focused Group Workshops				←					→										
Development of Final Scenarios, Evaluation Criteria, and Assessment of Scenarios								←		→									
Sharing Final Scenarios and Assessment Results										←					→				

● Steering and Planning Advisory Committee Meetings

- News releases
- Facebook
- Other online calendars and websites

In addition to publicizing Phase II events, outreach tools and venues were also used to keep regional stakeholders up-to-date on the progress of Phase II and to share information at critical milestones in the process. The methods for sharing this information included:

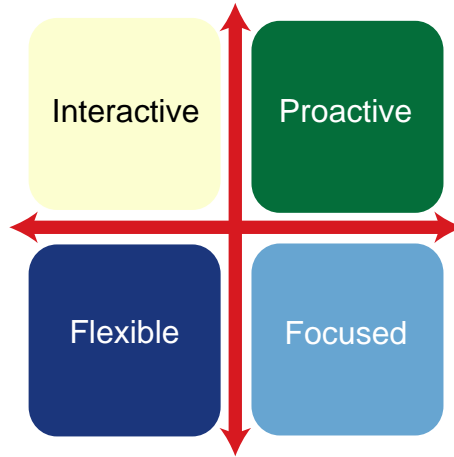
- Brochures, exhibits, and displays at conferences, local festivals, and special events
- Presentations at conferences and meetings
- Public Interest Programs from the media
- Public open houses
- MVRPC website
- News releases
- Email status updates
- Other online calendars, websites, and social networking sites
- Meetings with staff of both public and private organizations

Stakeholder Involvement Principles

Phase II was designed to be as inclusive as possible. The goal was to provide a variety of methods for stakeholders to voice their opinions and concerns.

Four general principles guided the design of the public involvement strategy (Figure 4). The public involvement process was designed to be interactive – facilitating a discussion about the future of land development in the Region; proactive – deliberately seeking to involve groups not normally included in the planning process; focused on land use issues; and flexible – keeping in mind the purpose of this entire endeavor and being flexible in the details.

Figure 4. Stakeholder Involvement Principles



Types of Public Involvement

Three types of public involvement were used during Phase II: interactive workshops, open houses, and leadership briefings and discussions.

Interactive workshops. The workshops were designed as an interactive session, soliciting opinions about *how* and *where* future land development is envisioned for the Region. Two sets of these workshops were held – community-based workshops and focused group workshops. Community-based workshops were held in the evening and were open to the general public. For the focused group workshops, invitations were sent to targeted organizations. They were typically held during the day.

Open houses. The open houses provided an opportunity for the public to review, comment on, and ask questions about the future land use scenarios built from the information gathered at the interactive workshops.

Leadership briefings and discussions. Throughout the Phase II process, MVRPC staff provided status updates and facilitated discussions with the Going Places Steering and Planning Advisory committees. Staff also provided frequent status updates to other groups, including MVRPC’s Technical Advisory Committee and Board of Directors.

MVRPC staff designed the workshops to both educate and engage the general public with regard to land development in the Region. The workshops needed to be interactive – the main purpose was to gather information about how people wanted to see their region develop over the next 30 years – but there was a certain amount of information about the importance of land use planning, its connection with transportation planning, and regional trends and projections that needed to be shared as well.

The 90-minute workshops were divided into two parts. Part I consisted of a presentation given by staff (educate) and in Part II workshop participants were invited to share their visions for the future of land use in the Region (engage).

Workshop Preparation

Designing the Workshop

MVRPC staff spent several months designing and refining the workshop. The most difficult part of the workshop to organize was the interactive part. How would staff elicit input from the general public? How would this input be organized? How would staff keep this input focused on land use issues? What kinds of input will be the most useful for the planning process?

Two types of input were identified as most valuable for the planning process. The first was geographic information. Participants were given a map of the Region on which they could indicate where they thought new development ought to be located between 2010 and 2040. This information could then be used to create a final land use scenario map.

The second type of input was descriptive. Participants were given two opportunities to provide information about why they had chosen to place new development in different locations on the map and how they thought their visions might be achieved.

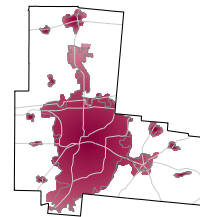
Land Use Themes

In order to give workshop participants a place to start in their discussions about the future land use in the Region, MVRPC staff, with input from the Going Places Steering and Planning Advisory committees, created five land use themes.

The themes were derived from input originally gathered from the Going Places Steering and Planning Advisory committees. The theme development process followed four steps:

1. Committee members were asked to finish the following sentence: “In terms of LAND USE between 2010 and 2040, the Miami Valley should...”
2. Committee members were given a list of all of the responses and asked to group them into themes.
3. Staff reviewed the themes.
4. Staff identified common land use themes.

For each of the five themes, staff created an icon map illustrating how that theme might be interpreted geographically, a general definition, and a list of characteristics.

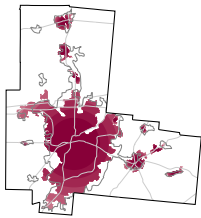


Business-As-Usual Development

Definition: Future development continues the trend of decreasing density and intensity and continues to occur at the outskirts of existing urban areas.

Characteristics: The Business as Usual Development theme represents the continuation of existing development patterns. Features of this development pattern include outward and more dispersed growth at the outskirts of existing urban areas, more housing developments with decreasing densities, and a high amount of land consumption per capita. New infrastructure development – such as roads, water pipes, sewers, and new schools – would be required to support this development pattern.

This type of development would result in a decrease in farmland acreage. The centrality of the City of Dayton to the Region's economic and social networks would continue to be diminished as the Region's population and jobs move further away from the urban core.

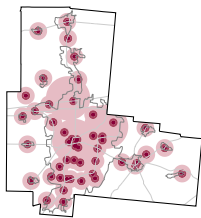


Infill/Conservation Development

Definition: Future development is concentrated in existing urban areas, using existing infrastructure and underutilized land while discouraging suburban and exurban development patterns.

Characteristics: The Infill/Conservation Development theme emphasizes directing future development to existing urban areas that already have the infrastructure to support it. This is accomplished mainly through the redevelopment of vacant lots and brownfield sites – sites that may contain harmful substances that would have to be contained or removed before further development could occur. A variety of incentives and regulations would be needed to make redevelopment less costly, such as alternative building codes, transfer or sale of development rights programs, or tax distribution programs.

This type of development would result in higher density development patterns and more intense uses of existing urban areas, making future investment in public transit and the integration of affordable housing more feasible. It would also result in reduced development pressure on farmland and rural areas, thereby preserving farmland and conserving more natural resources.



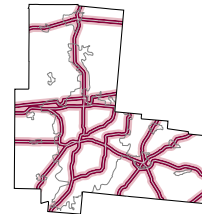
Asset-Based Development

Definition: Future development is concentrated around existing regional assets – natural, built, cultural, economic, and social resources.

Characteristics: The Asset-Based Development theme emphasizes existing regional assets, concentrating future

development around these assets. Regional assets include sports arenas, higher education institutions, medical facilities, cultural and entertainment venues, Wright Patterson Air Force Base, the Dayton Art Institute, water resources, the Region's workforce, its neighborhoods, and its cultural and historical heritage.

This type of development would result in more clustered and concentrated physical development that surrounds and supports these assets, making a future investment in public transit and the integration of affordable housing more feasible.



Radial Corridor Development

Definition: Future development along existing transportation corridors and junctions, maximizing the use of existing roadways and transit networks.

Characteristics: The Radial Corridor Development theme encourages maximizing the use of existing roadways and transit networks and directs future development along existing corridors and junctions. Transportation infrastructure is not limited to roadways but also includes existing transit systems such as airports, bus lines, and transit hubs.

This type of development will result in more clustered and concentrated physical development patterns at major transportation junctions, such as the intersections of interstate highways and major arterial roads, areas near interchanges, and major transit facilities. In addition, development along the transportation corridors will result in more intense land development patterns, making the investment in public transit and the integration of affordable housing more feasible.



Unrestricted Development

Definition: Future development guided only by the market, not by any planning mechanisms.

Characteristics: Development under this theme would be practically devoid of any sort of planning, either at the regional or local level. Development would be completely market-driven and would occur wherever there is demand for it.

This scenario is the most difficult to envision since it is the most sensitive to external factors, such as energy prices or the health of the economy. Depending on demand, this could mean more lower-density development in agricultural areas or environmentally sensitive areas. Or it could mean higher-density development in the case of a spike in energy prices and an increased demand for more public transit.

Figure 5. Workshop Agenda

GOING PLACES
AN INTEGRATED LAND USE VISION FOR THE MIAMI VALLEY REGION
www.mvrpc.org/rlu

MVRPC
MIAMI VALLEY REGIONAL PLANNING COMMISSION

PHASE II – FUTURE LANDSCAPE EXPLORATION
SCENARIO BUILDING WORKSHOP

AGENDA

PART I:

- Welcome
- Going Places Overview (10 minutes)
- Existing Condition Review (15 minutes)

PART II:

- Future Land Use Themes Overview (10 minutes)
- Scenario Building Exercises (55 minutes)
 - Overview and Instruction (5 minutes)
 - Dot Mapping and Mind Mapping Exercises (50 minutes)
- Adjournment

One Dayton Centre, One South Main Street, Suite 260, Dayton OH 45402 • Tel: 937-223-6323 • Fax: 937-223-9750 • Website: www.mvrpc.org

Workshop Structure

The workshops consisted of two components – an education section and an engagement section (Figure 5). The education component included information about planning in general and about the history and future of land use in the Region. The engagement component consisted of three exercises designed to elicit as much useful information as possible while also being easily understood by participants.

Part I

After a brief introduction of MVRPC as an organization,

workshop participants were introduced to the Going Places initiative through a video, which discussed the trends and issues regarding land development in the Region.

During the Existing Condition Review, staff gave a 15-minute presentation detailing the results of Phase I. The presentation covered regional development trends, socioeconomic trends, and developmental constraints and opportunities. The presentation also included an overview of Phase II and an explanation of how Part II of the workshop would fit within the scenario building process.

Figure 6. Scenario Definitions Handout

GOING PLACES
AN INTEGRATED LAND USE VISION FOR THE MIAMI VALLEY REGION
www.mvrpc.org/rlu

MVRPC
MIAMI VALLEY REGIONAL PLANNING COMMISSION

Business As Usual Development

Definition: Future development continues the trend of decreasing density and intensity and continues to occur at the outskirts of existing urban areas.

Characteristics: The Business as Usual Development theme represents the continuation of existing development patterns. Features of this development pattern include outward and more dispersed growth at the outskirts of existing urban areas, more housing developments with decreasing densities, and a high amount of land consumption per capita. New infrastructure development – such as roads, water pipes, sewers, and new schools – would be required to support this development pattern.

This type of development would result in a decrease in farmland acreage. The centrality of the City of Dayton to the Region's economic and social networks would continue to be diminished as the Region's population and jobs move further away from the urban core.

Radial Corridor Development

Definition: Future development along existing transportation corridors and junctions, maximizing the use of existing roadways and transit networks.

Characteristics: The Radial Corridor Development theme encourages maximizing the use of existing roadways and transit networks and directs future development along existing corridors and junctions. Transportation infrastructure is not limited to roadways but also includes existing transit systems such as airports, bus lines, and transit hubs.

This type of development will result in more clustered and concentrated physical development patterns at major transportation junctions, such as the intersections of interstate highways and major arterial roads, areas near interchanges, and major transit facilities. In addition, development along the transportation corridors will result in more intense land development patterns, making the investment in public transit and the integration of affordable housing more feasible.

Unrestricted Development

Definition: Future development guided only by the market, not by any planning mechanisms.

Characteristics: Development under this theme would be practically devoid of any sort of planning, either at the regional or local level. Development would be completely market driven and would occur wherever there is demand for it.

This scenario is the most difficult to envision since it is the most sensitive to external factors, such as energy prices or the health of the economy. Depending on demand, this could mean more lower-density development in agricultural areas or environmentally sensitive areas. Or it could mean higher-density development in the case of a spike in energy prices and an increased demand for more public transit.

Part II

Before the actual interactive part of the workshop began, Staff introduced the five future land use themes (Figure 6). Workshop participants were then asked to select a theme that best fit their vision for the future of land use in the Region. If none of the themes represented a participant's vision, an option was also given to “create your own” theme.

Three exercises were designed in order to capture input from the workshop participants: the Think Card, the Dot Map, and the Mind Map.

Workshop Design

Phase II Report

Participants were to move to each theme's designated table and work as a group to complete the exercises. However, some participants would gravitate to tables with friends or that seemed more popular, rather than the one they actually agreed with. The Think Cards, which weren't introduced until the fifth workshop, were designed to address this issue – mainly by asking participants to select a theme in private before seeing what themes other people chose.

The Think Cards prompted participants to complete three sentences:

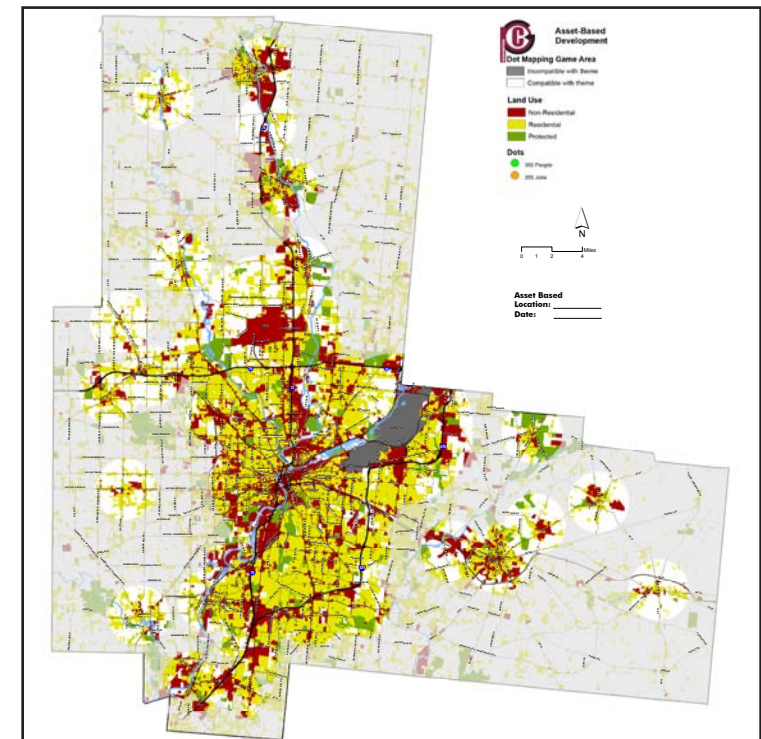
- I support _____ land use theme because I value and/or have a vision of _____.
- I would like to see more land development that encourages or discourages _____.
- Ways to make sure future land development actually follows the _____ land use theme would include _____.

set amount of people or jobs on a map of the Region – in effect, deciding where participants would like to see that growth accommodated.

Figure 7. Think Card

MVRPC staff determined through a series of trials that 70 dots per category were ideal for the amount of time allotted for the exercise. So, each theme group was given 70 green dots, each representing around 350 people, and 70 orange dots, each representing around 350 jobs. The goal was to have each group place all the dots on the map.

Figure 8. Asset-Based Development Dot Map



The dot mapping and mind mapping exercises were designed as group exercises in order to encourage participants to discuss planning-related issues amongst themselves. Participants were asked to “think like a regional planner” and to consider the question, “Given the projected need for future population and job growth, *in what parts* and *in what ways* should we develop in the future?”

Each group was given a large (36 inches by 36 inches) map of the Region with major roads, jurisdictional boundaries, and water features such as rivers and lakes. In order to keep up the mindset that



Dot Mapping. As part of Phase I of Going Places, MVRPC staff calculated that the Region could expect to see around a 3% increase in population between 2000 and 2040 and a 5% increase in jobs. Participants were asked the question: “Given the projected need for future population and job growth, *where* would you like to see the Region develop?” Participants then placed dot stickers representing a

Workshop Design

Phase II Report

staff wanted the workshop participants to think regionally, no place names were included.

Figure 8 on the previous page shows the map given to groups who had selected the Asset-Based Development theme. There are some areas on the map that are grayed out. Staff elected to do this as an extra bit of guidance to keep the participants thinking about the theme they had chosen. Each theme map had different areas grayed out, depending on the focal point of the theme. For Asset-Based Development, the grayed-out areas are not considered near any major regional assets. For the Unrestricted Development map, in contrast, no areas were grayed out at all.

Mind Mapping. The mind mapping exercise was a brainstorming exercise to get the workshop participants thinking more about their selected themes. Each theme group was provided with a large (36 inches by 36 inches) sheet of paper on which a mind map had already been started. Participants were instructed to “discuss, write down, and connect” their ideas in answer to the question, “What should we do to move our Region toward this land use scenario and how should we do it.” Figure 9 shows the sheet given to groups who had selected the Asset-Based Development theme.



Figure 9. Asset-Based Development Mind Map

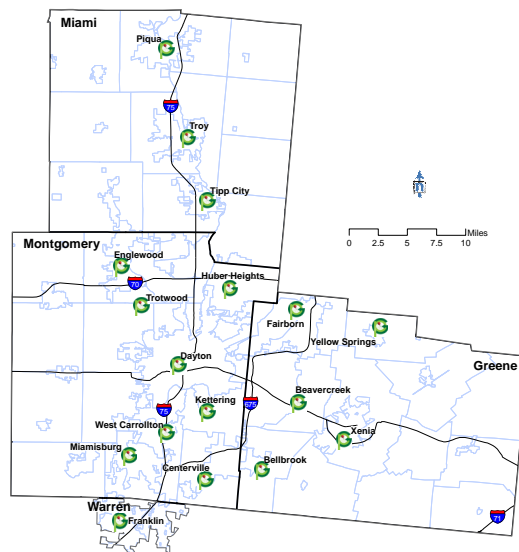


There were many challenges involved in bringing stakeholders to the table during Phase II. First, the concept of a regional land use plan is relatively abstract and involves many principles that people are not generally used to thinking about. Second, the geographic area covered by the Going Places initiative is large and most people are not familiar with the entire area. Third, the planning horizon for the initiative is 2040, much further into the future than most people are used to looking. Finally, the general public doesn't necessarily understand that how the way land is used affects their everyday lives.

MVRPC staff attempted to address many of these concerns through the design of the public involvement process. The community-based workshops were held throughout the Region in order to address the issue of dealing with such a large geographic area. The idea was that even if participants were only familiar with the areas where they live and work, the number of workshops and variety of locations would balance out and, in the end, the data would reflect a balanced, regional perspective. Also, hosting many workshops in different areas of the Region allowed for some flexibility for people who were interested in attending – if the workshop closest to a person was not being held at a convenient time, often there was another workshop being held nearby that might be more convenient.

Based on the population distribution in the Region, a total 17 community-based workshops were held: three in Miami County, one in Warren County, five in Greene County, and eight in Montgomery County (Figure 10).

Figure 10. Community-Based Workshop Locations



MVRPC staff used a mix of different approaches for advertising the community-based workshops and also conducted separate focused group workshops to ensure that certain stakeholder groups were involved in the scenario creation process.

Workshop Advertising

Every effort was made to contact as many people as possible and get them involved. Advertisements were placed in both traditional and non-traditional outlets. MVRPC staff compiled a database of all potential contacts, which currently contains over 2,900 individuals and organizations. Staff also made an effort to use new technologies, such as Facebook and online calendars, to reach even wider swaths of the Region's population.

Local Media Advertising

Prior to each community-based workshop, paid print advertisements were run in many of the Region's local newspapers and other publications (Figure 11 on the next page):

- *Dayton Daily News*
- *Troy Daily News*
- *Dayton Business 2 Business Magazine*
- *Dayton Weekly News*
- *La Jornada Latina*
- *Sunday Record-Herald* (Tipp City)
- *Springboro Sun*
- *Greene County Dailies*
- *Beavercreek News-Current*
- *Sugarcreek Bellbrook Times*
- REACH
- *Dayton Business Journal*
- *Centerville-Bellbrook Times*
- *Englewood Independent*
- *Vandalia Drummer*



- *Huber Heights Courier*
- *Miamisburg/West Carrollton News*
- *Kettering-Oakwood Times*

MVRPC staff also advertised the workshops on television, radio, and online. Thirty-second television advertisements were run on WDTN and WHIO during the week preceding each workshop and thirty-second audio advertisements were run on WHKO, WMMX, and WYSO. Advertisements were placed on Greater Dayton Regional Transit Authority buses and online ads appeared at WHIOTV.com and DaytonDailyNews.com.

Other Advertising

In anticipation of the expected wide-ranging public involvement effort, MVRPC staff compiled a database of all potential contacts with whom outreach information might be shared. Particular attention was given to including representatives of groups of people who are typically either not included or underrepresented in the planning process. Contacts included advocacy groups, businesses, community and civic groups, development groups, educational groups, religious organizations, government agencies, and media outlets.

This database provided the foundation for MVRPC's efforts to reach out via email and direct mail. Contacts in the database were aggregated by county, and prior to each county's set of workshops, every contact was mailed or emailed the workshop information for that county, along with a letter encouraging them to share the information as widely as possible. For contacts with

Figure 11. Newspaper Advertisement for Greene County Workshops

Got Vision?
Going Places Together as a Region

Come and join the Going Places discussion to share YOUR vision!

Public Workshops – Share YOUR Ideas and Innovations!

Tuesday, Jan. 5, 2010 7:00 p.m. – 8:30 p.m. John Bryan Center 100 Dayton Street Yellow Springs OH 45387	Wednesday, Jan. 27, 2010 6:00 p.m. – 7:30 p.m. Greene County Job & Family Services Building 541 Ledbetter Road Xenia OH 45385
Thursday, Jan. 14, 2010 6:00 p.m. – 7:30 p.m. Beavercreek Township Fire Department Station 61 2195 Dayton Xenia Road Beavercreek OH 45434	Wednesday, Feb. 10, 2010 6:00 p.m. – 7:30 p.m. Sugarcreek Twp Offices 2090 Ferry Road Bellbrook OH 45305
Thursday, Jan. 21, 2010 6:00 p.m. – 7:30 p.m. Fairborn Fire Department Training Room 44 West Hebble Avenue Fairborn OH 45324	

FOR MORE INFORMATION, GO TO WWW.MVRPC.ORG/RLU OR CALL (937) 223-6323.

Figure 12. Poster Advertising Workshops in Miami County

Got Vision?
Going Places Together as a Region

Come and join the Going Places discussion to share YOUR vision!

Going Places: An Integrated Land Use Vision for the Miami Valley Region is a 4-year region-based land use planning initiative to bring people living and working in the Miami Valley Region together to build a clear and shared future land use framework that will guide us to make this Region a better place to live, work, and play.

Public Workshops in Your Area – Share YOUR Ideas and Innovations!

Date:	Wednesday, October 14, 2009
Time:	6:00 pm – 7:30 pm
Location:	Troy Main Street 405 SW Public Square, Ste 231 Troy, OH 45373
Date:	Wednesday, October 28, 2009
Time:	6:00 pm – 7:30 pm
Location:	Monroe Twp Offices 4 E Main St Tipp City, OH 45371
Date:	Thursday, November 12, 2009
Time:	6:00 pm – 7:30 pm
Location:	Piqua YWCA 418 N Wayne St Piqua, OH 45356-2291

FOR MORE INFORMATION, GO TO WWW.MVRPC.ORG OR CALL (937) 223-6323.

boundaries that were not limited to one county, information was sent about all the workshops.

Press releases were issued prior to each county's set of workshops to all television and radio stations and newspapers in the Region.

Posters describing the workshops and listing dates and locations were hung at all the Greater Dayton Regional Transit Authority hubs, sent to every public library branch in the Region and distributed at city council meetings, township trustee meetings, conferences, and on university campuses.

Figure 13. Two-Page Workshop Flyer

GOING PLACES
AN INTEGRATED LAND USE VISION FOR THE MIAMI VALLEY REGION
www.mvrpc.org/rlu

Regional Land Use Planning Initiative
Going Places Phase II Workshops

Do you have a vision for the Miami Valley Region in the year 2040? YOUR ideas and innovations are needed to help make the Miami Valley Region a better place to live, work and play! Come and join the Going Places discussion to share YOUR vision! For more information, visit www.mvrpc.org/rlu or contact staff at 937-223-6323 or goingplaces@mvrpc.org.

Phase I was from people in Region.	October 14, 2009, 6-7:30 PM Troy Main Street Community Room 405 SW Public Square Ste 231 Troy OH 45373	October 20, 2009, 6-7:30 PM Franklin Fire Department Training Room 45 E 4th St Franklin OH 45005
Between Region in process.	October 28, 2009, 6-7:30 PM Monroe Township Offices basement 4 E Main St Tipp City OH 45371	November 12, 2009, 6-7:30 PM Piqua YWCA 418 N Wayne St Piqua OH 45356-2291
The 90-min which will be questionnaires, brainstorming, Bus, Infill, ASS, Rad, Unr	January 5, 2010, 7-8:30 PM John Bryan Center 100 Dayton St Yellow Springs OH 45387	January 14, 2010, 6-7:30 PM Beavercreek Twp Fire Dept. Station 61 2195 Dayton Xenia Rd Beavercreek OH 45434
Do you have minutes of prosperous your area to	January 21, 2010, 6-7:30 PM Fairborn Fire Department Training Room 44 W. Hobbie Ave Fairborn OH 45324	January 27, 2010, 6-7:30 PM Greene Co. Job & Family Services 541 Ledbetter Rd Xenia OH 45385
More inform www.mvrpc.org team either encourage	February 4, 2010, 6-7:30 PM Market Square Building 4 N Main St Miamisburg OH 45342	February 10, 2010, 6-7:30 PM Sugarcreek Twp Admin. Building 2090 Ferry Rd Billbrook OH 45305
**PL	February 18, 2010, 6-7:30 PM Centerville Police Dept. Training Room 155 W Spring Valley Rd Centerville OH 45458	February 25, 2010, 6-7:30 PM Englewood Government Center 333 W National Rd Englewood OH 45322
One Dayton Centre, One S	March 4, 2010, 6-7:30 PM Huber Heights Board of Education 5954 Longford Rd Huber Heights OH 45424-2943	March 10, 2010, 6-7:30 PM West Carrollton HS, lobby of auditorium 5833 Student St West Carrollton OH 45449
	March 18, 2010, 6-7:30 PM Fairmont High School Commons Area 3301 Shroyer Rd Kettering OH 45429	March 31, 2010, 6-7:30 PM Center for Regional Cooperation 1100 W 3rd St Dayton OH 45407
	April 7, 2010, 6-7:30 PM Friendship Village, Convocation Room 5790 Denlinger Rd Trotwood OH 45426-1898	

Posters (Figure 12 on the previous page) were also given to Going Places Steering Committee and Planning Advisory Committee members and members of MVRPC's Board of Directors and Technical Advisory Committee to display in public places and distribute around their offices.

A two-page flyer (Figure 13) was distributed to the entire Going Places contact database, either through email or the regular mail.

Notices about the workshops were placed on the main page for MVRPC's website, with links to more information about the workshops on the Going Places site.

MVPRC staff contacted every jurisdiction in the Region to identify print and electronic newsletters. Many jurisdictions agreed to print information about the workshops in their newsletters, including dates and locations. In addition, many jurisdictions posted information about the workshops on their government websites.

Other non-government organizations agreed to post information in their newsletters and on their websites as well. The organizations included the Covington Chamber of Commerce, the Springboro Chamber of Commerce, the Miami Valley Down Syndrome Association, the Xenia Area Chamber of Commerce, MV HYPE, and the Home Builders Association of Dayton, among others.

Blogs and other online media were also part of this effort. MVRPC staff contacted blogs and other local websites and several – including CarlisleDaily.com, The Voice of Franklin, The Boro Report, DaytonCREATE, and DaytonMostMetro – posted information about the workshops. MVRPC staff also added the workshops to several

UNION
FALL 2010

In This Issue
 • **City Council**
 • **City launching new website!**
 • **Digital photo contest**
 • **Spirit of Union winners announced!**

The City of Union is launching a new website! The web address remains the same: www.ci.union.oh.us. The website was first built in 1999 and has been modified over the years. The new website is designed to give users a consistent experience and information that is easily found. We designed the website with our audience in mind: those who live in Union or who are considering our City, and those who do business in Union or are thinking about setting up shop here." Assistant City Manager Denise Wimmerler said. Read on to learn about our website content!

Digital photo contest
If you look at the main page of the website, there's a central photo that depicts the reason we're in - in this case, autumn. We need photos that depict winter in Union. We'd like Union residents to submit digital jpeg photos that they've taken in our City that depict wintertime." Wimmerler said. Photos will be accepted at Dec. 16, and the winning photo will be selected Dec. 15. The photo will be used on the City of Union website from Dec. 21, 2010, to March 20, 2011. Please submit digital photos in jpeg format on CD by mail at Website Photo Contest, City Hall, City of Union, 118 North Main Street, Union, Ohio 43082, or submit digital jpeg photos by email at phantom@ci.union.oh.us. No photos or emails over 2MB please. Print photos may be scanned and converted into digital jpeg format before being submitted for consideration. Up to two photos per Union resident. Photos cannot be returned. Photos will be judged based on depiction of winter life in Union, clarity and quality. Good luck!

Spirit of Union winners announced!
Frank and Carlotta Webb of 110 Williams Hwy in Xenia's Linden Commons neighborhood are the 15th recipients. continued on page 2

Frank and Carlotta Webb pictured with Union's Vice Mayor and Park & Recreation Director Michael O'Callaghan.

GOING PLACES
An Integrated Land Use Vision for the Miami Valley Region

GOING PLACES

HBA of Dayton Members Encouraged to Voice Views

MVRPC Going Places Virtual Open House Presentations and Scenarios by Voting Online

The HBA of Dayton Board of Directors recently heard an update on the "Going Places" land use plan from Martin Kim, a representative from the Miami Valley Regional Planning Commission. The plan, when completed in 2012, will impact development and funding in the Dayton region through the year 2040. To date, only \$15 out of \$60,000 Dayton region residents have provided input on the plan. The HBA Board feels that it is vitally important that our members review the plan and provide input comments to the plan. Below is an excerpt from the MVRPC and links to the plan and the survey. Please take the time to review and vote.

The Miami Valley Regional Planning Commission (MVRPC) is pleased to announce the release of the Going Places [virtual open house presentations](#) and asking the residents of the Region to share their input regarding regional development and land use in the Miami Valley. The Miami Valley Regional Planning Commission strives to foster collaboration among communities, stakeholders and residents to advance regional transportation priorities. MVRPC is a forum and resource where these regional partners can identify priorities, develop public policy and implement collaborative strategies to improve the quality of life and economic vitality throughout the Miami Valley. MVRPC performs various regional planning activities, including air quality, water quality, transportation, land use, research and GIS. As the designated Metropolitan Planning Organization (MPO), MVRPC is responsible for transportation planning in Greene, Miami and Montgomery Counties and parts of northern Warren County.

For more information about Going Places initiative, visit the [Going Places website](#) or contact MVRPC staff at 937-223-6323 or goingplaces@mvrpc.org. We also have a Facebook page! "Like" us at www.facebook.com/GoingPlacesMV.

online calendars such as Eventful, American Towns, local television and radio stations, and Times Community Newspapers, as well as many calendars on the Region's jurisdictions' websites.

Staff also created a Facebook page for the Going Places initiative in order to publicize events and encourage more participation.



Several media outlets wrote news articles or published press releases while the workshops were underway. Newspaper articles were included in the *Piqua Daily Call* (November 14, 2009), *Yellow Springs News* (December 31, 2009), *Dayton Daily News* (January 3, 2010), *Englewood Independent* (January 27, 2010), and the *Vandalia Drummer* (March 5, 2010). WDTN news channel 2 recorded a segment about the workshops, which aired on March 31, 2010. WHIO news channel 7, the Miami Valley Communications Council, and 88.9 WCSU FM radio all aired interviews about the workshops as well.

Details about the workshops were also presented to various organizations and city and township councils as part of presentations being given on the results of Phase I of Going Places.

The Workshops

The first workshop was held on June 16, 2009, with the Going Places Steering and Planning Advisory committees. Following that, a total of 32 workshops were held throughout the Region between October, 2009, and June, 2010.

Two types of community-based workshops were held: Seventeen community workshops and fifteen focused group workshops. The community workshops were held in the evening, mainly from 6:00 pm to 7:30 pm. These workshops were held in many locations throughout the Region in an effort to attract as much participation as possible by making it convenient for people to attend.



For the focused group workshops, the meeting times varied depending on the group. Through the focused group workshops, MVRPC staff made an effort to recruit people and organizations into the planning process that might not otherwise get involved as well as those individuals and organizations whose voices are particularly valued in the planning process. Staff targeted eight categories of organizations – social and cultural, business and economic development, transportation and infrastructure, environmental, planning, higher education, young professionals, and K-12 students – inviting members of those organizations to attend special workshops. In most cases this approach worked well. There was one focus group – education organizations – that did not receive enough of a response to justify having the workshop, and so it was cancelled.



Through the focused group workshops, staff also made a particular effort to reach out to younger people. Workshops were held at five middle/high schools in the Region, Wright State University, University of Dayton, and for a young professionals group.

A total of 645 people attended the workshops, with 609 participating in the interactive exercises:

- Business-As-Usual Development – 19 participants (3%)
- Infill/Conservation Development – 290 participants (48%)
- Asset-Based Development – 178 participants (29%)

Scenario Building Through Civic Engagement

Phase II Report

- Radial Corridor Development – 64 participants (11%)
- Unrestricted Development – 22 participants (4%)
- Create-Your-Own – 36 participants (6%)

Tables 1 and 2 list all of the workshops.

Table 1. Community-Based Workshops

Location	Venue	Date & Time	Participants
Miami County			
Troy	Troy Main Street Community Room	Oct. 14, 2009 6:00 pm to 7:30 pm	21
Tipp City	Monroe Township Offices	Oct. 28, 2009 6:00 pm to 7:30 pm	15
Piqua	Piqua YWCA	Nov. 12, 2009 6:00 pm to 7:30 pm	11
Warren County			
Franklin	Franklin Fire Department	Oct. 20, 2009 6:00 pm to 7:30 pm	10
Greene County			
Yellow Springs	John Bryan Center	Jan. 5, 2010 7:00 pm to 8:30 pm	26
Beavercreek	Beavercreek Twp. Fire Department Station 61	Jan. 14, 2010 6:00 pm to 7:30 pm	16
Fairborn	Fairborn Fire Department	Jan. 21, 2010 6:00 pm to 7:30 pm	27
Xenia	Greene Co. Job & Family Services	Jan. 27, 2010 6:00 pm to 7:30 pm	9
Bellbrook	Sugarcreek Twp. Administration Building	March 24, 2010 6:00 pm to 7:30 pm	21
Montgomery County			
Miamisburg	Miamisburg Market House	Feb. 4, 2010 6:00 pm to 7:30 pm	15

Centerville	Centerville Police Department	Feb. 18, 2010 6:00 pm to 7:30 pm	18
Englewood	Englewood Government Center	Feb. 25, 2010 6:00 pm to 7:30 pm	8
Huber Heights	Huber Heights Board of Education	March 4, 2010 6:00 pm to 7:30 pm	10
West Carrollton	West Carrollton High School	March 10, 2010 6:00 pm to 7:30 pm	4
Kettering	Fairmont High School	March 18, 2010 6:00 pm to 7:30 pm	20
Dayton	Center for Regional Cooperation	March 31, 2010 6:00 pm to 7:30 pm	14
Trotwood	Friendship Village	April 7, 2010 6:00 pm to 7:30 pm	19



Phase II Report

Phase II Report

Table 2. Focused Group Workshops

Group	Venue	Date & Time	Participants
Wright State University Planning Students	Wright State University	Nov. 2, 2009	10
University of Dayton Public Administration Students	University of Dayton	Nov. 17, 2009	10
Miami Valley Chapter of the Ohio Planning Conference	Sinclair College – as part of the MVOPC annual conference	Dec. 4, 2009	32
Social and Cultural Organizations	Center for Regional Cooperation (CRC)	Jan. 26, 2010 10:30 am to 12:00 pm	9
Business and Economic Development Organizations	CRC	Feb. 17, 2010 2:30 pm to 4:00 pm	11
Transportation and Infrastructure Organizations	CRC	March 2, 2010 2:30 pm to 4:00 pm	9
Environmental Organizations	CRC	March 9, 2010 6:00 pm to 7:30 pm	11
Planning Organizations	CRC	March 17, 2010 6:00 pm to 7:30 pm	21
Wright State University Community	Wright State University Student Union	April 13, 2010 3:00 pm to 5:00 pm	20

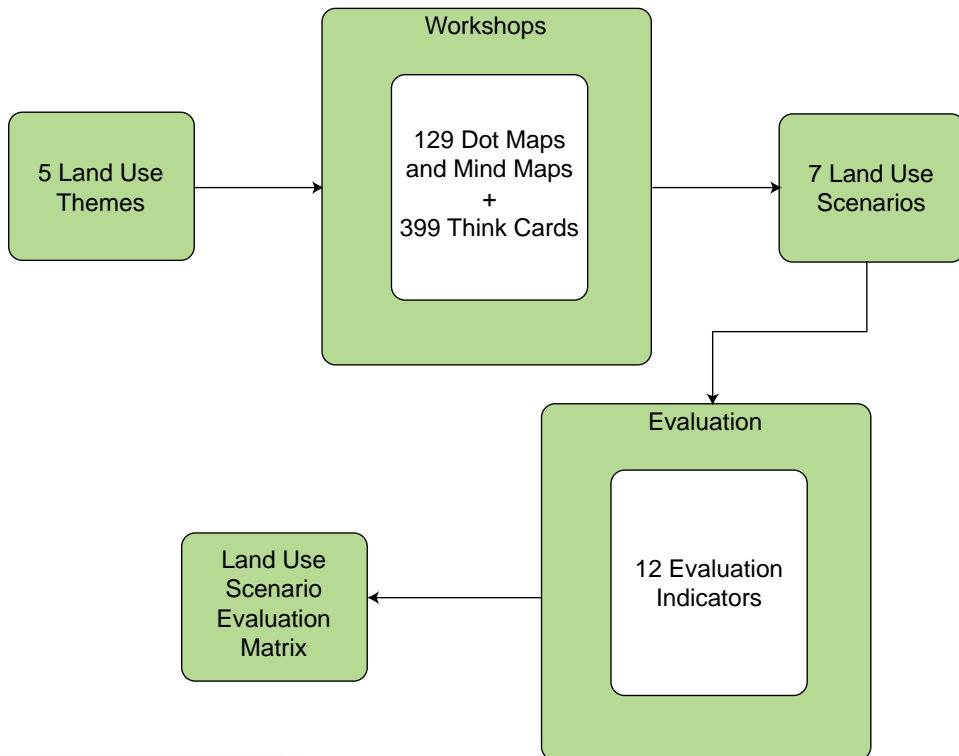
Thurgood Marshall High School Students	Thurgood Marshall High School	May 6, 2010 1:45 pm to 3:30 pm	27
Fairmont High School Students	Fairmont High School	May 10, 2010 3:15 pm to 4:45 pm	6
Yellow Springs Middle/High School Students	Yellow Springs Middle/High School	May 18, 2010 1:45 pm to 3:20 pm	18
Miami Valley Career Technology Center Students	Miami Valley Career Technology Center	May 21, 2010 8:30 am to 10:30 am	15
Troy High School Students	Troy High School	May 25, 2010 8:50 am to 10:30 am	99
Young Professionals	Sidebar	June 16, 2010 7:00 pm to 8:30 pm	14



The scenario development process began with the identification of five land use themes (Figure 14). These themes were designed to be “inspirations” from which the participants at each of the workshops would build their own land use scenarios. Each theme prompted the participants to think about land use in a different way, each using a different focal point for guiding future land use decisions.

MVRPC staff used Dot Maps, Mind Maps, and Think Cards to record the participants’ ideas. The data from all three of these sources were used to create the final seven Future Land Use Scenarios that would be evaluated and presented to the public.

Figure 14. The Scenario Development Process



In order to evaluate the scenarios, MVRPC staff, with assistance from members of the Going Places Planning Advisory Committee, selected 12 performance indicators. Each of the scenarios was analyzed using these indicators and the results were used to create the Land Use Scenario Evaluation Matrix, which allows for a direct comparison of all seven scenarios.

Scenario Development Framework

Upon completion of each workshop, staff compiled the information gathered through the Think Card, Dot Map, and Mind Map exercises, digitized it, and then analyzed it to develop the final land use scenarios.

Mind Map and Think Card Analysis

The Mind Maps and Think Cards were analyzed using a three-step process (Figure 15, on the next page). The purpose of conducting this analysis was to refine the five theme definitions and lists of characteristics – translating each theme into a land use scenario.

The first step for the Mind Maps was to combine all the maps created for each theme into seven large Mind Maps. This allowed staff to see all the input for each theme at one time and made it easier to see patterns in the responses. For the Think Cards, the first step was to enter the responses into a spreadsheet and organize them by theme.

Second, staff examined the Mind Maps and Think Card responses for each theme, grouping similar ideas and creating categories to house everything written on both the Think Cards and the Mind Maps.



The last step was to move from a more organic method of category development to classifying the ideas into one (or more) of three predetermined categories: Land Use – for ideas having to do specifically with land use; Policy – for ideas that suggest specific policies or policy

directions; and Other – for ideas the didn't fit into either of the previous two categories. For the Asset-Based Development theme Mind Map and Think Card responses, a fourth category, Assets, was added to contain the specific assets that were listed on the Think Cards and Mind Maps.

Dot Map Analysis

The information from the Dot Mapping exercises was analyzed using a four-step process (Figure 17 on the next page):

- 1) Converting the dots placed from each workshop into numeric points;
- 2) Developing a standardized score by applying two factors;
- 3) Developing a composite score from all workshops, broken down by land use theme; and
- 4) Translating the composite score into a scenario map.

First, the dots placed on the maps from each workshop were digitized and converted into numeric points using a grid pattern in a Geographic Information System (GIS).

The study area was divided into a grid with cells measuring roughly 90 acres of land (2,000 feet by 2,000 feet – Figure 16). The grid was then placed on top of the workshop maps and a simple scoring system was applied in order

to convert the dots to a point in a grid cell based on the placement and number of the dots and their density.

There were several workshops where more than one Dot Map was created for the same theme. In these cases, the two maps were combined into one before the scoring system was applied.

A grid cell that fully contained a dot was given 10 points. Grid cells that contained only half a dot were given 5 points (Figure 18 on the next page).

Figure 15. Mind Map Digitization and Analysis

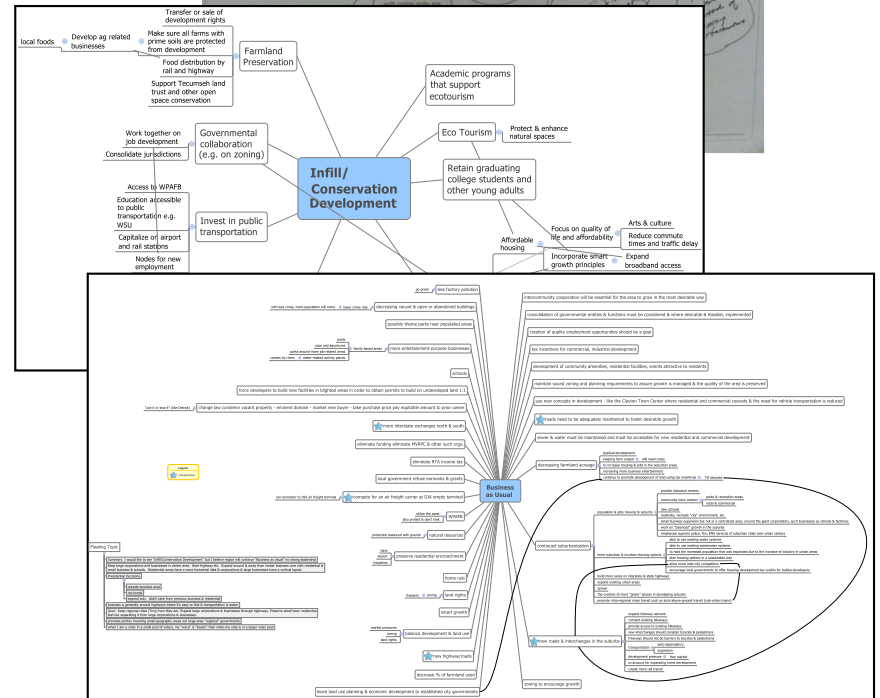
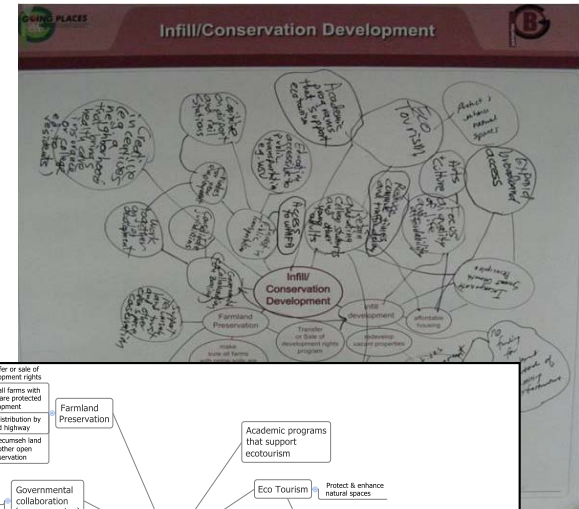
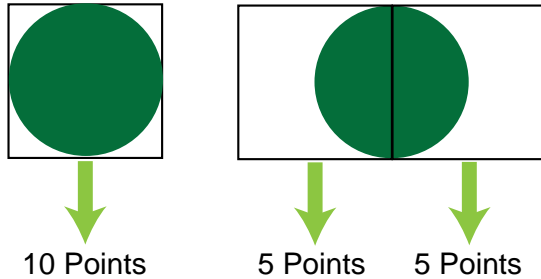


Figure 16. Grid Cell Size



The maximum number of points allowed for each grid, or workshop map, was 700 points for population and 700 points for jobs (70 dots for each category x 10 points per dot).

Figure 18. Dot Map Point Values



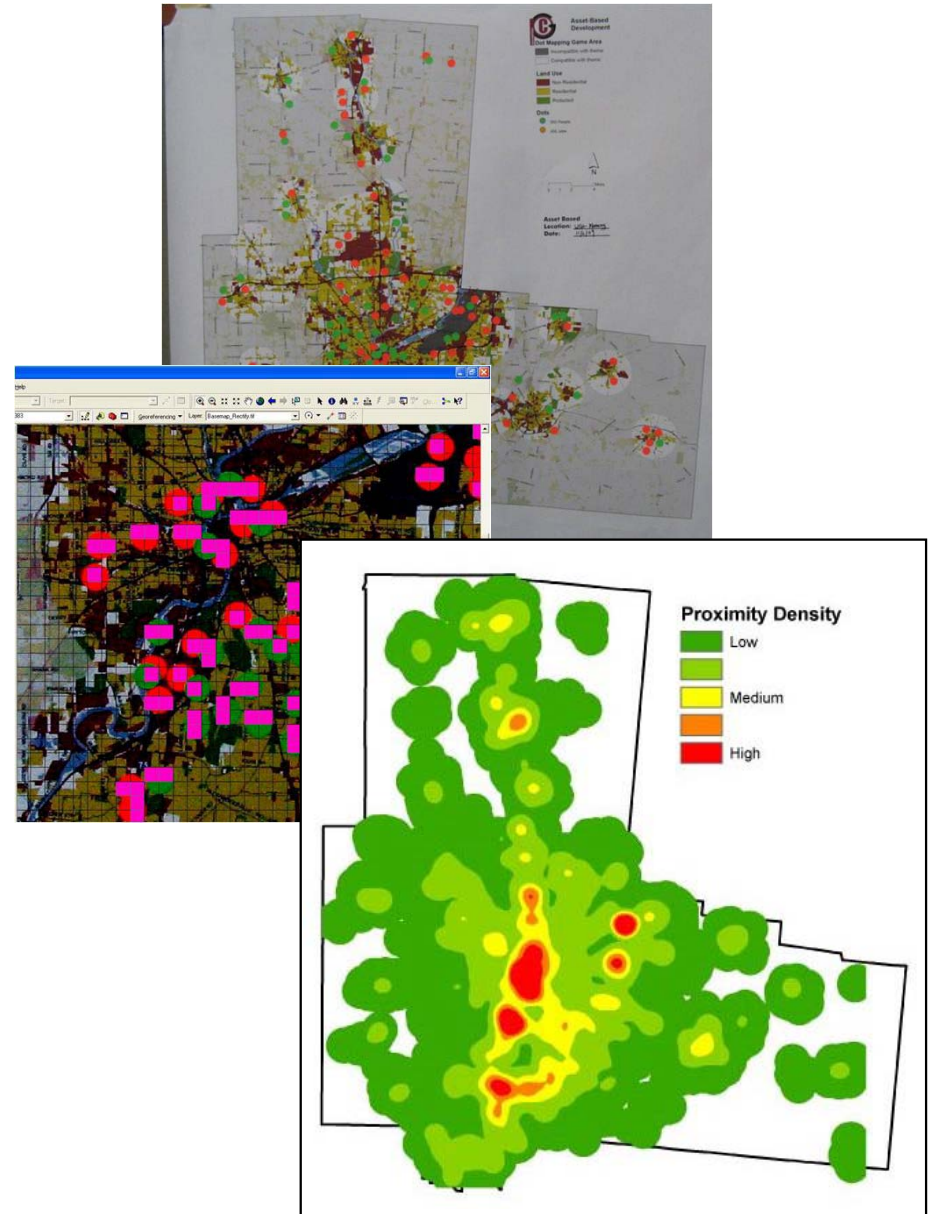
Once the dots were translated into a score for each grid cell, two factors – Priority and Popularity – were applied in order to standardize the points across all workshops.

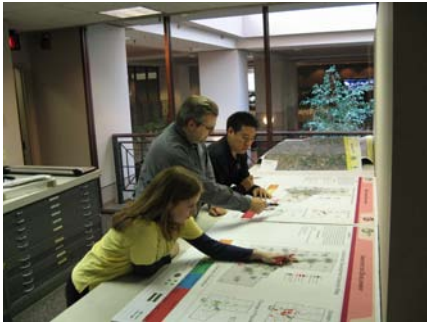
At each workshop, participants were encouraged to place two sets of 70 dots on the map worksheets. However, participants did not always place all 70 dots, leading to a potential bias in the scoring system. To correct for this type of bias, a Priority Factor, which provided a relative score for each of the grid cells, was applied to the original points by dividing the points in each cell by the total number of dots placed on the map. For example, if a group placed 40 dots, each point in the grid cells was divided by 40. This way, the sum of all grid cells had a total score of one, regardless of how many dots were actually placed on the map.

Another issue occurred when participants, who were encouraged to place dots throughout the Region, focused only on the community or communities with which they are familiar. In some cases, this meant that many of the dots placed during one workshop were concentrated in a small area, causing bias in the data.

A preliminary review of the scores from all of the workshops revealed that the total number of points in one grid cell could come from two different types of dot placement: one, the dots could have all come from one workshop or, two, a single dot could have been placed in the same grid cell at multiple workshops. For example, a grid cell with 300 points could be the result of the placement of 30 dots by participants at a single workshop, or from the

Figure 17. Dot Map Analysis





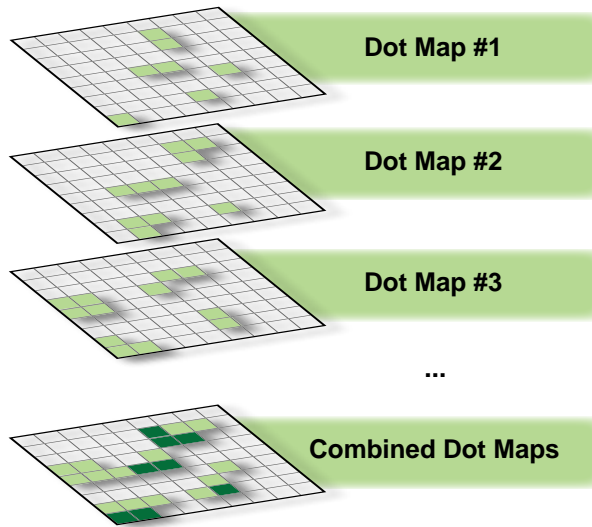
placement of one dot by participants at 30 workshops.

To address this bias, a Popularity Factor was applied to determine those cells where the dots had been placed at multiple workshops and have that reflected in the grid cell's score. When applied, the Popularity Factor increased a grid cell's score by the number of workshops where a dot was placed on it, highlighting the grid cells

where participants from many workshops had indicated that growth should occur and separating them from the grid cells where participants from only one workshop had indicated a lot of growth should occur.

The third step in analyzing the Dot Maps involved developing a composite score from all the workshop by land use theme. The grid maps were organized by theme and then overlaid. The standardized scores for each grid cell were then aggregated to composite scores, giving each grid cell a composite score for each theme (Figure 19).

Figure 19. Dot Map Overlays



For each theme, the percentage share of each grid cell was calculated based on the total composite score and applied to the net population and job increase and any resulting fractions were rounded to the nearest whole number. Then the future population and job counts in each grid cell were aggregated to the Census block geography from 2000 (Figure 20)

Figure 20. Conversion from Grid Cells to Census Blocks

1 person	2 people	0 people	→
2 jobs	4 jobs	5 jobs	
3 people	5 people	4 people	
4 jobs	1 job	3 jobs	
			15 people
			19 jobs

The final scenario maps for each theme were developed in GIS using the density surface technique to show the concentration of new people and jobs for each scenario.

The last step was to translate the composite score into numbers of people and jobs, using the population and employment projections for the year 2040, and developing a scenario map for each land use theme.

The way land is used has social, economic, and environmental implications. The purpose of conducting a scenario assessment through the use of performance indicators was to measure the potential effects of each scenario on the Region and benchmark these potential effects against one another.

The assessment was carried out in three steps:

- 1) Development of a set of 12 performance indicators;
- 2) Evaluation of each scenario using the performance indicators; and
- 3) Benchmarking the evaluation results across all of the scenarios.

Performance Indicator Development

MVRPC uses a variety of planning support system tools to formulate, analyze, and assess alternative options, policies, or plans. However, due to a lack of adequate land use evaluation tools, in early 2010, MVRPC purchased a software program called INDEX by Criterion Planners. INDEX is a GIS tool that provides, among many other capabilities, a comprehensive set of 80+ performance indicators pertaining to land use, transportation, housing, employment, infrastructure, and the natural environment, along with the ability to evaluate user-created land use scenarios with those indicators.

For the purpose of evaluating the seven Future Land Use Scenarios, it was necessary to narrow down the list of 80+ potential indicators to a manageable number. Staff first narrowed the possibilities down to 23 potential indicators based on a review of the data requirements and the level of appropriateness of each indicator for use at the regional level.

The second step in the performance indicator development process was to solicit input from the Going Places Planning Advisory Committee (PAC). Staff asked the PAC to identify and prioritize which of these 23 potential indicators would be the most relevant and appropriate, considering the nature and purpose of the Going Places initiative.

In June of 2010, the PAC met to discuss these indicators and provided input that allowed staff to further narrow down the number of indicators. For the meeting, staff organized and presented the 23 indicators grouped into five

Figure 21. Potential Indicators Presented to the PAC

GOING PLACES AN INTEGRATED LAND USE VISION FOR THE MIAMI VALLEY REGION www.mvrpc.org/rlu		
Going Places Scenario Evaluation Indicator Definition Sheet		
LAND USE	FACTORS	INDICATOR(S)
	Cost of Land Use Pattern	Cost of Land Use Pattern: Cost of service provision by land use category.
	Land Use Mix	Use Mix: Proportion of mixed or dissimilar developed land-uses in an area Use Balance: Proportional balance of developed land-uses.
	Development Characteristics	Development Intensity: Average size of parcels and developed acres per 1000 residents.
	Park/Playground Space Supply	Park-Schoolyard Space Supply: Acres of park and schoolyards per 1000 residents.
	Population/Employment Density	Population Density/Employment Density: Total residents per gross study area acre and number of employees per net acre of land designated for employment uses.
HOUSING	FACTORS	INDICATOR(S)
	Accessibility to Amenities	Amenities Adjacency: % of residents within a certain distance of amenities (e. g. schools, shopping, etc) Key Feature Adjacency to Housing: % of residents within a certain distance of specific key features
	Waste & Consumption	Wastewater Generation: Study area wastewater generation in gallons. Solid Waste Generation: Study area solid waste generation in pounds Res Water Consumption: Total residential water use in gallons per day per capita.
	Housing Mix	Residential Footprint: Total residential acres per 1000 people. Housing Use Mix: Housing density and share between single-family and multi-family uses.
	Housing Density	Dwelling Unit Density: Dwelling units per gross acre Dwelling Unit Count: Total number of dwelling units in study area.
	Accessibility to Transit	Transit Adjacency to Housing: % of residents within a certain distance of bus transit routes.
EMPLOYMENT	FACTORS	INDICATOR(S)
	Commercial Density	Commercial Building Density: Average commercial building floor area ratio (FAR).
	Accessibility to Transit	Transit Adjacency to Employment: % of employees within a certain distance of bus transit routes.
	Accessibility to Support Infrastructure	Key Feature Adjacency to Employment: % of employment within a certain distance of specific features
	Jobs to Housing Balance	Jobs to Housing Balance: Total number of jobs divided by the number of dwelling units.
ENVIRONMENT	FACTORS	INDICATOR(S)
	Air Quality Impact	NOx Pollutant Emissions: Nitrogen Oxide pollution emitted from vehicles in lbs/capita/year. HC Pollutant Emissions: Hydrocarbon pollution emitted from vehicles in lbs/capita/year. Direct Particulate Matter: Measured in tons per year from the regional travel demand model.
	Open Space Connectivity	Open Space Connectivity: Open Space connectivity among a grid of cells in a user-defined area.
	Open Space Share	Open Space Share: % of total land area dedicated to open space.
	Energy Use Impact	Total Residential Energy Use: Total annual energy use by residential building and home based autos. Total Non-Res Energy Use: Total annual energy by non-res building and non-home based vehicles.
TRAVEL	FACTORS	INDICATOR(S)
	Transit Support	Transit Service Density: Miles of transit routes X number of transit vehicles / total square miles Transit Orientation Index: Index of ridership potential based on employment, retail and dwelling density. Transit Oriented Res Density: Avg number of dwelling units per acre within a certain distance of transit stop Transit Oriented Emp Density: Avg number of employees per acre within a certain distance of transit stops.
	Pedestrian/Bicycle Support	Pedestrian Accessibility: Areas within a 15-minute walk time to specific destinations (e. g. Schools, etc) Ped-Bike Opportunity Index: Index of connectivity and proximity of ped/bike features.
	Traffic Congestion	Level of Service: The capacity of a roadway compared to its traffic volume. Roadway Congestion Index: Total recurring delay on freeways and arterials.
	Traffic Delay	Vehicle Delay: Measured in hours from the regional travel demand model. Total Person Delay: Measured in hours from the regional travel demand model. Weekday Cost of Delay: Measured in hours from the regional travel demand model.
	Vehicle Miles Traveled	VMT: Total number of vehicle miles travelled within a specific geographic area over a given period of time. Home Based Vehicle Trips Produced: Average daily home-based vehicle trips produced per capita. Non-home Based Vehicle Trips Attracted: Avg daily non-home-based vehicle trips produce per employee.

themes: Land use, Housing, Employment, Environment, and Travel (Figure 21 on the previous page). The indicators under each of these themes were then categorized into Factors, such as Land Use Mix under the Land Use theme and Air Quality Impact under the Environment theme.

Using a Monopoly-style game board, each member of the PAC was asked to place a maximum of three, out of 10 pennies provided, on the Factors that they considered most important and relevant. Each member was also asked to place a yellow marker on the Factor they considered least important or relevant (Figure 22).

Figure 22. Going Places Monopoly Board

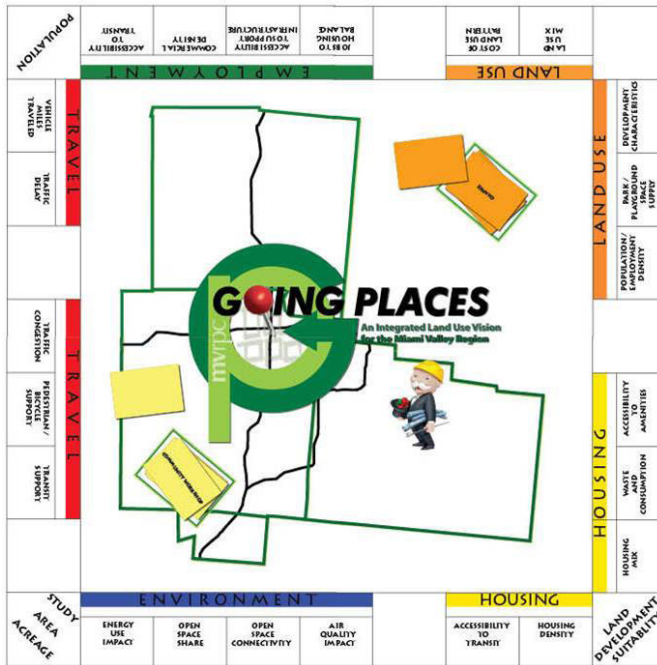


Table 3. Factor Ranking

Top Tier	
Accessibility to Amenities	Accessibility to Support Infrastructure
Cost of Land Use Pattern	Housing Mix
Vehicle Miles Traveled	
Middle Tier	
Open Space Share	Traffic Congestion
Land Use Mix	Pedestrian/Bicycle Support
Transit Support	Housing Density
Open Space Connectivity	Park/Playground Space Supply
Bottom Tier	
Accessibility to Transit (Housing)	Traffic Delay
Development Characteristics	Population/Employment Density
Accessibility to Transit (Employment)	Jobs to Housing Balance
Air Quality Impact	Waste & Consumption
Energy Use Impact	Commercial Density

Scenario Evaluation using Performance Indicators

Guided by the results of the PAC meeting, staff chose a set of 12 performance indicators for measuring the impact of the final seven scenarios. MVRPC staff used several tools, including the INDEX software, MVRPC's travel demand forecasting model, and GIS spatial analysis, to measure the potential effects of each scenario on the Region.

The distribution of population and employment for the year 2040 served as a foundation for each scenario. This distribution varies by scenario due to the different patterns of dot placement on the Dot Maps. The data for the evaluation was compiled at the Census block level for 2000, except for indicators that were evaluated using MVRPC's travel demand forecasting model, which uses Census traffic analysis zone level data.



Table 3 shows the results of the voting exercise organized into three tiers, with the top tier being the recipients of the most pennies.

The section below provides a definition for each of the performance indicators, followed by a brief explanation of the analysis method and the calculation of the regional indicator score.

Population Density: A measure of whether people are living closer together or farther apart in the more densely-settled parts of the Region.

The population density within the Region’s Urban Area, as defined by the 2000 Census, was calculated by dividing the sum of the block-level 2040 population for this area by its land area. This regional population density was used as the indicator score for each scenario.

Employment Density: A measure of whether jobs are located closer together or farther apart in the more densely-settled parts of the Region.

The employment density within the Region’s Urban Area was calculated by dividing the sum of the block-level 2040 employment for this area by its land area. This regional employment density was used as the indicator score for each scenario.

Accessibility to Amenities: A measure of the number of people living within walking distance of at least one of the following amenities: schools, libraries, retail clusters, hospitals, senior centers, museums, or entertainment venues.

The accessibility to amenities was measured using the INDEX software by calculating a ratio of the 2040 population living within a quarter-mile of an amenity to the regional 2040 population total. The locations of the amenities were drawn from parcel data and other sources used in Phase I of Going Places. This ratio was used as the indicator score for each scenario

Housing Unit Density: A measure of whether housing units are located closer together or farther apart.

Housing unit density was measured using the INDEX software. Based on the 2040 housing unit total, derived from the 2040 population total and the 2000

persons per household unit ratio at the Census block level, the housing unit density was calculated by dividing the sum of the block-level 2040 housing unit totals by the total land area. This regional housing unit density was used as the indicator score for each scenario.

Concentration of Employment: A measure of whether jobs are concentrated in a few discrete areas or are spread out throughout the Region.

The concentration of employment was measured by the INDEX software at the Census block level by calculating the ratio of each block’s 2040 employment number to its 2040 housing unit total. An average of the ratios for all the Census blocks in the Region was used as the indicator score for each scenario.

Accessibility to Support Infrastructure: A measure of the number of jobs located within one mile of at least one of the following features: water/sewer lines, a major road, a highway interchange, a pump station, a rail yard, or an airport.

The accessibility to support infrastructure was measured by the INDEX software by calculating the ratio of 2040 Census block-level employment within one mile of the features listed above to the total 2040 regional employment. The locations of the features were drawn from a variety of sources used in Phase I of Going Places. This ratio was used as the indicator score for each scenario.

Air Quality Impact: A measure of the amount of air pollutants emitted from motor vehicles per day.

Air quality impact was measured by aggregating the amount of air pollutants – Nitrogen Oxide (NOx), Hydrocarbons (HC), and large Particulate Matter (PM2.5) – estimated from MVRPC’s travel demand forecasting model and the U.S. Environmental Protection Agency’s Mobile 6 air quality model. The model estimates the emissions level for each pollutant using the total number of vehicle miles traveled. The total amount of pollutant emissions was used as the indicator score for each scenario.

Open Space Accessibility: A measure of the number of people living within a quarter-mile of a neighborhood park and/or within two miles of a community park or bikeway.

Open space accessibility was measured using the INDEX software by calculating a ratio of the 2040 population living within a quarter-mile of a neighborhood park or within two miles of a community park or regional bikeway to the regional 2040 population total. The locations of parks and bikeways were drawn from a variety of sources including the 2005 Open Space Inventory, the regional parcel database, and MVRPC's bikeway database. This ratio was used as the indicator score for each scenario.

Transit Ridership Potential: A measure of the number of people who might use transit services based on employment density and housing unit density.

Transit ridership potential was measured using the transit orientation index from the INDEX software. The transit orientation index, derived from the general and retail employment density and the housing unit density at the Census block level, ranges from 1 to 10, with 10 being the highest level of transit ridership potential. The transit orientation index for all Census blocks in the Region was averaged in order to obtain a regional indicator score for each scenario.

Vehicle Miles Traveled: A measure of the total number of miles traveled by all motor vehicles on a typical weekday.

The total number of vehicle miles traveled for all motor vehicles was estimated using MVRPC's travel demand forecasting model, which estimates trips based on the distribution of land use types and land use density and intensity at the Census traffic analysis zone (TAZ) level. Trips were then assigned to the roadway network and aggregated to the regional level as the indicator score for each scenario.

Traffic Congestion: A measure of the perception of traffic conditions by people in their cars on a typical weekday.

Traffic congestion was measured using the qualitative Level of Service (LOS) rating, which is determined by a roadway's volume-to-capacity ratio. The LOS rating ranges from A to F, with LOS A representing free traffic flow while LOS F represents the highest level of congestion. Using MVRPC's travel demand forecasting model, each segment of the major road network was given a LOS rating. The aggregated percent share of the Region's road network VMT with a rating of D, E, or F was used as the indicator score for each scenario.

Daily Vehicle Trips: A measure of the total number of trips taken by motor vehicles on a typical weekday.

The number of daily vehicle trips for all motor vehicles was estimated using MVRPC's travel demand forecasting model. The model estimates the number of daily vehicle trips at the TAZ level based on where vehicle trips are generated and distributed using information such as the number of workers per household, household size, auto ownership, and area type. The number of daily vehicle trips for each TAZ was aggregated to the regional level as the indicator score for each scenario.

Benchmarking the Seven Scenarios

Once the performance indicator evaluation of all seven scenarios was completed, the scenarios were benchmarked against one another. The individual indicator scores for each scenario were compared to an average score calculated using the scores from all seven scenarios for each of the twelve indicators.

Each indicator score for each scenario was classified as either above, below, or equal to the average score. This way, the scenarios could be easily compared and the interpretation of the result could be simplified. However, it is important to note that being above average does not necessarily imply a positive result. For example, for the traffic congestion indicator, a higher-than-average indicator score indicates higher-than-average traffic congestion.

Figure 23 on the next page displays the twelve performance indicators with their definitions and the graphic representations of the indicator scores.

Scenario Assessment Through Performance Indicators

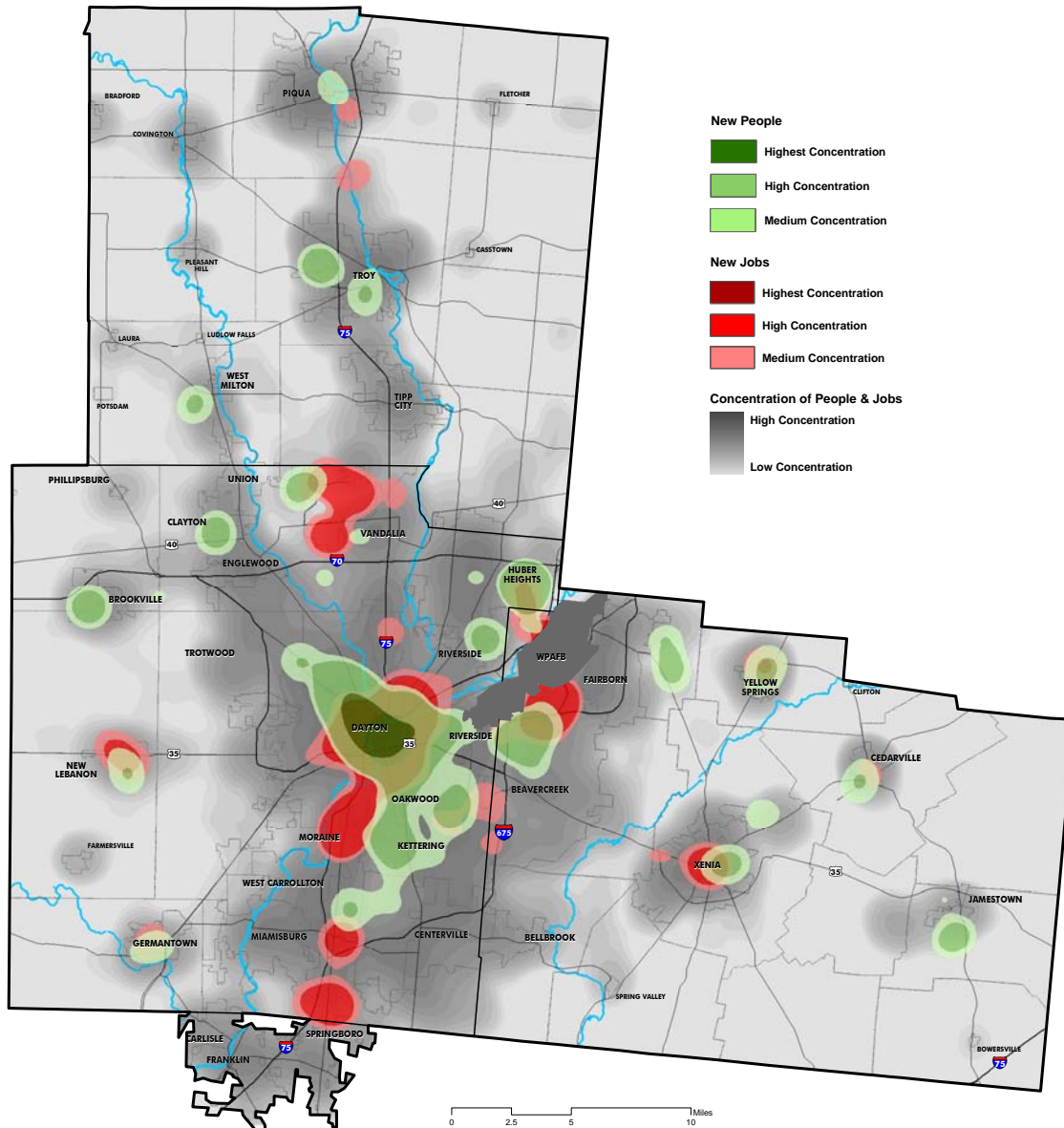
Phase II Report

Figure 23. Graphic Representations of Indicator Scores

Indicators		Definitions	Below Average	Average	Above Average
Land Use	Population Density	A measure of whether people are living closer together or farther apart.			
	Employment Density	A measure of whether jobs are located closer together or farther apart.			
Housing	Accessibility to Amenities	A measure of the number of people living within walking distance of at least one of the following amenities: schools, libraries, retail clusters, hospitals, senior centers, museums, or entertainment venues.			
	Housing Unit Density	A measure of whether housing units are located closer together or farther apart.			
Employment	Concentration of Employment	A measure of whether jobs are concentrated in a few discrete areas or are spread out throughout the Region.			
	Accessibility to Support Infrastructure	A measure of the number of jobs located within 1 mile of at least one of the following features: water/sewer lines, a major road, a highway interchange, a pump station, a rail yard, or an airport.			
Environment	Air Quality Impact	A measure of the amount of air pollutants emitted from motor vehicles per day.			
	Open Space Accessibility	A measure of the number of people living within a quarter mile of a neighborhood park and/or within two miles of a community park or bikeway.			
Transportation	Transit Ridership Potential	A measure of the number of people who might use transit services based on employment density and housing unit density.			
	Vehicle Miles Traveled	A measure of the total number of miles traveled by all motor vehicles on a typical weekday.			
	Traffic Congestion	A measure of the perception of traffic conditions by people in their cars on a typical weekday.			
	Daily Vehicle Trips	A measure of the total number of trips taken by motor vehicles on a typical weekday.			

Asset-Based Development

Figure 24. Asset-Based Development Scenario Map



Definition

The Asset-Based Development scenario concentrates future development around existing regional assets. Regional assets include sports arenas, higher education institutions, medical facilities, cultural and entertainment venues, Wright Patterson Air Force Base, water resources, the Region’s workforce, its neighborhoods, and its cultural and historical heritage. Suggested strategies include using community assets to establish community identities, using zoning to encourage development concentrated around regional assets, and maximizing opportunities afforded by the Base Realignment and Closure (BRAC) process.

Future Land Use Pattern

Figure 24 shows the development pattern of the Asset-Based Development scenario for the year 2040. The darker-gray areas represent places where there would be higher concentrations of new development, while the lighter-gray areas represent places where there would be lower concentrations. Additionally, the areas highlighted in red and green show where the highest concentrations of population and jobs, respectively, would be located.

In general, under the Asset-Based Development scenario, population and jobs would be concentrated within existing communities. The most heavily concentrated development would occur in the eastern part of Montgomery County and in the western and central portions of Greene County, along I-75 in Miami County, and in northern Warren County. Existing smaller communities, such as the villages of New Lebanon, West Milton, Yellow Springs, Cedarville, and Jamestown would continue to grow.

This general pattern of development – a continued emphasis on growth in well-established existing communities – is reflected in all seven of the Future Land Use Scenarios.

Future Land Use Scenarios – Description and Assessment

Phase II Report

The highest concentrations of population and job growth would be located in the the cities of Dayton, Xenia, and Troy and in the urban core in general. Higher concentrations of population growth would also occur in the southern first-ring suburbs around the City of Dayton, around Wright Patterson Air Force Base, in the cities of Beavercreek, Riverside, and Huber Heights, and in other smaller communities scattered throughout the Region.

The highest concentrations of new jobs would be centered around the Region’s major employment centers such as within and immediately surrounding the City of Dayton’s central business district and around the former GM facility in the City of Moraine, Wright State University, Miami Valley Research Park, Mound Advanced Technology Center, Wright Patterson Air Force Base, the Dayton International Airport, and the new I-75/Austin Pike interchange. Large-scale retail districts, such as the areas surrounding the Fairfield Mall, The Greene Town Center, and the Dayton Mall, would also experience higher levels of job growth.

Scenario Characteristics

The Asset-Based Development scenario is “built upon existing assets” – where already developed areas are redeveloped and connected through a variety of different types of transportation options. These areas include more recreational opportunities and park space. In this vision, agricultural land is protected and the Region is home to different methods of power generation, such as wind, solar, and hydroelectric plants.

Regional mass transit was mentioned several times on the mind maps and think cards. Participants wanted not only connections between assets within the Region, but also between the Region and other areas outside. Trains, bikeways, monorail, subways, and streetcars were all mentioned as potential alternative transportation options.

Participants also wanted to see more entertainment and recreational opportunities throughout the Region. Athletic facilities, performance venues, and amusement parks were suggested.

Open space preservation and creation was important for many participants. Participants wanted to see more parks throughout the Region. The preservation of agricultural land was also important, with one participant even proposing the “agricultural use of abandoned properties.”

Suggestions for Implementation

There were many methods listed for achieving the Asset-Based Development scenario. Several comments noted that state-level legislative change would be necessary. Rehabilitation and redevelopment of the built environment was a common motif. Using fiscal policy to encourage development around identified assets was mentioned – for example, “only approve tax incentives around assets.” One participant suggested “work to shift from manufacturing base to technology.” Another recommended that the Region “expand small business incubators.” Regionalism was a common thread: “Greater cooperation among local governments that share large assets instead of competition” and “More regionalization and less duplication of government.” Other suggestions included: “Identify and provide for basic needs within or proximity of each regional ‘center,’” “Maintain and support positive characteristics and strengths of neighborhoods (avoid making everywhere ‘the same’),” and “Safety near assets to encourage development.”

Several participants recommended more regional cooperation between local jurisdictions, some suggesting more regionalization of local government. One popular suggestion was to encourage – through tax breaks, zoning, or other incentives – development around regional assets and the redevelopment of vacant and underutilized structures, in particular. Other participants recommended making adherence to a regional plan for asset-based development enforceable by law, at either the local or state level.

Many participants called for more jobs. Specifically, high tech jobs were emphasized, with participants citing the attraction of more high-tech jobs and retraining opportunities for the Region’s workforce for this growing industry. Increasing support for small businesses was also mentioned by several participants. Other comments advocated for an expansion of the Region’s tourism industry and the promotion and preservation of the Region’s agricultural resources, including a call for more farmer’s markets.

Participants listed many opportunities for redevelopment in residential areas; former industrial sites, such as GM and NCR; and underutilized commercial areas, such as the Salem Mall area. Other ideas included adding more high-density development, limiting new development to areas with established assets, and encouraging more environmentally-friendly development.

Participants wanted to see more historic preservation efforts, cleaner parks, and more functions at historical locations, such as the Victoria Theatre and Memorial Hall.

Ideas for improving life in the Region’s many communities were also mentioned frequently. Participants wrote “develop youth activities for neighborhoods,” and “put more funds into programs such as Habitat for Humanity and YWCA to help community.” Other ideas focused on the Region as a whole, such as “establish an identity framework around the community assets,” and “utilize computer and personal networking to avoid physical building and development that might limit flexibility.”

Assets

Many participants listed current assets as part of the mind mapping exercise. These assets were divided into nine categories, listed below:

- Natural Resource Assets
- Education Assets
- Hospitals and Medical Assets
- Shopping and Commercial Assets
- Transportation Assets
- Aerospace and Defense Assets
- Entertainment and Cultural Assets
- Economic Assets
- Location Assets

The *natural resource assets* category contained items such as parks, water resources, open space, farms and agriculture, and aquifers. Parks and open spaces were mentioned most frequently and included listings of particular parks, such as Huffman Prairie and Carillon Park. Participants suggested expanding these areas and using green belts and land trusts to protect rural

areas. Participants were concerned with protecting a number of the Region’s surface and groundwater resources as well as the Region’s agricultural land.

The Region’s universities, community colleges, and vocational schools were cited many times as *education assets*. Wright State University, the University of Dayton, and Sinclair Community College were frequently mentioned, as well as issues such as improving the quality of grade school education and providing nicer facilities.

The *hospitals and medical assets* category mostly contained lists of regional medical facilities, such as Miami Valley Hospital, Good Samaritan Hospital, and Dayton Children’s Hospital. Several participants suggested maintaining a regional focus on healthcare and expanding this industry even more.

The *shopping and commercial assets* category consisted mostly of regional shopping areas and restaurants. Some participants also remarked that they wanted more commercial areas, listing specific suggestions. One participant wanted more grocery stores, another wanted more downtown restaurant variety, and yet another wanted smaller and walkable shopping districts. Several participants wrote that the Salem Mall area should be revitalized.

The *transportation assets* category contained comments noting the importance of linking asset hubs through various transportation options. The Region’s highways, bikeways, and airports were all frequently listed as assets. Common suggestions for future assets included more multi-modal connections and more mass transit and passenger rail opportunities. Concerns about commute time and congestion were also mentioned.

Several participants noted the importance of the Region’s *aerospace and defense* industry. Wright Patterson Air Force Base was duly identified as the regional center for this industry and a couple of the notes suggested its expansion – one in general and the other suggesting a space shuttle program.

Future Land Use Scenarios – Description and Assessment

Phase II Report

The *entertainment and cultural assets* category included lists of both current regional assets and potential future assets. The Region’s many entertainment venues, such as the Victoria Theatre and Fifth Third Field, were identified as assets, as were some of the Region’s local cultural amenities, such as the Dayton Art Institute, the Air Force Museum, historic districts, and events. Participants also cited a desire to increase the number of parks, bikeways, and sports facilities. Zoos, aquariums, museums, and arts districts were also mentioned.

Tech Town was listed several times as an *economic asset*, as were several sites which large employers – namely GM and NCR – have abandoned. Other economic assets mentioned include the Region’s workforce and a few of the Region’s employers, such as Wright Patterson Air Force Base and the Region’s many hospitals.

Location assets included lists of the Region’s cities. The most cited asset was downtown Dayton. The centrality of the Region’s geographic location within the U.S. was also mentioned as an asset.

Indicator Assessment

Figure 25 is a graphical representation of the indicator assessment results.

For this scenario, population and housing unit density both scored about average. Employment density would be above average, meaning jobs would be located closer together.

The concentration of employment would be higher than average, meaning that jobs would be clustered in more discrete areas, rather than being spread throughout the Region. The accessibility to support infrastructure for these jobs would be about average.

Fewer than average pollutants would be emitted from motor vehicles as a result of this scenario. The scenario scored higher than average in terms of open space accessibility, meaning people would have better access to parks and bikeways.

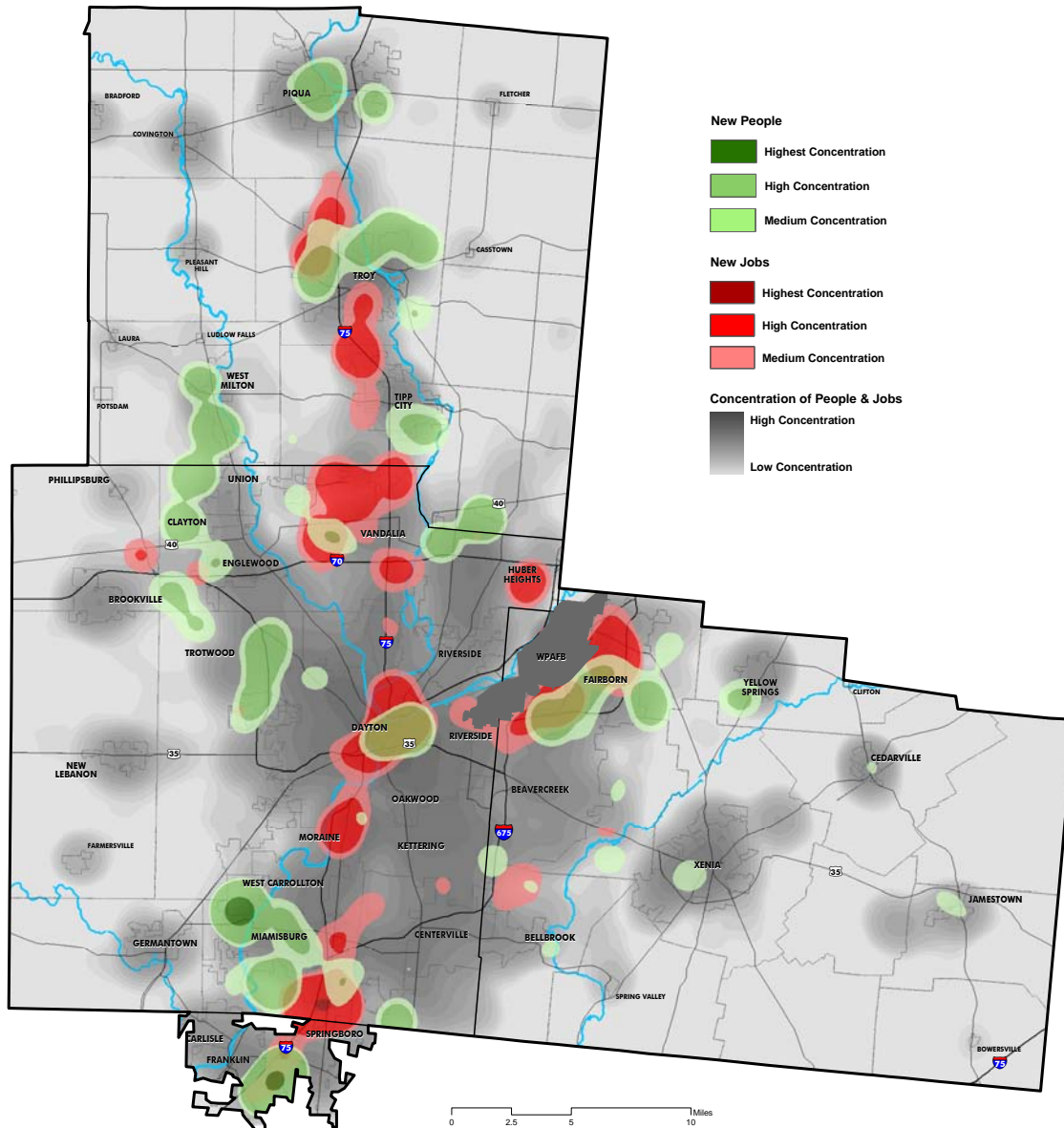
The transit ridership potential for this scenario is about average. Traffic congestion, vehicle miles traveled, and the number of daily vehicle trips are projected to be below average.

Figure 25. Asset-Based Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Business-As-Usual Development

Figure 26. Business-As-Usual Development Scenario Map



Definition

The Business-As-Usual Development scenario represents the continuation of existing development patterns, with continued suburban expansion and greenfield development. Growth is encouraged, but managed, and governments in the Region remain local – focused on the policies of their respective jurisdictions. Business development is encouraged, focusing on industrial, commercial, and recreation-based enterprises. Future transportation options will be centered around the construction of new roads, highways, and interchanges. Suggested strategies include tax incentives for commercial and industrial development, maintaining sound zoning and planning requirements, and encouraging local governments to offer housing development tax credits.

Future Land Use Pattern

The general pattern of future development for the Business-As-Usual Development scenario is one of continued growth in well-established communities, as shown in gray in Figure 26. Higher concentrations of both new people and jobs are anticipated on the west side of Troy, in downtown Dayton and its surrounding areas, and south of Wright Patterson Air Force Base in Fairborn.

However, a more scattered outmigration of population and jobs beyond existing communities is also expected under this scenario.

The highest concentrations of new people are expected on the outskirts of more established communities, such as between West Milton and Clayton, east of Troy, and along the northeastern border between Montgomery and Miami counties.

In terms of areas with the highest concentrations of jobs, areas along I-75 in both Miami and Montgomery counties are expected to see higher increases, especially around the new Austin Pike interchange, around the Dayton Mall, in Moraine near the old GM

plant, and around the Dayton International Airport. Higher concentrations of new jobs are also expected around Wright Patterson Air Force Base and in Riverside, Huber Heights, Fairborn, and Beavercreek.

Scenario Characteristics

The Business-As-Usual Development scenario is based on the idea of both encouraging and managing future development and growth. Vacancy and blight issues would be addressed directly while, at the same time, transportation and other infrastructure would be expanded to accommodate the needs of newly developed areas. New employment opportunities would be sought and community-building efforts would be encouraged.

Managing growth is a way of encouraging new growth and development, but with restrictions. “Balance” is a key word for this concept, with several participants encouraging a balance between development and the protection of natural resources and farmland.

Vacancy and blight issues were addressed by many participants. Comments ranged from stating the fact that the Region has vacancy and blight issues to describing policies to abate or reverse the problem.

At the same time, many participants provided comments that were strictly pro-growth, with little to no restrictions. Key phrases from the Mind Maps and Think Cards include “continued suburbanization” and “promote development of land.” Participants were also concerned that transportation infrastructure – bikeways, railways, and roadways – be expanded to support new development. More lanes and interchanges were suggested for the Region’s interstates and highways. Rail transit was suggested several times along with expansion of the regional bikeway and increased access for bicycles and pedestrians to the Region’s road networks.

Suggestions for Implementation

In order to achieve these goals, many contradictory proposals were given. Land rights and home rule were mentioned, but so were “balanced” growth and “smart growth.” Zoning was noted as a tool for encouraging development. Tax incentives were mentioned, often as an incentive for developers.

One participant commented that “the consolidation of governmental entities & functions must be considered & where desirable & feasible, implemented.” Another noted that the Region should “leave land use planning & economic development to established city governments.”

Ideas for addressing vacancy and blight issues included forcing developers to build in blighted areas and moving to a “use it or lose it” policy like Detroit.

Participants wanted to see improvement in the business climate in the Region. The ideas mentioned include adding more entertainment-related businesses, encouraging more commercial and industrial development, and the “creation of quality employment opportunities.”

Participants interested in community-building cited both methods for building community and efforts at increasing cooperation and/or competition between communities. Ideas included creating community town centers, adding new schools, and the development of more community amenities.

Indicator Assessment

Figure 27 on the next page is a graphical representation of the indicator assessment results.

For this scenario, all the density indicators – population, employment, and housing unit – scored below average. This means that people would live farther apart and jobs would be located farther apart.

Accessibility to amenities also scored below average, meaning that people would have less convenient access to schools, libraries, shopping, and entertainment venues.

Jobs would be more spread out throughout the Region, rather than being more concentrated in discrete areas, and these jobs would have about average accessibility to support infrastructure.

Future Land Use Scenarios – Description and Assessment

Phase II Report

In terms of the environment, the air quality impact for this scenario would be about average and people would have below average accessibility to parks and bikeways.

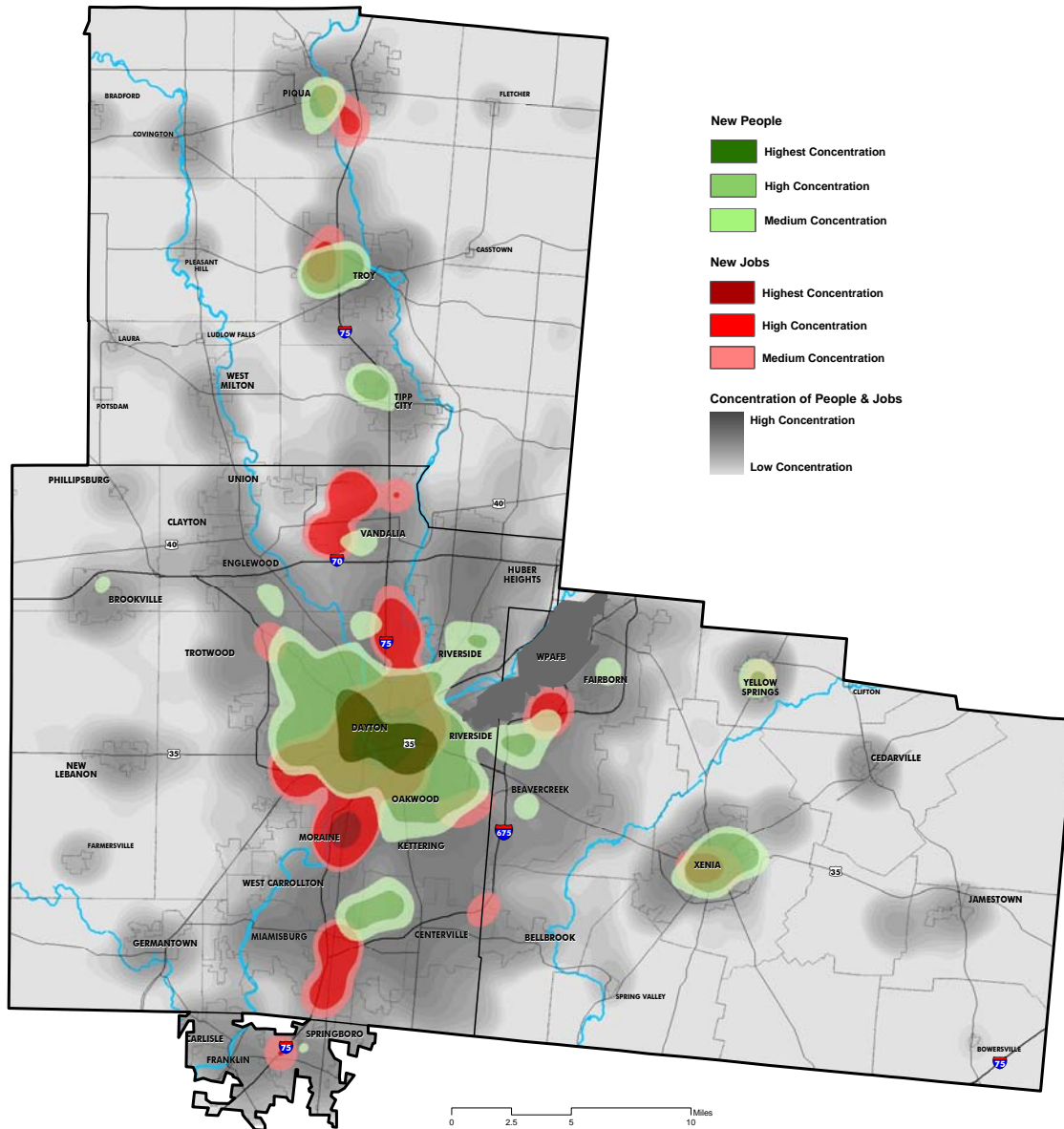
With jobs and people living farther apart, the potential for transit ridership would be below average. However, the number of vehicle miles traveled, the number of daily trips, and the amount of traffic congestion in the Region would be about average.

Figure 27. Business-As-Usual Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Trips

Infill/Conservation Development

Figure 28. Infill/Conservation Development Scenario Map



Definition

The Infill/Conservation Development scenario emphasizes directing future development to existing urban areas that already have the infrastructure to support it. The focus for development in this scenario would be on the redevelopment of vacant properties, the development of more affordable housing, and the preservation of the Region’s farmland. New development should employ green development practices and include mass transit options. Other alternative modes of transportation should be invested in and encouraged. Suggested strategies include incentives for developing, living, and conducting business in the Region’s core; regionalizing some government functions; and instituting special zoning and regulations to protect farmland.

Future Land Use Pattern

The Infill/Conservation Development scenario focuses on areas where existing infrastructure can support new development. Figure 28 shows that higher concentrations of new people and jobs are located in well-established communities, mainly in eastern Montgomery County, western and central Greene County, along I-75, and in the cities of Carlisle, Franklin, and Springboro in northern Warren County.

This scenario represents the most compact location of new people and jobs than any of the other scenarios. The highest concentrations of both new people and jobs are seen in regional centers such as the City of Dayton and in the first-ring communities in Montgomery County; in the City of Xenia in Greene County; and in the City of Troy in Miami County. The area to the south of Wright Patterson Air Force Base, around Wright State University, north of US 35, and east of I-675 are all also expected to contain much higher concentrations of new people and jobs.

Concentrations of new jobs are spread out a bit more, with higher concentrations expected around the Dayton International Airport,

Future Land Use Scenarios – Description and Assessment

Phase II Report

in northern Dayton and Harrison Township along I-75, in Moraine, and around and south of the Dayton Mall.

Scenario Characteristics

The Infill/Conservation Development scenario is based on the idea of keeping new development concentrated in areas where the infrastructure is already in place to support it. Supporters see the Region as a safe, diverse, clean, healthy, walkable, and complete community. Open space and parkland would be protected and vacant and underutilized sites would be used to accommodate new development. Alternative transportation methods would be encouraged as well as alternative, environmentally-friendly building techniques. Local governments throughout the Region would cooperate on a variety of initiatives and small businesses and businesses working in “green” industries would be promoted and supported.

The sheer number of comments related to parks and open space speaks to the concern participants had for the Region’s natural environment. Comments ranged from methods for preserving and securing environmentally sensitive areas and natural resources to calls for the preservation of the Region’s farmland. From all the comments, however, it was clear that participants not only want to protect the Region’s current parks and open spaces, but also to create more.

Many participants commented on real and perceived problems with development in vacant or underperforming sites. Themes included rehabilitation, reuse, repurposing, redevelopment, remediation, and deconstruction.

Almost all of the comments relating to transportation on the Mind Maps and Think Cards were focused on alternative transportation methods, calling for more public transportation options and increased funding for public transportation. Rail transit was mentioned several times, as were bicycle-friendly transportation options, including complete streets and more bike trails.

Participants advocated for a variety of “green” building techniques. Suggestions included “retrofit existing housing to dramatically reduce energy/utility

costs,” “promote green construction methods – consider incentives,” and “require energy efficient (LEED certified) new construction.”

There were many suggestions for improving the regional economy and employment outlook. Support for local and small businesses and increasing the number of “green” jobs – jobs related to ecotourism, park management, and green industry manufacturing jobs, such as wind turbine production – were widespread.

Suggestions for Implementation

The overwhelming majority of policy suggestions stated that incentives should be given to development occurring in already-established areas while penalties should be assessed for greenfield development. One participant wrote that land should be free for those who wish to develop “appropriate housing” while another went so far as to recommend a “moratorium on new greenfield development.” Other suggestions included increasing funding for conservation easements and developing a regional tax/revenue sharing program.

Ideas for improving the quality of life in the Region included maintaining community identity, increasing access to high-speed internet, and promoting general welfare. Another set of related ideas was centered around improving the Region’s public schools. Several participants mentioned improving the City of Dayton’s schools as a way of attracting more residents to the city. Other suggestions included offering tuition incentives for local students to attend local colleges and universities and having schools function as community centers.

An increase in mixed-use buildings was frequently mentioned as a method for achieving the Infill/Conservation Development scenario, as were complete, vibrant streets. Policy suggestions ranged from “alternative building codes that make redevelopment less costly,” to “infrastructure and economic development incentives to encourage repairing existing infrastructure.” Other ideas included having a “strong master plan with code structure” and “flexible zoning restrictions to encourage infill development and affordable housing.”

Future Land Use Scenarios – Description and Assessment

Phase II Report

Much of the feedback related to government operations recommended more cooperation between jurisdictions, with some suggesting the concentration of government functions at the county or regional level. Other suggestions include changes in zoning to accommodate/mandate more infill development, more code enforcement, and improved public/private partnerships.

Indicator Assessment

Figure 29 is a graphical representation of the indicator assessment results.

In this scenario, population, employment, and housing unit densities would all be above average. People would live closer together and work closer together. Amenities like schools, libraries, and shopping centers would also be easier to access.

Jobs would be located in more discretely located employment centers, rather than spread out throughout the Region, and these jobs would have higher than average access to support infrastructure.

In terms of the environment, this scenario would have about an average impact on air quality and open spaces, such as parks and bikeways, would be more accessible.

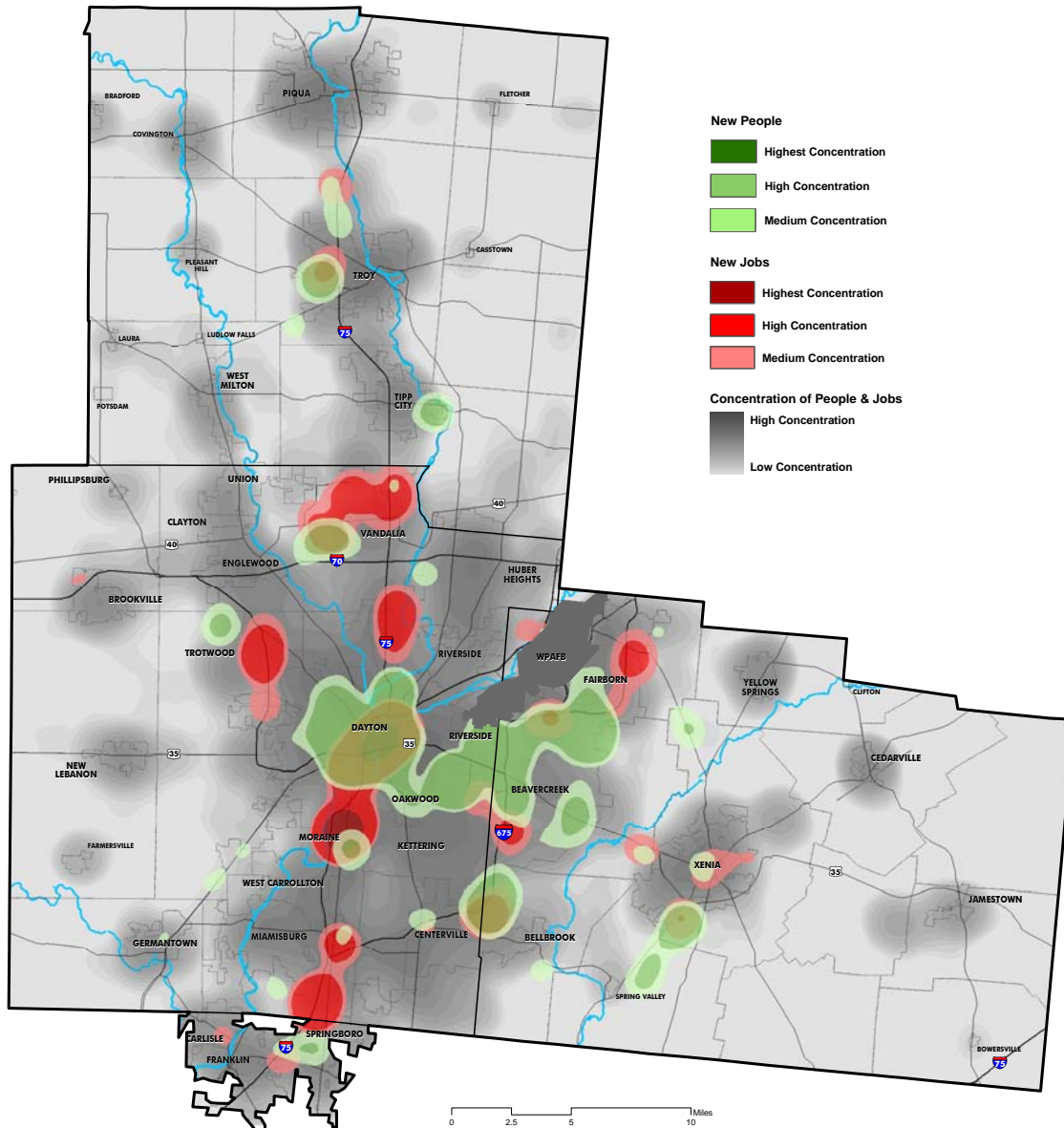
The transit ridership potential is projected to be higher than average, with higher-than-average development densities projected across the Region. The number of vehicle miles traveled and the number of daily vehicle trips are both projected to be about average. Traffic congestion, however – also due to the projected higher-than-average densities – scored higher than average.

Figure 29. Infill/Conservation Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Radial Corridor Development

Figure 30. Radial Corridor Development Scenario Map



Definition

The Radial Corridor Development scenario encourages maximizing the use of existing transportation networks and directs future development along existing corridors and junctions. Transportation infrastructure is not limited to roadways but also includes existing transit systems such as airports, bus lines, and transit hubs. The future development of alternative modes of transportation, such as high-speed rail and/or monorail, is encouraged. Suggested strategies include attracting businesses to the interstate corridors, refurbishing and using existing infrastructure, and using tax breaks and zoning to encourage development along the regional transportation corridors.

Future Land Use Pattern

As expected, the Radial Corridor Development scenario concentrates new people and jobs along major transportation corridors and junctions in the Region (Figure 30).

In general, increases in population and jobs are seen along I-75, I-675, and US 35. Areas targeted for higher concentrations of people and jobs include the areas along I-75 and US 35 between Dayton and Xenia, around Wright State University; the Fairfield Mall area; Centerville, Fairborn, and Bellbrook/Sugarcreek Township along I-675; northern Warren County; the Dayton Mall area; Moraine; Troy along I-75; and the Butler Township/Vandalia area along I-70.

Slightly higher concentrations of new people and jobs are expected at several discrete locations along the Region's other major arterial roadways and junctions, including the junction of SR 48 and I-675, along SR 741 in southern Montgomery County, between SR 201 and SR 202 near I-70, SR 4 between Dayton and Germantown west of West Carrollton in Montgomery County, and US 42 south of Xenia.

Concentrations of new jobs are anticipated around the Dayton International Airport, in Trotwood along SR 49, in north Dayton/Harrison Township along I-75, in Fairborn east of I-675, in southern Beavercreek, in Moraine, and around the Austin Pike interchange and the Dayton Mall.

Scenario Characteristics

The Radial Corridor Development scenario is based on the idea of placing new development in areas that are convenient to the Region’s transportation network. Parks and agricultural land would be protected and, rather than building new infrastructure, existing infrastructure would be refurbished and maintained. Local governments within the Region would work together more closely and would see greater levels of connectivity. The Region’s transportation system would become more multi-modal and the different modes of transportation would be better integrated with one another. New jobs would be concentrated along transportation corridors, “increasing business competition along highways and main roads.”

Through their many comments on the issue, participants showed that they wanted to protect the Region’s parks, agricultural land, and other open spaces. Participants wrote that they wanted to “protect undeveloped natural areas,” and to “focus on keeping established farmlands protected.”

Participants called for “refurbished infrastructure,” the use of existing infrastructure, and suggested adding infrastructure for industrial parks.

Many of the Region’s major roadways were listed on the Mind Maps and Think Cards. These are the roads and highways that participants felt to be the most important and most prominent transportation corridors in the Region. The interstates were mentioned multiple times as were US 35 and SR 4.

Participants also expressed a desire for some sort of passenger rail in the Region. Subways, elevated trains, light rail, and high-speed passenger rail were all mentioned. A few participants also mentioned increasing freight transport by rail in the Region.

Several comments addressed the need for more connectivity between areas within the Region, between the Region and other places outside the Region, and between different modes of transportation.

Participants had many ideas for economic development within the Region. Most of these ideas were general in nature – “defense contractors near WPAFB,” or “tourist attractions.” Several participants, however, made the connection between transportation and economic development, suggesting locating more jobs along the I-75 and I-70 corridors.

Methods for Implementation

Ideas pertaining to potential implementation policies were plentiful. Decreasing commitments to additional infrastructure in favor of maintaining and improving existing infrastructure were the most commonly voiced – tax policy was noted as a tool to accomplish this goal. Methods ranged from economic incentives for building sustainably to property taxes being tied to house size. Zoning was also cited as a potential tool. One participant requested an increase in multi-modal connections. Another suggested “protect[ing] undeveloped natural areas” by “designat[ing] certain areas as ‘no or low’ development and increase penalty for developing.”

In order to keep development near the Region’s transportation corridors, suggestions included placing housing strategically near roads and parks, transit-oriented development, and only allowing development along transportation corridors. Participants also suggested a variety of Infill/Conservation Development-type strategies, such as redeveloping vacant and underutilized land and limiting rural residential lots to a minimum of five to ten acres.

Most of the methods suggested for implementing the Radial Corridor Development scenario involved taxes in some way: “High taxes on fuel,” “Lower taxes temporarily on targeted areas,” “anti-traffic congestion taxes.” Other suggestions included using zoning to encourage development along transportation corridors; decreasing rates on essential services such as sewer, water, and garbage; and offering incentives for rehabilitating existing buildings.

Future Land Use Scenarios – Description and Assessment

Phase II Report

Some comments focused on the need for local governments within the Region to work together, suggesting incentivizing this behavior or even requiring regional-level zoning. Other comments noted that this kind of agreement is not likely and that government already has too many rules and regulations.

Indicator Assessment

Figure 31 is a graphical representation of the indicator assessment results.

In this scenario, population and employment densities would all be below average. People would live farther apart and work farther apart.

Housing unit density, however, would be about average. The scenario also had an average score for its accessibility to amenities like schools, libraries, and shopping centers.

Both the concentration of employment and the accessibility of jobs to support infrastructure would be about average.

In terms of the environment, this scenario would have a higher-than-average impact on air quality – meaning that higher-than-average amounts of pollutants would be produced – and the accessibility of open spaces, such as parks and bikeways, would be about average.

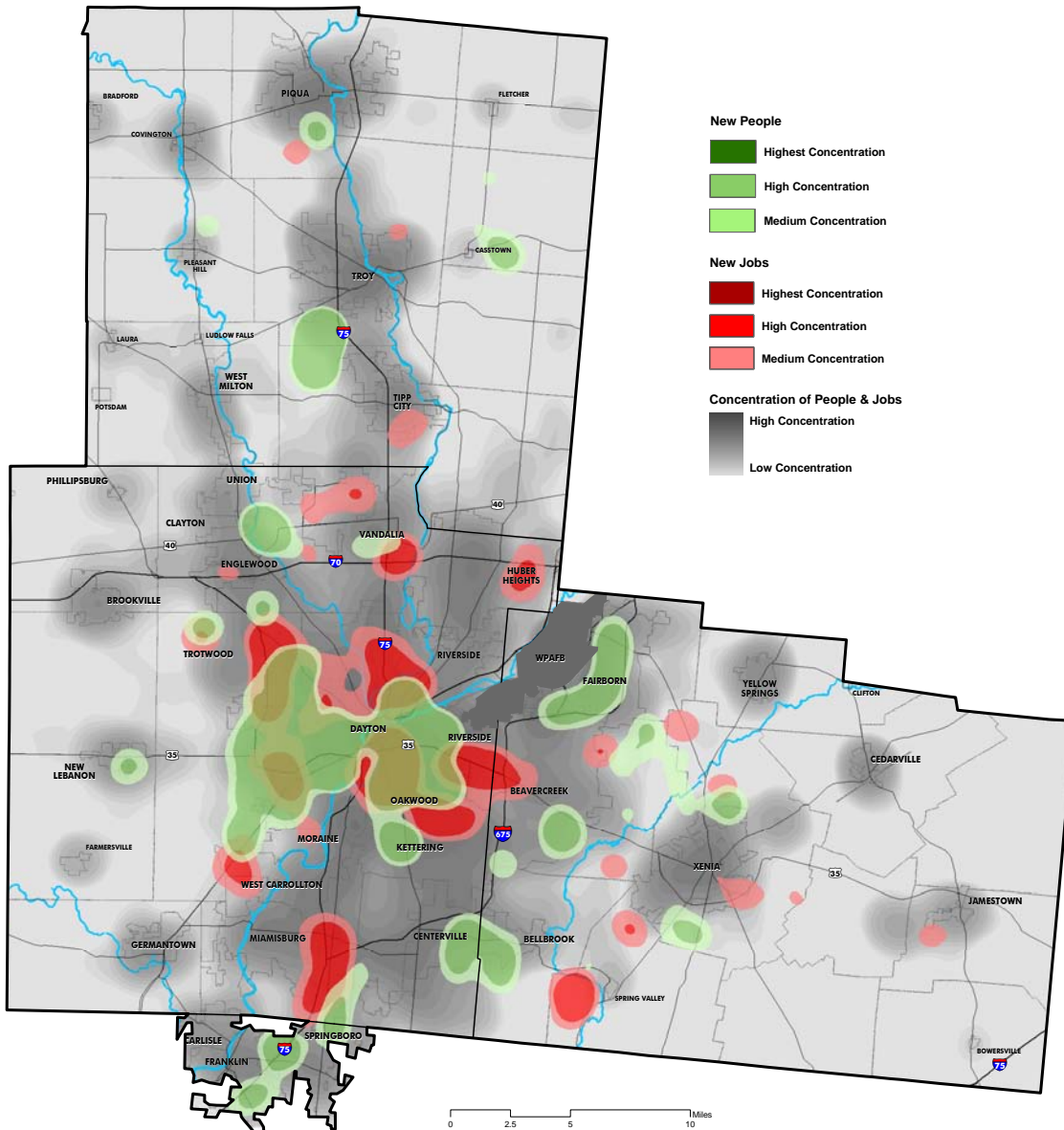
The transit ridership potential is projected to be about average. The number of vehicle miles traveled, traffic congestion, and the number of daily vehicle trips are all projected to be above average – meaning that this scenario could induce people in the Region to drive more.

Figure 31. Radial Corridor Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Unrestricted Development

Figure 32. Unrestricted Development Scenario Map



Definition

Development under the Unrestricted Development scenario would be practically devoid of any sort of planning, either at the regional or local level. Development would be completely market-driven and would occur wherever there is demand for it. The three main tenets of this development scenario are that government should not restrict development, there should be more business growth, and there should be fewer or no zoning restrictions.

Future Land Use Pattern

The future land use pattern for the Unrestricted Development scenario does not present a clear pattern for where future population and jobs will be concentrated in the year 2040. Participants who selected this scenario were anticipating where they thought the market might drive development over the next thirty years (Figure 32).

It is apparent, however, that future population and jobs would be spread out throughout the Region and would extend beyond the Region's well-established communities.

The highest concentrations of new people are expected between Troy and Tipp City, in Fairborn, in and around the urban core including Trotwood, in Jefferson Township and northern Kettering, in Beavercreek Township, in Bellbrook and eastern Centerville, and in Franklin. Higher concentrations of new population were generally anticipated to expand outward from existing municipalities – around Piqua and Jamestown, for example.

The highest concentrations of new jobs are located near the I-70/ I-75 interchange, in north Dayton and Harrison Township, in Riverside and Kettering, along the I-75 corridor from the Dayton Mall area south to the Montgomery County border, in West Carrollton along SR 4, in Trotwood along SR 49, and in Spring Valley.

Future Land Use Scenarios – Description and Assessment

Phase II Report

Scenario Characteristics

The Unrestricted Development scenario is based on the idea that a free market can direct the best decisions regarding the placement of future development. Since development under this scenario would be dictated by market trends, considerations for more jobs, more industry, and more business growth take center stage.

Methods for Implementation

Predominantly, ideas concerning potential implementation policies focused on redefining the role of local governments – mainly restricting them to the protection of personal property. One participant wrote, “no zoning laws,” while another wrote, “more multi-use development.” One participant favored relaxing zoning laws while “improv[ing]/establish[ing] environmental policies to reduce pollution in residential areas.”

Other general ideas included: “build downtown up first,” “re-open Dayton rec[reation] centers,” “more people living close to where they work,” and “rebuild houses Westside, then Eastside.”

Indicator Assessment

Figure 33 is a graphical representation of the indicator assessment results.

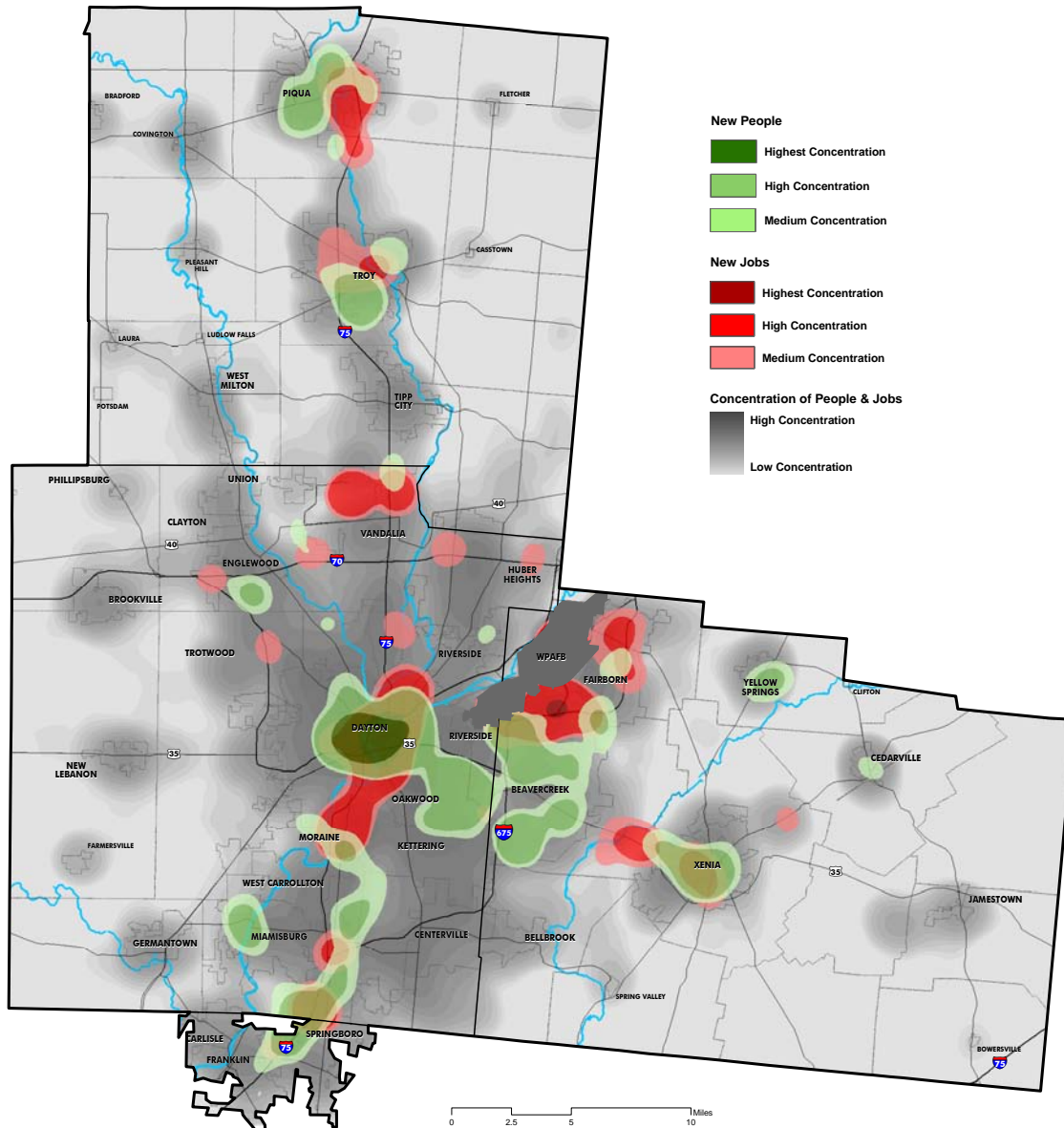
Overall, most of the indicators measured showed an average outcome. Only three indicators – population density, accessibility to support infrastructure, and traffic congestion – had below average scores, meaning that people would live farther apart, accessibility to support infrastructure for businesses would be below average, and there would be less traffic congestion.

Figure 33. Unrestricted Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Mixed-Themes Development

Figure 34. Mixed-Themes Development Scenario Map



Definition

Development under the Mixed-Themes Development scenario would encompass several elements from the other development scenarios. It would support asset-based development around employment centers, encourage infill development, encourage the facilitation of inter-modal transportation connections, and encourage farmland preservation. Suggested strategies include increased cooperation between communities and the use of creative zoning regulations.

Future Land Use Pattern

In the Mixed-Themes Development scenario, population and jobs are typically located in tandem with one another, with the highest concentrations of new jobs placed near areas with the highest concentrations of new people (Figure 34).

Areas that are expected to see growth in both population and jobs include well-established communities such as Troy, Xenia, Moraine, and downtown Dayton as well as newly-developing areas such as the area around the Austin Pike interchange.

The highest concentrations of new population are expected in Beavercreek and Yellow Springs; on the western side of Miami-isburg; on the northwest side of Piqua; the southern side of Troy; in southeastern Dayton, Riverside, and Kettering; and south from Moraine through Miami Township into Warren County, roughly along the I-75 corridor.

The highest concentrations of new jobs are expected in and to the south of Piqua, in and around the Dayton International Airport, in Fairborn and Beavercreek near Wright Patterson Air Force Base and Wright State University, and from downtown Dayton to Moraine along I-75.

Future Land Use Scenarios – Description and Assessment

Phase II Report

Scenario Characteristics

The Mixed-Themes Development scenario is based on ideas drawn from the Asset-Based, Infill/Conservation, and Radial Corridor development scenarios. Under this scenario, there would be more transportation options and more open spaces, with agriculture being bolstered by local support. Communities within the Region would cooperate on many issues and development would be focused on using existing assets and preserving city centers.

Many participants advocated for more transportation options, such as mass transit and safer routes for bicycle commuting. Others suggested alternatives to the ways infrastructure is currently constructed and used.

Participants wanted more open spaces – parks, agricultural land, etc. – and they want to protect existing open spaces. Some specific suggestions for achieving this included “create emerald necklaces of all purpose trails (along secondary roads, not major collector roads...)” and “plant more trees along roads, freeways, and trails.”

Infill-type development strategies were often suggested, such as “reutilization of existing assets,” “preserve city centers,” and “mixed integrated uses.” Other suggestions includes “creat[ing] more choices and opportunities,” and improving walkability.

Methods for Implementation

In terms of potential methods for implementation, topics mentioned on the Mind Maps and the Think Cards included regional cooperation, creative zoning and development rights, energy conservation, and incentives for developing along and preserving existing corridors and towns. Regional tax-sharing and farmland preservation were also noted.

Methods were mentioned for promoting land preservation, carpooling, and higher density building, such as suggesting that “developers pre-pay for infrastructure needed to support development outside of planned areas.” Other development-related suggestions included “develop[ing] building codes to require high levels of insulation and other energy reduction features,” and “enforce zoning ordinances and building codes.”

Indicator Assessment

Figure 35 is a graphical representation of the indicator assessment results.

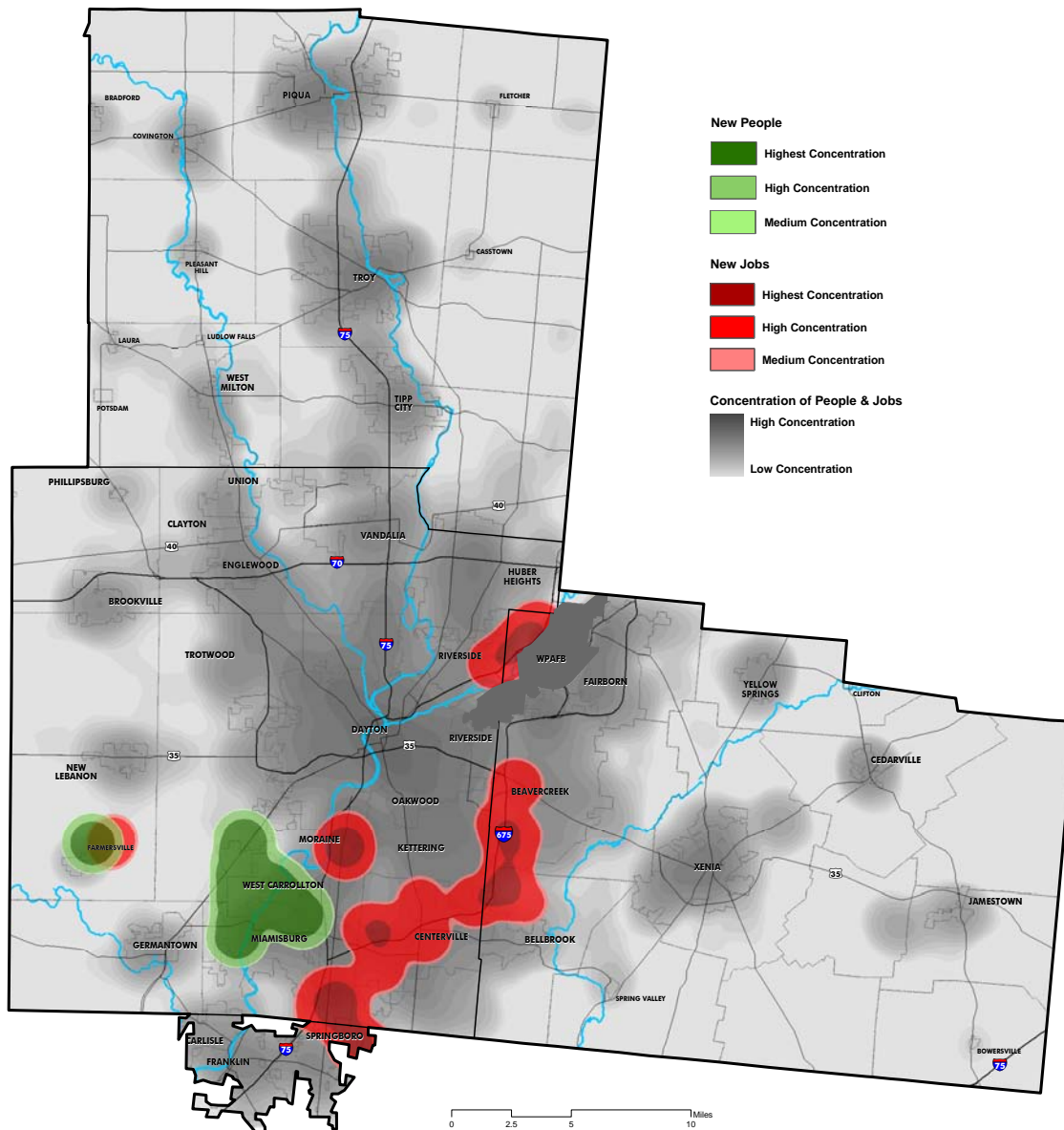
Seven out of the twelve indicators measured had an average score. Population and housing unit density both scored above average, meaning people would live closer to one another. This scenario would also result in a higher-than-average accessibility to amenities and open space and a higher-than-average potential for transit ridership.

Figure 35. Mixed-Themes Development Scenario Indicator Analysis Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Jobs & Destinations Development

Figure 36. Jobs & Destinations Development Scenario Map



Definition

In the Jobs & Destinations Development scenario, development would be centered on the creation of jobs for the Region’s residents and the creation of new attractions, along with the augmentation of existing assets, to draw in tourists and new employers. Suggested strategies include incentives to employers – especially those focused on the manufacturing of tools for green energy production – and the expansion of the Region’s educational institutions.

Future Land Use Pattern

The spatial pattern of development for this scenario is rather sparse in contrast to the other scenarios (Figure 36).

There is only one area where the highest concentrations of new people and jobs overlap – in and around Farmersville.

The highest concentrations of new people are located mostly in areas near West Carrollton, Miamisburg, and Jefferson Township.

The highest concentrations of new jobs are located in Moraine; along the northwest side of Wright Patterson Air Force Base; and along the I-675 corridor from south of the I-675/I-75 interchange to Beavercreek, near the I-675/US 35 interchange.

Scenario Characteristics

The Jobs & Destinations Development scenario is based on three central ideas: increasing tourism and entertainment opportunities, bringing more jobs to the Region, and creating more higher education opportunities.

Comments about current and future tourist attractions included mention of the Air Force Museum and the creation of a whitewater recreation facility.

Future Land Use Scenarios – Description and Assessment

Phase II Report

Two of the four ideas for bringing more jobs to the Region involved manufacturing for tools to create green or clean energy. The other two were to provide incentives for employers and to find a use for the newly abandoned GM facility.

Participants also called for more trade schools and an expansion of local universities.

Methods for Implementation

The only two implementation methods suggested for this scenario were providing incentives for new employers and expanding education opportunities.

Indicator Assessment

Figure 37 is a graphical representation of the indicator assessment results.

All but one of the indicators scored below average. This means that people would live farther apart, jobs would be located farther apart, parks and other amenities would be less accessible, and there would be less of a potential for transit ridership. It also means, however, that this scenario would have less of an impact on air quality, that there would be fewer daily vehicle miles traveled and people would take fewer trips, which would result in less traffic congestion. The accessibility to support infrastructure for businesses in the Region would be about average.

The Scenario Evaluation Matrix

Figure 38 on the next page is the final Scenario Evaluation Matrix, which allows for the comparison all seven scenarios based on the outcomes of the indicator assessments.

Figure 37. Jobs & Destinations Development Scenario Indicator Assessment Results

Land Use		Housing		Employment		Environment		Transportation			
Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips

Future Land Use Scenarios – Description and Assessment

Phase II Report

Figure 38. The Scenario Evaluation Matrix

	Land Use		Housing		Employment		Environment		Transportation			
	Population Density	Employment Density	Accessibility to Amenities	Housing Unit Density	Concentration of Employment	Accessibility to Support Infrastructure	Air Quality Impact	Open Space Accessibility	Transit Ridership Potential	Vehicle Miles Traveled	Traffic Congestion	Daily Vehicle Trips
 Asset-Based Development												
 Business As Usual Development												
 Infill/Conservation Development												
 Radial Corridor Development												
 Unrestricted Development												
 Mixed Themes Development												
 Jobs & Destinations Development												

Sharing the Future Land Use Scenarios and Assessment Results

Phase II Report

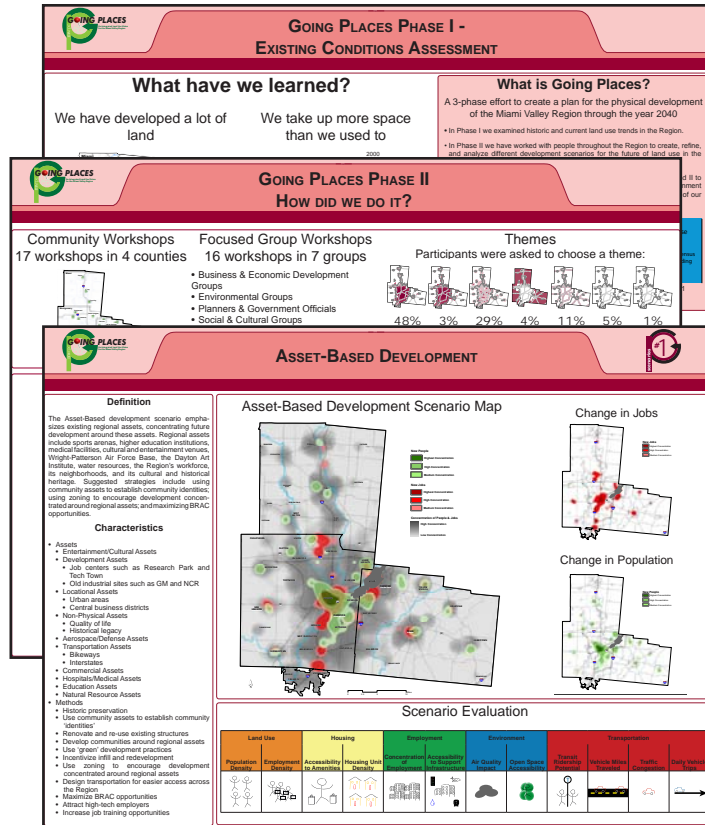
MVRPC staff hosted five public Open House meetings in October and November of 2010 to share the final seven scenarios and the scenario indicator assessment results.

In preparation for the meetings, staff developed and distributed meeting announcement posters and flyers to individuals and organizations to publicize the meetings, placed advertisements in local newspapers, sent press releases to local newspapers and television and radio stations, posted information on MVRPC's website and a variety of other community websites, posted information on the Going Places Facebook page, and sent e-mail messages to people who had participated in the community-based and focused group workshops.

Staff also hosted a joint Going Places Steering and Planning Advisory Committee meeting prior to the first public Open House meeting to share the final scenarios and their assessment results, brief the committees on the outreach efforts, and to solicit feedback on the format of the Open House meetings.

In addition to hosting the Open House meetings, staff developed a set of online presentations designed as a "virtual open house" so that people who

Figure 40. Open House Posters



had not been able to come to the Open House meetings could easily view the information.

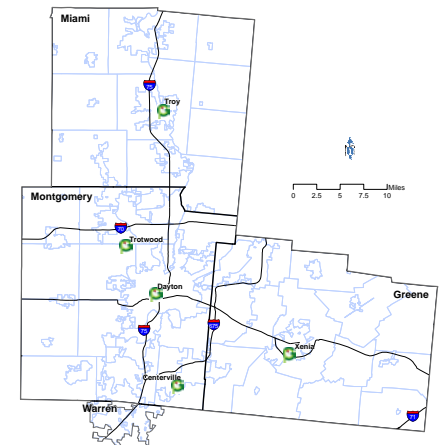
Open House Preparation and Design

Five public Open Houses were scheduled at different locations throughout the Region (Figure 39). The open house format was more convenient and allowed people to come whenever they could. The challenge was, however, deciding how best to present the large amount of information in a way that was understandable, time-efficient, and would allow people to show up at different times.

In the end, the information was presented in a series of posters (Figure 40), through which staff conducted guided tours. The posters began with a review of the results of Phase I of Going Places and moved through the process of creating the scenarios to the presentation of the seven Future Land Use Scenarios. The final poster presented the Scenario Indicator Evaluation Matrix.

Open House attendees were also given a set of handouts with all of the information from the posters. Summary sheets for each of the scenarios were included along with a copy of the Scenario Indicator Evaluation Matrix.

Figure 39. Public Open House Locations



Sharing the Future Land Use Scenarios and Assessment Results

Phase II Report

Open House Advertising

As with the advertising effort for the community-based scenario building workshops, both local media and other advertising methods were used in publicizing the Open Houses.

Local Media Advertising

Advertisements were placed in a variety of local newspapers (Figure 41). Quarter page ads were placed in the *Dayton Daily News* “Neighbors” section prior to each of the Open Houses and a full-page insert was included in the October 14, 2010, edition of the *Dayton Daily News*. Quarter-page ads were included in the *Dayton Weekly News* and *La Jornada Latina*. MVRPC also submitted an ad for the Wesley Community Center’s 2010 Musicale Concert program booklet.

Other Advertising

Press releases were sent to all local newspapers and television and radio stations. MVRPC staff sent e-mails to everyone who had contacted MVRPC about the Going Places initiative or had given their e-mail address at one of the Community or Focused Group workshops and everyone on the contact list staff had compiled at the beginning of Phase II. Staff also sent copies of the promotional poster advertising the Open Houses to government and non-government organizations throughout the Region. Posters were sent out to be displayed at all local public libraries and posters in both English and Spanish were displayed at the Greater Dayton Regional Transit Authority hubs.

Figure 41. Open House Advertisement

Going Places together ...

Which way do we want to go?

Help us select a vision for the future of the Region!

OPEN HOUSES IN YOUR AREA

- Thursday, October 21, 2010 • Troy Rec's ground floor gym
11 N. Mantel St., Troy, OH 45373
- Tuesday, October 26, 2010 • Greene County Job & Family Services building
841 Ledbetter Rd., Xenia, OH 45385
- Wednesday, October 27, 2010 • Friendship Village
(please enter at door 18 of the Friendship Coffee House)
5790 Deninger Rd., Dayton, OH 45426
- Thursday, October 28, 2010 • Centerville Police Department Training Room
155 W. Spring Valley Pk., Centerville, OH 45458
- Wednesday, November 10, 2010 • MVRPC's Center for Regional Cooperation
1100 W. Third St., Dayton, OH 45402

For more information, go to www.mvrpc.org/rfu or call (937) 223-6323
Find us on Facebook! www.facebook.com/GoingPlacesMV

Staff also contacted local jurisdictions in an effort to publicize the Open Houses and, as they had with the Community Workshops, many were able to post notices on their websites and include information about the Open Houses in their newsletters.

Additionally, the Open Houses were listed on online calendars, on the MVRPC website, and on the Going Places Facebook page.

TROTWOOD
Official City Website

You Can Help Set A Vision for the Miami Valley

What do citizens throughout the Miami Valley Region think about how the region should grow over the next 30 years?

Come find out at an open house hosted by the Going Places team from the Miami Valley Regional Planning Commission. The fall open houses will report on citizen comments provided at previous meetings and will allow people to live and work here.

facebook
Going Places for the Dayton Region

BREAKING NEWS

09.22.10- Going Places With MVRPC Phase 2
Going Places (an Integrated Land Use Vision for the Miami Valley Region) together to create a road map for the future of land development in the Miami Valley Region.

Thursday, October 21
Phase 2 Results Open House - Miami County
Where: Troy Rec's ground floor gym
When: Thursday, October 21 from 4:00 pm to 6:00 pm
Your RSVP: Not Attending (edit)

Tuesday, October 26
Phase 2 Results Open House - Greene County

Open House Results

Sixty-nine people attended the five Open Houses. Table 4 lists the Open House dates and locations. All of the Open Houses were held from 4:00 pm to 6:00 pm.

Table 4. Open House Locations and Dates

Location	Venue	Date
Troy	Troy Community Recreation Center	October 21, 2010
Xenia	Greene County Job & Family Services	October 26, 2010
Trotwood	Friendship Village	October 27, 2010
Centerville	Centerville Police Department	October 28, 2010
Dayton	Center for Regional Cooperation	November 10, 2010

Sharing the Future Land Use Scenarios and Assessment Results

Phase II Report

Virtual Open House

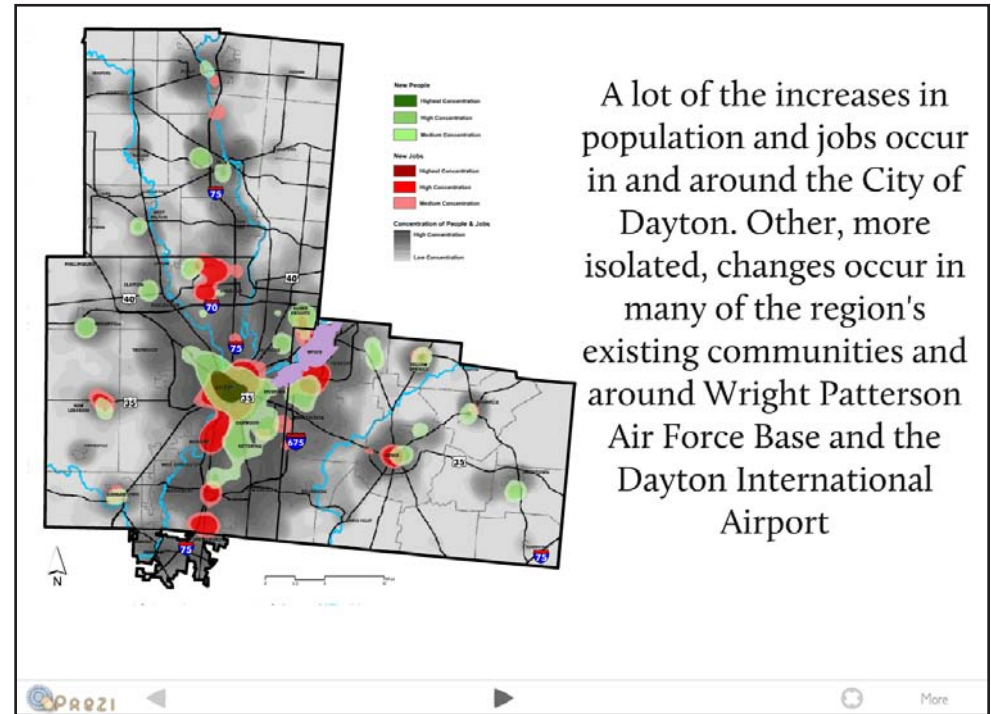
In order to reach a wider audience, MVRPC staff designed a series of three online presentations using the website www.prezi.com. The presentations were designed to be guided tours, with each presentation moving the viewer through the different points presented at the Open Houses (Figure 42).

The Open House contents were divided into three presentations so that a person could watch the first presentation to see the essential information and then, if they so chose, they could view the other two presentations for more detailed information.

The first presentation contained an overview of the seven Future Land Use Scenarios. The second presentation reviewed the results from Phase I and the process used to create the seven scenarios. The third presentation explained the indicator assessment process and presented the final indicator evaluation results.

The presentations were made available on the Going Places webpage and publicized through a press release, e-mails to the Going Places contact database, and several messages on the Going Places Facebook page.

Figure 42. From the Virtual Open House



Summary and Conclusions

Phase II Report

The purpose of the second phase of the Going Places initiative was to explore options for the future physical development of the Miami Valley Region. The two major goals for this phase were to work with regional stakeholders – people who live and work in the Region – to build a set of Future Land Use Scenarios and then to evaluate the potential social, economic, and environmental effects of each of these scenarios.

The result of this two-year planning process was the development and evaluation of seven Future Land Use Scenarios: Asset-Based Development, Business-As-Usual Development, Infill/Conservation Development, Radial Corridor Development, Unrestricted Development, Mixed-Themes Development, and Jobs & Destinations Development.

The Workshops

A total of 33 interactive workshops, designed to educate the general public and special interest groups regarding land use and then engage them in the scenario building process, were held in order to gather opinions about where and in what ways the Region should physically develop through the year 2040.

At the beginning of Phase II, a region-wide outreach campaign was launched to increase awareness of and interest in the Going Places initiative and to encourage involvement in these workshops.

Each workshop began with a staff presentation, introducing the participants to the Going Places initiative and presenting highlights from the Phase I results. Participants were then led through a series of interactive exercises – Think Cards, Dot Mapping, and Mind Mapping – designed to collect their ideas about the future development of the Region.

Scenario Development

All of the information gathered at the workshops was compiled and processed to develop the seven Future Land Use Scenarios. The data from the Dot Mapping exercise was used to create the scenario maps while the informa-

tion from the Mind Maps and Think Cards was used to refine the scenario definitions and outline each scenario's characteristics.

Scenario Assessment

The potential effects of the seven Future Land Use Scenarios were measured using a set of twelve performance indicators. The indicators included measurements of how closely people would live to one another, what kind of effect each scenario would have on the Region's air quality, and whether there would be more or less traffic congestion on the Region's major roadways. The evaluation results also allowed the scenarios to be compared with one another.

Scenario Presentation

The final seven scenarios were presented to the public through a series of public Open Houses held in October and November of 2010. Participants were given a staff-guided tour of a series of posters detailing the scenario development process and presenting the scenarios themselves.

In addition, for those who were not able to come to the Open Houses, a self-guided virtual open house presentation was made available on the Going Places website.

Moving Forward

The technical studies conducted during Phase I provided an assessment of the existing conditions in the Region and a projection of population and employment for the year 2040. The Phase II process resulted in the development and evaluation of the seven final future land use scenarios.

Building on the results of these two phases, the purpose of the final phase of the Going Places initiative will be to identify, develop, and evaluate a final preferred scenario and to build consensus around a clear and shared land use vision, represented by the 2040 Regional Growth Framework for the Miami Valley Region.