



AGENDA

Village of Yellow Springs
Comprehensive Land Use Plan Update
Steering Committee
August 28, 2019 4:00pm – 5:30pm

- 1) Welcome and Introductions
- 2) Comprehensive Land Use Plan Purpose
- 3) Steering Committee Roles and Responsibilities
- 4) Project Scope and Timeline
 - a. Proposed Community Engagement Plan
 - b. Project Timeline
 - c. Project Website – www.sustainableyellowsprings.com
- 5) Comprehensive Land Use Plan – Draft Focus/Concentration Areas
- 6) Village Constraints and Future Opportunities
- 7) Next Steps

Village of Yellow Springs Comprehensive Land Use Plan Update

Steering Committee Roles and Responsibilities

Purpose: The role of the steering committee is to help guide the process and development of the comprehensive land use plan update project. The members will build consensus and support regarding the various topics, policies, and strategies developed through the update project. The steering committee will work with the consultant team, staff and other local leaders and residents to help engage the public for input during the process. Ultimately, the steering committee will provide recommendations to the Planning Commission and Village Council on the adoption of the updated Comprehensive Land Use Plan.

Membership: The steering committee is comprised of 10 – 12 members appointed by the Village that represent local residents, the business community, civic leaders, Planning Commission, Village Council and other community stakeholders.

Timeline: The steering committee will be appointed throughout the duration of the project, which is expected to last 8 – 9 months.

Responsibilities: The steering committee will be responsible for:

- Providing guidance and suggestions through all phases of the comprehensive land use plan update
- Advising, developing and reviewing goals, policies and draft documents that are developed during the update process
- Identifying issues and concerns that affect the Yellow Springs community
- Encouraging consensus and stakeholder participation during various events
- Promoting awareness and participation of the comprehensive land use plan update project
- Representing broad community interests

Activities: Below is a list of meetings and activities members are expected to attend throughout the project:

- 1) **Steering Committee Meetings:** Attend six (6) – eight (8) meetings throughout the project. Members may be asked to review material before the meetings. Meetings should not exceed two hours.
- 2) **Community Forums/Open Houses:** Three (3) – four (4) community forums and/or open houses are expected to occur during the update project. While

the events will be conducted by the consultant team, steering committee members should attend to help answer any question and facilitate conversations with attendees

- 3) **General Project Promotion:** Steering committee members are expected to promote attendance and participation in the project through: Forwarding project emails to member networks, posting links to the project website and/or online survey through members social media accounts, and/or generally helping to promote the comprehensive land use plan update project.



Village of Yellow Springs Comprehensive Land Use Plan Update Community Engagement Plan Draft

This document outlines the detailed community engagement plan, which is designed to solicit ideas and feedback from a broad spectrum of interested Village stakeholders including residents, business owners, developers, community and civic leaders. The plan is a multi-faceted approach that includes focus groups, community open-houses, and online project website that contains background materials, surveys and online comment options.

Steering Committee

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The role of the steering committee is to help guide the process and development of the comprehensive land use plan update project. The members will build consensus and support regarding the various topics, policies, and strategies developed through the update project. The steering committee will work with the consultant team, staff and other local leaders and residents to help engage the public for input during the process. Ultimately, the steering committee will provide recommendations to the Planning Commission and Village Council on the adoption of the updated Comprehensive Land Use Plan.

Stakeholder Focus Groups

Stakeholder focus groups allow us to bring together topic-focused partners such as developers, civic partners, realtors, school district leaders, and business owners for frank discussions and feedback, outside of the traditional public meeting setting. We suggest the following focus group topics:

- 1) Housing and Neighborhoods
- 2) Economic/Business Development
- 3) Education and Schools
- 4) Recreation and Parks
- 5) Arts and Culture
- 6) Sustainability
- 7) Infrastructure

Community Meetings and Open Houses

During the project, the team will hold three (3) community meetings to gather input and feedback from the community. We recommend a mix of interactive round table and open house formats that allows individuals to visit themed stations so they can focus on the areas of greatest interest to them. The community meeting events will progress similarly as the update project progresses. The three suggested community meetings include:

- 1) **Project kick-off.** This event will kick-off the project by introducing the comprehensive land use plan update process to the community. During the event

attendees will be grouped around tables so they can discuss the issues and possible solutions and ideas together and then report out as individual groups.

- 2) **Planning Week Open House.** During this week we will host a series of drop-in events that build on the previous two months of work. The events will be themed such as business/economic development, housing and neighborhoods. Those themes will be decided in conjunction with the steering committee and based on the feedback we're receiving from the surveys and focus group meetings.
- 3) **Final Open House.** We will have a final open house / community meeting to review and get feedback on the draft goals, priorities and implementation strategies. We envision an open house event with various stations that are topic-based. This allows individuals to self-select those issues that are most important to them.

Community Surveys

Throughout the project there will be online surveys to gather opinions and ideas on the goals, priorities and implementation strategies. The surveys will be topic-based and designed to take less than 10 minutes to complete.

Project Website (SustainableYellowSprings.com)

We will develop a project website that:

- 1) Contains background information including all the current plans and studies
- 2) Lists future meetings and past meetings, along with results or summaries
- 3) Has links to all the online surveys and comment opportunities
- 4) When developed, will contain all draft documents for review and comment

When the final plan is adopted, the website can be converted into the new comprehensive plan, along with performance and accomplishment metrics that are easily updated and accessible to village residents.

Marketing

Public outreach and marketing can be accomplished through a variety of means including social media, leave behind postcards/coaster, traditional media outlets, and word-of mouth.

We recommend the following:

- 1) Utilize the Village's existing media outlets including email distribution lists and existing social media platforms. This will be used to push out surveys, information and direct people to the project website.
- 2) Distribute postcards / coasters that direct people to the website
- 3) Run an ad in the local newspaper prior to the open house / community meeting events.

