

Envision Hampton Roads

Regional Strategic Plan

Status Report

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Regional Strategic Plan Milestones

HRPDC February 2013 Annual Retreat

- State Code §§15.2-4209 through 15.2-4212 which requires Planning Districts to develop a regional strategic plan.
- HRPDC Commission:
 - Authorize staff to Develop a “Process” for Creating a Regional Strategic Plan

Regional Strategic Plan Milestones

May 16, 2013 ULI-Reality Check Meeting

- Robert Grow presents on the Success of Envision Utah:
 - Mr. Grow stated Envision Utah was a success because:
 - It was guided by a diverse group of **Stakeholders**
 - Used **Community Values** to find common ground and build consensus
 - Used **Scenarios** to engage the public, provide clear choices, and refine direction
 - Highlights of Envision Utah:
 - Successfully Engage the Public
 - Build Consensus Among a Large Group:
 - 10 Counties, 90 Cities and Towns, 90 Mayors, 157 Special Districts, 500 City Council members, 500 Planning Commissioners, 30 County Commissioners, & 100's of developers, realtors, & other key stakeholders.
 - Establish Regional Cooperation
 - Create an Urban Vision to Preserve Critical lands
 - Promote Water Conservation and clean air
 - Provide Housing Options
 - Improve the transportation systems.

Regional Strategic Plan Milestones

June 2013 – HRPDC Staff Regional Strategic Plan Work Session

- Outcome of HRPDC Staff Work Session :
 - Project Needs
 - Action Plan that outlines Goals and Expectations
 - Project Name, Branding, & Marketing Strategies
 - Steering Committee
 - Stakeholder Committee
 - Funding

Regional Strategic Plan Milestones

Steering Committee & Stakeholder Committee Solicitation & Engagement

- June 2013 - Present
 - Steering Committee & Stakeholder Solicitation:
 - HRPDC E-newsletters, HRPDC Website, Emails, HRPDC Committees, Word of Mouth

Regional Strategic Plan Milestones

June 26, 2013-1st Steering Committee Meeting

- Meeting Highlights
 - Stakeholder participation is important to the project's success.
 - A list of potential stakeholders was created.
 - An Agenda was established for the first Stakeholders meeting.
 - Project was named Envision Hampton Roads.

Regional Strategic Plan Milestones

September 30, 2013-1st Stakeholder Meeting

- Action Plan was established.



Regional Strategic Plan Milestones

October 22, 2013-2nd Steering Committee Meeting

- Meeting Highlights
 - The Action plan was revised
 - An Agenda was established for the 2nd Stakeholders meeting.
 - It was determined that doing Qualitative Research before Quantitative Research was imperative to the success of Envision Hampton Roads.
 - Budget required to complete the Community Values survey was determined.

Envision Hampton Roads Community Values

Budget Requirements

- | | |
|---|--|
| 1. <i>Envision Hampton Roads</i> web site design and construction | Time donated by PDC |
| 2. Conduct media outreach announcing <i>Envision Hampton Roads</i> | Time donated by PDC |
| 3. Conduct 50+ group interview listening sessions | Time donated by PDC and EHR Stakeholders |
| 4. Analyze master research file (findings from the listening sessions) and create a Summary Report on <i>Community Values To Include In Survey</i> . | \$15,000 |
| 5. Community Values Survey—design research, prepare and refine survey questionnaire drafts, monitor the fieldwork, analyze the data, prepare draft and final reports. | \$30,000 |
| 6. Conducting the HR Region-wide Community Values Survey, prepare report and present findings. | \$30,000 |

Total Step 1 Budget: Identifying Shared Community Values

\$75,000



Regional Strategic Plan Milestones

November 13, 2013-2nd Stakeholder Meeting

- Envision Hampton Roads Community Values Project Cost/Budget Requirements
 - Qualitative Research
 - Listening Session Toolkit was established
 - 5 Key Questions
1. What community values do you think currently best define our Hampton Roads region? (*Positive, aspirational community values*)
 2. Do any of the community values or characteristics you listed above set Hampton Roads apart from other communities – other parts of the country?
 3. What community values would you like to add to this list – community values you would like Hampton Roads to be more associated with in the future?
 4. Of all the values listed today, what are most worth protecting in Hampton Roads – the values that demonstrate or could demonstrate our “*best self*” as a region?
 5. Do you have any questions or input (advice) about the Envision Hampton Roads planning process?

Regional Strategic Plan Milestones

December 9, 2013-3rd Steering Committee Meeting

- Meeting Highlights
 - An Agenda was established for the 3rd Stakeholders meeting.
 - The Urban Land Institute shared funding strategies.

Regional Strategic Plan Milestones

January 6, 2014-3rd Stakeholder Meeting

- Funding Strategies
 - Urban Land Institute
 - Pledges and Contributions from Stakeholders
 - All Stakeholders were asked to Contribute \$1000 to the funding of the Community Values Survey
 - Newport News Shipbuilding
 - Agreed to match Stakeholders Pledges up to \$22,500
- Listening Sessions Status Report

Envision Hampton Roads

Process To Identify Shared Community Values

1. Conduct “listening sessions” with organizations, governments, NGOs, associations, businesses, etc. to identify the potential list of shared community values. Nov. 2013 - Jan. 2014
2. Analyze Input from listening sessions and use that input to develop the community-wide survey March - April 2014
3. Conduct community-wide scientific resident survey to validate the final set of shared regional community values.
4. Analyze the data and create a final report – ***Hampton Roads Region-wide Community Values Survey Report***. Share report with everyone who provided input and the public. May 2014 - June 2014
5. Use the survey-inspired consensus on the final set of shared regional community values to inspire and inform the creation of Envision Hampton Roads’ regional planning objectives and strategies. July 2014 onward

Project Overview

- The Hampton Roads Planning District Commission (HRPDC) has embarked on an effort to develop Hampton Roads' first Community-based Regional Strategic Plan entitled, **Envision Hampton Roads**.
- **Envision Hampton Roads** builds on the Urban Land Institute's *Reality Check Hampton Roads* and several other past and current conversations regarding regional planning in our area.
- This innovative approach to planning will give the residents of Hampton Roads the right to set the course for their community's future.
- **Envision Hampton Roads** will use interviews, social media, surveys and other means to hear from residents.
- **Goal:** to engage residents to participate in the establishment of a shared Regional Vision that ultimately creates a blueprint for the Region's future that leads to Hampton Roads being a great place to live, work, play, learn, and visit.
- 7-Step Community Based Planning Approach:

