

# Envision Hampton Roads Long-term Regional Plan

*Step 1: Community Listening Sessions To Identify  
The Region's Shared Community Values*



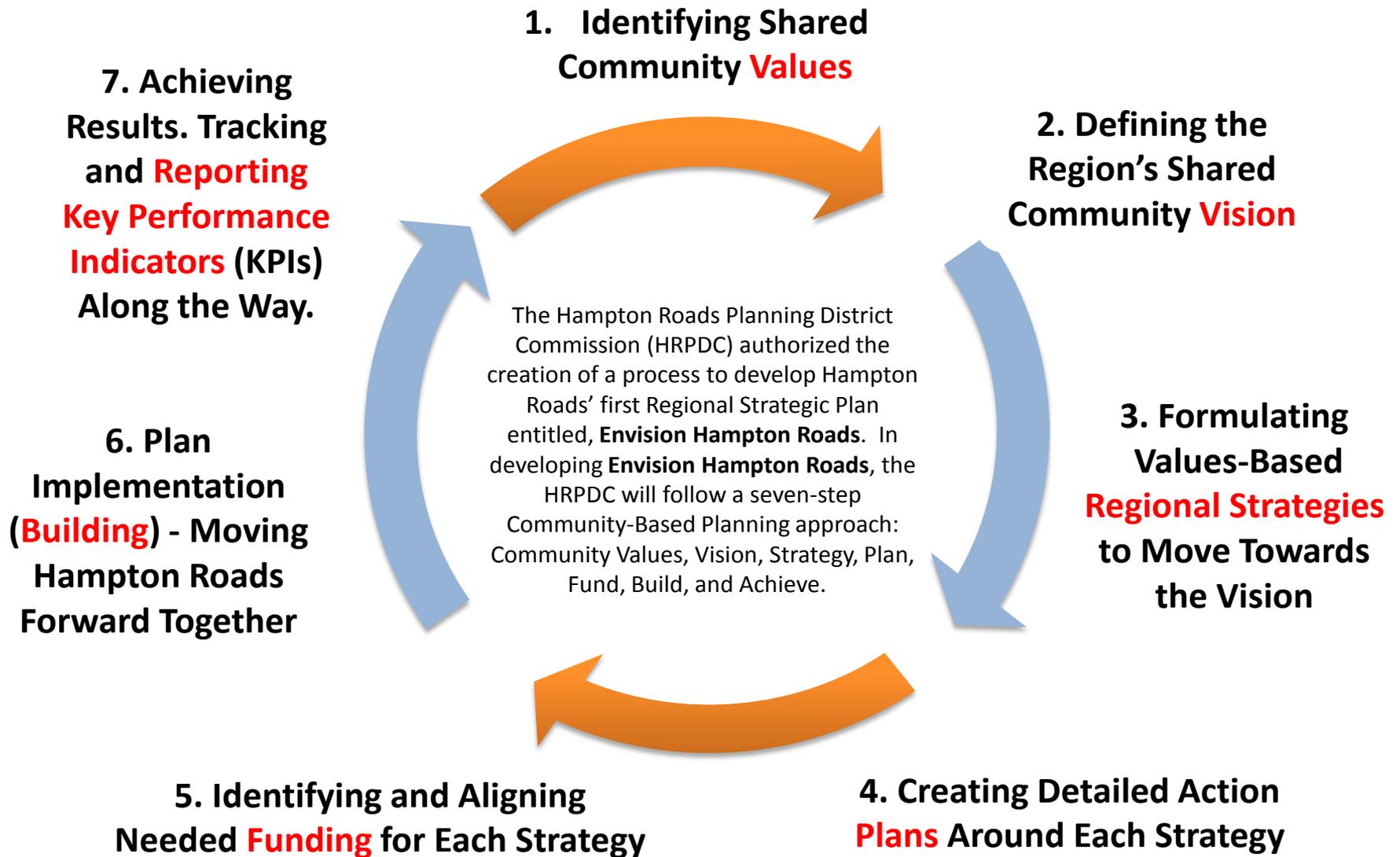
# Envision Hampton Roads

The Hampton Roads Planning District Commission (HRPDC) authorized the creation of a process to develop Hampton Roads' first Regional Strategic Plan entitled, ***Envision Hampton Roads***. This planning process builds on the **Urban Land Institute's** (ULI-HR) *Reality Check Hampton Roads* and other thoughtful past and current conversations regarding regional planning.

The following list details the growing number of organizations that are now part of ***Envision Hampton Roads***.

- Hampton Roads Planning District Commission
- Hampton Roads Transportation Organization
- Urban Land Institute – Hampton Roads
- Bonney & Company
- The Social Science Research Center at Old Dominion University
- Christopher Newport University's Judy Ford Wason Center for Public Policy
- Southeastern Institute of Research
- Virginia Peninsula Chamber of Commerce
- Tidewater Builders Association
- LEAD Hampton Roads
- Future of Hampton Roads
- Chesapeake Technology Business Consortium
- Virginia Coastal Coalition
- Lynnhaven River NOW
- CIVIC Leadership Institute at OLD Dominion University
- Intercorp

# Envision Hampton Roads' Overall Planning Process



## Community Values-Based Planning Approach

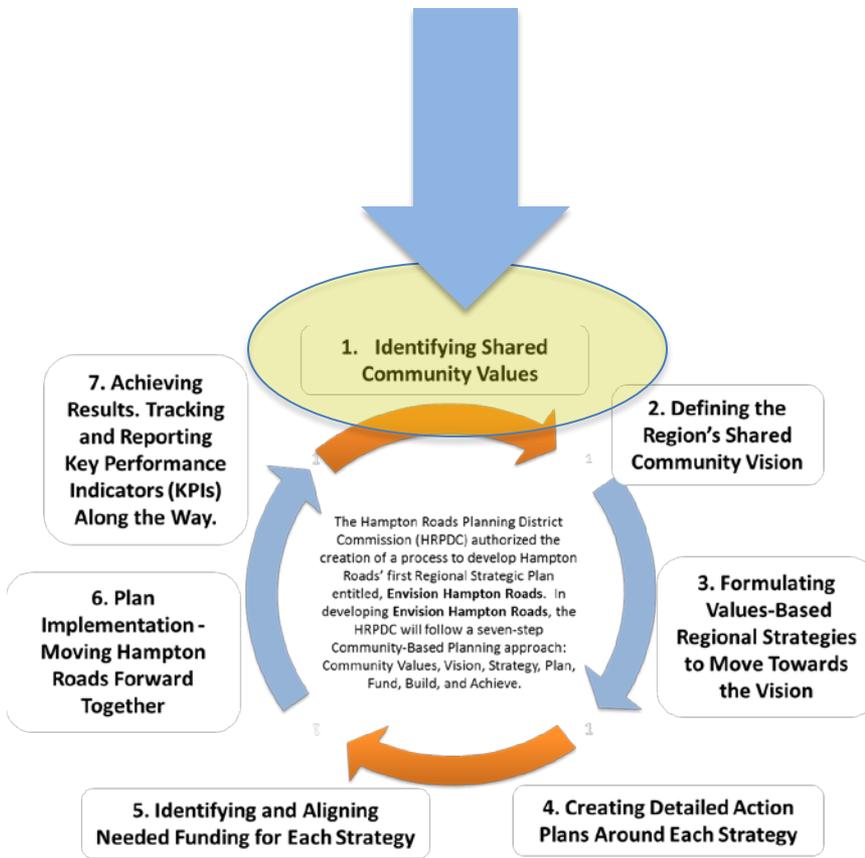
Shared regional “*community values*” are the building blocks for *Envision Hampton Roads*, a collaborative long-term regional planning process for our region.

Communities, like people, are known for certain traits - community values. In this context, community values tend to be positive, **aspirational attributes**, not issues. Community values best describe a jurisdiction or regional community in terms of the positive things we are currently known for and/or what we aspire to be known for.

Our community values could include things like universal transportation access and mobility; support and caring for less fortunate; 21<sup>st</sup> century workforce education and training; one of the world’s premier healthy coastal environments; etc.

“**Shared**” regional community values are the set of values that everyone can articulate, appreciate, support and advance from the lens of their own local community.

This document outlines *Envision Hampton Roads’* approach to identify the region’s shared community values (#1 in the graphic presented to the right).



## Envision Hampton Roads

# Process To Identify Shared Community Values

1. Conduct 50+ group interview “listening sessions” with organizations, governments, NGOs, associations, businesses, etc. to identify the potential list of shared community values. Nov. 2013 - Jan. 2014
2. Conduct 6 focus groups with resident groups to do the same. Jan. 2014
3. Combine #1 and #2. Share potential list of **shared regional community values** with all groups and organizations that provided input. Use potential list as input for designing a region-wide Envision Hampton Roads’ survey among residents. March - April 2014
4. Conduct community-wide scientific resident survey to validate the final set of shared regional community values. May 2014
5. 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. June 2014
6. 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

# 5 Key Questions That We Want Every Group Or Organization To Answer

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?

# How This Will Work

1. Provide the *Envision Hampton Roads* planning group representative(s) 15 to 45 minutes to visit with your group or organization for a “listening session.”
2. Pass this document along to all attendees in advance of the “listening session” meeting.
3. The *Envision Hampton Roads* planning group representative(s) will facilitate the “listening session” – taking people through the five questions. The “listening session” will be followed up with notes from the meeting.
4. Your group’s /organization’s input will be combined with others’ input to help direct the region-wide resident survey.
5. Your group/organization will be provided all reports and included in the entire *Envision Hampton Roads planning* process.
6. Any questions? Call the HRPDC - **757-420-8300** ...ask for Jai McBride.

# Types of Organizations And Groups That Are Included In The Community-wide “Listening Sessions”

## Organizations

City and County Governments  
Arts Councils  
Neighborhood Associations  
Environmental Groups  
Recreational Groups  
Senior Services  
Industry Groups  
Local Chambers of Commerce  
Business Organizations  
Churches and Places of Worship  
Companies and Firms

## Resident Groups

Peninsula residents  
Southside residents  
Military personnel  
Military families  
Students  
Retirees  
Minorities