Grantees 5x5 Success Stories

Round 1
1. Heartland 2050 (Omaha-Council Bluffs)
2. The Tomorrow Plan (Des Moines)
3. East Arkansas Regional Plan
4. Houston-Galveston Regional Plan
5. Sustainable Thurston
6. Flint Hills Regional Plan
Grantees 5x5 Success Stories

Round 2
1. Central Minnesota
2. Parkview Gardens (University City, MO)
3. Smart Valley Places (Central Valley, CA)
4. PlanET (Plan East Tennessee)
5. Heartland 2050 (Central Florida)
HEARTLAND 2050

BACKGROUND

• Regional Development Forum, convened by MAPA in 2005, revealed interest in region’s planning staff to engage in broader visioning effort

• 2009-2010 MAPA Assessment of Regional Readiness confirmed sentiment among planning staff and political leadership region-wide

• Regional population projected to grow to 1.5 million residents by 2050

• FY 2011 application was successful; awarded $2.045 million; request was $2.4 million
HEARTLAND 2050

Geographic Scope

Eight-County Omaha-Council Bluffs Metropolitan Statistical Area (MSA)
Regional infrastructure systems and their operating environments
Process began July 2012 to evaluate transit service, multi-modal corridors, and organizational/governance structure.

Funding for transit element from FHWA STP allocation: $550,000 of re-programmed funds.

More than 100 citizens and stakeholders have participated in first two months of process.
QUESTIONS?

Jake Hansen
(402) 444-6866 x226
jhansen@mapacog.org
Choose Tomorrow.
THE REGION'S DESIGN PROFILE

GREAT SCHOOL DISTRICT

I CAN GET OUT IN NATURE

I CAN WALK, BIKE, OR TAKE TRANSIT

I AM SAFE FROM FLOODING

THERE IS A PARK NEAR MY HOUSE

THE REGION IS COOL

MY TAXES ARE LOW

DIVERSE COMMUNITY

LOCAL FOOD

THE TOMORROW PLAN!

Partnering for a Greener Greater Des Moines
FREE MARKETS
I am not a Communist!
This is a G20 event.
The comments below are not
accurate, nor do they
account for the.

[Handwritten text on paper]
INFILL + REDEVELOPMENT

There is no one-size-fits-all solution to the redevelopment of vacant or commercial properties in the Greater Des Moines area.

**Acres of vacant space**

<table>
<thead>
<tr>
<th>Category</th>
<th>Current</th>
<th>Business as Usual</th>
<th>Small Lot</th>
<th>Land Use Plan</th>
<th>Regional Systems</th>
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</thead>
<tbody>
<tr>
<td>Acres</td>
<td>39,201</td>
<td>36,481</td>
<td>5,715</td>
<td>2,594</td>
<td>2,234</td>
</tr>
</tbody>
</table>

**Percentage of vacant space in study region**

<table>
<thead>
<tr>
<th>Category</th>
<th>Current</th>
<th>Business as Usual</th>
<th>Small Lot</th>
<th>Future Land Use</th>
<th>Regional Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>Percentage</td>
<td>21%</td>
<td>28%</td>
<td>55%</td>
<td>77%</td>
<td></td>
</tr>
</tbody>
</table>

**COMPARING SCENARIOS**

Greater Des Moines has lower vacancy rates than many nearby metro regions, but there is still a significant amount of underused space suitable for infill or redevelopment. Much of this is located in or near regional centers, where development yields a higher economic return than in the outer edges of the region.

**Rate of infill**

- **Business as Usual**: 21%
- **Business as Usual: Smaller Lots**: 28%
- **Future Land Use Plans**: 55%
- **Regional Systems**: 77%

The high cost of redevelopment compared to greenfield development, however, presents a challenge. Public and private entities need to work with local governments to implement appropriate plans.
Success in Eastern Arkansas:
12 Counties, 1 Region
REGIONAL PROJECT BRANDING

- Creation of project image
- Utilizing branding across all levels of outreach including:
  - Flyers
  - Constant Contact E-mails
  - Letterhead/Envelopes
  - Postcards
  - Local buy-in
Economic Development Strategic Plans

- Economic and community development Strategic Plan Weeks completed for 6 communities or counties with at least 13 more scheduled.

- These are locally driven plans in the EAPDD region with local steering committees leading the way for development in their communities. Plan Weeks involved a 13-hour engaging process for economic development.
REGIONAL HOUSING ELEMENT

• Regional approach to housing issues with local input

• Collecting and analyzing data regarding:
  • Sustainable Development Strategies
  • Funding and Resources
  • Required Strategies to Enhance Housing
  • Public Transportation, Facilities, and Mobility Issues Relative to Housing
REGIONAL SCENARIO PLANNING

- Scenario Planning
  - Creation of region-wide GIS Database
  - Beginning the Scenario Planning Process with Values Planning interview process
Public Engagement: Goal Prioritization

- **Clean Air, Water, Soil & Food**: 84%
- **Education**: 83%
- **Access to Jobs**: 79%
- **Skilled Workforce**: 77%
- **Healthy Lifestyles**: 73%
- **Coordinating Investments**: 72%
- **Reusing, Conserving Resources**: 71%
- **Preserving Eco-systems, Open Space**: 71%
- **Transportation Options**: 70%
- **Retain Unique Characteristic**: 65%
- **Housing Options**: 63%
- **Move Goods**: 61%

Percent of participants that voted a particular goal as “Important” or “Very Important”
Public Engagement: Additional Goals

• New People Goal:
  – “Our region maintains local autonomy that provides for more choices and respects individual freedoms.”

• New Places Goal:
  – “Our region’s communities are built on strong social ties, including education, service and faith organizations and local gathering places.”

• New Prosperity Goal:
  – “Our region is resilient to economic and environmental adversity, including natural disasters.”
Public Engagement: Common Themes

Health  Community  Planning  Prosperity  Education  Growth  Transportation  Agenda21

Opportunity  Maintained  Control  Renewable  Resources  Environment  Quality  Environment

Government  Affordable  Stewardship  CleanAir  Freedom  Responsible  Agenda21  Quality

Lifestyle  Survivability  Smart  Choice  Longevity  Conservation  Realistic  Responsible

Infrastructure  Housing  Future  Resilient  Accessibility  Jobs  Ongoing  Responsible

Security  Livable  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing

Stability  Maintenance  Growth  Money  Food  Responsible  Harmony  Jobs

Flexibility  Connectivity  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing

Resilience  Policy  Jenner  Water  Food  Harmony  Harmony  Jobs

Sustainability  Livable  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing

Responsibility  Sustainability  Livable  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing

Community  Planning  Prosperity  Education  Growth  Transportation  Agenda21  Quality

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Sustainability  Livable  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing

Responsibility  Sustainability  Livable  Choice  Longevity  Resources  Prosperity  JobOpportunities  Ongoing
Public Engagement: Participation to Date

- 32 large format public meetings throughout the 13-county region
- 205 unique users participating in MindMixer
- 30 Community Meetings have occurred so far (nearly 30 are scheduled over the next few months)
- 12 Summer Events with 1600 + impressions
- 10 Community Training Sessions with 300 + participants
Sense of Place

Additional Entrepreneurship/Jobs

Sense of Community

Fewer Vacant Storefronts
AVERAGE ANNUAL RATE OF POPULATION GROWTH*
2000-2012

County Average 1.8%
4,120 people per year

Above County Average Rate
Below County Average Rate
Well-Below County Average

1.4% (15 people per year)
0.6% (10 people per year)
1.3% (23 people per year)

-1.0% (-6 people per year)

*Based on TRPC Estimates for City Limits and Unincorporated Urban Growth Area
TAXABLE RETAIL SALES PER CAPITA IN 2011*

County Average $14,618

Above County Average

Below County Average

Well-Below County Average

*Based on Washington State Department of Revenue and Office of Financial Management Data
**PROPORTION OF WORKERS EMPLOYED OUTSIDE COMMUNITY***

2011

- 70 to 80 Percent
- 80 to 90 Percent
- 90 to 100 Percent

*Based on TRPC Small Community Commuter Survey 2011

- Olympia: 83.7% (based on 49 responses)
- 96.2% (based on 26 responses)
- 88.3% (based on 77 responses)
- 75.6% (based on 176 responses)
three frontiers
one ecosystem
endless stories
economic viability

flint hills economic development district
BREAK
Round 2

1. Central Minnesota
2. Parkview Gardens (University City, MO)
3. Smart Valley Places (Central Valley, CA)
4. PlanET (Plan East Tennessee)
5. Heartland 2060 (Central Florida)
Who Are We …
A Community-driven, University-assisted, Partnership pursuing $E^2$
Economic and Environmental Vitality
Accomplishments …

Housing

- Brainerd Area “Scattered Site Replacement Program”
  - Brainerd HRA, Crow Wing County HRA, Greater Lakes Association of Realtors, Greater MN Housing Fund and Initiative Foundation

- Fair Housing Equity Assessment (FHEA)

- Housing Tool designed by Zach Tagar, UM.
Accomplishments … Affordable Housing Location/Allocation Model

- Informs the regional Fair Housing Equity Assessment.
- The model seeks to answer the question: “how many affordable housing units should be created where?”
Accomplishments … Policy Resources

Policy Implementation Toolkit

- Sustainable development best practices
- Model comprehensive plan language
- Model zoning ordinance language
A VISION FOR PARKVIEW GARDENS
CONNECTING PEOPLE, PLACES & PARKS

Parkview Gardens: A Sustainable & Accessible Neighborhood

UNIVERSITY CITY, MISSOURI

HUD Grantee Capacity Building Workshop
September 13-14, 2012
PROJECT BOUNDARIES

DETAILED STUDY AREA
- 162 acres
- 3,306 residents (2000 Census)
- 450 existing buildings (2/3 residential)
- 76.1% renters
- Median age of residents: 27.5
- Median household Income: $27,700

ISSUES TO BE ADDRESSED
- Lack of neighborhood connectivity
- Need for additional affordable housing
- Need to improve quality of existing open spaces for recreation and transportation
PROJECT SCHEDULE

June 8, 2011: PPP Committee Meeting/
Public Workshop 01
August 30: PPP Committee Meeting/
Public Workshop 02
Week of September 19: PPP Committee Review Session, Phase 3.0
September 28: Plan Commission Presentation 01
November 9: PPP Committee Meeting/
Public Workshop 03
January 25, 2012: Plan Commission Presentation 02
February 1: PPP Committee Meeting/
Public Workshop 04
February 13: City Council Study Session
April 25: Parkview Gardens Sustainable Development Plan Public
Hearing
May 23: Plan Commission Public Comment Session
June 27: Plan Commission Public Comment Session
July 10: Plan Commission Study Session
Fall Planning Commission/City Council Adoption

SCOPE

1.0 SITE INVESTIGATION
2.0 GUIDING LIVABILITY PRINCIPLES
3.0 ENVISIONING A SUSTAINABLE FUTURE
4.0 DRAFT SUSTAINABLE DEVELOPMENT PLAN
5.0 FINAL SUSTAINABLE DEVELOPMENT PLAN
PUBLIC OUTREACH & CONTACT

PUBLIC MEETINGS & PUBLIC HEARINGS
- City website
- Project website
- Selected City Boards & Commissions
- Lawn Signs/Advertising Signs
- Media Announcements
- Flyers
- Mass mailings
- Email blasts through Constant Contact
- Facebook Page Updates
- Outreach to special interest groups (Loop SBD, churches, etc.)

STAKEHOLDER INTERVIEWS
- Business leaders, City Officials, Washington U, neighborhood association, etc.

PROJECT GALLERY
- 17 January 2012
ASSETS & OPPORTUNITIES

ISSUES & CHALLENGES

VISION
Parkview Gardens will become University City’s premier Transit-Oriented, Sustainable, and Smart Community by building upon its rich history; unique assets of parks, the arts, and the culture and entertainment corridor of the Loop; and its adjacency to University City’s Civic Center, City of St. Louis, Washington University North Campus, and adjacent business parks and neighborhoods.

SUSTAINABILITY PRINCIPLES
1|0 Increase economic development opportunities, choice & neighborhood prosperity
2|0 Revitalize Parkview Gardens as a walkable, compact, transit-oriented, and car-optional neighborhood
3|0 Build upon existing community qualities and characteristics
4|0 Expand existing arts, culture, and education assets and partnerships
5|0 Promote community health, safety, and empowerment
6|0 Protect, support, and expand healthy urban environmental systems
7|0 Organize for implementation success, civic engagement and community leadership

TRIPLE-BOTTOM LINE INTEGRATED SUSTAINABILITY
DRAFT NEIGHBORHOOD SUSTAINABLE DEVELOPMENT PLAN

- pedestrian and bike network
- neighborhood parks
- connectivity and accessibility
- Infill housing
- public transit
- holistic green infrastructure
- economic development
- edges of neighborhood
- district redevelopment entity
- regulatory plan
Smart Valley Places:
Smart planning for a new San Joaquin Valley

Collaboration to develop a regional plan for sustainable development to guide the implementation of smart growth principles in our Valley communities for years to come
San Joaquin Valley, California

• 8 counties, 62 cities, 25,000 sq miles
• **4 million people** - expected to double in the next 30 years
• Recognized by Congress as among the most **economically distressed** regions
• **Unemployment rate is over 18%**
• **Poverty rate of 25%** - among the highest rates in the nation
• Epicenter of the nation’s **foreclosure crisis**
• Extreme non-attainment areas for several air pollutants
• **Water quality and quantity** challenges
Smart Valley Places is the region’s roadmap to creating more...

- transportation choices
- equitable-affordable housing
- economic competitiveness
- healthier, safe, walkable neighborhoods
- sustained civic engagement

In the San Joaquin Valley, through implementing the.....

- Six initiatives of California Partnership for the San Joaquin Valley
- San Joaquin Valley Regional Blueprint’s smart growth principles
- Livability Principles of the Federal Partnership for Sustainable Communities
Driven by a regional consortium
- 14 urban cities (populations of 50k or more) from the eight-county region
- 12 local and regional non-profit organizations
- Fresno State University
- 8 Metropolitan Planning Organizations and Economic Development Corporations

Three major program components
- Compact City Projects
- Community Leadership Program
- Regional Coordination with other valley-wide initiatives

Major Challenges
- Decimated municipal planning departments
- Loss of Redevelopment Agencies in California
- Geography (we’re just too big!)
- The Valley Mind Set and its historical lack of a collective long term vision
Early Successes

- Created an unprecedented network of Valley cities who are working together and sharing best practices for the benefit of the region
- Created a very successful partnership with the Blueprint Integration Team lead by the Regional Transportation Planning Agencies to extend the implementation goals into the rural communities of the Valley
- Improved working relationships between local non-profit organizations and city planning staff as they work together to plan community engagement activities

THANK YOU!

For more information, please visit: www.smartvalleyplaces.org
MAIN GOALS

- Fostering ongoing citizen involvement
- Develop a regional “blueprint”
- Increase local capacity

FOCUS AREAS

ECONOMY & WORKFORCE

HEALTHY COMMUNITIES

HOUSING & NEIGHBORHOODS

ENVIRONMENT

TRANSPORTATION & INFRASTRUCTURE
# PlanET Partnerships

**2010 through 2013...**

<table>
<thead>
<tr>
<th>Consortium Partners</th>
<th>Board of Mayors</th>
<th>Community Leadership Team</th>
<th>Working Groups</th>
<th>Equity Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage the communities they represent and solicit greater representation from those groups.</td>
<td>Provide general guidance, political leadership, and approve key milestones.</td>
<td>Prioritizes work activities and makes critical recommendations to guide the project and staff.</td>
<td>Citizens with specialized knowledge and interests. Provide recommendations for regional priorities and implementation strategies.</td>
<td>Ensures the project critically addresses issues of equity and access to opportunity and provides input and guidance for the Fair Housing &amp; Equity Assessment.</td>
</tr>
</tbody>
</table>
CONSORTIUM PARTNERS
- Great Smoky Mountains Regional Greenway Council
- East Tennessee Quality Growth
- University of Tennessee
- Knoxville Leadership Foundation
- Many More....

BOARD OF MAYORS
- City of Maryville
- City of Oak Ridge
- City of Knoxville
- 21 additional mayors throughout project area

WORKING GROUPS
- Tennova Health Care
- Scripps Network
- Soil Conservation Districts
- Oak Ridge National Lab
- East TN Human Resource Agency
- Kimberly Clark Corp.
- Many more....

City of Oak Ridge Mayor, Tom Beehan
COMMUNITY LEADERSHIP TEAM

- Union County Chamber of Commerce
- Blount County Planning Department
- East Tennessee Community Design Center
- Loudon County Economic Development Agency
- 8 additional entities represented

EQUITY TEAM

- Appalachian Community Fund
- Knox County Health Department
- City of Knoxville
- Alcoa City Center & Richard Williams Leadership Academy
- Other individuals
QUESTIONS...?

Please visit our website:
www.planeasttn.org
Creating a Long Term Vision

for the

“No Coast” Region
## Heartland Population Growth

<table>
<thead>
<tr>
<th>County/Area</th>
<th>1990</th>
<th>2000</th>
<th>% Change 1990-2000</th>
<th>2010</th>
<th>% Change 2000-2010</th>
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<tbody>
<tr>
<td>DeSoto</td>
<td>23,865</td>
<td>32,209</td>
<td>34.96%</td>
<td>34,862</td>
<td>8.24%</td>
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<tr>
<td>Hardee</td>
<td>19,499</td>
<td>26,938</td>
<td>38.15%</td>
<td>27,731</td>
<td>2.94%</td>
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<tr>
<td>Highlands</td>
<td>68,432</td>
<td>87,366</td>
<td>27.67%</td>
<td>98,786</td>
<td>13.07%</td>
</tr>
<tr>
<td>Okeechobee</td>
<td>29,627</td>
<td>35,910</td>
<td>21.21%</td>
<td>39,996</td>
<td>11.38%</td>
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<tr>
<td>Polk</td>
<td>405,382</td>
<td>483,924</td>
<td>19.37%</td>
<td>602,095</td>
<td>24.42%</td>
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<tr>
<td><strong>Five County Region</strong></td>
<td><strong>546,805</strong></td>
<td><strong>666,347</strong></td>
<td><strong>21.86%</strong></td>
<td><strong>803,470</strong></td>
<td><strong>20.58%</strong></td>
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<tr>
<td>Glades</td>
<td>7,591</td>
<td>10,576</td>
<td>39.32%</td>
<td>12,884</td>
<td>21.82%</td>
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<tr>
<td>Hendry</td>
<td>25,773</td>
<td>36,210</td>
<td>40.50%</td>
<td>39,140</td>
<td>8.09%</td>
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<tr>
<td><strong>Seven County Region</strong></td>
<td><strong>580,169</strong></td>
<td><strong>713,133</strong></td>
<td><strong>22.92%</strong></td>
<td><strong>855,494</strong></td>
<td><strong>19.96%</strong></td>
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<tr>
<td>Florida</td>
<td>12,938,071</td>
<td>15,982,824</td>
<td>23.53%</td>
<td>18,801,310</td>
<td>17.63%</td>
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<tr>
<td>Nation</td>
<td>248,718,302</td>
<td>281,424,603</td>
<td>13.15%</td>
<td>308,745,538</td>
<td>9.71%</td>
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Will the Heartland Follow the Trend?

Source: 1000 Friends of Florida
Enhancing and Creating Sustainable Communities: Community development patterns
The Sustainable Communities Grant Outcomes

• Affordable Housing
  – Regional Affordable Parcel Inventory
  – Affordable Housing Suitability Model

• Energy:
  – Regional Energy Baseline Inventory
  – Energy Resiliency Study (EDA)
  – Alternative Fuels Economic Development Strategies

• Natural Resource Database
• Transportation Model
• LUCIS Land Use Model
• Population Projections
• Employment Projections
• Alternative Future Scenario Modeling
• Public Engagement

• A 2060 Vision Plan
• 5-Year Strategic Action Plan