

Land Use and Transportation Study Coordinating Group Meeting Brainstorming Exercise Notes

Note: These brainstorming ideas were generated by Coordinating Group members at their October 4th meeting. Members broke out into 6 small groups, each guided by a staff member or facilitator. Members were offered a list of questions that were developed by the RFP Subcommittee. These questions were offered to help guide idea development, but ideas shared in the brainstorming session were not limited to the scope of these questions.

Staff compiled the notes from the six breakout groups and organized them, unedited, into four core categories: Process/Techniques, Tasks and/or What the Study/Plan Should Address, Desired Outcomes, and Other Needs and Observations. The ideas generated by members are listed below.

Process/Techniques

Public Perception Assessment Methods and Needs

- Innovative public input strategies
- Youth involvement strategies
- Public input marketing (to attract and keep involvement)
- Pay to participate (in public involvement) pay now or pay later
- Innovative “Survey techniques” use best methods
- Non-traditional meetings (all-day, Saturday etc.)
- Electronic town meetings are easy fun
- Questionnaires – full page ad in Record Eagle for people to mail in
- Use short and long form survey techniques (like census)
- Involve NMC in surveying
- Involve teachers and students
- High school level
- Civics class
- Drivers Education
- Take advantage of schools’ internal communication
- Include “out of town” shoppers surveys and employer surveys
- Include summer residents in surveys
- As many as possible
- Well constructed, scientific surveys
- Town Hall – Electronic Meetings
- Non-Electronic Techniques
- Be sure to include elderly, young, workers, grocery store lots, blind, waitresses, dry wall experts
- New tactics – small focus groups
- “Best public involvement process region has seen”
- How to engage people – reach them – make them feel involved
- Youth involvement outside school, e.g. alternative school kids have flexibility, opinions, needs * give them 40
- Extension services and county planning commissions could help inventory values

- Make visioning part of public involvement process
- Clear public input on a growth management strategy for the region
- Address and understand people's values
- Bring purists and pragmatists together
- Consultant must gather input thru attending board and committee meeting not expecting them to come to us
- Bring together diverse groups (LUTS & Public)
- The LUTS Group (30) be leaders to be used in the community to elicit input
- Schools to have kids create LU&T projects related to study
- Consultant ideas for involvement

Data Gathering/Analysis

- Planning and analysis = same
- Gather data already accumulated by neighboring communities
- Contact county planning commissions to ask them to gather input

Other

- Consult should make use of local talent
- Broad-based community support & participation (unprecedented)
- “Low hanging fruit”
- Early success
- “Check back” community feed-back coop
- Continuum (process continues)
- Need periodic progress reports – including to the public – phases
- Need a defined timeline and an end
- Get media involved
- Traffic generating areas considered 5 counties’ concern re: who gets input
- Bring in the people who can help us make decisions
- Some transportation solutions early in process even if small scale – demo project before we get to final plan need buy – in from funders and decision – makers for implementation – commitments from various affected government units
- GT regional foundation youth funding
- Farm Bureau
- Create incentives to encourage behavior with the plan
- Do we engage other areas as participants until after study?

Tasks and/or What the Study/Plan Should Address

Values and Vision

- Values – What matters to people?
- Value Driven – Visionary
- We have to involve others
- Invite surrounding counties and they are already interested

- Be at the table
- Need to be involved in the process
- They need to feel welcome
- Address and understand people's values

Data and Analysis

- Address I.D. growth area
- Briefing Book – Short
- Demographic, etc.
- Briefing Books be public
- Hammond –Hammond bridge issue at the table – head on – e.g. Elmers
- Address visioning for alternatives – land use and transportation scenarios
- Look at all modes of transportation
- What we have – what we might have
- Origin & destinations
- Ties to Quality of Life Index
- Assemble the studies and have someone evaluate them for what's missing good/bad.
- Develop a natural features inventory
- Collate existing (past) studies (synthesis of past studies)
- Knowledge of best practices
- Multi-modal includes marine bus, trail, etc.
- Impact of surrounding region and state on us
- Origin and destination study (labor, etc.)
- Land use issues as they affect transportation
- Forecasts
- Incorporation of LEAM Study (TC-TALUS) and other existing studies into this study
- ID impacts surrounding counties have on Grand Traverse County
- Do we have a problem here? What are they? Get people to buy into problem and get their input on problems
- Review existing information-briefing book, then go back and ID problems, do analysis, make recommendations
- Consultant to evaluate the coordination of regional county and township planning departments
- Investigate the regional master plans (or lack of)
- Evaluate current transportation in area

Product and Outcomes

- Better communication, inter-government understanding
- Focus land use transportation solutions
- And implementation projected land use – transportation
- Public transportation – free buses in core/Ferry
- Coordination of outcomes (political)

- Regional coordination, implementation
- How to coordinate? (Street development, redevelopment...)

Other

- How will surrounding counties have input in the study? State of Michigan?
- How do you think LUT process?
- Implement surrounding counties
- Spur them to look at growth patterns and land use
- Need to think regionally = SMART
- Assure someone is connected with us
- Workforce is stretched from Leelanau, Manistee, Kalkaska
- Separate ID of what's eligible for Federal dollars or not?
- ID ways to get other funding for other tasks
- If H-H blew up – ID why and try to find out what does work
- Traffic
- Public transportation (rail, bus, ferry)
- Bike trails

Desired Outcomes

Projects/Initiatives

- Costs for various improvements and funding sources
- Connections of lineal park systems
- Implementation timeline should be included
- The study should reveal options that will require additional/different funding & ID sources
- Come up with regional planning strategies
- Short and long term transportation strategies (Results)
- Preservation of farmland
- Transportation choices for everyone and every trip
- Cross-jurisdictional transfer of development rights
- Want to see specific, actionable results
- Results could be street-specific, or broad and land use related
- All ideas should be explored
- Results should relate to economic growth impacts – quality of life, employment opportunities, minimizing air pollution, water quality
- Results should maximize equal access to all resources (education, water, jobs, ski hills, shopping, churches, etc.)
- Want to see results/recommendations made without money restrictions
- Prioritized recommendations
- Preserve some open space
- Non-motorized access
- Different growth scenarios visuals

- Transportation plan for existing and future transportation
- T.P. which everyone supports
- Bypass around town, bridge, improve existing roads
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Process/Relationships

- List of priorities or community values
- Regional principles (agree on) for implementation and planning
- Authority for implementation
- Coordination both with M-DOT, County, RC & City of Traverse City
- Public involvement
- Coordination of outcomes (political)
- Regional coordination, implementation
- How Process impacts surrounding areas
- Set of principals for county wide/region planning to try to manage growth
- Township – Implementers
- Results we can move forward with
- Government can do – “low hanging fruit”
- Product = process useful for local officials in their planning

Other

- Outcomes – need to ID first
- A plan that can be implemented (Transport & L.U.)
- What is L.U. Plan for region, then it impacts transportation
- What else is unknown-resources
- Housing, Shopping, Driving through neighborhoods
- Teach best practices
- Tools that work well will be copied
- Bring out issues of land use
- Land consumption rates build outs
- Implementation
- Recognize cold weather, transportation
- Less accidents
- Following the study address those impacts
- Easy access to, through, and around

Other Needs and Observations

- How much is transport & L.U.?
- Don't just be restricted to Transportation
- What has worked?