

Envision Hampton Roads Planning Approach

Meeting Date
November 13, 2013



Nov. 13 Meeting Purpose

1. Agree on the overall process – the overall 7 Step Planning Process – detailed in this document on page 4.
2. Obtain permission of stakeholders to include their name and logo with this initiative – on the project’s web site, in this deck (next page), and in other project-related communication pieces.
3. Agree on Step 1 research-inspired approach – *Identifying Shared Community Values* (page 6 of this document).
4. Identify potential financial supporters who should approach as a potential funding source for Step 1 (to fund various expenses detailed on pages 9 and 10).
5. Identify stakeholder groups that should be included in Step 1 listening and input sessions.
6. Identify task force members who could conduct the listening and input sessions for each group.
7. Agree on the optimal format for the the listening and input sessions - questions to ask, straw man community values to offer as “conversation starter,” and the reporting process everyone should follow (pages 11-16).

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**.

- Bonney & Company
- Christopher Newport University's Judy Ford Wason Center for Public Policy
- Hampton Roads Planning District Commission
- Southeastern Institute of Research
- Urban Land Institute – Hampton Roads

Envision Hampton Roads Overall Process

1. Identifying Shared Community Values

2. Defining the Region's Shared Community Vision

3. Formulating Values-Based Regional Strategies to Move Towards the Vision

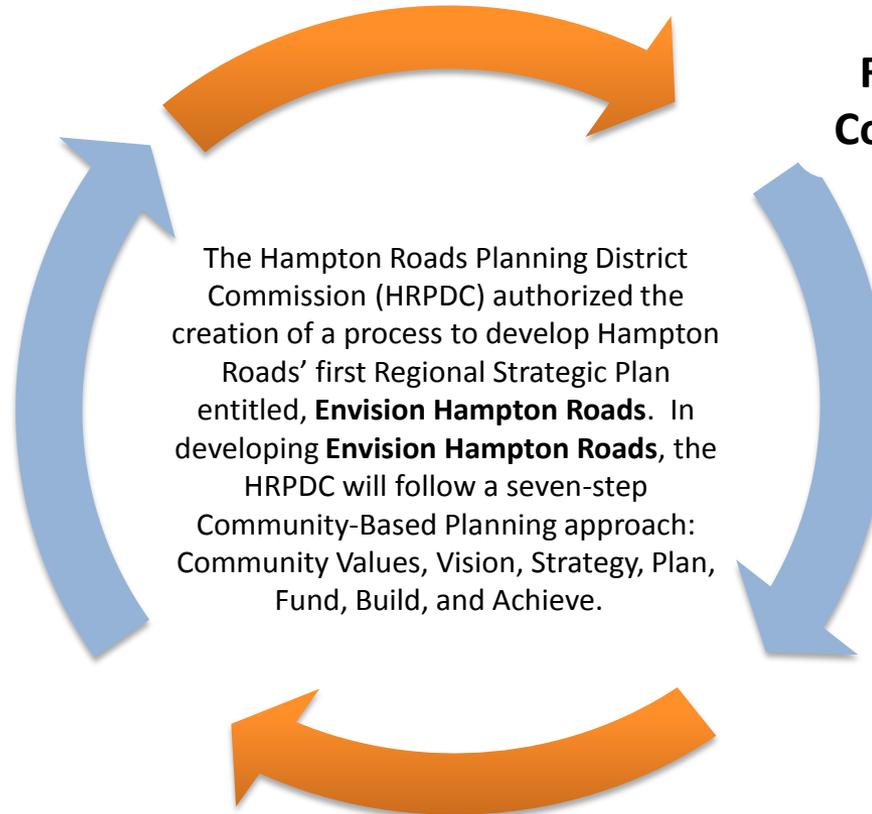
4. Creating Detailed Action Plans Around Each Strategy

5. Identifying and Aligning Needed Funding for Each Strategy

6. Plan Implementation - Moving Hampton Roads Forward Together

7. Achieving Results. Tracking and Reporting Key Performance Indicators (KPIs) Along the Way.

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**. In developing **Envision Hampton Roads**, the HRPDC will follow a seven-step Community-Based Planning approach: Community Values, Vision, Strategy, Plan, Fund, Build, and Achieve.



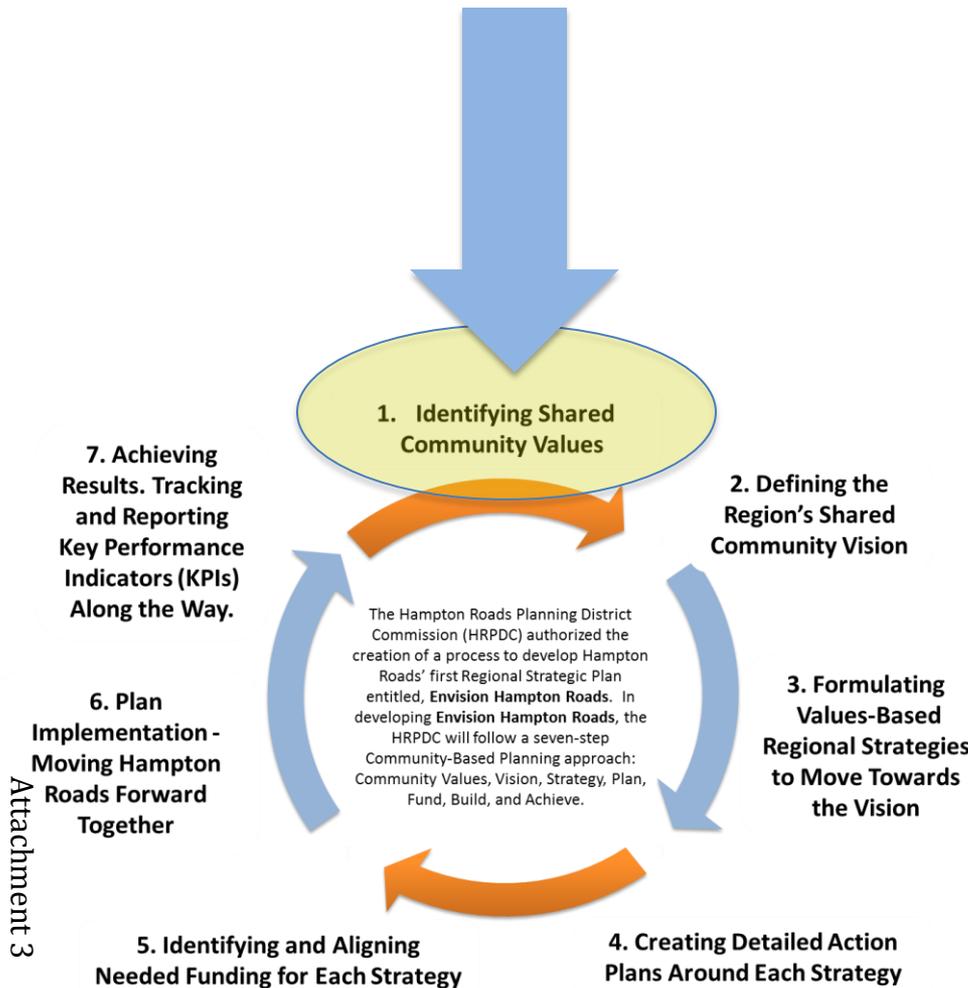
Envision Hampton Roads

Values-Based Planning Approach

Community Values are the basis for a set of common regional goals, the building blocks for **Envision Hampton Roads**. Establishing Hampton Roads' values provides an opportunity to reflect on the past and determine how our present and future can best support sustainable and cooperative growth in our region. This task involves an in-depth analysis of what stakeholders and residents value about living in the Hampton Roads area.

It is important because the values help elected officials and planners understand how growth, transportation and environmental issues can be solved in response to residents' most fundamental values about quality of life. The analysis also helps local leaders communicate the benefits of growth planning more effectively with residents.

This document outlines the multi-phased approach and related costs to help enlist, inspire and direct a core group of committed volunteers to perform the first step – Identifying Shared Values - in the 7-step planning process.



Envision Hampton Roads

Our Approach To Step 1: Identifying Shared Community Values

1. Create a web site that serves as *Envision Hampton Roads* home base.
2. Announce the *Envision Hampton Roads* initiative and place resulting news coverage on the project's web site.
3. Conduct 50 input sessions with organizational stakeholders (governments, NGOs, civic associations, etc.) to identify community values to include in this region-wide survey. Conduct 6 traditional focus groups with a cross section of citizens (see details - next page).
4. Analyze and prepare report on the leading community values to include in the community-wide scientific survey. Share findings with all stakeholders.
5. Conduct region-wide community values survey.
6. Present study results and report – *Hampton Roads Region-wide Community Values Survey Report*.
7. Share with media and everyone who provided input.

At the next Envision Hampton Roads meeting we will refine this path and everyone will leave with specific ways they will help make this happen.

Six Traditional Focus Groups

- South Hampton Roads/*East* (VB, Norfolk, Portsmouth, Chesapeake)
- South Hampton Roads/*West* (Suffolk, Surry, etc.)
- South Hampton Roads Military (general recruiting-all branches)
- Peninsula/*South* (Hampton, Newport News)
- Peninsula/*North* (Poquoson, James City County, York County, Mathews)
- Peninsula Military (general recruiting from all branches)

Envision Hampton Roads

Our Schedule

- | | |
|--|-------------------------|
| 1. Create a web site that serves as <i>Envision Hampton Roads</i> ' home base. | In process |
| 2. Announce the <i>Envision Hampton Roads</i> initiative and place resulting news coverage on the project's web site. | Nov 2013 |
| 3. Conduct 50 group interview listening and value input sessions with organizational stakeholders (governments, NGOs, civic associations, etc.) and 6 resident focus groups to identify community values to include in region-wide survey. | Nov. 2013-
Jan. 2014 |
| 4. Analyze and prepare report on the leading community values to include in the community-wide scientific survey. Share findings with all stakeholders. | Mid-Feb. 2014 |
| 5. Conduct region-wide community values survey. | March-April 2014 |
| 6. Present study results and report – <i>Hampton Roads Region-wide Community Values Survey Report</i> . | May 2014 |
| 7. Share with media and everyone who provided input. | June 2014 |

Envision Hampton Roads

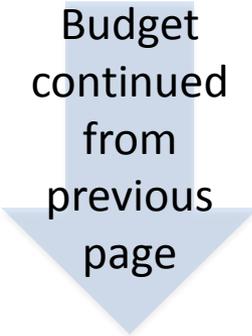
Step 1: Budget Requirement

- | | |
|--|--|
| <p>1. <i>Envision Hampton Roads</i> web site design and construction</p> | <p>Time donated by PDC</p> |
| <p>2. Conduct media outreach announcing <i>Envision Hampton Roads</i></p> | <p>Time donated by PDC</p> |
| <p>3. Conduct 50+ group interview listening sessions and 6 resident focus groups across the region.</p> <p style="margin-left: 20px;">It is assumed that many members of the <i>Envision Hampton Roads</i> Planning Group will conduct these 15 to 45-minute listening sessions – scheduling meetings, facilitating the listening session, asking 5 or so key questions to stimulate discussion and gather input on values, and, after each session, record the input gained into a master project research file. The budget allocated for this work area - \$20,000. This will be shared, on a pro rata basis (based on total hours expended and submitted by all members who require professional remuneration based on their employment affiliation).</p> <p style="margin-left: 20px;">Conduct 6 traditional focus groups with cross section of citizens.</p> | <p>\$20,000</p> <p><i>An estimated 300 total hours of professional time will be expended by Planning Group members.</i></p> |
| <p>4. Analyze master research file (findings from the listening sessions) and create a Summary Report on <i>Community Values To Include In Survey</i>.</p> | <p>\$30,000</p> |
| <p>5. Share report on <i>Community Values To Include In Survey</i> with all stakeholders interviewed.</p> | <p>\$15,000</p> <p>Time donated by PDC</p> |

Envision Hampton Roads

Step 1: Budget Requirement (Continued)

Budget
continued
from
previous
page



5. & 6. Conducting the HR Region-wide Community Values Survey, prepare report and present findings.

Professional time to design research, prepare and refine survey questionnaire drafts, monitor the fieldwork, analyze the data, prepare draft and final reports - *Hampton Roads Region-wide Community Values Survey Report.*

\$30,000

Survey sample and telephone fieldwork out-of-pocket expenses – assume 1,200 12-minute telephone (mixed cell and landline) interviews are completed across Hampton Roads region 4 broad geographic regions (East & West regions of South Hampton Roads and the North & South regions of the Peninsula). 400 completed interviews will be conducted each of the 4 regions. For planning purposes, assume \$25 cost per interview (cpi). Note that this is a variable cost based on the number of completed interviews conducted.

\$30,000

The survey cost area donated by HRPDC

7. Share report with media and all organizations and individuals who provided input. Outline next steps.

Time donated by HRPDC

Total Step 1 Budget: Identifying Shared Community Values

\$125,000