INNOVATIVE PUBLIC SECTOR APPROACHES TO REGIONAL PLANNING: HOW TO BRIDGE DIVIDES AND MEANINGFULLY ENGAGE COMMUNITY STAKEHOLDERS

Moderated by:
Effie Stallsmith
R~V Board
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10-17-2011
Successful strategies breaking down barriers of fragmented politics

Redefining the decision-making structure to improve outcomes

Specific tools to help diverse stakeholders engage in regional planning issues

How data and analysis is used to make the case for new approaches
Building Livable Communities with Transit

Gregory Stuart
Executive Director Broward MPO

- 20 yrs. Of transportation & land use
- Worked to modify state rules to facilitate traffic mitigation
- Stimulated redevelopment efforts through working with municipalities, counties, FL DOT
- Co-authored comprehensive transportation plan elements focusing on walkability and livability
- Developed public/private redevelopment projects & designed mixed-use projects with local governments
Focusing on 12-mile east/west Light Rail project – tied to roadway expansion with much public involvement.

MPO didn’t buy into process, resulted in problems with neighborhoods and environmental justice concerns.

Video of different voices until MPO said, “STOP.” Listen and work together.

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Sarah Crawford, Planner
National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments

- The Transportation Planning Board (TPB) conducted over 40 public workshops for the TPB’s scenario study – “What If The Washington Region Grew Differently?”
- Staffs TPB’s Community Leadership Institute (CLI) – a regional planning process workshop for community leaders that draws on interactive group exercises and discussions to better understand regional challenges
Sarah Crawford

- Look at how LCI enhances Public Involvement through Experiential Learning

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Marvin G. Hayes
Former Director of Urban Policy & Infrastructure for Ohio Governor Ted Strickland

- Responsible for policy analysis and policy formation for urban economies of Ohio’s 32 largest cities.
- Advised Governor and staff on a variety of policy initiatives and resulting programs.
- Organized Administration’s policy in development of a Living Cities Foundation Sustainable Communities $4.5M grant to Ohio.
Marvin G Hayes

- Center for N’Hood Technology to do an analysis of development decisions related to transportation and housing in Ohio.
- 3 largest metro areas, Cleveland, Columbus and Cincinnati – Decisions that have led to sprawl and dispersion of economic development.
- Process led to understanding of unsustainable outcomes.
Marvin G Hayes

- Tools to advocate for change in decision-making for transportation and economic impacts.

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Bridging the Divides: Central Broward East/West Transit Study and The WAVE Streetcar Downtown Fort Lauderdale

Rail~Volution 2011
Washington, DC
October 17, 2011
Broward Metropolitan Planning Organization
A forum for interagency coordination and public input into transportation funding decisions.

19 Member Board:
14 - Largest Cities (Census population).
3 - County Commissioners.
1 – School Board.
1 - South Florida Regional Transportation Authority (SFRTA).
19 – Alternates – vote when others absent.
How the Region Compares

- Monroe: 5 cities
- Miami-Dade: 35 cities
- Broward: 31 cities
- Palm Beach: 38 cities
- Martin: 4 cities
- St. Lucie: 3 cities
- Indian River: 5 cities

- Miami Urbanized Area
- Southeast Florida Transportation Council (SEFTC)

- FDOT District VI
- Rail Enterprise
- Turnpike Enterprise

- South Florida Regional Transportation Authority/Tri-Rail

- MCT
- MDT
- BCT
- Palm Tran
- COAM
- COASL
- SRA

- Treasure Coast Regional Planning Council
Regional Context
• Video
Proposed projects include:

- Studies on Broward Boulevard and Oakland Park Boulevard
- The Wave
- FEC
- Tri-Rail / High Speed Rail
- BRT from BCT TDP 2009-2018
- I-595 Express Bus Service
Central Broward East-West Transit
A New Approach

www.browardmpo.org
Central Broward East-West Transit
Draft Environmental Impact Study

LRTP Premium Rapid Bus
LRTP Premium High Capacity
Rail Bus BRT or Rail
The Wave Tri-Rail Station

Mobility Hubs
Gateway Anchor Community

Sawgrass Mills
Sawgrass Corporate Park
Plantation Mid-Town District
South Florida Education Center
Fort Lauderdale Hollywood International Airport
Port Everglades

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Draft Environmental Impact Study

www.browardmpo.org

A partnership of:

Broward County
RTA
Broward Transit
MPO
City of Fort Lauderdale
DDA
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Visit our website at www.browardMPO.org
The National Capital Region Transportation Planning Board’s Community Leadership Institute

Rail~Volution
October 17, 2011

Sarah Crawford, Transportation Planner
What is the Community Leadership Institute?

A two-day workshop for citizens:

Designed to help community activists learn how to get involved more effectively in transportation decision-making in the Washington Region.

Intended to help the TPB reach out to communities and groups that typically have not been involved in the TPB process.
CLI Program Background

The TPB Vision: Policy Framework that guides the region’s transportation investments

“The Stars Aligned”: Former TPB Chair approached staff with an idea for public engagement through experiential learning

The TPB Participation Plan: guide for public involvement activities in, required by SAFETEA-LU
CLI Agenda

Day 1: Weekday Evening
- Welcome: TPB Chair provides introduction to workshop
- Activity: Prioritization Exercise
- Presentation: Overview of the TPB and Regional Transportation Challenges
- Activity: Strategizing for Change (Part I)

Day 2: Saturday Thru 2:00pm
- Activity: Strategizing for Change (Part II)
- Presentation: Transportation Project Development
- What If the Washington Region Grew Differently?
  - Presentation: Regional Challenges
  - Activity: Mapping Exercise
  - Activity: Transportation Revenue and Spending
  - Presentation: Exploring Solutions
- Learnings, Takeaways, and Evaluation
Overview of the TPB and Regional Transportation Challenges

Transportation Project Development

What If the Washington Region Grew Differently?

Part I: Regional Challenges
Part II: Exploring Solutions

www.mwcog.org/transportation/activities/cli/
CLI Activities

Transportation Prioritization Exercise
  - Pyramid Exercise

Strategizing for Change
  - Role-Play Exercise

What If the Washington Region Grew Differently
  - Mapping Exercise

Transportation Revenue and Spending in the Washington Region – What Would You Do?
  - Budget Exercise
Transportation Prioritization Exercise

Goals:

- Provide an opportunity for participants to get to know one another
- Demonstrate how regional priority setting can be messy
Exercise: Strategizing for Change

The “Role-Play” Exercise

Goals:

- Familiarize participants with different agencies, officials, and community leaders through experiential learning
- Demonstrate that the project process can be frustrating, but can also provide participants with tools to help them be more successful
  - Positions and interests
  - Community plan template
Exercise: Strategizing for Change

Part I – Weekday Evening

Participants receive background information on roles and “fake” metropolitan area, study area, and problems they will address.

Participants organized in groups

- Groups are predetermined to achieve rough geographic and demographic balance.
- Participants introduce themselves and state their positions.
Exercise: Strategizing for Change

Part II – Saturday Morning

Participants are told they are at a community meeting.

Participants reconvene in groups and are asked to develop a community plan to address transportation issues.

Local, regional, and state resources are available.
What If the Washington Region Grew Differently?

**Goal:** Think about how growth will impact the region.

Participants are provided with maps of the region, “dots” representing projected growth, and markers.

Participants are asked to distribute future jobs and housing and draw transportation infrastructure.
What If the Washington Region Grew Differently?  

Mapping Exercise

Participants describe:
- How their group allocated growth and why they added transportation infrastructure.
- How their group addressed current regional issues.
What If the Washington Region Grew Differently?  

**Goal:** Illustrate transportation revenue and spending in the Washington Region.

Participants are provided with a revenue/expenditure chart, chips representing millions of dollars, and instructions.
Participants make their own decisions about how transportation dollars are spent and how revenues should be generated over the next 30 years.
Participants are encouraged to become involved in TPB activities or other regional or transportation issues.

Participants are invited to attend the next TPB meeting to be recognized for their participation in the CLI.
Recruitment and Special Focus

Recruitment is often a challenge – we look for organizations/groups with whom to partner.

We have hosted CLI sessions with focused audiences:
- Senior Citizens
- Persons who serve immigrant communities
- Local elected officials

We are currently planning a CLI session for high school students.
What to Expect from CLI...

CLI will take you through a curriculum to:

- Understand the ins and outs of regional transportation planning
- Figure out the appropriate methods for public involvement
- Network and learn other perspectives
- Have fun!
TPB’s Community Leadership Institute

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www.mwcog.org/transportation/activities/cli/
BUILT In Ohio

Marvin Hayes
Rail~Volution
October 17, 2011

Funded by Living Cities
Connecting the Dots in the “3Cs”...
Project Goal:
Test Regional Leadership With New Ideas
3C's Sustainable Growth Challenge: Housing Construction Outpaces Household Formation

Source: United States Census

Bar chart showing the comparison between household gain/loss since 2000 and additional housing units since 2000 for different regions:
- Cleveland (NOACA Region)
- Columbus (MORPC Region)
- Cincinnati (OKI Region, Ohio Counties)

Source: United States Census
Single Family Homebuilding Doesn’t Match Growth Patterns

Source: United States Census
Affordability Shrinks When T Costs Considered

Two Views of the Cincinnati Metropolitan Area

Housing More Than 30% of Area Median Income (AMI)

Housing & Transportation More Than 45% of AMI
Transportation Costs Threaten Economic Prosperity
Road to Recovery: Plan Around Existing Assets

Employment Centers & Job Density
Cleveland Transit Serves Some Job Centers But Not Others
Urban Core Generates & Circulates Regional Wealth

[Map showing urban core and regional wealth distribution]
Cargo-oriented Development in Columbus
Cleveland: TOD in Public Square and University Circle
Cleveland Opportunities Along Euclid in Short & Long Term
Outcome: Regional Roundtable Response
Thank you!

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