

# SHRP2 C08 – Community Visioning

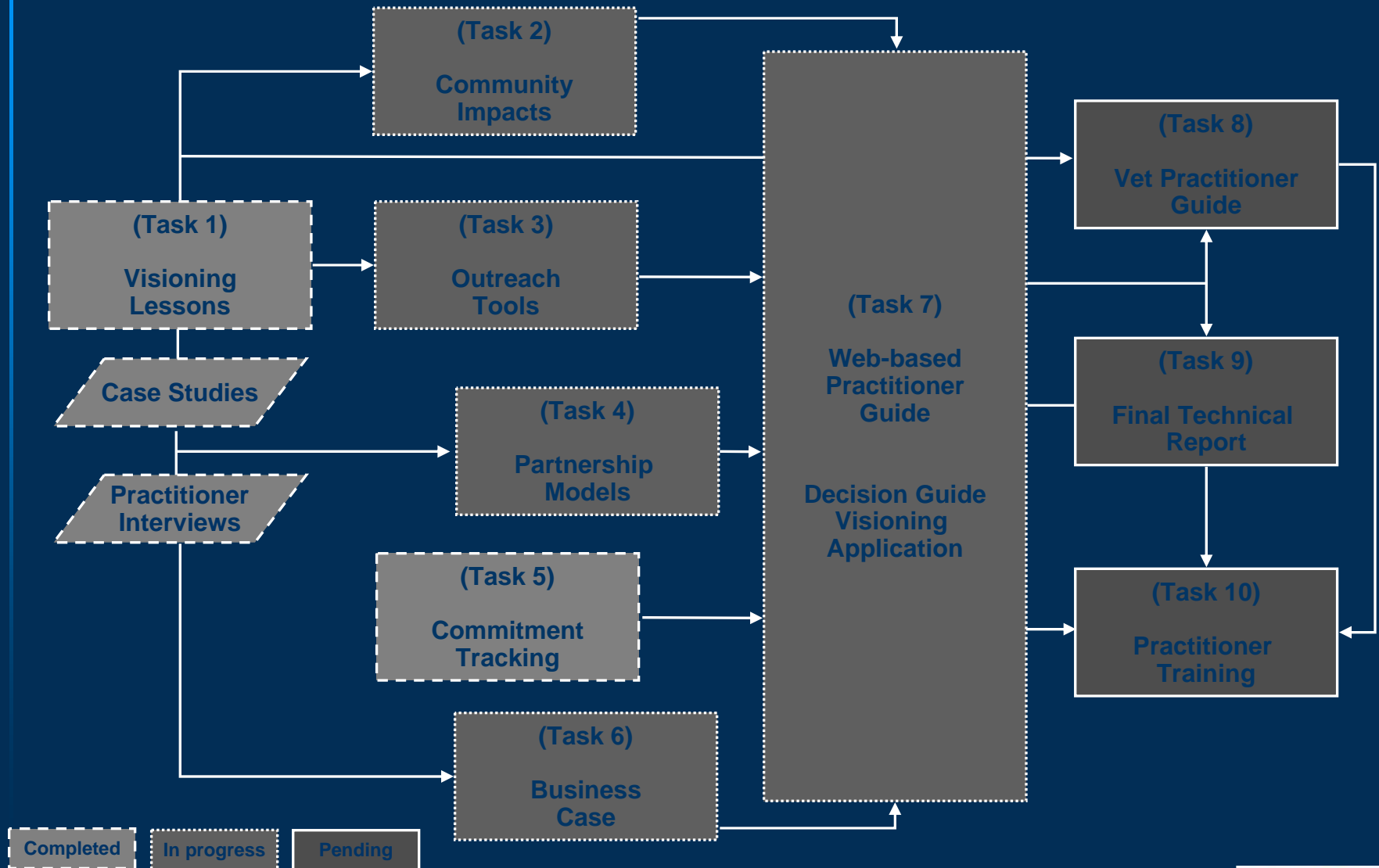
## Project Status Update

*presented to*  
**Technical Expert Task Group**

*presented by*  
**Liz Stepp, Ginna Smith Reeder**  
**Cambridge Systematics, Inc.**

**November 20, 2009**

# Research Approach



# Agenda

- **Major Research Highlights Tasks 1-6**
- **Draft Model Vision**
- **Integration with the C01 Decision Guide**
- **Proposed Vetting Process**
- **Project Timeline**
- **Discussion / Questions**

# Task 1 – Case Study Selections

Atlanta VISION 2020

Virginia Route 50 Scenic Byway

California Transportation and  
Land Use Blueprint Program

Chattanooga Riverfront Parkway

Bluegrass Tomorrow, Kentucky

Vision Metcalf, Kansas

New Hampshire DOT  
Community Technical  
Assistance Program

Arizona SR 179 Corridor

Envision Utah

Iowa Transportation  
Enhancement Planning Program

Georgia I-90 Snoqualmie Pass  
Project

Vision PDX, Oregon

DRCOG, Denver Metro Vision

MARC Transportation Outlook  
2040

CDTC, New Visions

Central Florida Regional  
Growth Vision

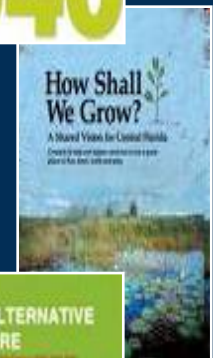
Oregon Transportation Vision

Idaho Transportation Futures

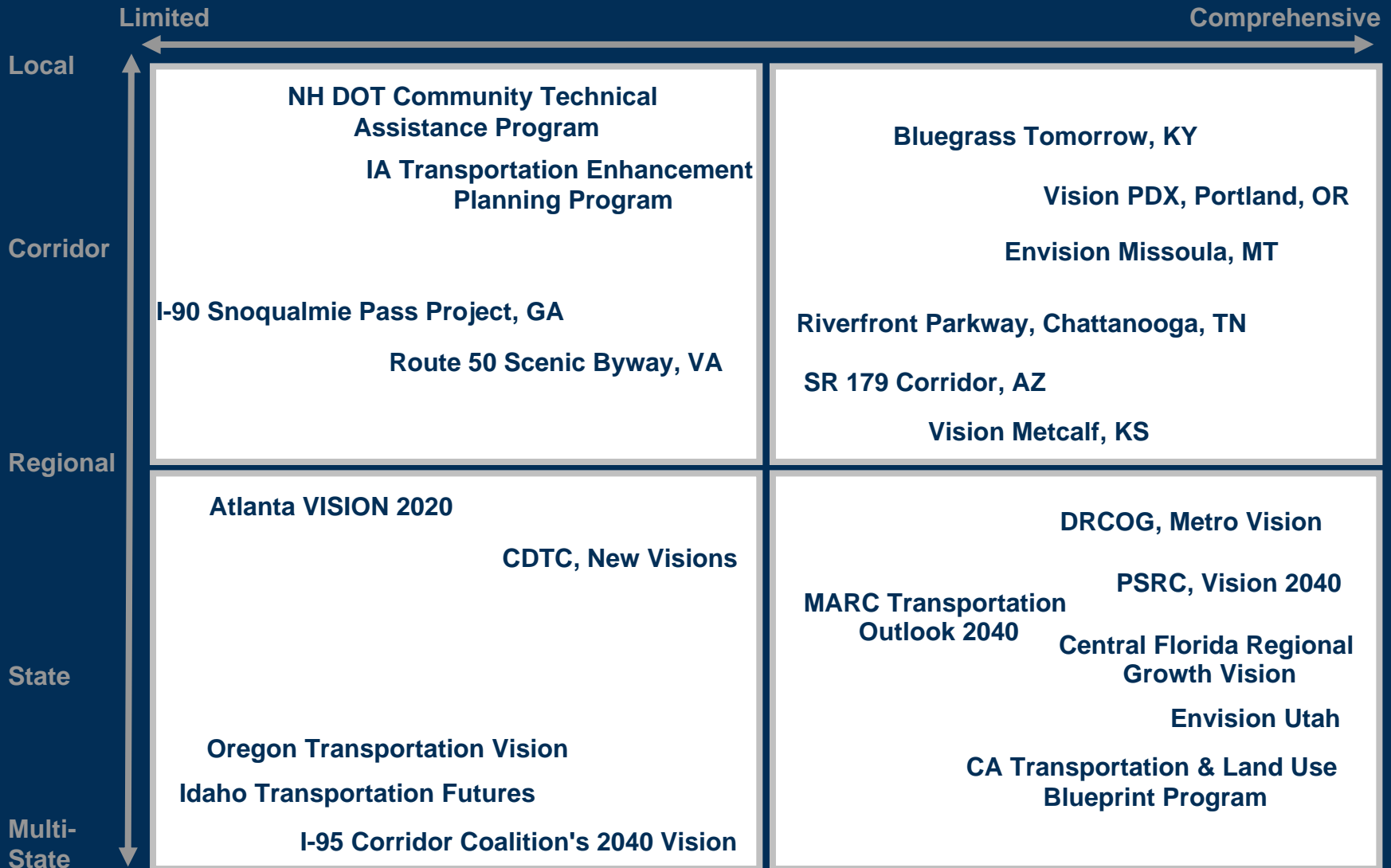
Puget Sound Regional Council,  
Vision 2040

Envision Missoula

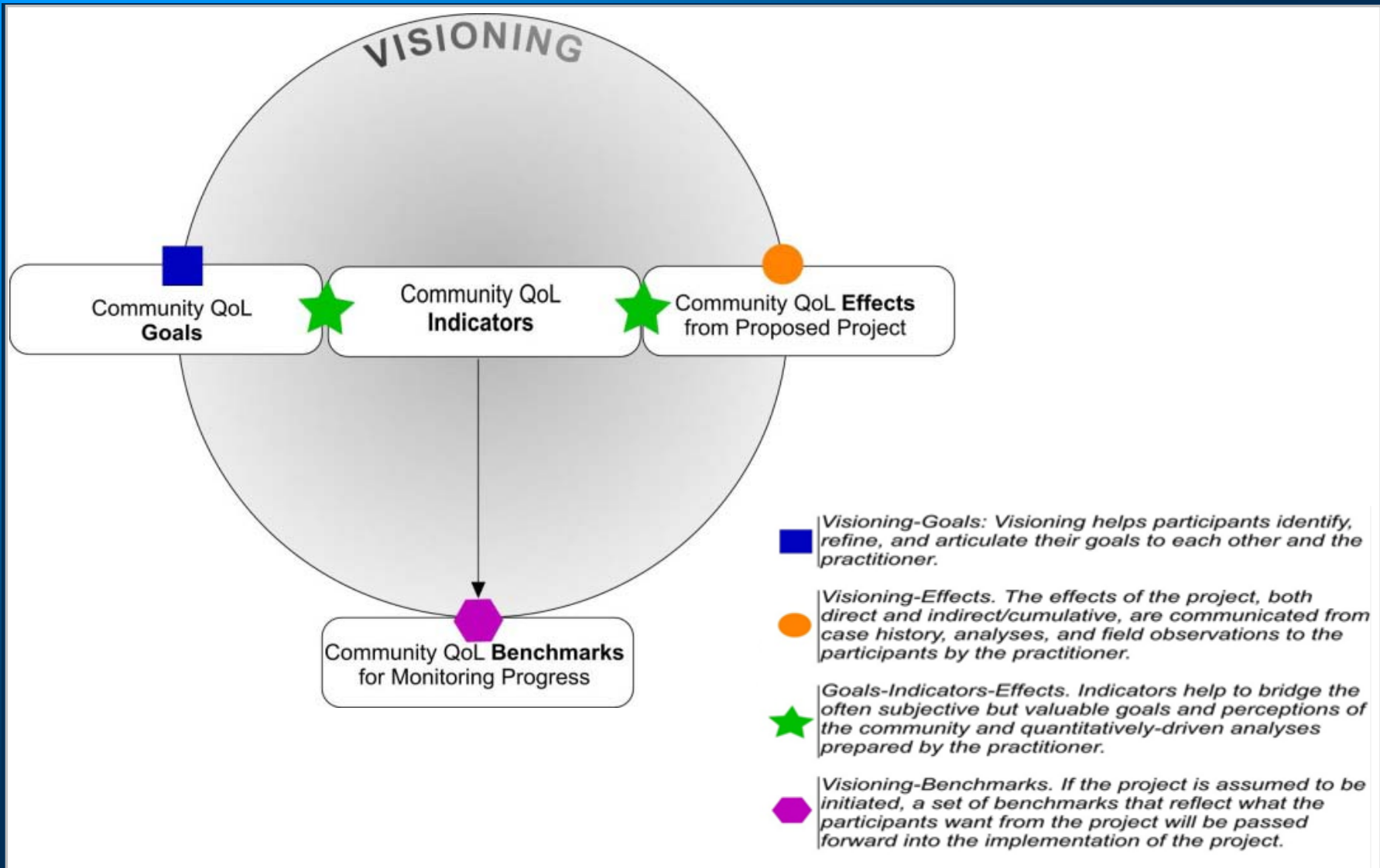
I-95 Corridor Coalition's 2040  
Vision



# Task 1 – Case Study Selections by Context and Effort



# Task 2 – Describe Transportation Infrastructure Impacts on Communities



# Tasks 3 & 4

## ● Task 3 – Identify Stakeholder Outreach Program

- Encourage innovation in involvement — increasing variety of tools, impact of social networking tools, collaborative dynamics
- Utilize visualization — application of scenario-planning, communicating effectively
- Engage non-traditional stakeholders — targeted outreach a must, e.g. strategic outreach to middle-school classes for interactive scenario-planning exercise

## ● Task 4 – Describe Effective Partnering Strategies

- Visioning processes are dependent on developing partnerships early, and sustaining partnerships through implementation and beyond
- Different purposes for partnering:
  - Internal— support technical work, establish decision-making authority, leverage resources
  - External— build community consensus, establish leadership, provide framework for implementation

# Tasks 5 & 6

## ● Task 5 – Develop Commitment Tracking Process

- Agencies have implemented formal approaches – e.g. project-level environmental commitments.
- Many visioning processes have informal approaches – e.g. specific action steps with performance reporting
- Task describes examples of commitment tracking systems, and discusses the basic functionality such a system should support.

## ● Task 6 – Prepare Business Case

- Many benefits and costs are documented, not all quantified
  - Benefits — Tangible (cost-efficiencies, effective project programming) & Intangible (public awareness, partner input)
  - Costs — Real (extended timelines, financial) & Perceived (Agency turf, legitimacy)
- Practitioner may frame case in terms of tradeoffs — the risks and rewards facing an agency

# Task 7 – Develop Model Visioning Process

- **Critical questions and objectives:**

- How can a model process be applicable to a variety of processes and purposes?
- How does the model apply to different perspectives — transportation agency or other lead organization?
- How can the model process be made inherent, intuitive, and informative?
- How can the model quickly identify critical steps for given tasks— e.g. use of performance indicators?
- How is visioning linked to and from the Decision Guide?

# Task 7 – Develop Model Visioning Process

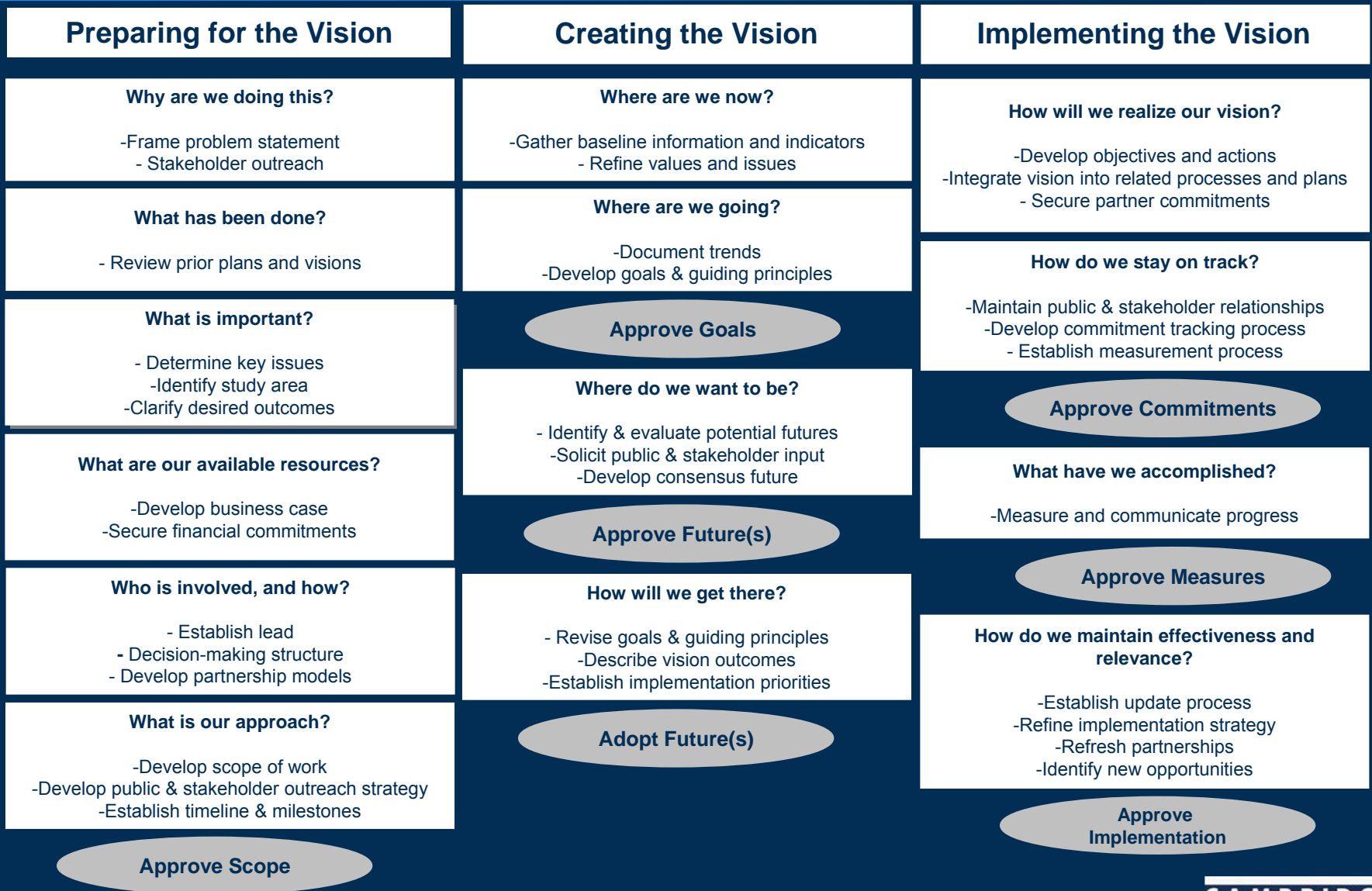
- Evolved over time; iterative, cooperative development
- Blends simplicity of long-range planning with flow and critical point design of Decision Guide



# Model Visioning Process

Preparing for the Vision	Creating the Vision	Implementing the Vision
<p><b>Why are we doing this?</b></p> <ul style="list-style-type: none"> <li>-Frame problem statement</li> <li>- Stakeholder outreach</li> </ul>	<p><b>Where are we now?</b></p> <ul style="list-style-type: none"> <li>-Gather baseline information and indicators</li> <li>- Refine values and issues</li> </ul>	<p><b>How will we realize our vision?</b></p> <ul style="list-style-type: none"> <li>-Develop objectives and actions</li> <li>-Integrate vision into related processes and plans</li> <li>- Secure partner commitments</li> </ul>
<p><b>What has been done?</b></p> <ul style="list-style-type: none"> <li>- Review prior plans and visions</li> </ul>	<p><b>Where are we going?</b></p> <ul style="list-style-type: none"> <li>-Document trends</li> <li>-Develop goals &amp; guiding principles</li> </ul>	
<p><b>What is important?</b></p> <ul style="list-style-type: none"> <li>- Determine key issues</li> <li>-Identify study area</li> <li>-Clarify desired outcomes</li> </ul>	<p><b>Where do we want to be?</b></p> <ul style="list-style-type: none"> <li>- Identify &amp; evaluate potential futures</li> <li>-Solicit public &amp; stakeholder input</li> <li>-Develop consensus future</li> </ul>	
<p><b>What are our available resources?</b></p> <ul style="list-style-type: none"> <li>-Develop business case</li> <li>-Secure financial commitments</li> </ul>	<p><b>How will we get there?</b></p> <ul style="list-style-type: none"> <li>- Revise goals &amp; guiding principles</li> <li>-Describe vision outcomes</li> <li>-Establish implementation priorities</li> </ul>	<p><b>How do we stay on track?</b></p> <ul style="list-style-type: none"> <li>-Maintain public &amp; stakeholder relationships</li> <li>-Develop commitment tracking process</li> <li>- Establish measurement process</li> </ul>
<p><b>Who is involved, and how?</b></p> <ul style="list-style-type: none"> <li>- Establish lead</li> <li>- Decision-making structure</li> <li>- Develop partnership models</li> </ul>		<p><b>What have we accomplished?</b></p> <ul style="list-style-type: none"> <li>-Measure and communicate progress</li> </ul>
<p><b>What is our approach?</b></p> <ul style="list-style-type: none"> <li>-Develop scope of work</li> <li>-Develop public &amp; stakeholder outreach strategy</li> <li>-Establish timeline &amp; milestones</li> </ul>		<p><b>How do we maintain effectiveness and relevance?</b></p> <ul style="list-style-type: none"> <li>-Establish update process</li> <li>-Refine implementation strategy</li> <li>-Refresh partnerships</li> <li>-Identify new opportunities</li> </ul>

# Model Visioning Process with KDPs



# Integration with C01 Decision Guide

- Visioning "application" within Decision Guide
- Include visioning links within database
- Link case studies
- Link Decision Points to information in C08 webtool

**Moving in Partnership**  
*Collaboration for Mobility*

Home Diagnostic Tool Case Studies Collaboration in Practice Decision Guide 101

**Collaboration in Practice - Linking Community Visioning**

**Need Help?**  
Check out the [User's Guide](#)

Vision Process Step Linked to Collaborative Key Decision Point

**LONG RANGE TRANSPORTATION PLANNING**

LRP-1 LRP-2 LRP-3 LRP-4 LRP-5 LRP-6 LRP-7 LRP-8 LRP-9 LRP-10 LRP-11

▶ LRP Titles

**PROGRAMMING**

PRO-1 PRO-2 PRO-3 PRO-4 PRO-5 PRO-6 PRO-7 PRO-8 PRO-9

▶ PRO Titles

**CORRIDOR PLANNING**

COR-1 COR-2 COR-3 COR-4 COR-5 COR-6 COR-7 COR-8 COR-9 COR-10

▶ COR Titles

**ENVIRONMENTAL REVIEW/NEPA MERGED WITH PERMITTING**

ENV-1 ENV-2 ENV-3 PER-1 PER-2 ENV-4 ENV-5 ENV-6 PER-3 PER-4 ENV-8 ENV-9 PER-5 ENV-10 PER-6

▶ ENV and PER Titles

# Task 8: Proposed Vetting Process

- **Workshop / seminar with DOT/MPO and visioning practitioners**
  - **APA Annual Meeting in April 2009**
  - **Invited lead staff, agency representatives, consultants**
  - **Test concepts of Practitioner's Guide, e.g.:**
    - **"How is visioning best integrated within a collaborative decision context?"**
    - **"If this resource had existed, would your project have changed?"**
    - **"Is the presentation of the information clear and user-friendly?"**

# SHRP2 CO8 Key Deliverables

- **Technical Report**

- Compilation of Task reports
- Detailed, alternative to web-based Practitioner's Guide
- Available as downloadable PDF on web-site

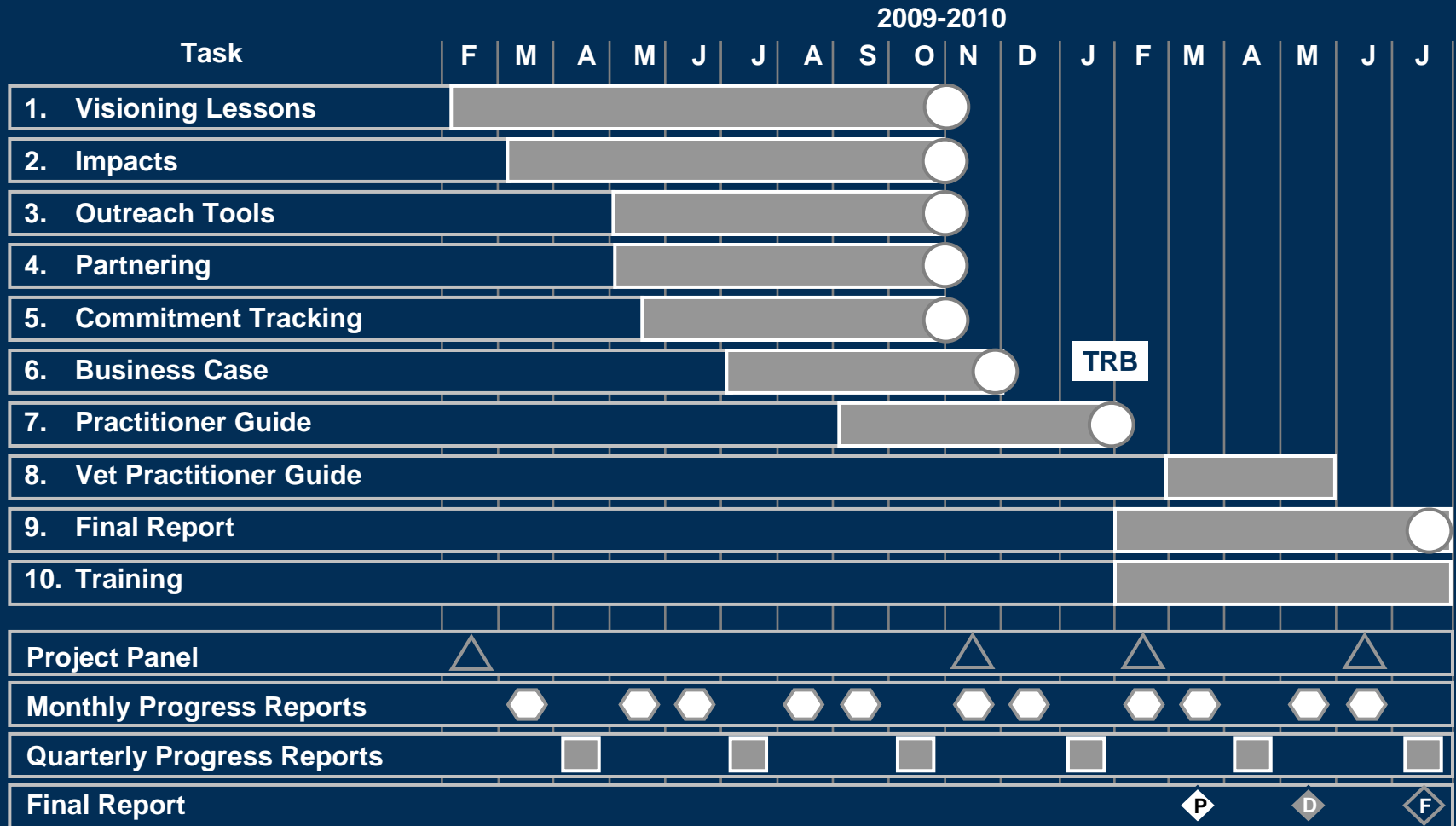
- **Practitioner's Guide**

- Presentation of Model Visioning Process
- Drill-down information available for critical steps
- Information based on synthesis of task research findings

- **Decision Guide**

- Visioning linked to and from Moving in Partnership Decision Guide
- Adapted as an independent "application" within Decision Guide

# SHRP2 C08 Schedule of Deliverable



● Deliverable