

HOUSTON GALVESTON REGIONAL PLAN

OUR FUTURE

REGION VISION



Community Ambassador Team **TRAINING**

JANUARY 2012

Agenda

- What is the Regional Plan?
- Steps in the Planning Process
- Role of Public Input
- Committee Structures and CAT Role
- Outreach Strategies
- How to Get Started
- Key Upcoming Dates
- Round 1 Visioning Meeting Facilitation

What is the Regional Plan?

- A plan over the next two years that will:
 - describe current conditions for housing, economic development, transportation/infrastructure, environment, and healthy communities
 - examine how the region might change over the next 30 years
 - explore ways to keep or improve quality of life for the region and its communities
- Funded by HUD through a Sustainable Communities Regional Planning Grant
- Driven by local involvement that includes a regional partnership of residents, business owners, non-profit organizations, educational institutions, and local government representatives

What Makes Up our Region?

- The region is made up of very different and distinct places – each with its own culture, history, and character
- To help reflect these differences, communities can sort themselves into:
 - Rural
 - Coastal
 - Suburban
 - Urban

What is the Regional Plan?

- Even with many individual places, the region shares a common future that includes important long-term decisions such as:
 - *How do we create good jobs and prepare people to be part of the economy of the future?*
 - *What are the best ways to invest in transportation and infrastructure?*
 - *How do we protect important resources like water, air, farmland and forests?*
 - *How do we build safe, healthy and attractive neighborhoods?*

What is the Regional Plan?

- The Regional Plan **builds on** previous work done in communities around the region
- It lays out a **menu of choices** that can be put into place based on each community's needs, priorities and aspirations
- And it includes a mix of strategies that are appropriate for rural, coastal, suburban and urban communities
- The plan **does not** replace local or other regional plans
- It **does not** require local governments to adopt policies or measures

Steps in the Regional Plan

Vision
and
Goals/

*What is
it we
want to
do?*

Scenarios/

*What are
the ways
we can
develop?*

Implementation/

*How do we put
the plan into
action?*



Measures of
Effectiveness/
*How will we
know what
success looks
like?*

Preferred
Scenario/
What is the
best way for
our region to
develop?

Why Are We Doing the Plan Now?

- The region is among the fastest growing in the nation
- Between 2000 and 2010, it grew by about 1.2 million people
- Today about 6 million residents live here
- By 2040 as many as 10 million residents could live in the region

Why Are We Doing the Plan Now?

- Population growth and change affect many aspects of our daily lives including:
 - how we get around our communities and the region
 - what our neighborhoods look and feel like
 - what kinds of housing choices are available
 - where jobs are located
 - how expensive it is to live and work in an area
- The Regional Plan is an opportunity to shape this change

What is Sustainability?

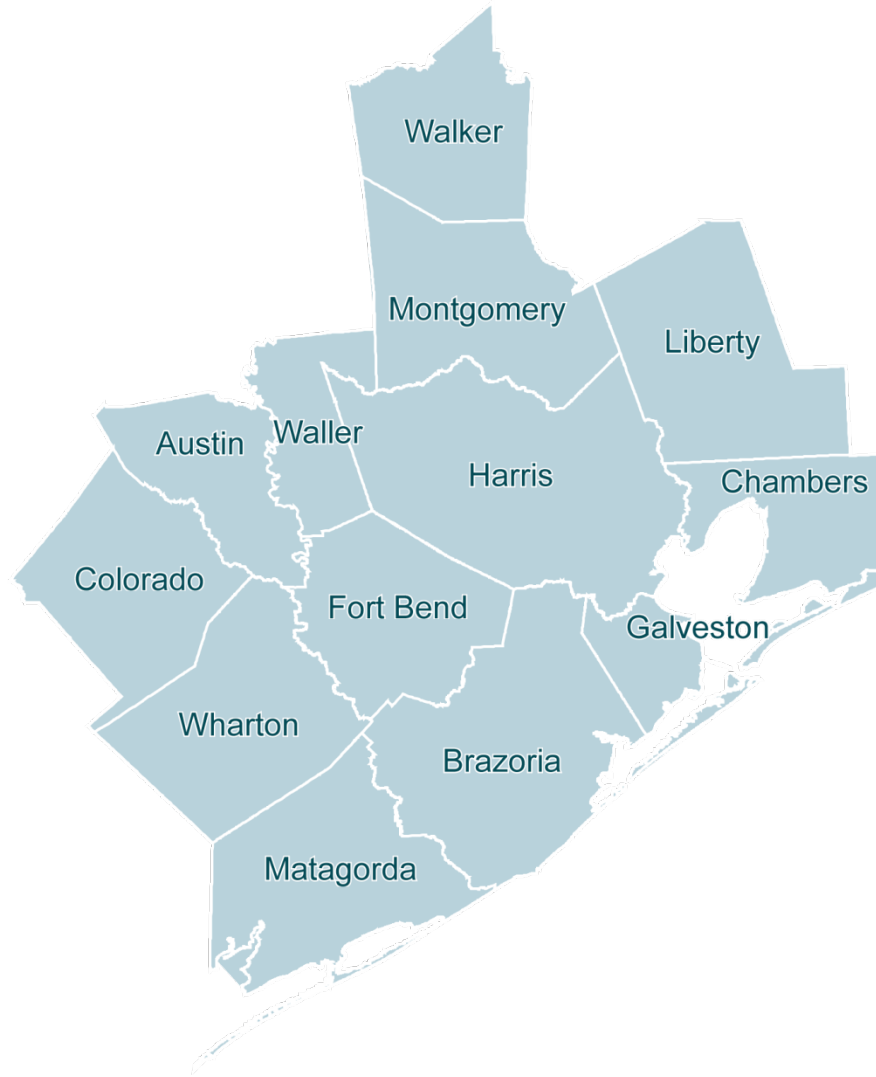
- Sustainability is the guiding theme of the plan
- People define sustainability in different ways and it has many different aspects
- One goal of the outreach process is for citizens to help define what sustainability means to our region
- Examples of how sustainability is defined include:
 - *Taking care of our needs today without compromising the ability of future generations to meet their needs*
 - *Thinking about what kind of place you would want your grandchildren to live in*

What Role Does Public Input Have?

- Your input and the input of the community members you bring into the process will help to:
 - set the goals and priorities of the plan
 - create a vision for the region
 - shape alternative scenarios for the way the region can develop
 - evaluate alternative ways the region can develop
 - prioritize action steps

Public Involvement Challenges

- 13 counties
- 4 transects
 - Rural
 - Urban
 - Coastal
 - Suburban



Committee Structure

Where do you fit in?

- Plan led by Coordinating Committee – 24 partners from non-profit organizations, educational institutions, and local governments around the region
- Government Advisory Committee of local elected officials provides guidance on the process

Plan Partners (Coordinating Committee Members)

- Houston-Galveston Area Council
- City of Houston
- Harris County
- The United Way of Greater Houston
- Blueprint Houston and the Center for Houston's Future
- Chambers County
- Bay City Community Development Corporation
- City of Galveston
- City of Huntsville
- Fort Bend County
- Greater Houston Builders Association
- Gulf Coast Economic Development District
- Houston Advanced Research Center
- Houston Tomorrow
- Houston Wilderness
- Local Initiatives Support Corporation (LISC)
- Metropolitan Transit Authority of Harris County (METRO)
- Montgomery County
- Neighborhood Centers Inc.
- Port of Houston Authority
- Texas Southern University
- Waller County Economic Development Partnership
- Center for Rural Studies at Sam Houston State University
- The University of Texas Medical Branch at Galveston

Committee Structure

- Plan content will be developed by Houston-Galveston Area Council and Work Groups representing:
 - different geographic areas of the region (coastal, rural, suburban and urban)
 - different areas of expertise (housing, transportation and infrastructure, the environment, economic development, and healthy communities, social equity)

Committee Structure

- Residents, businesses, community organizations, and neighborhood groups are critical to the plan
- Entire two-year planning process will include extensive and ongoing public participation
- Input will help to shape the plan's vision, goals, scenarios, and recommendations

Community Ambassador Teams (CATs)

- CAT members are part of the process in three ways:
 - help to develop information networks to get out the word
 - become facilitators to gather input in your community
 - help put the plan in action
- Engagement team will offer training & updates
 - planning processes
 - sustainability and planning concepts
 - facilitation efforts
 - grassroots education tips
 - networking, organizing, and partnership building

Community Ambassador Teams

- Next round of CAT training sessions will focus on connecting you to community resources, tools, and networks to support implementation

What Can You Do?

- Learn about the planning process and stay informed
- Share information with family, friends, neighbors
 - Pass out flyers with meeting dates
 - Present information at community meetings
- Encourage active involvement
- Build or enhance information networks = *Count Me In*
 - Collect emails and phone numbers; encourage networks

What Can You Do?

- Answer questions about the planning process
- Feed issues or suggestions back to committees
- Circulate surveys
- Facilitate at public or community meetings

Public Meetings

- Round 1 – Introduction and Visioning/Goal Setting
 - February/March 2012
- Later rounds – Alternative growth scenarios and Draft Plan presentation

Ongoing Outreach Activities

- Engagement Team
 - Web Site – ***www.ourregion.org***
 - On-line forum (MindMixer) – ***ideas.ourregion.org***
 - Traditional media
 - Email blasts across communities
 - Materials development

Houston Galveston Regional Plan

Welcome to the Houston Galveston Region Plan MindMixer, an online conversation about people, places and prosperity. We are looking for practical and creative ideas to improve our communities and our region.

SIGN UP NOW!



People. Places. Prosperity.

HELLO!

Select Language

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PROJECT DETAILS

» About The Project

» Who's Listening?

TOPICS

What should the regional plan focus on?

What are the major issues with where you live?

What are the major issues of this region?

How would you define sustainability?

What is your hope for your community 30 years from now?



What should the regional plan focus on?

JAN 11 - MAR 30, 2012 PRIORITYZE

12

IDEAS



JOIN NOW

Like Send Tweet Share



What should the regional plan focus on? Please 'second' your top five choices.

This regional plan looks at opportunities and challenges across a variety of areas including housing, environment, transportation and infrastructure, economic development and healthy communities.

Ideas in this Topic: 12 Ideas you can Second: 5 You have Seconded: 0

IDEAS

Sort by

RANDOM NEWEST POPULAR



JAN 21, 2012 Houston Galveston Regional Plan Admin

Access to good job opportunities

0

SECONDS

0

COMMENTS



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- How would you define sustainability?
- What is your hope for your community 30 years from now?



What is your hope for your community 30 years from now?

0

IDEAS



JOIN NOW

JAN 12 - MAR 30, 2012 IDEA SUBMISSION

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Feed

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Please share with us your hope for your community 30 years from now.

Submit your own community hope ideas, 'second' the ideas you support and use the comment feature to share your thoughts on each idea.

Example: Kids will be able to walk or bike safely to school.

Example: Bayous will be clean enough that I can eat the fish I catch from them.

Example: Our community will have more locally owned businesses.

What's Your Idea?

IDEAS

Sort by

RANDOM

POPULAR



Ongoing Outreach Activities

- CAT Members
 - Facebook/Twitter
 - Information at events (sporting events, neighborhood meetings)
 - *Count Me In* Campaign
 - **Each one reach one** - through churches, organizations, clubs and schools
 - Outreach materials, including flyers and postcards

Your CAT Toolkit

- Public meeting flyers
- Informational postcards
- *Count Me In* signup sheets
- Notebook to keep track of any questions or feedback you receive
- FAQ sheet with project information as resource
- Surveys
- Copy of CAT session presentation

CAT Tools

- CAT is 2012's "supercharged phone tree"
- *Count Me In* presentation
 - Block captain concept: Spread the word! 3-5 minutes well spent
- Informational flyers
 - Share at church, at neighborhood meetings or door to door
 - Encourage residents to get engaged
 - Maximize the impact: Give out stacks, not just one
- Start now
 - Meetings are coming quickly

CAT Tools

- Project info cards
 - Postcard style with website and phone info for reference
 - Website has up-to-date involvement opportunities
- Social media
 - Facebook, Twitter to easily generate interest
 - Text or email blasts
- Telephone
 - Webinars, phone trees, conference calls to keep your contacts informed

Count Me In

- Encourage family, friends and neighbors to get involved
 - Ask them to come to the first public meetings
 - Ask them to learn about the process and stay updated
 - Ask if you can *Count Them In*
- Remember there is no plan until residents create it with their input

Count Me In

- Use your toolkit's signup sheet to track contact information for people you speak with. Capture:
 - Communication preference (email, phone, mail)
 - County of residence or interest under “area”
- Forward signup sheets by fax or email to the project team so that these residents can receive information directly in the way they prefer

Things to Remember

THE RULES:

1. Be transparent. If you don't know the answer to a question, say so and forward to a team member to handle
2. Don't wait for people to ask questions... Share information proactively!
3. If you hear of any issues, share them with the team
4. Stay up to date through additional training sessions, email, conference calls
5. Set a good example. Attend the public meetings yourself

Next Steps

- Find your county-specific signup sheet tonight to record ideas you have for additional outreach
- Encourage people to share their ideas at:

<http://ideas.ourregion.org>

- Remember, CATs are open to anyone! New members can join later trainings. Topics will include training on later aspects of the plan and implementation
- Sign up to be a facilitator at an upcoming meeting

Facilitating at Public Meetings

- Your role as a table facilitator is to be a **neutral** individual who assists and leads meeting participants in table activities, as well as helps keep your table focused on the task at hand
- We hope you enjoy this experience and working with your fellow citizens
- Each of you are invited to be a facilitator at one or more of the upcoming Round 1 public meetings
- Please sign up tonight if you are interested in assisting

What to Do and When

- Before the Day of the Meeting
 - Review all materials sent to you
 - Be familiar with the meeting site location

What to Do and When

- Meeting Day: Before the Meeting Starts
 - Arrive 45 minutes prior to meeting start time for coordination with team
 - Check your table to be sure all supplies are available
 - Be ready to greet table members at 30 minutes prior to start time
 - Make sure everyone has signed in at the meeting entry area
 - Share the meeting purpose:
 - To inform community members about the initiation of the planning process
 - To begin public input into the plan

What to Do and When

- Meeting Day: During the Meeting
 - Record questions that table members may have
 - Share questions with project team at front of room
 - Encourage everyone at table to speak up and contribute
 - Do not allow one person to dominate the conversation. Ask for others' opinions
 - Stay neutral: offer your insights at another meeting where you are not the facilitator
 - Keep your table on task with any time constraints given