

Project Coordination Committee
Meeting 1
August 24, 2005

Agenda

1. Introductions
2. Desired Outcome
3. Overview of Visioning Process
4. Roles and Responsibilities
5. Project Calendar
6. Preparing for Upcoming Events and Activities
7. Other Business



1. Introductions

2. Overview of the Visioning Process

Project Objectives

Engaging a diverse cross section of the community

Conducting a focused dialog among stakeholders

Developing a broad vision for the county

Recommending the tools for turning the vision into an action plan

Approach

Phase I: Preparation

Phase II: Conducting the Process

Phase III: Finalizing the Vision and Developing an Action Plan
Ongoing Activities

Approach

1

Preparation

1. Finalize Project Protocols
2. Agency Briefing
3. Area Tour
4. 1st Steering Committee Meeting
5. Develop Stakeholder Lists
6. Stakeholder Interviews and Focus Groups
7. Outreach Briefing
8. Publicity Briefing



Approach

2

Conducting the Process

- Engaging the Public:
The Countywide Public Dialogues
- Stakeholder Deliberations:
The Community Assembly
- Re-engaging the General Public:
The Community Choices Workshop



Approach

2

Conducting the Process

Engaging the Public: The Countywide Public Dialogues

- 10. Design
- 11. Conduct
- 12. Collect and Database Information
- 13. Analyze Information



Approach

2

Conducting the Process

Stakeholder Deliberations: The Community Assembly

14. Countywide Stakeholder Workshop

15. Form and Facilitate Topical
Stakeholder Workshop



Approach

2

Conducting the Process

Re-engaging the General Public: The Community Choices Workshop

16. Conduct Vision Summit



Approach

3

Finalize the Vision and Action Plan

17. Finalize the Vision and Action Plan

18. Produce the final plan and report

Goal 6.

The Washington metropolitan region will achieve better inter-jurisdictional coordination of transportation and land use planning.

Objectives

1. A composite general land use and transportation map of the region that identifies the key elements needed for regional transportation planning—regional activity centers, principal transportation corridors and facilities, and designated "green space."

This 1996 COG map, showing existing and projected land uses in local government comprehensive plans, provides a starting point for the development of a composite land use and transportation map for the region.

STRATEGIES

FOR IMPLEMENTING GOAL SIX

1. Develop a regional process to notify local governments formally of regional growth and transportation policy issues, and encourage local governments to specifically address such issues in their comprehensive plans.
2. Identify an agreed-upon set of definitions and assumptions to facilitate regional cooperation.
3. Ensure that major corridor studies include options that serve the regional core and regional activity centers shown on the regional map.
4. Develop, in cooperation with local governments, model zoning and land use guidelines that encourage multiple use development patterns and reduce non-work automobile dependency.
5. Plan for development to be located where it can be served by existing or planned infrastructure.

2. Region-wide coordination of land use and transportation planning in accordance with the recommendations of the *Partnership for Regional Excellence* report approved by the COG Board of Directors in 1993.

Arlington County has focused development along Metro rail corridors, as illustrated in these pictures of the area surrounding the Bullston Metro station in 1977 (above) and 1994 (below).

Approach

Ongoing Activities

Monthly Meetings with Steering Committee and Coordination Committee



Detail Timeline

Timeline	Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Phase I: Preparation																	
Task 1: Finalize Project Protocols		■															
Task 2: Receive briefing from Relevant Agencies		■															
Task 3: Conduct Area Tour			■														
Task 4: First Steering Committee Meeting			■														
Task 5: Develop Stakeholder Lists			■														
Task 6: Interviews and Focus Groups			■	■	■												
Task 7: Brief Staff on Outreach Techniques		■															
Task 8: Brief Staff on Public Information Techniques		■															
Phase II: Conducting the Process																	
Task 10: Design the Countywide Public Dialogues			■	■	■												
Task 11: Conduct the Countywide Dialogue Workshops					■	■											
Task 12: Collect and Database Information					■	■											
Task 13: Analyze Information						■	■										
Task 14: Countywide Stakeholder Workshop							■	■									
Task 15: Form and Facilitate Topical Stakeholder Committees							■	■	■	■	■	■	■				
Task 16: Conduct the Community Choices Workshop													■				
Phase III: Finalizing the Vision and Action Plan																	
Task 17: Finalize Vision and Action Plan													■	■			
Task 18: Produce the Final Plan and Report														■	■	■	
Monthly meetings Steering and Coordination Comm																■	
Ongoing Activities																	
Monthly meetings Steering and Coordination Comm		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

3. Roles and Responsibilities

Coordination Committee — Steering Committee
Citizens — Project Staff — Consultants

Roles and Responsibilities

Steering Committee		<i>Leads</i>
PR Consultant		<i>Creates Awareness</i>
Outreach Effort		<i>Delivers Participants</i>
Volunteer Recruitment		<i>Staffs Events</i>
Stakeholders		<i>Provides Targeted Input</i>
Public		<i>Generates Ideas</i>
Coordination Committee & Project Staff		<i>Manage Process</i>
Consultants		<i>Design and Facilitate Process</i>

Steering Committee

Provides leadership on process and substance

Represents broad interests of the community

Addresses community issues: analyze, prioritize and balance

Shapes recommendations with intuitive input and technical analysis

Participates actively in the process

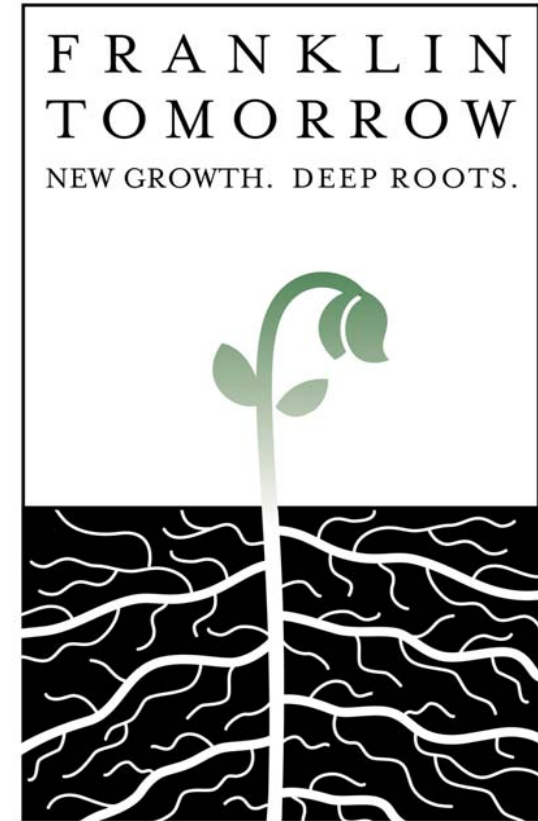
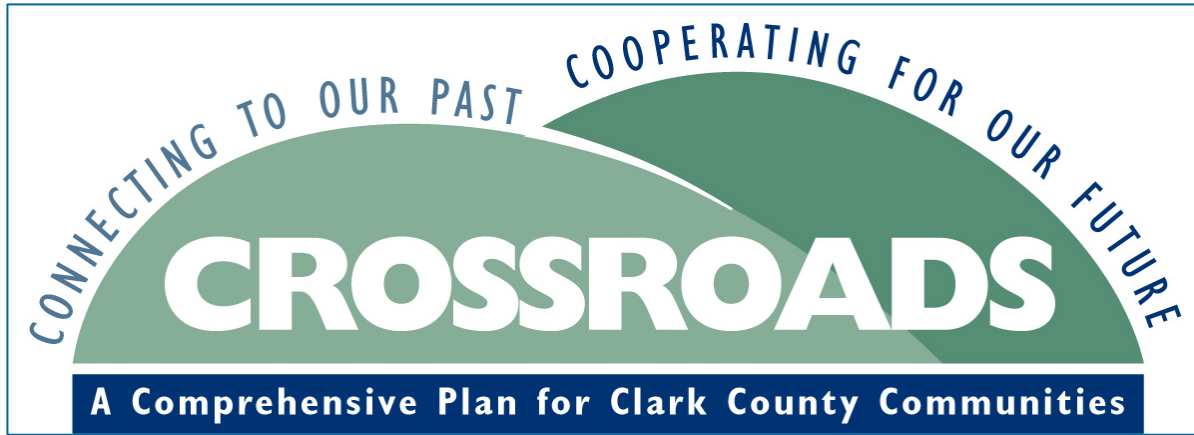
Publicity

Creates awareness about opportunities to participate in the process. .

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- Develops key messages, themes
- Develops a Media Plan
- Implements awareness campaign

Project Identity



Messages that Provoke

**BELIEVE IT OR NOT,
THE SOUND OF
YOUR VOICE COULD
STOP A BULLET.**

On Thursday, December 9th, we're bringing the voices of Nashville together to take on crime. To make our streets safer. To make Nashville the best it can be. We'll also be talking about transportation and government in our city. Meet us at the Nashville Convention Center, 601 Commerce Street at 6:45 p.m. for the last of Nashville's Agenda goal-setting meetings. For more information about any or all of our meetings, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

NASHVILLE'S AGENDA

*All meetings begin at 6:45 p.m. at the Nashville Convention Center.
12/6-Environment • 12/7-People • 12/9-Crime, Transportation & Government*

**INVEST YOUR
TWO CENTS
IN NASHVILLE'S
ECONOMY.**

You can help create goals for Nashville's economic future. Join your neighbors on Thursday, December 2nd, as you set goals for economic development, job training, tourism, downtown and healthcare—as well as the overall image of Nashville. Meet us at the Nashville Convention Center, 601 Commerce Street. For more information, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

NASHVILLE'S AGENDA

*All meetings begin at 6:45 p.m. at the Nashville Convention Center.
11/29-Education • 11/30-Arts & Recreation • 12/2-Work • 12/6-Environment • 12/7-People • 12/9-Crime, Transportation & Government*

**LET'S PLANT
THE SEEDS TO
MAKE LIFE A
LITTLE GREENER.**

On Monday, December 6th, we're taking your ideas about Nashville's environment and turning them into goals for the future. Ideas like preserving greenways and creating parks. Ideas about riverfront and urban development. Ideas for improving our waste management system. Come meet with us at 6:45 p.m. at the Nashville Convention Center, 601 Commerce Street. For more information about any or all of our meetings, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

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12/6-Environment • 12/7-People • 12/9-Crime, Transportation & Government*




Bigotry
Poverty
Homelessness

Some Parts Of Nashville Need To Be Wiped Out.

On Tuesday, December 7th, we're setting "people" goals for Nashville. Goals to help us improve race relations. Ideas to aid senior citizens. Solutions to inadequate housing. Ways to strengthen families and neighborhoods—making Nashville a better place to live. Come meet with us at 6:45 p.m. at the Nashville Convention Center, 601 Commerce Street. For more information about any or all of our meetings, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

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just cause you can't

Write The Goals That Will Keep The Arts Alive.

Nashville needs your input about the future of arts and recreation in our city. On Tuesday, November 30th, you're invited to create specific goals to make Music City even better. You can help decide what the future holds, not only for arts and entertainment, but also sports, libraries and special events. It all starts at 6:45 p.m. at the Nashville Convention Center, 601 Commerce Street. For more information about any of our meetings, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

NASHVILLE'S AGENDA

*All meetings begin at 6:45 p.m. at the Nashville Convention Center.
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Our Educational System Can Learn A Lot From You.

On Monday, November 29th, your input is needed to create goals for education in our city. Goals for the future of our youth. Goals to help schools flourish. It's the first in a series of six meetings to envision what lies ahead for Nashville. It all starts at 6:45 p.m. at the Nashville Convention Center, 601 Commerce Street. For more information, call 321-0300. **Your 2 Cents Are Worth A Fortune.**

NASHVILLE'S AGENDA

*All meetings begin at 6:45 p.m. at the Nashville Convention Center.
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Outreach

Delivers participants to public meetings. . .

- Identifies and utilize community networks
- Develops geographic approach
- Develops civic and demographic approach
- Emphasizes personal, face-to-face contact



Volunteer Recruitment

Identifies other community participants including

- Small group facilitators
- Meeting registration staff



Coordination Committee and Project Staff

Coordinate Activities of Steering, Executive and Action Teams

Coordinate Activities of Consultant Team

Organize Volunteers Involved in the Process

All Logistics

Volunteer Recruitment

Be on Site for All Public Meetings

Speak About the Process

4. Project Calendar

Detailed Timeline

Timeline	Months	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
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Monthly meetings Steering and Coordination Comm																■	
Ongoing Activities																	
Monthly meetings Steering and Coordination Comm		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

5. Preparing for Upcoming Events and Activities

Critical Upcoming Events and Activities

1. Project Kickoff **Schedule, Logistics, Participants**
2. ACP Briefing from Relevant Agencies **Schedule, Logistics, Content, Participants**
3. First Steering Committee Meeting **Schedule, Logistics, Participants**
4. Interviews and Focus Groups **Schedule, Logistics, Participants**
5. Public Dialogues **Schedule, Logistics**
6. Outreach Orientation **Schedule, Logistics, Participants**
7. Volunteer Recruitment **Schedule, Logistics, Participants**
8. Next Coordination Committee Meeting **Schedule**

6. Other Business



Media Advisory
For Immediate Release: 15 September 2005

“big. small. all.” Press Conference at Illinois Terminal. Herman, Wysocki to Speak.

What: “big. small. all.” Press Conference
When: 2pm, Wednesday, September 21, 2005
Where: Illinois Terminal, Downtown Champaign, 4th Floor

CHAMPAIGN, IL—“big. small. all.”—A COUNTYWIDE VISIONING PROCESS—WILL LAUNCH NEXT WEEK AT A PRESS CONFERENCE HELD AT ILLINOIS TERMINAL, DOWNTOWN CHAMPAIGN.

Speakers will include University Chancellor Richard Herman, Champaign County Board Chair Barbara Wysocki, 40 North’s Jennifer Armstrong, and other community leaders.

“big. small. all” is a project to bring all the people of Champaign County together to build a vision of our future. The project was initiated by Champaign County citizens and leaders from business, non-profit organizations and government. Everyone who lives, works, or learns in Champaign County is encouraged to participate in the visioning process beginning with the first round of public meetings to be held throughout the county in November. At those meetings citizens will share their dreams, plans and ideas for the future—big or small. These public meetings will bring citizens from all walks of life together to begin a year-long process to create shared goals for all aspects of our community’s life and a plan of action to achieve them.

“We are at a turning point in Champaign County,” said Barbara Wysocki, Champaign County Board Chair, “A number of different entities are talking about collaboration and growth. Chancellor Herman and President White talk of strengthening the links between the University and our community. The farm community is pursuing new initiatives

and partnerships to strengthen our farm economy. Our downtowns—both Urbana and Champaign—are experiencing a renaissance. And many smaller communities are working to encourage and shape growth for their areas—so this is the perfect time to begin developing some common goals.”

At the November public meetings, known as the Countywide Community Dialogues, small groups of participants will be asked for ideas to make Champaign County the best that it can be in the coming years. All ideas will be placed in a database and serve as the foundation of the vision.

Over the next year, the Countywide Community Dialogues will be followed by other public workshops and meetings to write goals and strategies for the future of Champaign County, to create a plan for achieving those goals, and identify the community’s priorities. The success of the entire visioning process depends on widespread participation by all those interested in the future of their community.

Keep an eye on the media and the website (www.bigsallall.cc) or call Frank DiNovo at **217.328.3313** for more information on the process and upcoming public meetings.

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Contact:

Lisa Meid
pr@surface51.com
217.898.2418

Electronic media kit and high resolution artwork available upon request.



FREQUENTLY ASKED QUESTIONS

The Project

What is “big. small. all.”?

“big. small. all.” is a project to bring all the people of Champaign County together to build a vision of our future. The project was initiated by a host of Champaign County citizens, as well as leaders from business, non-profit organizations and government.

This community visioning project will bring people of all walks of life together to identify goals for just about every aspect of our county’s life—including the natural and built environment, economic and community development, transportation, education, culture, recreation, sports, diversity, and social issues, among others.

In addition to developing shared goals, “big. small. all.” will help us come up with specific strategies to support each goal and develop a plan to move us toward these goals. The purpose of the community visioning project is to foster unity and clarity of purpose among the people of Champaign County so that we can take effective action together.

whatever’s important to you. big or small. we want to know your thoughts.

How will “big. small. all.” work?

“big. small. all.” will start with a blank slate, free of any preconceived set of ideas or agendas. Through public dialogues (called “your ideas. here.”) and stakeholder workshops, residents will provide a foundation of ideas and issues concerning the future of Champaign County. Residents will engage in an unprecedented discussion on issues and values. The Community Visioning Project includes geographic diversity as well as ethnic, gender, age, and social diversity. The intuitive input provided by the public will be integrated with technical research on the anticipated trends for the county to net a realistic and achievable set of goals.

your ideas. big ones. small ones. we want to hear them all.

Why create a vision?

Almost 30 years have passed since the people of Champaign County have considered, collectively, what their future should be. While many public and private organizations have adopted comprehensive and strategic plans of their own, the county, as a community, has not. Many concerns cross lines of function or legal jurisdiction and many opportunities can only be realized by concerted action. The Community Visioning Project—“big. small. all.”—will bring the residents of Champaign County together to mutually chart a course toward a common future reflecting our shared values.



For decades, communities throughout the nation have been undertaking similar efforts armed with the knowledge that local residents and community stakeholders can come together to create a shared vision for the future and implement the vision. Communities that have benefited from visioning efforts include Chattanooga, TN; Birmingham, AL; Lafayette, IN; Belton, MO; Palm Beach Gardens, FL; among many others.

from seemingly small ideas come big change.

The Public Process

What is a visioning process?

It is a citizen-based dialogue focused on producing a vision and plan of action for the future. There is significant opportunity for community involvement in the process that will consist of three types of public meetings open only to those who live, work or study in Champaign County. First, meetings will be held to generate ideas about the future of the county—these meetings will simply ask for ideas. Next, meetings will be held to develop the ideas collected into shared goals for the future and strategies to turn those goals into reality. Finally, open houses will be offered to allow citizens the opportunity to review the progress of the effort, identify priority goals, and volunteer to participate in implementation.

Why should I come to these meetings?

You should attend because the outcome of these meetings will affect anyone who lives, works or studies in the county and will have a lasting influence on our community. For the outcome to truly represent the common values of our community, it is essential that all the perspectives in the community be represented; yours included.

How long do the meetings last?

Most meetings will last no more than two hours—not long considering the impact that even one idea can have on the future of the county.

What will the meetings be like?

After brief opening remarks, participants will join a small group to discuss ideas and topics suggested by people who live and work in the county—people just like you. Each group will have a trained facilitator who will work with you to create an atmosphere that is productive, safe and fun. Children are welcome to participate along with their parents.

no matter what your walk of life, your ideas matter here.

Will my ideas matter?

Yes, every idea counts. Any idea could be the one that unlocks an opportunity or solves a problem. The only way that your ideas matter is if you participate. All ideas—each and every one—generated in these public meetings are saved in a database for future use.

Do I have to be an expert to contribute my ideas?

You're already the expert. You live, work, shop, seek services and recreate in this county. Who knows better than you do?

I like things the way they are. Why do we need to change?

Things change all of the time. Nothing stays the same. Think of this county 10 years ago compared to today. The decisions made today will have a great impact on how the county will be in the future.

Will I be able to talk about the needs of my neighborhood/community?

Yes, as they relate to whole county. The ultimate goal is a far-reaching vision, one that addresses the entire county. That is why it is critical for everyone to participate. This has been structured as a countywide effort because the County comes closest to encompassing the various aspects of our lives economically, socially and governmentally. A key element of the process is to encourage everyone to consider the whole of Champaign County as home and think of everyone who lives here as neighbors.

Who can I contact for more information?

Call Frank DiNovo at 217.328.3313 or check the website at www.bigsmallall.cc.

How can I participate?

It's simple. Plan to attend one of the several "your ideas. here." Public Dialogue meetings that will take place throughout the county, where you can share your ideas. Look for meeting announcements at www.bigsmallall.cc. You can also help by spreading the word about the process.

The Nitty Gritty

Where did this project come from?

In the autumn of 2003 the Metropolitan Intergovernmental Council (MIC), an organization comprised of the CEOs of Champaign-Urbana government agencies, began discussing the value of a visioning or planning project for Champaign County. Similar conversations had also been occurring at the Economic Development Corporation. This was all occurring during a period when many people were advocating the creation of a county-wide comprehensive plan.

In response to these initiatives, Champaign County Regional Planning Commission (CCRPC) staff proposed a community visioning project as the most effective approach. Subsequently, in April 2004, the Champaign County Board formally requested that the Regional Planning Commission set about organizing a public-private partnership to undertake a community visioning project.

Throughout the remainder of the year CCRPC, with the help of Robin Hall, made informal contacts with various individual community leaders, organizations and governments to gauge the level of support for the project. In November 2004, an ad hoc group was assembled to discuss how to move forward with project. By April of 2005, a formal organization was formed and fundraising was well underway.



Who is running this project?

“big. small. all.” is an independent non-profit organization comprised of representatives from business, community organizations, and government. The purpose and structure of the organization is laid out in a written charter.

The overall strategic direction and fiscal supervision of the project is in the hands of a Sponsors Council comprised of the chief elected or executive officer of major funding organizations, and also includes other community leaders acting in a personal capacity. The Sponsors Council is chaired by Champaign County Board Chair, Barbara Wysocki, with University of Illinois Chancellor Richard Herman as Vice Chair.

The design and implementation of the project is overseen by a 33 member Steering Committee representing a wide array of businesses, organizations, and governments. The Steering Committee is comprised of folks who are willing to volunteer their time and energy to make the project successful and grew out of existing networks in the community. The Steering Committee is led by two co-chairs: Bruce Knight, City of Champaign Planning Director and Jennifer Armstrong, Executive Director of 40 North 88 West.

The day to day decisions are in the hands of a 10 person subcommittee of the Steering Committee called the Project Coordination Committee.

“big. small. all.” has also employed two consulting firms to assist with the project:

- ACP, Visioning and Planning, Ltd. of New York City [www.acp-planning.com] was engaged to design the process and run the public dialogue at the heart of the project.
- SURFACE 51 of Champaign [www.surface51.com] is providing advertising, design, web, publicity and public relations services to ensure effective communication to the widest possible audience.

The Champaign County Regional Planning Commission (www.ccrpc.org) is acting as project manager and fiscal agent for the project.

How much will the project cost?

The estimated total cost of the project spread over two years is \$320,000.

Who is paying for it?

“big. small.all.” is designed as a public/private collaboration. It is funded by numerous contributions from business, community organizations and government. To date, contributors include:

- Champaign County Chamber of Commerce
- Champaign County Alliance
- Champaign County Regional Planning Commission
- University of Illinois
- City of Champaign
- City of Urbana
- Champaign County
- Village of Rantoul
- Carle Foundation Hospital
- Community Foundation of East Central Illinois
- Champaign County Community Design and Conservation Foundation
- Champaign-Urbana Mass Transit District
- Anderson Foundation