INNOVATION IN COMPREHENSIVE PLANNING

APA TEXAS CHAPTER CONFERENCE

NOVEMBER 3, 2016
Presenters

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American Planning Association

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Comprehensive Planning Manager
City of Plano

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Deputy Assistant Director
City of Houston
Comprehensive Plan Standards for Sustaining Places

David Rouse, FAICP, ASLA
Managing Director of Research and Advisory Services
American Planning Association
Comprehensive Plan Standards for Sustaining Places

The ultimate aim is to help planners and the communities they serve realize the powerful potential of the comprehensive plan to sustain twenty-first century places.

-American Planning Association, January 2015
Sustaining Places Background

2010  Sustaining Places Initiative Announced by APA at World Urban Forum in Rio de Janeiro

2010  Sustaining Places Task Force Established

2012  Sustaining Places: The Role of the Comprehensive Plan (PAS 567) Published

2012  Sustaining Places Working Group Established

2013-14 Sustaining Places Pilot Communities

2016  Comprehensive Plan Standards for Sustaining Places Recognition Program Pilot
## Pilot Communities

<table>
<thead>
<tr>
<th>Pilot Community</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Savona, NY</td>
<td>822</td>
</tr>
<tr>
<td>Foxborough, MA</td>
<td>16,865</td>
</tr>
<tr>
<td>Wheeling, WV</td>
<td>28,213</td>
</tr>
<tr>
<td>Goshen, IN</td>
<td>31,719</td>
</tr>
<tr>
<td>Rock Island, IL</td>
<td>39,018</td>
</tr>
<tr>
<td>Auburn, WA</td>
<td>70,180</td>
</tr>
<tr>
<td>New Hanover County, NC</td>
<td>202,677</td>
</tr>
<tr>
<td>Oklahoma City, OK</td>
<td>599,199</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>634,535</td>
</tr>
<tr>
<td>Memphis/Shelby County, TN</td>
<td>927,644</td>
</tr>
</tbody>
</table>
Comprehensive Plan Standards Framework

**Principles:** normative *statements of intent* that underlie a plan’s overall strategy, including its goals, objectives, policies, maps, and other content.

**Processes:** *planning activities* that take place during the preparation of a comprehensive plan and define how it will be implemented.

**Attributes:** *plan-making design standards* that shape the content and characteristics of comprehensive plans.

**Best Practices:** *planning action tools* that activate the principles, processes, and attributes.
Plan Principles

1. Livable Built Environment
2. Harmony with Nature
3. Resilient Economy
4. Interwoven Equity
5. Healthy Community
6. Responsible Regionalism
1. Livable Built Environment

Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable, green places for living, working, and recreation, with a high quality of life.
<table>
<thead>
<tr>
<th>Livable Built Environment: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Plan for multi-modal transportation.</td>
</tr>
<tr>
<td>1.2 Plan for transit-oriented development.</td>
</tr>
<tr>
<td>1.3 Coordinate regional transportation investments with job clusters.</td>
</tr>
<tr>
<td>1.4 Provide complete streets serving multiple functions.</td>
</tr>
<tr>
<td>1.5 Plan for mixed land-use patterns that are walkable and bikeable.</td>
</tr>
<tr>
<td>1.6 Plan for infill development.</td>
</tr>
</tbody>
</table>
Plan for Multi-Modal Transportation

A multimodal transportation system allows people to use a variety of transportation modes, including walking, biking, and other mobility devices (e.g., wheelchairs), as well as transit where possible. Such a system reduces dependence on automobiles and encourages more active forms of personal transportation, improving health outcomes and increasing the mobility of those who are unable or unwilling to drive (e.g., youth, persons with disabilities, the elderly). Fewer cars on the road also translates to reduced air pollution and greenhouse gas emissions with associated health and environmental benefits.
2. Harmony with Nature

Ensure that the contributions of natural resources to human well-being are explicitly recognized and valued and that maintaining their health is a primary objective.
<table>
<thead>
<tr>
<th>Harmony with Nature: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Restore, connect, and protect natural habitats and sensitive lands.</td>
</tr>
<tr>
<td>2.6 Encourage climate change adaptation.</td>
</tr>
<tr>
<td>2.2 Plan for the provision and protection of green infrastructure.</td>
</tr>
<tr>
<td>2.7 Provide for renewable energy use.</td>
</tr>
<tr>
<td>2.3 Encourage development that respects natural topography.</td>
</tr>
<tr>
<td>2.8 Provide for solid waste reduction.</td>
</tr>
<tr>
<td>2.4 Enact policies to reduce carbon footprints.</td>
</tr>
<tr>
<td>2.9 Encourage water conservation and plan for a lasting water supply.</td>
</tr>
<tr>
<td>2.5 Comply with state and local air quality standards.</td>
</tr>
<tr>
<td>2.10 Protect and manage streams, watersheds, and floodplains.</td>
</tr>
</tbody>
</table>
3. Resilient Economy

Ensure that the community is prepared to deal with both positive and negative changes in its economic health and to initiate sustainable urban development and redevelopment strategies that foster green business growth and build reliance on local assets.
<table>
<thead>
<tr>
<th>Resilient Economy: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 Provide the physical capacity for economic growth.</td>
</tr>
<tr>
<td>3.2 Plan for a balanced land-use mix for fiscal sustainability.</td>
</tr>
<tr>
<td>3.3 Plan for transportation access to employment centers.</td>
</tr>
<tr>
<td>3.4 Promote green businesses and jobs.</td>
</tr>
<tr>
<td>3.5 Encourage community-based economic development and revitalization.</td>
</tr>
<tr>
<td>3.6 Provide and maintain infrastructure capacity in line with growth or decline demands.</td>
</tr>
<tr>
<td>3.7 Plan for post-disaster economic recovery.</td>
</tr>
</tbody>
</table>
4. Interwoven Equity

Ensure fairness and equity in providing for the housing, services, health, safety, and livelihood needs of all citizens and groups.

Photo: City of Austin
### Interwoven Equity: Best Practices

<table>
<thead>
<tr>
<th>Practice</th>
<th>Best Practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Provide a range of housing types.</td>
<td>4.6 Upgrade infrastructure and facilities in older and substandard areas.</td>
</tr>
<tr>
<td>4.2 Plan for a jobs/housing balance.</td>
<td>4.7 Plan for workforce diversity and development.</td>
</tr>
<tr>
<td>4.3 Plan for the physical, environmental, and economic improvement of at-risk, distressed, and disadvantaged neighborhoods.</td>
<td>4.8 Protect vulnerable populations from natural hazards.</td>
</tr>
<tr>
<td>4.4 Plan for improved health and safety for at-risk populations.</td>
<td>4.9 Promote environmental justice.</td>
</tr>
<tr>
<td>4.5 Provide accessible, quality public services, facilities, and health care to minority and low-income populations.</td>
<td></td>
</tr>
</tbody>
</table>
5. Healthy Community

Ensure that public health needs are recognized and addressed through provisions for healthy foods, physical activity, access to recreation, health care, environmental justice, and safe neighborhoods.
## Healthy Community: Best Practices

<table>
<thead>
<tr>
<th>Practice</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.1</strong> Reduce exposure to toxins and pollutants in the natural and built environment.</td>
<td>5.5 Provide accessible parks, recreation facilities, greenways, and open space near all neighborhoods.</td>
</tr>
<tr>
<td><strong>5.2</strong> Plan for increased public safety through reduction of crime and injuries.</td>
<td>5.6 Plan for access to healthy, locally-grown foods for all neighborhoods.</td>
</tr>
<tr>
<td><strong>5.3</strong> Plan for the mitigation and redevelopment of brownfields for productive uses.</td>
<td>5.7 Plan for equitable access to health care providers, schools, public safety facilities, and arts and cultural facilities.</td>
</tr>
<tr>
<td><strong>5.4</strong> Plan for physical activity and healthy lifestyles.</td>
<td></td>
</tr>
</tbody>
</table>
6. Responsible Regionalism

Ensure that all local proposals account for, connect with, and support the plans of adjacent jurisdictions and the surrounding region.
<table>
<thead>
<tr>
<th>Responsible Regionalism: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 Coordinate local land use plans with regional transportation investments.</td>
</tr>
<tr>
<td>6.2 Coordinate local and regional housing plan goals.</td>
</tr>
<tr>
<td>6.3 Coordinate local open space plans with regional green infrastructure plans.</td>
</tr>
<tr>
<td>6.4 Delineate designated growth areas that are served by transit.</td>
</tr>
<tr>
<td>6.5 Promote regional cooperation and sharing of resources.</td>
</tr>
</tbody>
</table>
Plan Processes

7. Authentic Participation
8. Accountable Implementation
7. Authentic Participation

Ensure that the planning process actively involves all segments of the community in analyzing issues, generating visions, developing plans, and monitoring outcomes.
<table>
<thead>
<tr>
<th><strong>Authentic Participation: Best Practices</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1 Engage stakeholders at all stages of the planning process.</td>
<td>7.5 Provide ongoing and understandable information for all participants.</td>
</tr>
<tr>
<td>7.2 Seek diverse participation in the planning process.</td>
<td>7.6 Use a variety of communications channels to inform and involve the community.</td>
</tr>
<tr>
<td>7.3 Promote leadership development in disadvantaged communities during the planning process.</td>
<td>7.7 Continue to engage the public after the comprehensive plan is adopted.</td>
</tr>
<tr>
<td>7.4 Develop alternative scenarios of the future.</td>
<td></td>
</tr>
</tbody>
</table>
8. Accountable Implementation

Ensure that responsibilities for carrying out the plan are clearly stated, along with metrics for evaluating progress in achieving desired outcomes.
<table>
<thead>
<tr>
<th>Accountable Implementation: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>8.1</strong> Indicate specific actions for implementation.</td>
</tr>
<tr>
<td><strong>8.2</strong> Connect plan implementation to the capital planning process.</td>
</tr>
<tr>
<td><strong>8.3</strong> Connect plan implementation to the annual budgeting process.</td>
</tr>
<tr>
<td><strong>8.4</strong> Establish interagency and organizational cooperation.</td>
</tr>
</tbody>
</table>
Plan Attributes

7. Consistent Content
8. Coordinated Characteristics
9. Consistent Content

Ensure that the plan contains a consistent set of visions, goals, policies, objectives, and actions that are based on evidence about community conditions, major issues, and impacts.
<table>
<thead>
<tr>
<th><strong>Consistent Content: Best Practices</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1 Assess strengths, weaknesses, opportunities, and threats.</td>
</tr>
<tr>
<td>9.2 Establish a fact base.</td>
</tr>
<tr>
<td>9.3. Develop a vision of the future.</td>
</tr>
<tr>
<td>9.4 Set goals in support of the vision.</td>
</tr>
</tbody>
</table>
10. Coordinated Characteristics

Ensure that the plan includes creative and innovative strategies and recommendations and coordinates them internally with each other, vertically with federal and state requirements, and horizontally with plans of adjacent jurisdictions.
<table>
<thead>
<tr>
<th>Coordinated Characteristics: Best Practices</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.1 Be comprehensive in the plan’s coverage.</td>
</tr>
<tr>
<td>10.2 Integrate the plan with other local plans and programs.</td>
</tr>
<tr>
<td>10.3 Be innovative in the plan’s approach.</td>
</tr>
<tr>
<td>10.4 Be persuasive in the plan’s communications.</td>
</tr>
<tr>
<td>10.5 Be consistent across plan components.</td>
</tr>
<tr>
<td>10.6 Coordinate with the plans of other jurisdictions and levels of government.</td>
</tr>
<tr>
<td>10.7 Comply with applicable laws and mandates.</td>
</tr>
<tr>
<td>10.8 Be transparent in the plan’s substance.</td>
</tr>
<tr>
<td>10.9 Use plan formats that go beyond paper.</td>
</tr>
</tbody>
</table>
Plan Scoring System

Procedure to measure a comprehensive plan against a national standard

Establishes scoring criteria for best practices

• Not Applicable
• Not Present (0 points)
• Low (1 point)
• Medium (2 points)
• High (3 points)
# Recognition Program Pilot

## 2016 Silver Level

- **Envision Longmont**
  City of Longmont, Colorado
- **Imagine 2040: Tampa Comprehensive Plan**
  Hillsborough County City-County Planning Commission and the City of Tampa, Florida
- **Bring It On Bloomington!**
  McLean County (Illinois) Regional Planning Commission
- **Plan DSM**
  City of Des Moines, Iowa
- **Plano Tomorrow**
  City of Plano, Texas

## 2016 Bronze Level

- **Los Angeles County General Plan**
  Los Angeles County, California
- **City of Issaquah Comprehensive Plan**
  City of Issaquah, Washington
- **Monroe Comprehensive Plan**
  City of Monroe, Wisconsin
Volunteer for APA’s Comprehensive Plan Standards Recognition Program Pilot

APA is currently piloting the Comprehensive Plan Standards for Sustaining Places Recognition Program. Each submitted plan is reviewed by two trained reviewers who have experience with comprehensive planning and/or sustainability rating systems. Exemplary plans will be recognized as gold, silver, or bronze based on how they score against the standards.

Volunteer to review the comprehensive plans submitted for recognition!
CASE STUDIES

City of Plano | Plano Tomorrow Comprehensive Plan
City of Houston | Plan Houston General Plan
You’ll Learn About...

- Evolution of plan development
- Innovative approaches for plan elements
- The benefits and challenges of developing plans in the digital age
In the Beginning...

- Paper (only in City Hall or libraries)
- PDF (large downloads)
Think about it…

- Cities will spend thousands developing a plan, facilitating public outreach, and conducting research, but budget very little on how it will be used or accessed by the public after adoption.

- Most plans become a large PDF with a link on the website.

But is this the intent?

Download Complete Comprehensive Plan.

Note: The Table of Contents and General Index contained within the above PDF of the Complete Comprehensive Plan are for reference only and are not adopted.
While you are waiting...

• If you’re an average reader, I’ve got your attention for 15 seconds.

• 40% of people abandon a link that takes more than 3 seconds to load.

• Results show the average human attention span has fallen from 12 seconds in 2000 to 8 seconds today. Goldfish are believed to have an attention span of 9 seconds.

Does anyone actually read our plan?
The Goal

- How do we make our comprehensive plan interesting to non-planners?
### Plano’s Comprehensive Plan History

<table>
<thead>
<tr>
<th>YEAR</th>
<th>CITY’S POPULATION</th>
<th>PURPOSE</th>
</tr>
</thead>
</table>
| 1963 | 3,695             | • Laid foundation of Plano  
• Established residential neighborhoods and locations for roadway development |
| 1986 | 107,602           | • Assisted the transition from primarily a residential community to an employment center |
| 2015 | 271,140           | • To successfully manage the transition into a mature city |
Plano’s Emerging Challenges

- Focus on redevelopment
- DFW expected population and job growth
- Internal mobility challenges
- Greater focus for regional issues
- Addressing new challenges
Public Outreach Campaign

- **9 Open Houses & Public Hearings**
- **4,000+** participated over a 26+ month period
- **22 Work Sessions**
- **Over 40 Organizations Participated**

Red Line Markups: Plano Tomorrow Draft Policies, Action Statements, and Use Descriptions:

**The Built Environment - Urbanization and Redevelopment of Expressway Corridors Regional Transportation Corridors**

Policy: Plano will encourage reinvestment and redevelopment of all expressway corridors regional transportation corridors to create mixed-use development and denser communities.

Action Statements:

1. **Develop a U.S. Highway 75 Corridor Plan to guide redevelopment efforts.**
2. **Update the Urban Center Study to revalue local centers that may serve as potential centers for urban centers.**
3. **Adopt regulatory strategies that permit or incentivize employment densities and other downtown uses in specific transit-served areas and areas identified for compact development centers.**
4. **Develop design guidelines for residential development and existing expressways that reduce noise and provide for proper filtering, ventilation, and exhaust of vehicle air emissions.**
Plano Tomorrow Structure

PLANO TOMORROW VISION
Plano is a global leader, excelling in exceptional education, abounding with world class businesses and vibrant neighborhoods.

BUILT ENVIRONMENT
- Land Use & Community Design
- Transportation
- Housing & Neighborhoods

SOCIAL ENVIRONMENT
- Quality of Life
- Sense of Community

ECONOMIC ENVIRONMENT
- Diverse & Resilient Economy
- Jobs & Workforce Development

NATURAL ENVIRONMENT
- Building & Site Efficiency
- Environmental Quality

REGIONALISM
- Our Place in the DFW Region

5 Pillars | 10 Components | 41 Policies | 273 Actions | 5 Maps
By the Numbers

- Previous Comprehensive Plan
  - 11 Elements
  - 5 Maps
  - 213 Pages
  - Paper Copies and PDF Link

- 2015 Update Early Discussions
  - Completely New
  - Accessible
  - Innovative
  - Interactive
  - Visual
Brainstorming – Big Questions

• Can a digital plan be an official document?

• Would the public buy into the idea of no printed plan?

• How will we handle modifications or amendments?

• In-house or consultant?
  • Timeframe
  • Vision
  • Technology
Plano’s Web-Based Approach

- Began in 2013
- Contracted with city’s web provider Civic Plus
- Extensive website research including non-industry sites
  - No conclusive examples of digital plans
    - Dublin, Ohio Community Plan
    - Kenton County Kentucky Direction 2030
- Website needed to be smartphone and tablet friendly
- Website needed to be “fresh” and show new photos/stories to bring users back
- Website took approximately six-months to complete
Brainstorming

**PLANO TOMORROW PILLARS**
- Built Environment
  - Land Use and Urban Design
  - Transportation
  - Housing and Neighborhoods
- Social Environment
  - Quality of Life
  - Sense of Community
- Natural Environment
  - Building and Site Efficiency
  - Environmental Quality
- Economic Environment
  - Diverse and Resilient Economy
  - Jobs and Workforce Development

**Regionism**
- The Plano Tomorrow Story (links to Webpage with all 6 videos that are scrolling on the banner)

**Tier 3 Page Design**

**Land Use**

**Policy.** Plano will strategically promote and incentivize higher integration and efficiency of land use, in both new and redevelopment areas, while respecting the existing residential and business community, to provide greater housing and employment choices, reduce infrastructure costs, and support regional growth.

**Goal Status: On Track**

(Voting Aspect)

How important is this to you? 5 4 3 2 1

Very Important

Not Important
Website Proposal

• $8,000 | 20 Page Design
Website Features

• Accessible

Website should have links embedded to provide user learn more information about a particular topic

All related department plans and reports are included
Website Features

- Innovative

Website should provide updates to the process of implementing the plan

<table>
<thead>
<tr>
<th>Community Building Action Statements</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strengthen and expand existing community outreach and participation programs such as Love Where You Live and Citizens Assisting Plano Police.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Develop a community pride initiative and include an educational component that addresses the history, arts, culture, educational resources and natural resources in Plano.</td>
<td>PENDING</td>
</tr>
<tr>
<td>Create a centralized database and integrated online mapping tool that provides all information available for a specific geography, including trash collection, property standards contacts, emergency contacts, and upcoming events and programs to encourage community and civic engagement.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Create a mentorship program for established homeowners’ associations to mentor developing organizations.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Increase the number of neighborhoods with crime watch programs and encourage residents to become block captains.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Create a neighborhood association toolkit to assist citizens in forming neighborhood associations.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Promote HOA and Neighborhood Association Quarterly Breakout associations.</td>
<td>IN PROGRESS</td>
</tr>
<tr>
<td>Create a marketing campaign to encourage neighborhoods to host block parties and use the city’s Block Party Trailer. (Completed: Block Party Trailer)</td>
<td>COMPLETED</td>
</tr>
<tr>
<td>Facilitate opportunities for neighborhood representatives, business organizations, not-for-profit organizations and agencies, and other stakeholders to meet regularly with and obtain information from city staff on city initiatives and activities.</td>
<td>PENDING</td>
</tr>
<tr>
<td>Create a neighborhood vitality program and beautification grant to assist in creating a sense of identity for neighborhoods. (Completed: Neighborhood Vitality and Beautification Grant Program)</td>
<td>COMPLETED</td>
</tr>
</tbody>
</table>
Website Features

- Interactive
- Website should allow public to help prioritize actions and remain engaged in the plan – even after adoption
Website Features

- Interactive
- Maps should be interactive – currently being converted into ESRI Story Maps
Website Features

- Visual
- Videos and graphics should replace lengthy text

PLANO TOMORROW PUBLIC SURVEY HIGHLIGHTS

Plano is an International City

Immigration has led to Plano’s increasing diversity as 1 on 4 residents were born in another country. The map below shows the distribution of residents born outside the US.
Website Features

• Speaking of Videos...
  • 15 videos produced
  • Yes, we became script writers
  • Planning staff would write the scripts and add in ideas for graphics or photos
  • Focused on trying to eliminate date-related facts to keep videos relevant
  • Marketing Team would make revisions to the scripts
Website Refinement

• Multiple “soft” releases to test site
  • Staff
  • Key Stakeholders
  • Public

The Plano Tomorrow Comprehensive Plan is a long-range plan guiding the future growth, development, and redevelopment of our city. It is a general framework that focuses on fulfilling the Plano Tomorrow vision of “a global leader, excelling in exceptional education, abounding with world class businesses, and vibrant neighborhoods”. The plan builds on the foundation of the city’s past and creates a future of excellence by reinforcing the community’s current strengths and addressing opportunities for change. The Plano Tomorrow plan was adopted by City Council on October 12, 2015.
NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF PLANO, TEXAS, THAT:

Section I. The findings set forth above are incorporated into the body of this Ordinance as if fully set forth herein.

Section II. The Plano Tomorrow Comprehensive Plan, which includes the strategic framework of the plan that is comprised of the vision statements, policies, action statements, and maps attached hereto as Exhibit ‘A’, is hereby approved and adopted in its entirety.

Section III. The primary format of the Plano Tomorrow Comprehensive Plan shall be a publicly accessible website (www.planotomorrow.org) that will allow for future amendments to be efficiently incorporated.

Section IV. The current Comprehensive Plan, including Resolution No. 86-11-22(R), Resolution No. 87-2-21(R), Resolution No. 87-9-4(R), Resolution No. 88-1-18(R), Ordinance No. 2002-12-6, elements, maps, policy statements, and all additions and amendments thereto, are hereby repealed in their entirety.

Section V. The City of Plano has the ability to prepare other plans, policies, or strategies as required in accordance with Section 213.004, Local Government Code.

Section VI. The City Manager shall be authorized to implement continual maintenance and periodic technical updates of the Plano Tomorrow Comprehensive Plan to adjust such items as facts, figures, inventories, and descriptions or graphic depictions of existing conditions, excluding the strategic framework of the Plan.

Section VII. This ordinance shall become effective immediately from and after its passage.

DULY PASSED AND APPROVED THIS 12TH DAY OF OCTOBER, 2015.

ATTEST:

Lisa C. Henderson, CITY SECRETARY

APPROVED AS TO FORM:

Paige Mims, CITY ATTORNEY
Creative Adoption

- Components Adopted
  - Visions
  - Policy Statements
  - Actions
  - Maps

- Components not Adopted
  - Videos and video scripts
  - Demographics page
  - All plan graphics
  - Implementation status

Howard We Are Doing - CIP & Operating Budget

Many of the Actions identified in the plan are short-term in nature and are achieved through the execution of the city's core competencies. Some Actions - especially those impacting public infrastructure - are long-term in nature and require a significant amount of planning and funding. Given that this is only the 1st year of what is intended to be a 30 year plan, city leadership has been successful in funding near-term Actions in the plan.

In the future, as implementation plans solidify, and stronger connections are made between the plan, the CIP and Operating Budget, Action funding performance will continue to improve.

74% of Plano Tomorrow Actions are anticipated to be executed by utilizing existing city resources.

40% of Plano Tomorrow Actions requiring an increased level of service are either partially or fully funded.

67% of “near-term” Plano Tomorrow Actions (projected to be executed in the first 1-2 years of the plan) are fully funded.

KEY TAKEAWAYS
"There is no physical plan...the plan is the website."

Public Education
The Data

- Website Launched April 1, 2015
  - 7,385 Visits
  - 12,868 Downloads
  - 570 Votes on Priority Polls
  - 2,005 Video Views
- Most Visited Page: Plano Tomorrow Maps
- Most Downloaded Document: Ordinance
- Highest Traffic Day: tie (103 Visits)
  - October 12, 2015 (City Council Adoption Date)
  - October 12, 2016 (National APA Recognizes Plan)
- Current Trending Search: “Oak Point”

### Top 10 Policy Preferences

<table>
<thead>
<tr>
<th></th>
<th>Policy Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bicycle</td>
</tr>
<tr>
<td>2</td>
<td>Land Use</td>
</tr>
<tr>
<td>3</td>
<td>Redevelopment of Neighborhood Centers</td>
</tr>
<tr>
<td>4</td>
<td>Renewable Energy</td>
</tr>
<tr>
<td>5</td>
<td>Public Transit</td>
</tr>
<tr>
<td>6</td>
<td>Educational Opportunities</td>
</tr>
<tr>
<td>7</td>
<td>Special Housing Needs</td>
</tr>
<tr>
<td>8</td>
<td>Undeveloped Land</td>
</tr>
<tr>
<td>9</td>
<td>Redevelopment of Regional Transportation Corridors</td>
</tr>
<tr>
<td>10</td>
<td>Parks and Recreation</td>
</tr>
</tbody>
</table>
Lessons Learned

The Good
- Save on printing
- Allows information to connect and interact in a way PDF cannot
- Viewable from anytime anywhere
- Allows public to continue interacting with the plan after adoption
- Wealth of user knowledge through analytics
- Easy and frequent updates to keep plan fresh
- Plan becomes a living document that can evolve as trends change.
Lessons Learned

The Challenges

- Custom site = custom programming, videos, scripts, photography
- Time (production of website and videos)
- Need a web-savvy user base
- User expectations for hard copy
- User expectation to keep content fresh
- Technical maintenance time and cost
PLAN HOUSTON

CASE STUDY 2

2015 APA Texas Chapter Comprehensive Plan Award Recipient
HISTORY

**Imagine Houston**, identifies community vision and actions.

1913

Boston landscape consultant Arthur Corney prepares *Houston: a Tentative Plan for its Development*

1995

BluePrint Houston initiates visioning and Compendium of Plans review

2003

Mayor’s directive to develop plan

2013

*Our Great Region 2040* plan completed

2014

Plan Houston finalized

2015
WHY PLAN?

• Ensure City efforts are **coordinated** – both internally and externally

• Increase **collaboration** across City departments

• Maximize **effectiveness** of City efforts by enabling a proactive approach to solving problems

• Accelerate **quality** policymaking at every level

• Increase citizen **engagement**

• Create **consistency** across changes in City leadership

• **YES!** We need a plan!
APPROACH FOR THE PLAN

• Build on information in **existing plans**, studies, policies, practices, and regulations

• Rely on results of **past community engagement** and visioning exercises

• Compile information to **encourage coordination**

• **Comprehensive** public outreach
PLAN STRUCTURE

- Community Vision and Goals
- Core Strategies for City
- Actions
- Implementation
GOALS: 32 IN 9 TOPIC AREAS

- People
- Place
- Culture
- Education
- Economy
- Environment
- Public Services
- Housing
- Transportation
CORE STRATEGIES

• Spend money wisely.
• Grow responsibly.
• Sustain quality infrastructure.
• Nurture safe and healthy communities.
• Connect people and places.
• Support our global economy.
• Champion learning.
• Foster an affordable city.
• Protect and conserve our resources.

• Communicate clearly and transparently.
• Partner with others, public and private.
• Celebrate what’s uniquely Houston
SUPPLEMENTAL COMPONENTS

• Database of Plans
• Planning Coordination Tool
• Performance Indicators
**WEB BASED PLAN BRAINSTORMING**

**Houston General Plan Dashboard Concept**
03.17.2014
For Discussion Purposes Only

**Visual Example:**
- Houston General Plan Dashboard Concept
  - 03.17.2014
  - For Discussion Purposes Only

- PDD review of material, condense and summarize, then take out to the public to have confirmed (limited public engagement)

**Existing Plans, Studies, Visioning Sessions** (e.g. Blueprint Houston, Kinder Study, My Region 2040, Previous GP Efforts)

- Future Plans, Studies, Code Revisions, Funding Priorities will be tied to Vision adopted by City Council.
  - (Chapter 33 amendment to codify requirement)

**Identified code/plan discrepancies and path to reconcile; implementation of vision; tools for neighborhoods and economic development; short and long-term funding priorities; etc.**

**Select location, then see plans impacting your area.**

**“In-house” Executive Version to allow communication between departments.**

- Upcoming meetings/events, 311, comments, surveys, etc.

**Continual Public Engagement Platform.**
- Planning Commission and Super Neighborhood Alliance – Defined Roles
  - Clearly defined engagement process for General Plan updates

**Key General Plan Players**
- Mayor
- City Council
- Council Committee
- Planning Commission
- Planning and Development Department
- Super Neighborhood Alliance
- Department Technical Work Group

**WEB BASED PLAN BRAINSTORMING**

- Build on communication between MyCity, Plat Tracker, Permit Activity, etc. Simple, easy to use.

**Select location, then see plans impacting your area.**

- “Top Ten” Indicators created from “Vision”. City as a whole/Council Districts
INITIAL QUESTIONS

Where will the web site be stored?
• City server or outside vendor

What programming language?
• HTML or Drupal

What style?
• Investigated other web sites

Who will do it?
• In-house or consultant
Policy Directives

In June 2015, the City of Houston released twelve draft policy directives. These policies represent proposed priorities that the City should pursue in order to achieve the community’s vision and goals. The directives are the result of significant input from stakeholders throughout the community. The draft policy directives are below. A PDF of all 12 directives is available here.

The City is seeking input on the policy directives through late July 2015. To comment, you may attend a public meeting, send us an email, or click on any policy directive and click on “feedback” at the bottom of each directive’s page.

- Spend money wisely
- Grow responsibly
- Nurture safe and healthy neighborhoods
- Connect people and places
- Support a global economy
- Sustain quality infrastructure
- Champion learning
- Foster an affordable city
- Protect and conserve our resources
- Communicate clearly and with transparency
- Partner with others, public and private
- Celebrate what’s uniquely Houston
DATABASE OF PLANS

• Over 240 plans
• City and outside organizations
• Various time spans
• Query by name, subject, organization
• Links to organization and/or plan document
Local Plans

The plans listed below were created by the City, neighborhoods, developers, and agencies outside of the City of Houston interested in improving their constituency. They are not endorsed by the City but are recognized as collective visions focused on improving neighborhoods and districts in Houston. You may follow the links to the actual plans of each organization.

The Planning Coordination Tool will allow you to view the plans you’re interested in on a map. We will add the link shortly.

If your organization’s plan is not included in our database, please contact Lynn Henson at 832-393-6548 or by email at lynn.henson@houstontx.gov in order to be considered for inclusion into Plan Houston.

<table>
<thead>
<tr>
<th>Plan</th>
<th>Lead Organization</th>
<th>Date Completed</th>
<th>Project Summary</th>
</tr>
</thead>
<tbody>
<tr>
<td>1999-2003 Community Health Profiles: Independence Heights Super Neighborhood</td>
<td>Department of Health and Human Services, Office of Surveillance and Public Health Preparedness</td>
<td>1999-2003</td>
<td>This document presents findings of the community health profile and highlights important health issues facing the residents of the Independence Heights Super Neighborhood</td>
</tr>
<tr>
<td>2008 The City of Houston Health Disparities Data Report</td>
<td>Department of Health and Human Services</td>
<td>2008</td>
<td>The purpose of this document is to highlight factors related to the health of racial/ethnic groups and identify potential underlying causes.</td>
</tr>
<tr>
<td>2009-2011 Comprehensive Economic Development Strategy Gulf Coast Economic Development District</td>
<td>Gulf Coast Economic Development District</td>
<td>2009-2011</td>
<td>The plan provides a framework for regional economic development planning and can be used as a resource within the region.</td>
</tr>
<tr>
<td>2009-2011 Houston Port Region Economic Development Strategic Plan</td>
<td>Economic Alliance Houston Port Region</td>
<td>2009-2011</td>
<td>The document describes the methodology, consensus approach, summary goals and actions to guide the Port Region for three years.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>This document describes our region’s vision for enhancing pedestrian and bicycle infrastructure within the eight-county Transportation Management</td>
</tr>
</tbody>
</table>
A HEALTH IMPACT ASSESSMENT OF TRANSIT-ORIENTED DEVELOPMENT AT THE QUITMAN LIGHT RAIL STATION IN HOUSTON, TEXAS

FINAL REPORT

JUNE 2012

Laura Solitaire, Ph.D.
Texas Southern University

Lauri Andress, M.P.H., J.D., Ph.D.
Andress & Associates, LLC

Winifred J. Hamilton, Ph.D., S.M.
Baylor College of Medicine andWedellius LLC

Carol A. Lewis, Ph.D.
PLANNING COORDINATION TOOL

- Interactive map
- Linked to plan database
- Overlay plan boundaries on other data layers
- Query by name, subject, organization
- Search by address, point, or shape
- Link to plan document or organization
PLANNING COORDINATION TOOL

Plan Houston
Discover your neighborhood

Search for Plans
By Organization
By Shape

Lead Organization: (at least 3 chars)
e.g. City of Houston

Search

Plan List:
- TIRZ3
- Gulf Coast Economic Development District
- Downtown Management District
- Rice University Kinder Institute for Urban Research
- Downtown Management District
- Downtown Management District
- Downtown Management District
- Downtown Management District
- Downtown Management District

Plan Name
- planname
- The Houston Arts Survey: Participation, Perceptions and Prospects
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan

Plan Link
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
- Read the plan
PERFORMANCE INDICATORS

• Monitor success
• Tied to community goals
• Tracked by City or partner organizations
• Query by name, subject, organization
• Search by address, point, or shape
• Link to plan document or organization
**Performance Indicator:**

**Housing Affordability Index**

### Indicator Description:

This indicator provides a measure of access to prosperity and housing opportunities. The Housing Affordability Index is the ratio of median family income to the income required to qualify for an 80 percent, fixed-rate mortgage to purchase the median-priced home. The MLS Area represents the local reporting realtors association's coverage area.

### This indicator is associated with the following goals:

- Equal access to opportunity and prosperity
- Supportive services for disadvantaged and at-risk groups
- Attractive, walkable neighborhoods with diverse housing types, values and character
- A thriving, resilient, and diverse economy

<table>
<thead>
<tr>
<th>MLS Area</th>
<th>First-Time Homebuyers</th>
<th>Historical</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4th Qtr 2014</td>
<td>3rd Qtr 2014</td>
<td>4th Qtr 2013</td>
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<tr>
<td>Abilene</td>
<td>2.17</td>
<td>2.05</td>
<td>2.50</td>
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<td>Amarillo</td>
<td>2.40</td>
<td>2.29</td>
<td>2.31</td>
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<td>Arlington</td>
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<td>2.19</td>
<td>2.35</td>
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<td>Austin</td>
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<td>1.65</td>
<td>1.70</td>
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<tr>
<td>Bay Area</td>
<td>1.96</td>
<td>1.98</td>
<td>2.04</td>
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<td>Beaumont</td>
<td>2.15</td>
<td>2.09</td>
<td>2.06</td>
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<td>Brazoria County</td>
<td>2.74</td>
<td>2.51</td>
<td>3.14</td>
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<tr>
<td>Brownsville</td>
<td>1.70</td>
<td>1.66</td>
<td>1.67</td>
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<tr>
<td>Bryan-College Station</td>
<td>1.75</td>
<td>1.76</td>
<td>1.76</td>
</tr>
<tr>
<td>Collin County</td>
<td>2.03</td>
<td>2.02</td>
<td>2.12</td>
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<td>Corpus Christ</td>
<td>1.64</td>
<td>1.63</td>
<td>1.77</td>
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<td>Dallas</td>
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<td>Denton</td>
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<tr>
<td>El Paso</td>
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<td>1.68</td>
<td>1.50</td>
</tr>
<tr>
<td>Fort Bend</td>
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<td>1.98</td>
<td>2.05</td>
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<td>Fort Worth</td>
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<td>Galveston</td>
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<td>2.10</td>
<td>2.28</td>
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<td>Hattinigen</td>
<td>1.81</td>
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<td>Houston</td>
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<td>Irving</td>
<td>1.73</td>
<td>1.70</td>
<td>2.17</td>
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<tr>
<td>Kemlewick</td>
<td>1.63</td>
<td>1.65</td>
<td>1.79</td>
</tr>
</tbody>
</table>

Source: Texas A&M University Real Estate Center
ADOPTING THE PLAN

Components to be adopted

• Vision
• Goals
• Core strategies
• Actions

Components not adopted

• Database of Plans
• Planning Coordination Tool
• Performance Indicators
Community Vision & Goals

Core Strategies:

Strategy description
• A short summary of the strategy

Actions
• Actions that further accomplishment of strategy
• Addresses gaps

Related Goals
• Connect core strategy to the vision

Grow responsibly.
Houston is located in one of the fastest growing regions in the country. In order to sustain the City’s vitality, the City must balance the benefits of growth with the need to protect existing neighborhoods. The City should coordinate development with transportation and infrastructure investments. Finally, the City should encourage growth that supports the economy and quality of life.

Actions:
1. Engage with the community to identify local needs and pursue neighborhood goals.
2. Enhance tools that protect and preserve neighborhoods.
3. Anticipate growth and plan for it, ensuring that infrastructure and services accommodate growth.
4. Adopt policies supporting existing and future activity centers that enable a combination of live, work and play options.
5. Support community investment in public transit and adopt policies that coordinate transit with supporting land development.
6. Encourage development of a transportation network that considers all modes of transportation and context sensitive design principles.
7. Maintain transportation and infrastructure plans.
8. Encourage targeted development and redevelopment that support the City’s vitality.

Related goals:
✓ Inviting and accessible parks and public spaces that provide recreation experiences, respect the environment, and connect people and places
✓ Attractive streetscapes and public spaces
✓ Vibrant and connected activity centers
✓ A city that enables healthy, active lifestyles and social well-being
✓ An affordable, multi-modal transportation network providing convenient access and mobility throughout the region for people and goods
✓ Ample, efficient, and well-maintained infrastructure
LESSONS LEARNED

The Good

• Maintain in-house
• Viewable anytime from anywhere
• Can be updated anytime
• Use e-newsletter to highlight new content
• Potential for more
LESSONS LEARNED

The Challenges

• Keep information current
• Reach non-internet users
• Maintain processing speed for map queries
• Refine map to include plan details
• Keep plan database current
THANK YOU!

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Jennifer.Ostlind@houstontx.gov