

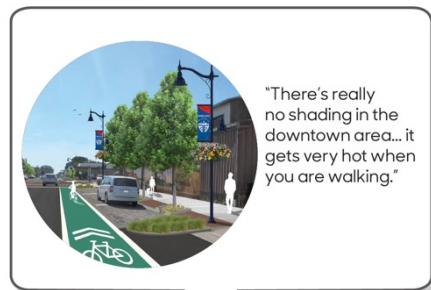
Process Overview

Objectives, Roles & Responsibilities, and Timing

The Community Visioning Process



- Build knowledge of community & local needs & desires
- Analyze resources & decide what to change
- Create plan for changing the community
- Develop strategies for funding & building projects





Celebration & Steering Committee Orientation

- Virtual Kickoff
- Local Geography Mapping
- Community Website Training

Virtual Steering Committee Kickoff

Format: Zoom

Objectives

- Introduce steering committee members to Community Visioning process and people (ISU program staff and Trees Forever field coordinator)
- Present committee members different communications strategies that contribute to a successful visioning process
- Give committee members time with their field coordinator to strategize how they will engage with residents

Roles & Responsibilities

- ISU program staff – present information, provide community information sheets
- TF field coordinator – facilitate a discussion with your committee on engaging with residents and identify at least two committee members for community website training; if the community has a school, work with the committee to determine a member of the team to be a liaison to the schools for setting up school-based focus groups
- Steering committee – review community information provided; assign members to engage with local organizations; identify two members for website training

Timing: Early to mid-October

Local Geography Mapping

Format: In person

Objectives

- Familiarize committee members with an aerial map of their town
- Identify local landmarks, neighborhoods, districts, and events
- Give the field coordinator an opportunity to become more familiar with the community and its values



Local geography mapping for Shell Rock during the 2021 annual celebration

Roles & Responsibilities

- ISU program staff – prepare an aerial map of the community with some landmarks identified
- TF field coordinator – facilitate the local geography mapping discussion and make annotations on the aerial map, correcting any errors, and updating names and places to be a reflection of how these places are identified by community members
- Steering committee – confirm locations of significant landmarks and destinations; confirm community boundaries

Timing: During the annual celebration in November

Community Website Training

Format: Zoom

Objectives

- Train select steering committee members on using their individual community webpages on the Community Visioning Program website
- Train or refresh TF field coordinators on using the community webpages

Roles & Responsibilities

- ISU program staff – prepare training materials & conduct the training
- TF field coordinator – assist in scheduling the training; attend the training
- Steering committee – ensure that at least two representatives attend training

Timing: December–January



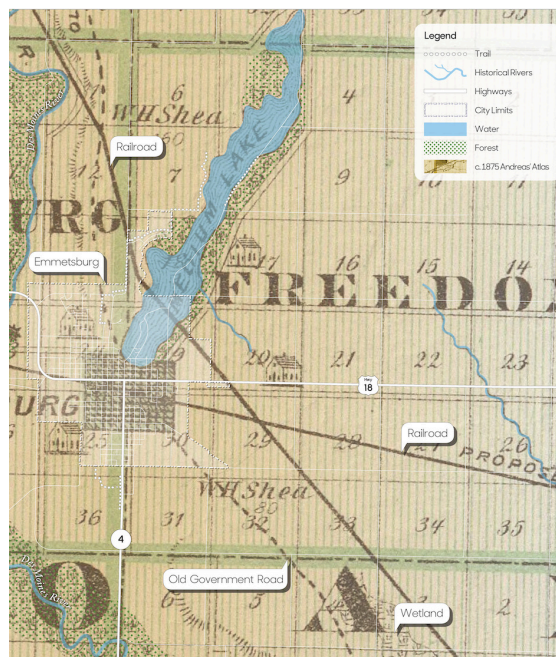
Inventory & Analysis

- Bioregional Assessment
- Transportation Behaviors & Needs Assessment (Random-sample Survey)
- Transportation Inventory
- Transportation Assets & Barriers Assessment (Community Focus Groups)

Bioregional Assessment/Story Maps

Objectives

- Develop map literacy with steering committee by representing relevant regional and localized features, both hidden and visible
- Discover how landscape, transportation, and cultural patterns interact and impact each other
- Facilitate discussion and teamwork among steering committee members
- Begin the "story" of placemaking and the processes of people acting on the landscape, transportation networks current and past, and settlement patterns (who, where, actions, forms, processes, impacts)



Historical settlement patterns in the Emmetsburg area

Roles & Responsibilities

- ISU program staff – prepare bioregional assessment boards and online story maps
- TF field coordinator – facilitate a discussion of what information is presented on the story maps and relate why it is important to the visioning process

Timing: January–April

Transportation Behaviors and Needs Assessment (Random-sample Survey)

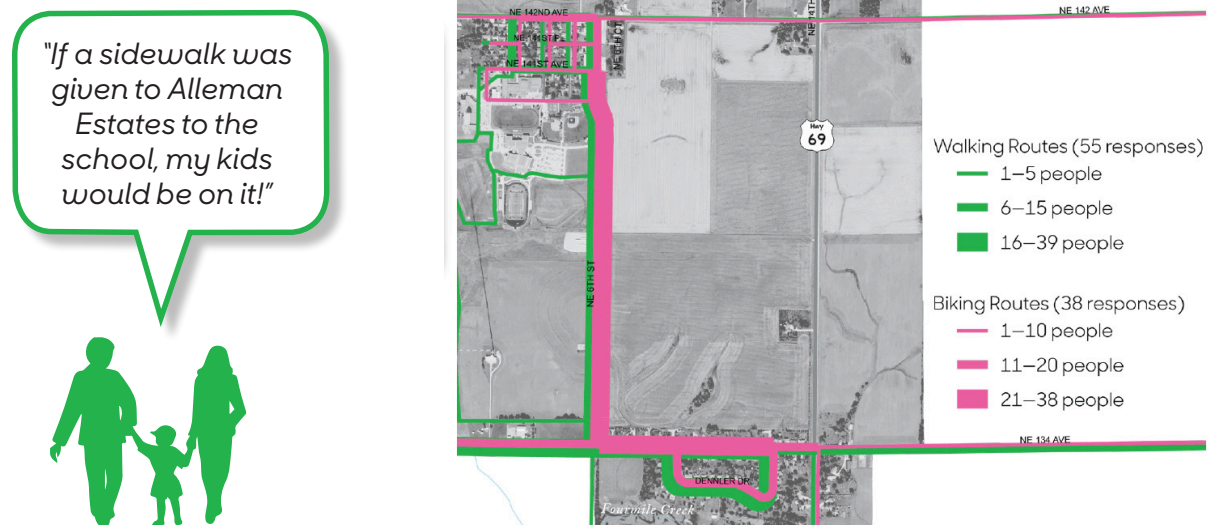
Objectives

- Obtain objective, representative information about where and how residents use the local transportation system
- Understand the importance of factors affecting transportation user choices
- Understand users' priorities in terms of transportation-related enhancements

Roles & Responsibilities

- ISU program staff – create and distribute surveys, collect and analyze data, present results in boards and a report
- Steering committee – promote the survey through various media outlets using press release and flier templates provided
- TF field coordinator – educate the committee about the survey and about resources available to promote it in the community

Timing: November–February



Open-ended response and compilation of walking and biking routes from the Alleman random-sample survey (2020–21).

Transportation Inventory & Analysis

Objectives

- Engage local transportation specialists
- Identify existing constraints, recently completed projects, and future projects that may impact the design process
- Identify existing or future opportunities

Roles & Responsibilities

- TF field coordinator – work with the steering committee to identify those who should participate; coordinate with the design consultant and the committee to schedule the meeting
- Design consultant – lead the discussion at the meeting and document comments, concerns, and project information for the transportation inventory map
- Steering committee – have representation at the meeting

Timing: February–April



Left: Youth focus group in Riverside (2022). Right: focus group for residents with mobility challenges in Preston (2014).

Transportation Assets and Barriers Assessment (Focus Groups)

Objectives

- Identify factors and conditions that affect transportation use among different user types in the community
- Understand where these factors are most prevalent and how they influence transportation choices
- Provide the steering committee with a better understanding of transportation issues experienced by residents

Roles & Responsibilities

- ISU program staff – train facilitators; hire court reporters to transcribe focus group recordings; provide materials and staff needed to conduct focus-group workshops; facilitate school focus groups
- TF field coordinators – educate the steering committee about the focus groups and facilitate scheduling the workshop; assist with focus-group facilitation at both the workshop and at schools
- Steering committee – recruit participants for focus groups and encourage them to sign up online; identify a site for the focus group workshop; provide refreshments and welcome participants during the workshop; participate in the steering committee focus group.

Timing: Schools – Nov–Dec, Community workshops – Feb–April 15



Analyze Resources & Decide What to Change

- Review of Assessments
- Performance Objectives

Review of Assessments

Objectives

- Review information from the bioregional, TAB, survey (if applicable), and transportation inventory assessments
- Provide steering committee members the opportunity to compare and contrast the results of the assessments

Roles & Responsibilities

- ISU program staff – complete analysis and deliver all assessment data to the field coordinator and the committee
- TF field coordinator – facilitate discussion of assessments
- Steering committee – review assessment data to prepare for the performance objectives meeting

Timing: May–June 15

Performance Objectives Meeting

Objectives:

- Establish a shared understanding of communitywide landscape issues
- Develop an outline of shared goals and visions
- Provide consultant with a framework for project development
- Introduce the design workshop process

Roles & Responsibilities

- Design consultant – outline methods for dialogue and decision-making: Nominal group? Overlay mapping?
- TF field coordinator – facilitate the discussion; support the design consultant as needed
- Steering committee – consider desired changes, why things should change, and places associated with the idea(s); as a group prioritize desired outcomes/goals

Timing: May–June



Create Plan for Changing the Community

- Design Workshop
- Plan Review
- Plan Presentation

Design Workshop

Objectives

- Collaborate with community members to develop design approaches and concepts to address issues, achieve goals, and further the community vision
- Garner broader community participation in the planning process
- Improve awareness and appreciation of the visioning process

Roles & Responsibilities

- TF facilitator – work with the steering committee to plan and organize the workshop schedule and potential community tour
- Design consultant – generate a variety of initial concepts and strategies to address issues identified during the performance objectives meetings; engage with residents in attendance to solicit input using interactive methods that encourage participation from community members
- Steering committee – lead community tour with design team; host workshop (welcome participants, provide refreshments)



Design workshop in Algona (2022)

Timing: May 15–June

Plan Review

Objectives

- Present preliminary design concepts to the steering committee in preparation for the final presentation to the public
- Give steering committee members the opportunity to provide feedback on design proposals before concepts are finalized

- Help committee members understand what they have accomplished; how to describe the physical design as a product of social, ecological, and visual needs; and how to use the presentation boards as a discussion and presentation tool

Roles & Responsibilities

- TF field coordinator – lead a discussion reviewing the design workshop process and anticipated products followed by a review of the community's motivations, needs, goals, and visions
- Design consultant – present preliminary designs to steering committee; submit design concepts to ISU program staff for review prior to public presentation
- Steering committee – provide feedback to the design consultant

Timing: July

Plan Presentation

Objectives

- Present the final concept plan and feasibility report to the community as a whole
- Generate interest in the community at large in preparation for implementation
- Teach the community the importance of professional design services during implementation and how to access those services
- Provide design strategies as temporary installations that allow the community to experience the design concepts in the physical world

Roles & Responsibilities

- ISU program staff – review concept designs and provide feedback to design consultant
- TF field coordinator – assist the steering committee in planning for, publicizing, and hosting the presentation
- Design consultant – present concepts to the public and answer questions
- Steering committee – identify date, time, and location for presentation; publicize the event through various media outlets using press release and flier templates provided; host the event, welcome and guide participants through the process and designs



Plan presentation in the Amana Colonies (2013)

Timing: August–September



Create Plan for Changing the Community

- Feasibility Report Meeting
- Implementation Planning Meeting
- Planning for Sustained Action

Feasibility Report Meeting

Objectives

- Present cost opinions and services required for individual components of the concept plan
- Present proposed phasing for project implementation

Roles & Responsibilities

- TF field coordinator – facilitate discussion between design consultant and steering committee members
- Design consultant – present cost opinions, services required, and proposed phasing for individual components of the concept plan to the steering committee and answer questions

Timing: September–October 15

Final Report and Feasibility Study Algona, Iowa



Program Partners:
Iowa Department of Transportation
Trees Forever
Iowa State University



Algona feasibility report (2022)

Implementation Planning Meeting 1

Objectives

- Identify resources needed to implement the concept plan
- Develop methods for acquiring and organizing resources to implement the plan
- Identify stakeholders/community groups to help lead individual project development
- Document strategies developed for future reference

Roles & Responsibilities

- TF field coordinator – provide committee with funding resources available (TF, Iowa DOT, etc.); explain the implementation planning process and divide committee into small groups

- Steering committee – for each phase of the concept plan, identify resources, methods for organizing those resources, additional stakeholders to involve in the process, and strategies for implementation

Timing: September–October

Implementation Planning Meeting 2: Planning for Sustained Action

Objectives

- Review short- and long-term implementation needs
- Assign roles and responsibilities for direction, coordination, publicity/communication, and other roles as appropriate
- Establish time frame for action(s)
- Develop measures for success that can be shared with others
- Celebrate!

Roles & Responsibilities

- TF field coordinator – assist the steering committee in completing the meeting objectives and prepare committee members to move forward on their own
- Steering committee – assign roles and responsibilities for project implementation; establish a time frame for action; and develop measures for success

Timing: September–October



Implementation planning in Mapleton (2013)



Celebration: Bringing the Process Full Circle

Annual Celebration

Objectives

- Give current visioning committees a chance to showcase their design proposals
- Introduce new visioning committees to the Iowa's Living Roadways Program & partner organizations
- Offer learning opportunities for all client communities

Roles & Responsibilities

- ISU program staff – organize & conduct the celebration, prepare & provide portfolios & digital archives for the current communities, prepare aerial maps of the new communities for local geography mapping
- TF field coordinator – organize & conduct the celebration, provide support to current community attendees, facilitate local geography for new communities

Timing: November



Tour of the presentation boards, 2016 annual celebration