



## What is Visioning?

Community Visioning is a process that encourages visionary and yet strategic thinking about transportation improvements. The centerpiece of this process is the development of conceptual plans that graphically illustrate the vision of the community for an improved transportation system. Participants in the program will:

- Identify and prioritize community needs based on participatory community assessments
- Develop community vision concept plans for transportation projects
- Identify potential funding sources for implementing concept plans
- Initiate the first phase of project development

## What support is provided?

Trees Forever field coordinators provide structured facilitation of the visioning process. Landscape architecture consultants collaborate with design interns to provide design assistance under the direction of ISU. ISU also provides research-based community assessments and directs transportation plan development by consultants. Iowa DOT provides review and technical assistance for transportation enhancement concept planning.

## What products does the community receive?

A webpage is created for each community and linked to existing community websites and social media. During the visioning process, program reports, meeting announcements, and pictures are posted to keep everyone informed and involved. At the end of the visioning process, the community will receive a series of display boards that include conceptual drawings and images illustrating the transportation plan. Implementation strategies will be developed and communicated in an 8½ by 11-inch feasibility study. All products will be available electronically after the process is completed on the program website in order to facilitate grant writing and community development needs.

## What contribution is expected from the community?

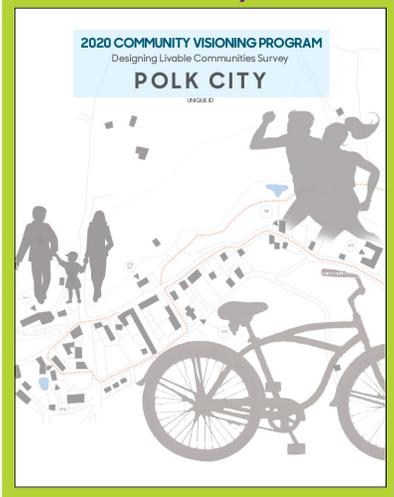
Communities selected for Community Visioning agree in writing to commit \$2,000 toward implementation of a project proposed through the visioning process. A steering committee that represents the community, including a local government partner, is required to attend a day-long workshop at the beginning of the process and an annual meeting at the end. The steering committee works closely with the Trees Forever field coordinator to plan and advertise meetings and workshops during the process. The committee maintains an active role in fostering meaningful community participation by involving others in the community assessments and goal setting and by keeping the media informed of program developments, committee activities and other information regarding the process.



## How do we engage community residents?

Public participation is the key to identifying the needs and desires of a community. Community visioning program staff engage client community residents using a variety of methods to ensure a more inclusive public process.

### Survey



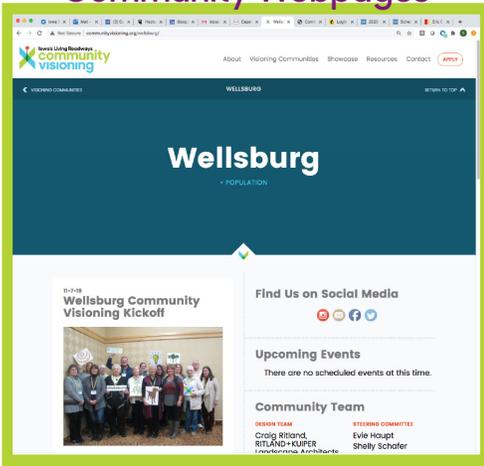
In larger communities, we send random-sample surveys to 300 households to better understand how residents use the local transportation system.

### Community Installations



Community installations give residents flexibility to view design proposals and provide feedback when it is convenient for them and bring attention to potential project sites.

### Community Webpages



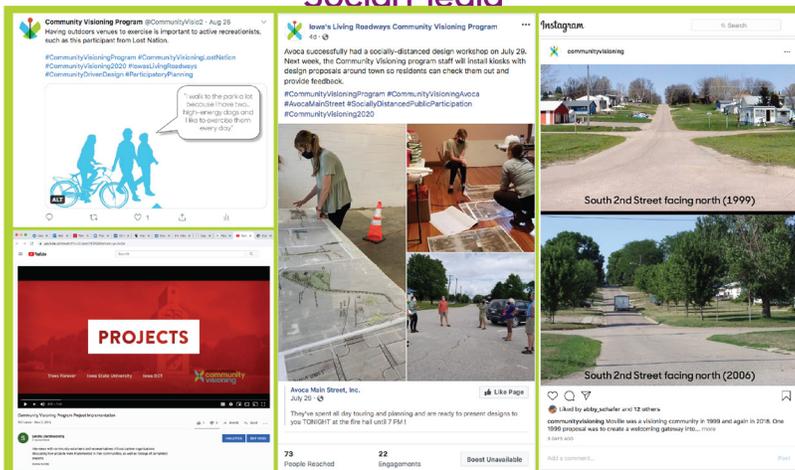
All communities have their own webpage on the Community Visioning website, where residents can access meeting information, design proposals, and eventually final products.

### Focus Groups



We conduct focus groups with a variety of user types, including parents, youth, older adults, people with mobility issues, and active recreationists, to identify factors that affect transportation use in communities.

### Social Media



We engage the public on a variety of social media platforms, including Facebook, Instagram, Twitter, and YouTube.

## Who should participate?

Iowa communities eligible for the Iowa's Living Roadways Community Visioning Program must have populations under 10,000 residents. Priority is given to communities that lack planning resources within the city government. Volunteers, government representatives and interest groups of all kinds are strongly encouraged to work in cooperation with one another for successful completion of the visioning process.

Communities that are interested in making enhancements connected to surface transportation may benefit from the Community Visioning Program. The Federal Highway Administration (FHWA) defines surface transportation as all elements of the intermodal transportation system excluding aviation and including water. To qualify for federal funding, enhancements must meet one of the following needs:

- Provide facilities for pedestrians and bicycles
- Provide safety and educational activities for pedestrians and bicyclists
- Acquire scenic easements and scenic or historic sites
- Beautify routes
- Preserve historic sites and routes
- Rehabilitate and operate historic transportation buildings, structures or facilities
- Convert unused rail corridors to trails
- Address other transportation enhancement needs as defined by FHWA

More information about federally-funded transportation enhancements can be found at the National Transportation Enhancements Clearinghouse Web site at [www.enhancements.org/](http://www.enhancements.org/).

More information regarding the Community Visioning Program and examples of enhancement projects in past visioning communities are available at [www.communityvisioning.org](http://www.communityvisioning.org), under the heading "Showcase." **Access the online by clicking "Apply."**

## Deadline

Completed applications are due **by September 1**. Selections will be announced by the end of September.

