The Programming Process

The Programming Objectives meeting is a critical component in the development of a successful project. Setting and prioritizing goals allows us to focus our efforts and resources more effectively to help the community develop a vision for Logan based on its goals.

We met with the Logan visioning committee to discuss its goals. The steering committee presented its takeaways from previous discussions about the transportation assets and barriers, random-sample survey, transportation analysis, and bioregional information.
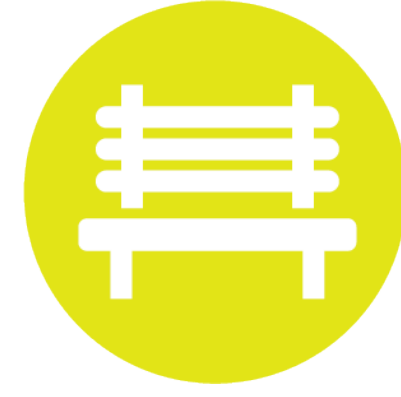
Using the nominal group method to organize the meeting and discussion, the committee identified goals and values based on information from the assessments. Each committee member shared their reasoning for specific programming needs in an open discussion format. The committee also created a press campaign, titled "Speak Up," to encourage open house attendance. This campaign (seen in the image below) proved to be highly successful, attracting dozens of community members to the event.

The landscape architecture team organized programming for the city of Logan using the improvements identified by the committee during the goal-setting meeting, emphasizing projects that received positive feedback from the public during the open house. The chart on the right reflects these major themes and potential project locations as expressed throughout the goal-setting process.

An example of the steering committee's "Speak Up!" press materials at the design open house.

Community Assessment and Goal–Setting Meeting Results

Themes	Broad Goals	Why Change?	What & Where?
Community Identity	· Draw people to town · Tell the story of Logan · Connect everyone · Tangible, simple, consistent theming	· Pride, "something to cheer for" · Purpose: build community & culture	· What: established brand · Where: entrances, intersections, destinations
Improved Business District	· More businesses and development in town · Beauty, character through planting areas and amenities	· Get people to stop in Logan while driving · Create safe environment for night/evening use	· What: lighting, landscaping, amenities · Where: 4th Avenue & Highway 30, both on main street and in alleys
Trails & Routes to School	· Recreation, activity · Promote healthy living	· Community asset · Fill a public need · Eliminate need to drive to destinations	· What: trails with quantified distances and amenities · Where: underpass to school, loop around town
Safe Highway Crossings	· Visability for motorists and pedestrians · Accountability	· Slow down vehicular traffic speed · Improve pedestrian and cyclist safety	· On Highway 30: 3rd Ave, 4th Ave, Highway 127 · On Highway 127: 3rd St, 4th St, 5th St, 6th St

Logan
Programming Objectives

RDG Planning & Design
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Iowa State University | Trees Forever | Iowa Department of Transportation

Iowa's Living Roadways
community visioning