



Vibrant Communities of La Porte County
La Porte County, Indiana

Steering Committee
Orientation

August 29, 2019

Agenda

Steering Committee Orientation

- 1. Welcome & Introductions
- 2. Process Overview
- 3. Roles & Responsibilities
- 4. Publicity
- 5. Outreach
- 6. Next Steps
- 7. Adjourn



Welcome & Introductions

Maggi Spartz
President, Unity Foundation

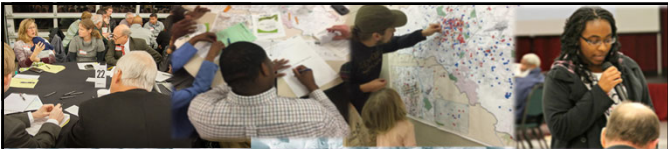
Jack Arnett
Executive Director, Michigan City La Porte CVB

When you think about the future of our
communities ...
**What are our greatest
opportunities?**

Individual Activity



Break for Dinner



Process Overview

Jamie Greene, AIA FAICP
Principal, Planning NEXT

Introducing the Team

Working with you to achieve a successful process and strategic plan.

- Award-winning, nationally-recognized planning firm
- What we're known for:
 - Inclusive outreach and engagement
 - Robust community participation
 - Quality outcomes
 - Collaborative spirit
 - Project delivery
- Expertise in communication, facilitation and data analysis



Steering Committee Meeting 1

Vibrant Communities of La Porte County

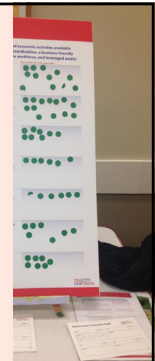
Community planning isn't just something we do, it's what we do.

Great, livable communities don't just happen—they're created. We bring people together to create enduring and prosperous communities.



What is an Action Plan?

- An opportunity to pause, take stock and define what to be in the future
- Memorializes a vision, values, goals and objectives of the county
- Based on robust community engagement and input
- Aligns all aspects of community life and identify specific actions to implement



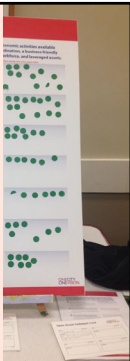
Steering Committee Meeting 1

Vibrant Communities of La Porte County

Understanding of the Task

A successful process will...

- Achieve inclusive participation**
 - Ensure every community member who wants to participate has the opportunity to do so.
- Define a vision**
 - To guide the community forward and respond to basic needs and desires of the community.
- Garner long term support**
 - Get the essential buy-in and empower the community to mobilize in support of the plan.
- Create achievable goals and actions**
 - That lead to results.



Action to date ...

- July 2019**
 - Create Vibrant Communities project fund
 - Involve support from Unity and LCCVB
 - Ask Michigan City and La Porte for representatives
- August 2019**
 - Identify and contact Steering Committee members
 - Ask communities for relevant plans for review
 - Presented to South County Coalition
 - Met with key stakeholders to get support

Steering Committee Meeting 1

Vibrant Communities of La Porte County

La Porte County Today

- **People** – characteristics of our residents
 - *Slow to no population growth*
 - *A diverse community and increasingly so*
- **Prosperity** – characteristics of our economy
 - *Personal income stagnation*
 - *Strong manufacturing base*
- **Place** – characteristics of our built community
 - *Legacy City transition*
 - *Diversity of environments (natural and manmade)*

Steering Committee Meeting 1

Vibrant Communities of La Porte County

Process Schedule

- **Preparation & Planning**
 - *Communications and Marketing Plan*
 - *Community Engagement Plan*
 - *Project Website*
- **Visioning**
 - *Listening and Learning Sessions*
 - *The Summit on the Future*
- **Affirming**
 - *Generate Recommendations*
 - *Develop Implementation Plan*

Steering Committee Meeting 1

Vibrant Communities of La Porte County

COMMUNITY ENGAGEMENT STAGES

Listening and Learning
building a foundation

Summit on the Future
affirming a vision and set of values

Online Engagement (continuous)

Steering Committee Meeting 1

Vibrant Communities of La Porte County

COMMUNITY ENGAGEMENT STAGES

Listening and Learning
building a foundation

Summit on the Future
affirming a vision and set of values

Online Engagement (continuous)

Steering Committee Meeting 1

Vibrant Communities of La Porte County



Roles & Responsibilities

Kyle May, AICP
Senior Planner, Planning NEXT

Steering Committee Meeting 1

Vibrant Communities of La Porte County

Process Organization

Who's who in the planning process...

Steering Committee Process and substance	Public general input, feedback and insight	Consultants facilitate, technical expertise
Stakeholders targeted input	Staff project management, local knowledge	Elected officials monitor, adopt

Steering Committee Meeting 1

Vibrant Communities of La Porte County

Steering Committee's Responsibilities

Providing guidance, direction and support...

1. Officially represent the citizens in the planning process
2. Provide guidance and direction to the planning team in the process
3. Act as spokespersons for the effort
4. Support the process and its events in various other ways

Steering Committee Meeting 1

Vibrant Communities of La Porte County

Operating Principles

To guide the committee's deliberations...

- A leadership structure will be established to facilitate productive and focused committee meetings.
- Co-chairs will be appointed to provide leadership for the process (Maggi and Jack).
- Regular attendance is strongly encouraged to ensure consistency in the committee's deliberations.
- A simple majority should be considered quorum to conduct business.
- Decision-making should be by consensus of those in attendance.
- All Committee meetings are open to the public.

Steering Committee Meeting 1

Vibrant Communities of La Porte County

How do we foster engagement?

1. Publicity
 - Process branding
 - Communications strategy
 - Media opportunities
2. Outreach
 - Knowing your audience
 - Developing the message
 - Personal invitation



Steering Committee Meeting 1

Vibrant Communities of La Porte County




Publicity

Publicity

Key first steps...

- ☒ Establish our process identity
- ☐ Inventory and evaluate media outlets
- ☐ Identify leverage opportunities
- ☐ Develop a communications outreach plan with targets, dates, and expectations



Steering Committee Meeting 1

Vibrant Communities of La Porte County

Communications Strategy

Making the process a household word...

Employ traditional media channels to spread awareness

1. Print collateral
2. Print advertising (newspapers, billboards)
3. Letters to the editor
4. Direct mail
5. Email
6. Online social media and project website
7. Other (utility bill inserts)



Steering Committee Meeting 1


Vibrant Communities of La Porte County

What messages will motivate participation?

Group Discussion

What are the best tools reaching people?

Group Discussion



Outreach

Outreach

Mobilizing our civic infrastructure...

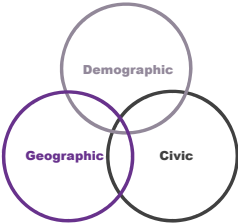
- Identifying the networks
 - Civic
 - Demographic
 - Geographic
- Affirming the message
- Developing outreach responsibilities and targets
- Making the ask

Steering Committee Meeting 1

Vibrant Communities of La Porte County

Outreach Strategy

Word-of-mouth is the most effective way to bring people into the process (personal asks)



Steering Committee Meeting 1


Vibrant Communities of La Porte County

Who are the hard-to-reach groups in La Porte County?

Group Discussion

How to make the personal invitation?

Group Discussion



Next Steps


Jamie Greene, AIA FAICP
Principal, Planning NEXT

What's Next?

- Look for follow-up information from the Co-chairs and Planning Team
- Next Committee meeting?

Steering Committee Meeting 1

Vibrant Communities of La Porte County



Thank you!