



Vibrant Communities of La Porte County La Porte County, Indiana

Steering Committee Meeting #2

September 23, 2019

Agenda

Steering Committee Meeting #2

1. Welcome & Status Update
2. Process Overview
3. Breakout Discussion
 - Outreach Strategy
 - Communications Strategy
4. Reconvene
5. Next Steps
6. Adjourn

Steering Committee Meeting 2

Vibrant Communities of La Porte County



Welcome & Status Update

Kyle May, AICP
Senior Planner, Planning NEXT

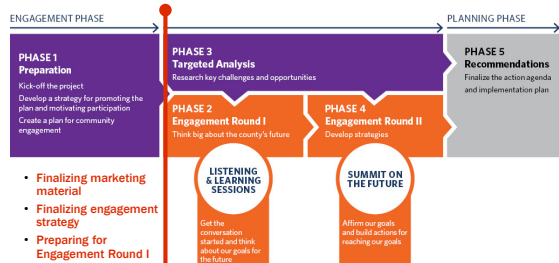
Steering Committee #1 Recap

- Discussed overall process approach
- Sentiments we heard:
 - Building relatability
 - Sense of urgency
 - Keep it local!
 - We need you
 - Who are we building for?
 - Planning for our future
 - "If you care about _____, this process is for you!"
- Developed key messages for process communication

Steering Committee Meeting 2

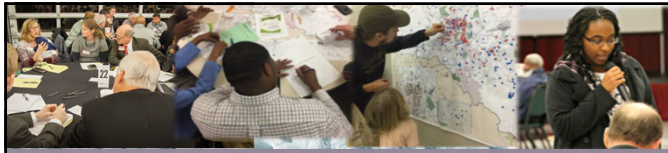
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Where are we in the process?



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Process Overview

Kyle May, AICP
Senior Planner, Planning NEXT

*Join the conversation that will
define our vision for a more
prosperous, attractive and united
La Porte County!*

Key Messages

- **This is BIG!** The Vibrant Communities of La Porte County initiative will engage our community in an important discussion to determine where we are today, where we'd like to be and how we intend to get there.
- **Vibrant is embracing and active.** The Vibrant process is open to ANYONE who cares about the future of the communities of La Porte County. You don't need to be an expert to contribute, you just need to be passionate about the future of the county and its communities.
- **We are La Porte County!** Each person who has connected with La Porte County has brought unique experiences that shaped our diverse communities into the character we enjoy today. Whether you work, visit, or live in one of La Porte County's communities, you help influence how our county thrives.

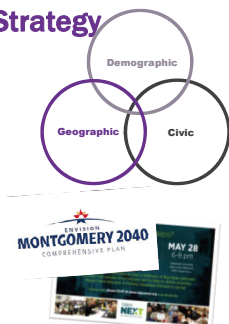


Listening & Learning Sessions

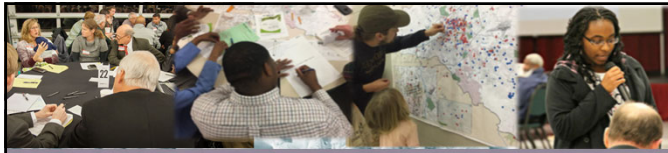
- **Five large-format sessions**
 - Cities and strategic locations throughout the County
 - Tentative Dates: Third week of October (21st)
- **Agenda**
 - Introduction, What is an Action Agenda? Why now?
 - Individual activity to begin the event
 - Group discussion and mapping activity
- **Your role in these sessions**
 - Encourage attendance in your community
 - Serve as leaders during the events

Outreach & Communication Strategy

- Breakout discussion to gather ideas
- **Group 1 – Outreach Strategy**
 - Who are the groups and networks we need to target?
- **Group 2 – Communications Strategy**
 - What are the tools and messages to foster engagement?



Breakout Discussion



Reconvene

Kyle May, AICP
Senior Planner, Planning NEXT



Outreach Strategy What are our key takeaways?

Group Discussion



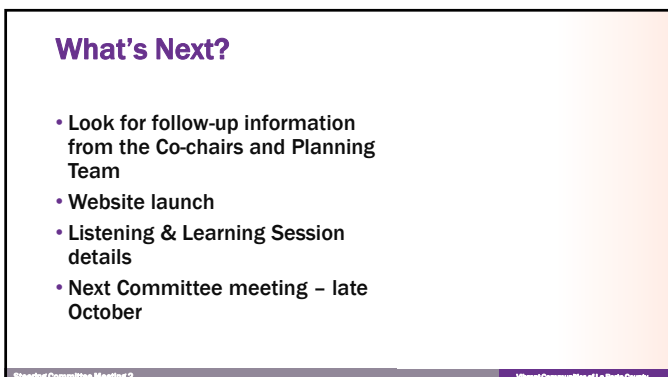
Communication Strategy What are our key takeaways?

Group Discussion



Next Steps

Kyle May, AICP
Senior Planner, Planning NEXT



What's Next?

- Look for follow-up information from the Co-chairs and Planning Team
- Website launch
- Listening & Learning Session details
- Next Committee meeting – late October



Thank you!