

Vibrant



COMMUNITIES OF LA PORTE COUNTY



Vibrant Communities of LaPorte County

LaPorte County, Indiana

Steering Committee Meeting #4

January 14, 2020

Today's Agenda

1. Welcome & Process Update
2. Public Engagement Summary
3. Building the Action Agenda
4. Group Discussion
5. Next Steps

PROSPERITY

Goal Statement: Broad opportunities for enhanced economic activities available to all citizens that are defined by: a stream-lined coordination, a business friendly approach, diverse jobs and investments, a capable workforce, and leveraged assets.

1 Complete the Veteran's Parkway
Complete development and paving the road that connects 100+ years of history to Highway 21. This parkway will connect residents of the historic 21 and US 411 north of downtown American to a route through Fort McClellan.

2 Develop a retirement community at Fort McClellan
Develop and promote a retirement and assisted living community on the old Fort McClellan. This would increase the taxes generated from the community and lead to additional housing developments in addition to industrial park expansion.

3 Hire an economic development staff member
The city could benefit from an expert staff member whose singular focus is improving economic opportunity for American. This would include developing strategies with existing and potential manufacturing companies. This staff should have an economic development specialist.

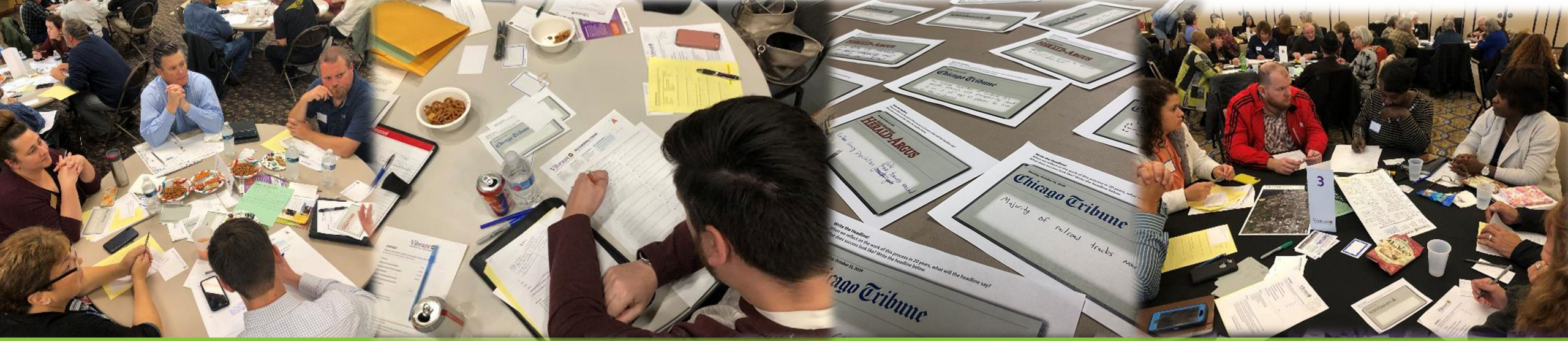
4 Create a "One Stop Shop" at City Hall
Creating customer service is a priority for the city. The city should create a One Stop Shop for new and expanding businesses to meet their varied needs from efficient manner.

5 Install city broadband service
Internet and high-speed data service is essential to many businesses. To better serve existing businesses and attract new ones, city-wide broadband should be installed.

6 Create a minority-owned business support program
The community has a variety of talented members of the community who may not be best positioned to be competitive. The city should support minority and disadvantaged businesses through programs, service and incubator opportunities.

7 Encourage "pop up stores" and other business innovation
Many business opportunities can be launched with little investment in "pop up and extra" pop up stores can provide low-risk ventures in a unique venue and help us move sideways and be underutilized space.

ONE CITY ONE VISION



Welcome & Process Update

Kyle May, AICP

Senior Planner, Planning NEXT

Where are we in the process?



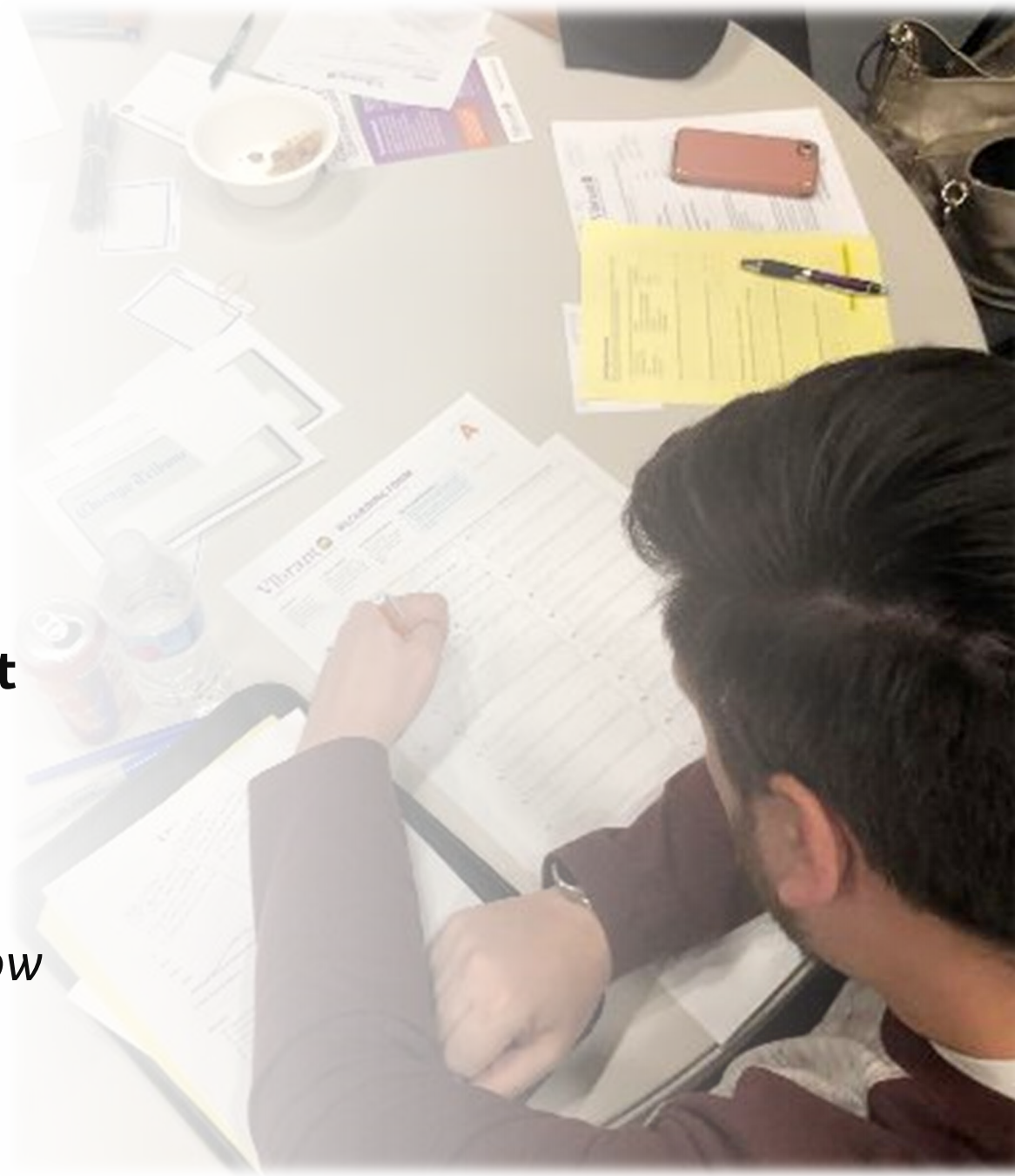
Creating the Action Agenda

- Memorializes our vision, establish our goals and set our strategies
- Rooted in robust community engagement and input
- Defines major themes and outlines specific programs, policies, and projects that help build vibrant communities
- People, Prosperity, and Place focus; each with multiple strategies for achieving the community vision



Plan vs. Movement

- Why are we pursuing an action agenda versus a more traditional plan?
- A plan is closed
- A movement is open
- Through Vibrant Communities we have initiated a community conversation about how best to invest in our future
 - *That conversation doesn't end*
 - *Those actions, those ideas and those champions should continue to collect / grow*



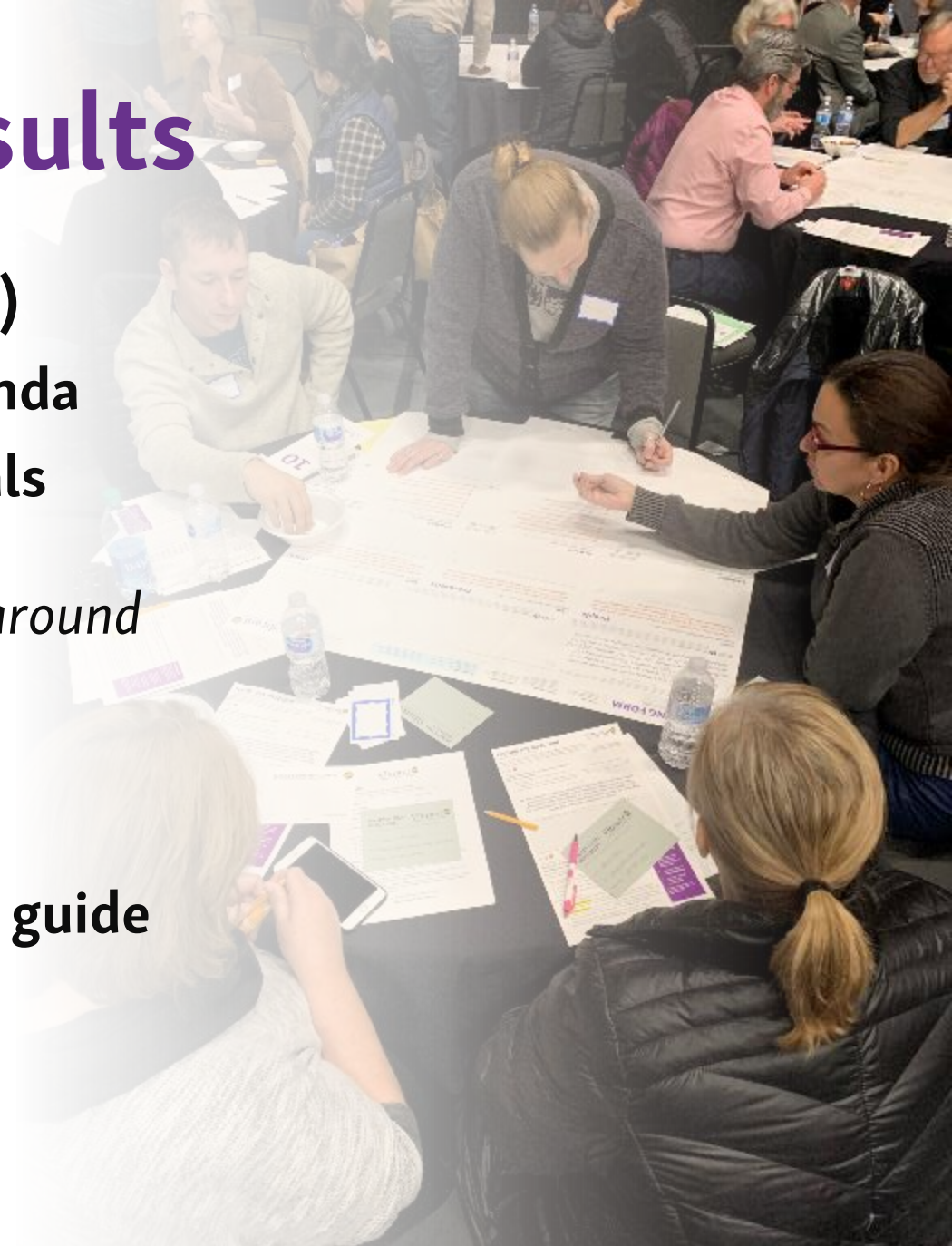
Community Conversation Results

- ~750 unique participants; 3,900 individual comments
- Residents take pride in preserving and supporting their unique communities, cultures, and environment
- Supporting our residents...
 - *Housing Options*
 - *Educational Opportunities*
 - *Essential Services*
- And workers...
 - *Employment Diversity / Entrepreneurship*
 - *Professional Development*
 - *Living Wage / Income*
- ... is a **PRIORITY!**
- Need to tell the “story” of LaPorte County



Summit on the Future Results

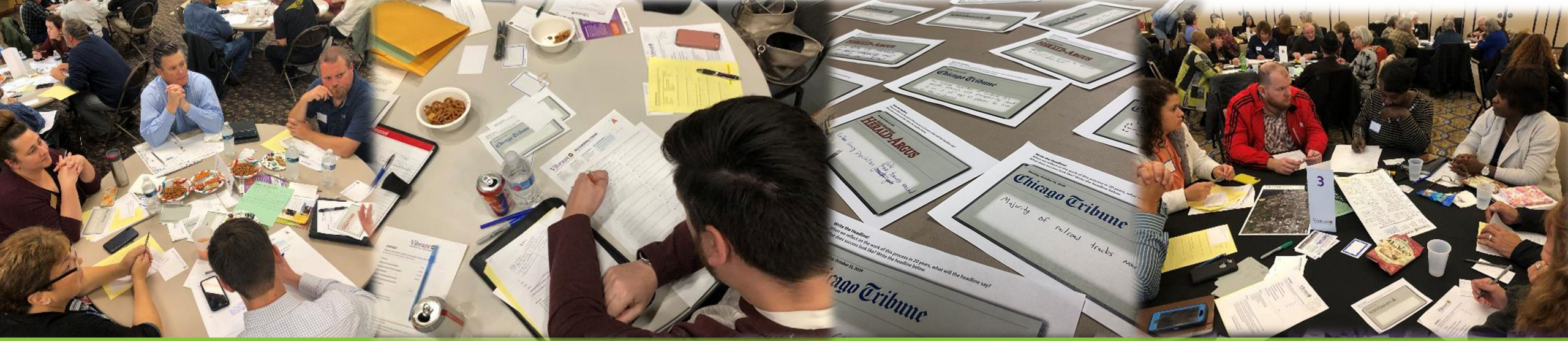
- 166 unique participants (in-person and online)
- Test the emerging direction of the action agenda
- Overall support for Vision Statement and Goals (People, Prosperity, and Place)
 - *Opportunity to be more concise but challenge around being inclusive / representative*
 - *Health is a major factor in defining the future*
 - *Simplify the phrasing of the goal statements*
- Identified priority strategies for each topic to guide action items
- **Action items...for discussion today!**



Summit Next Steps

- **We're moving fast!**
- **Leadership Team will continue to refine the vision statement and goal statements**
 - *Address comments or revisions provided by the public*
 - *Ensure alignment with all sentiments shared*
 - *There will be additional opportunity to provide feedback*
- **Revisions incorporated into the draft Action Agenda document**
- **Strategies...will discuss more in a bit**





Building the Action Agenda

Kyle May, AICP

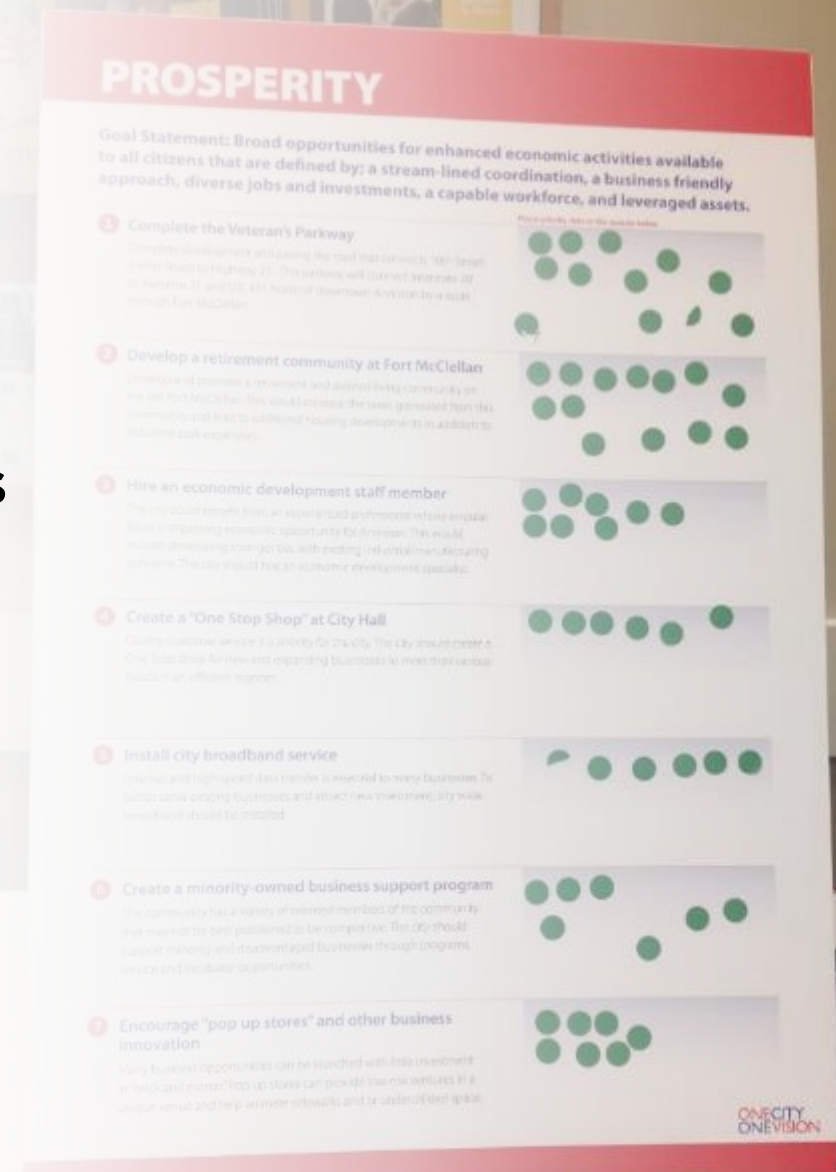
Senior Planner, Planning NEXT

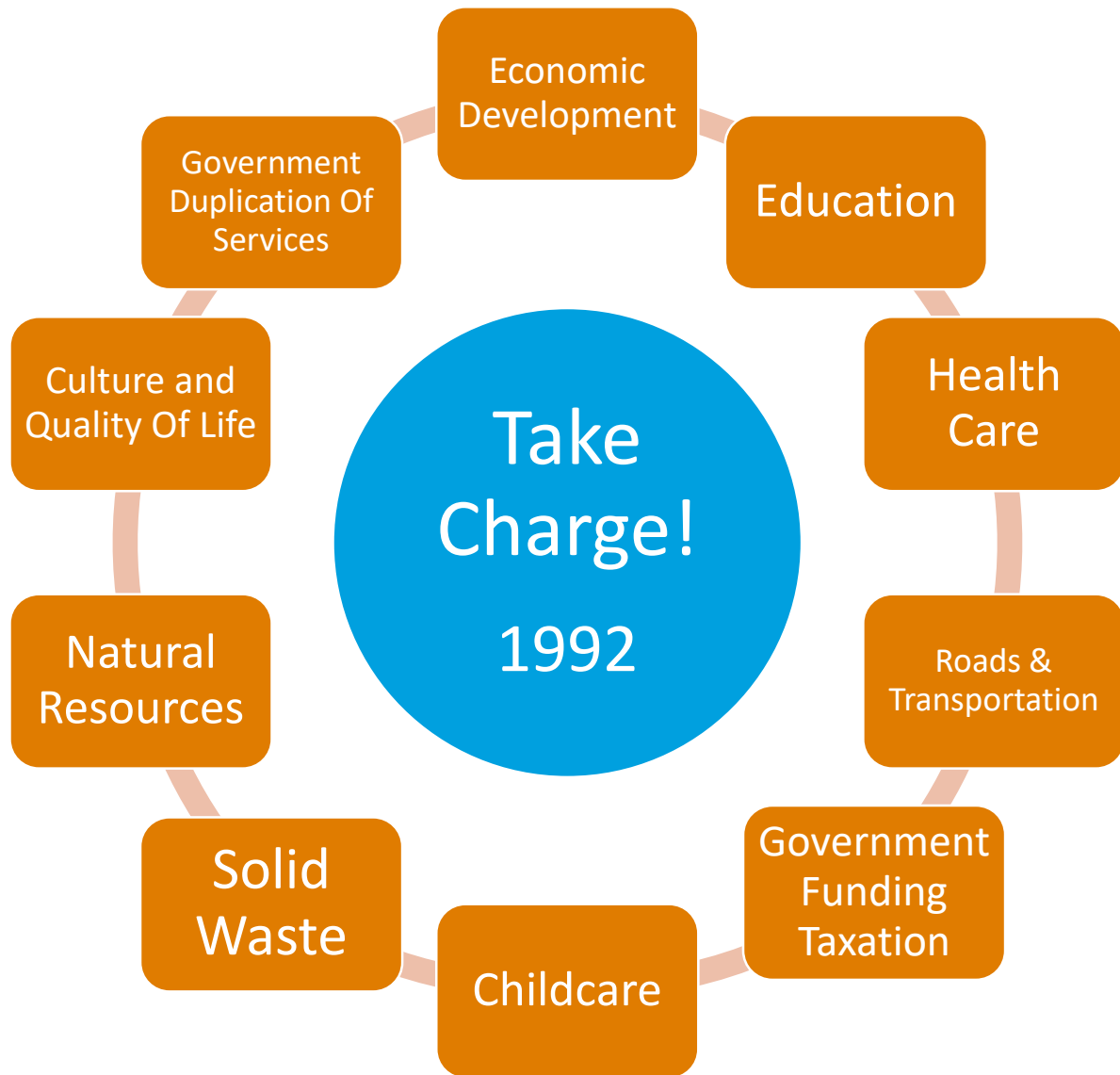


Let's get specific!

Today's Focus

- Define and refine specific action items (programs, policies, and projects)
- Revisit plan structure around the three focus areas (People, Prosperity, and Place)
- Ensure coverage across all communities (Cities, Small Towns, and Rural Communities)
- Identify areas of additional research to support action items
- Remember: this is an open movement and we're not closing the book





TOPICS

PEOPLE

PROSPERITY

PLACE

Cities

Small
Towns

Rural
Communities

COMMUNITIES



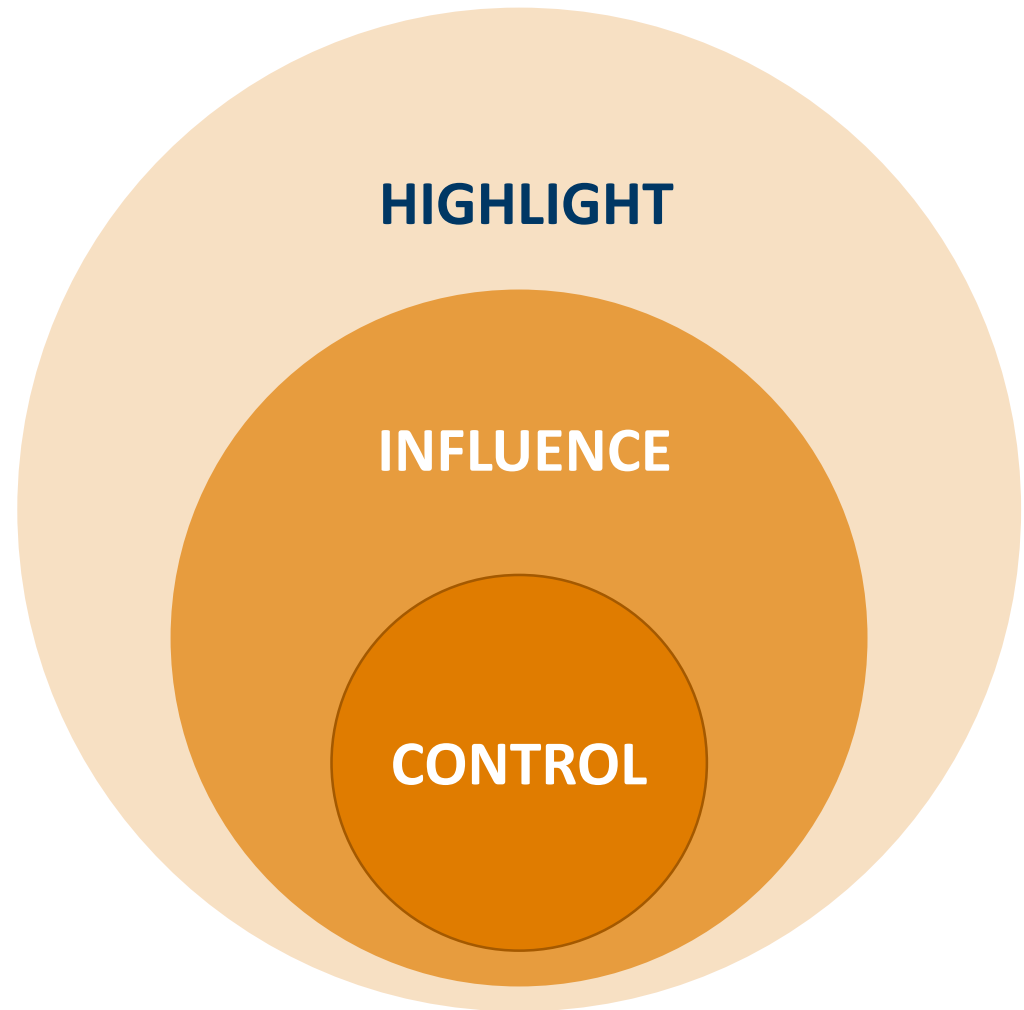
Crosscutting Actions
Ex. Trail Network



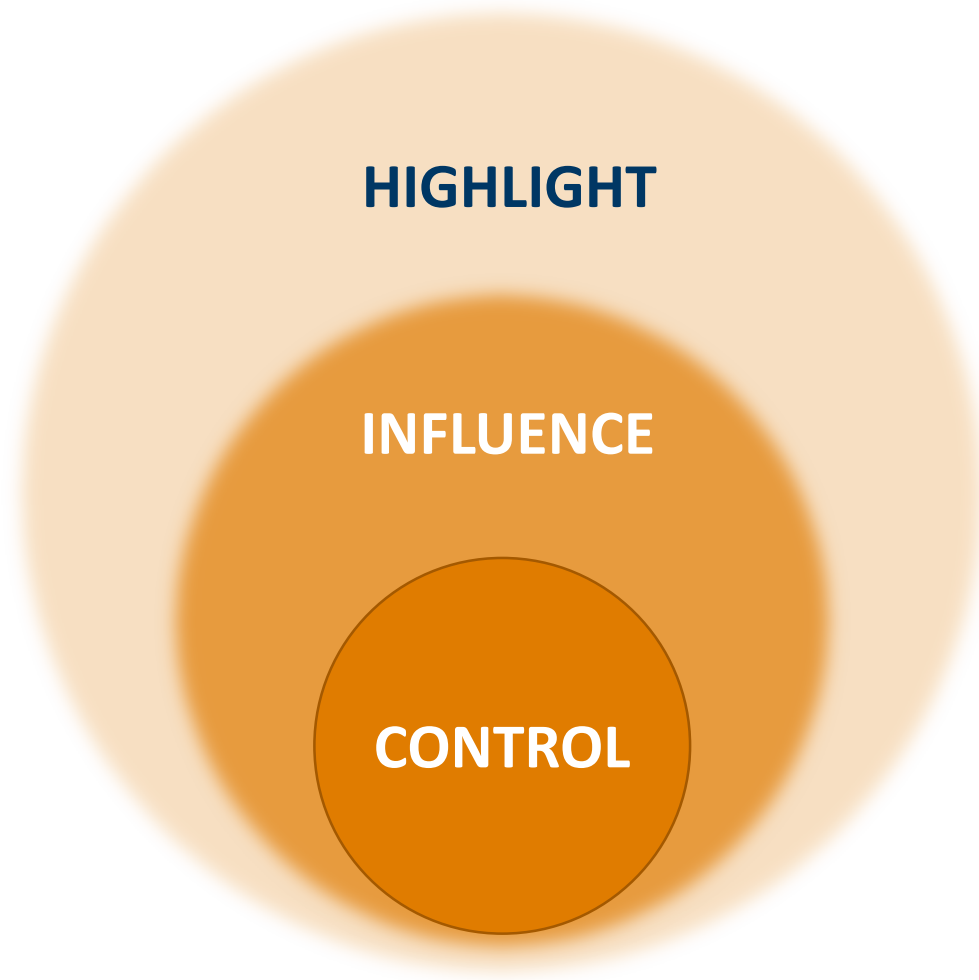
Actions /
Recommendations

Placing Recommendations

- Plan will propose a collection of projects, policies or programs (actions) that move the community toward its vision
- Partners have varying levels of control over implementation and outcomes
- Focus on three levels



Placing Recommendations



HIGHLIGHT

- Draw attention but ability of partners to influence outcome limited

INFLUENCE

- Partners not (solely) responsible for implementation but play a significant role in setting agenda, framing goals

CONTROL

- “It’s my job”
- Potential for unilateral implementation by partners (Chamber, City, County)

**Balance
vs.
Focus**



Finding our focus

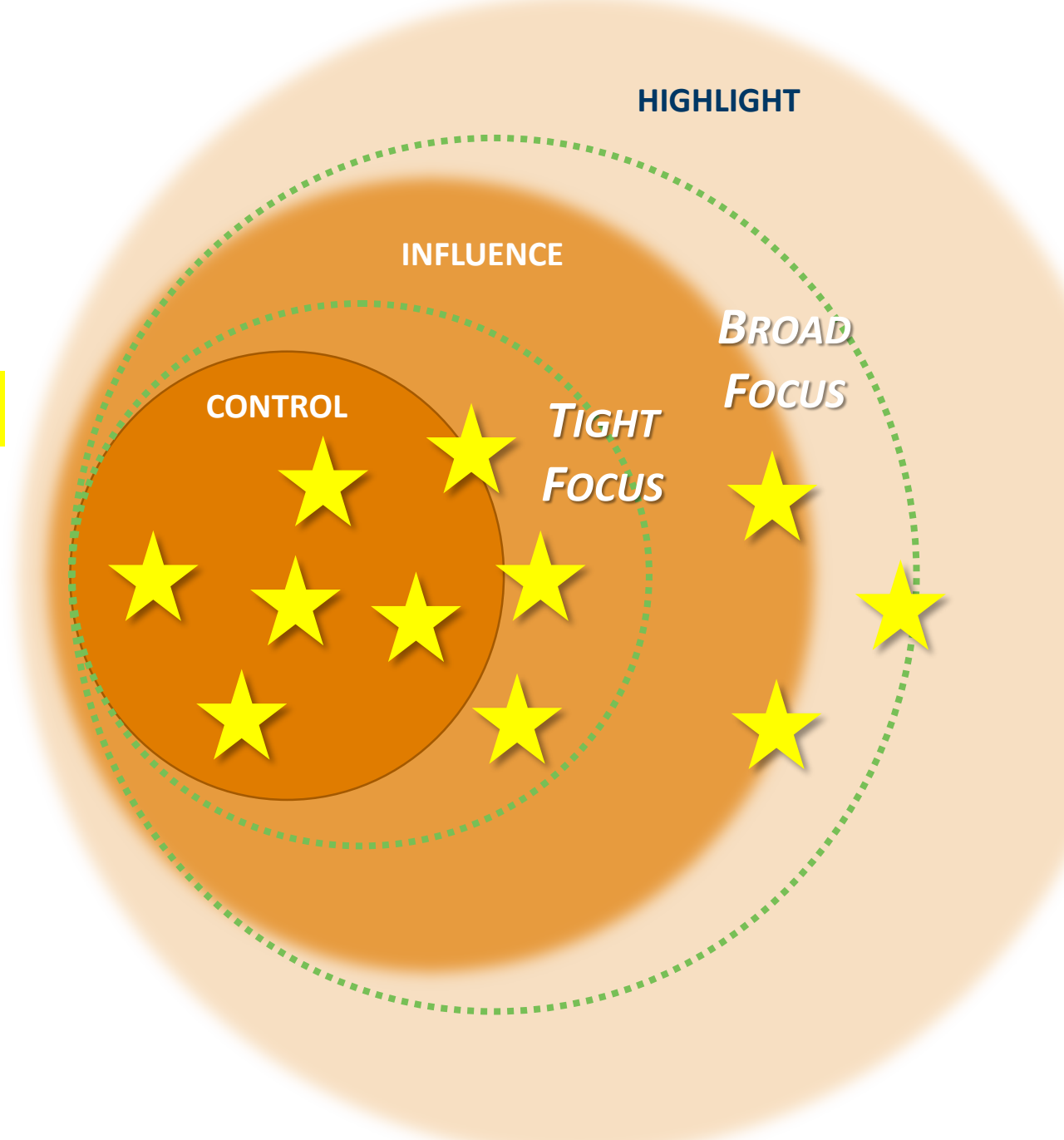
- How to balance the agenda recommendations?
- Chain of causation runs deep, well past control – how deep into root cause?
- Drawing a line to focus action based on efficacy / control of partners



Actions / Recommendations



Agenda Coverage



Actions Discussion

- Action work session conducted in December to jumpstart the discussion
- Today, continuation of that brainstorming effort to define and refine the initial recommendations of the Vibrant Communities movement
- This is an open discussion, we want ALL of your ideas
 - *Think big, think small, but think specific*
 - *An action is a project, policy, or program*

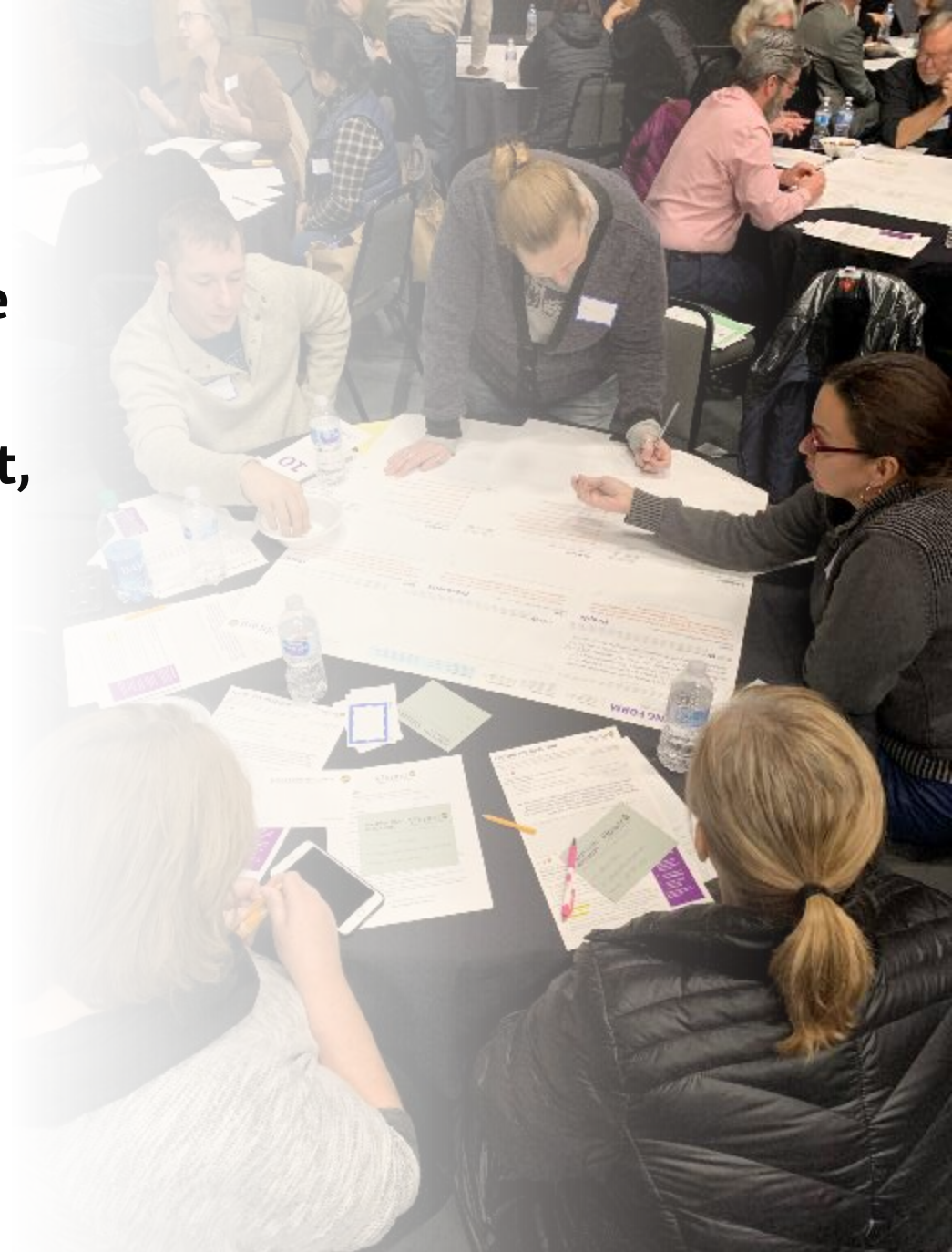
Actions Discussion

- Travel the room for three topical action discussions
- We'll present the straw man proposals we've begun to collect
 - *These come from the community, existing plans, our actions work sessions, and other sources*
 - *They range in impact, complexity, and cost*
- We'd like to add to this list with your help



The Impact Spectrum

- Not all proposals within the action agenda are the same
- There's variability in scale, complexity, impact, cost, etc.
- But it's this variety that creates a plan that is both realizable and visionary, achievable and transformative



The Impact Spectrum

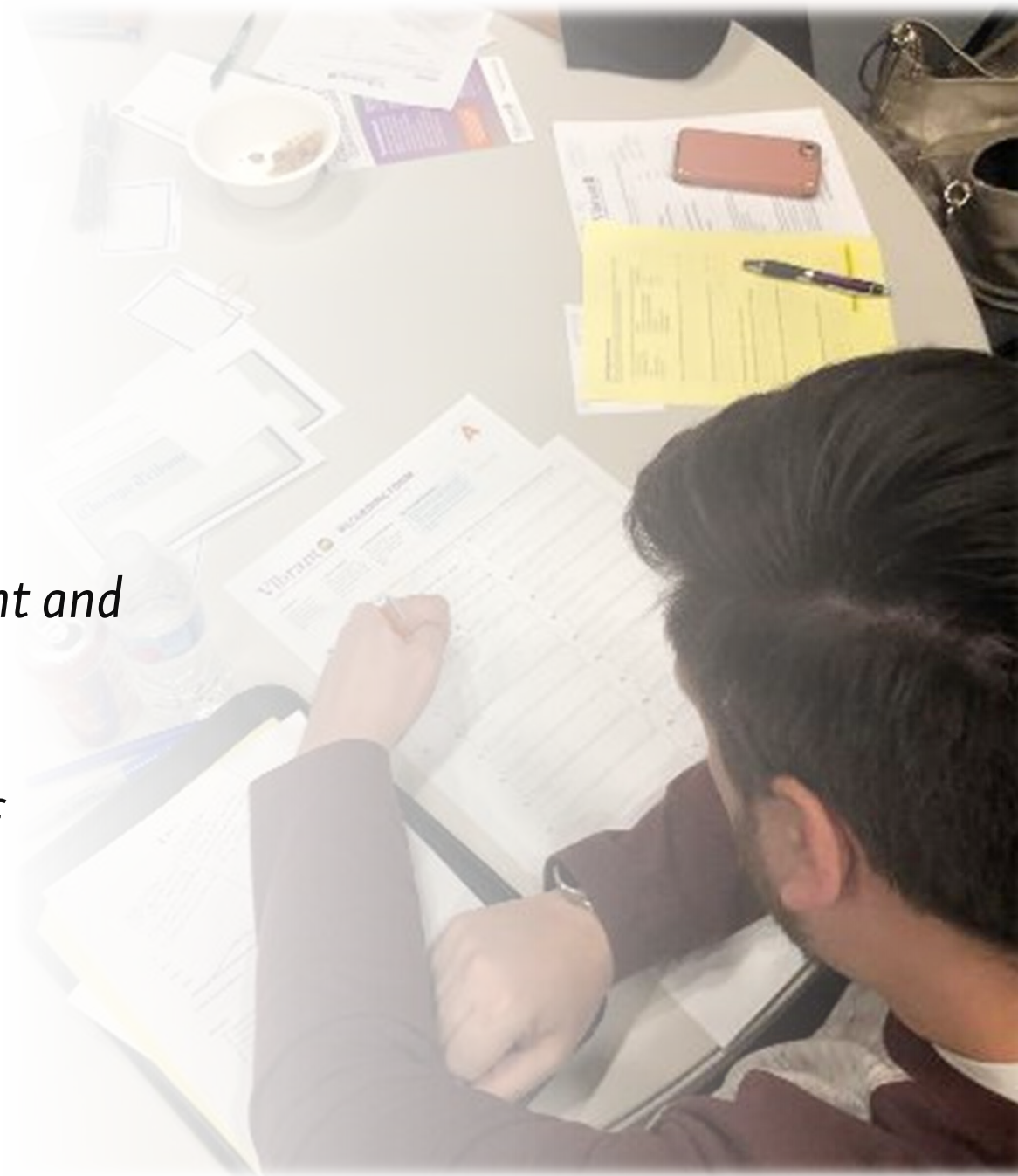
- **Igniter**

- *Help light the fire of the movement*
- *Engage project champions*
- *Kickstart the “doing”*
- *Potentially fundable through the Lilly Grant and / or other small project grants*

- **Catalytic**

- *May require new resources or extension of existing resources*
- *Impact is felt*

- **Transformative** – A leap forward



Actions Discussion

- As we proceed consider...
 - *Our three community types*
 - *Our three chapters*
 - *Our three levels of focus*
 - *Our three levels of impact*
- **Three – Three – Three – Three**





PEOPLE

11:30 AM

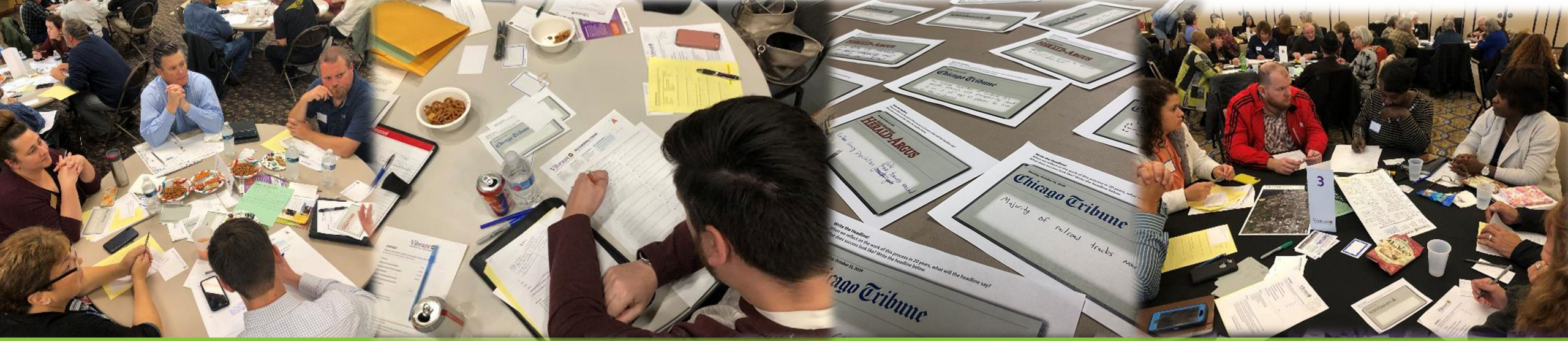


PROSPERITY

12:00 PM

PLACE

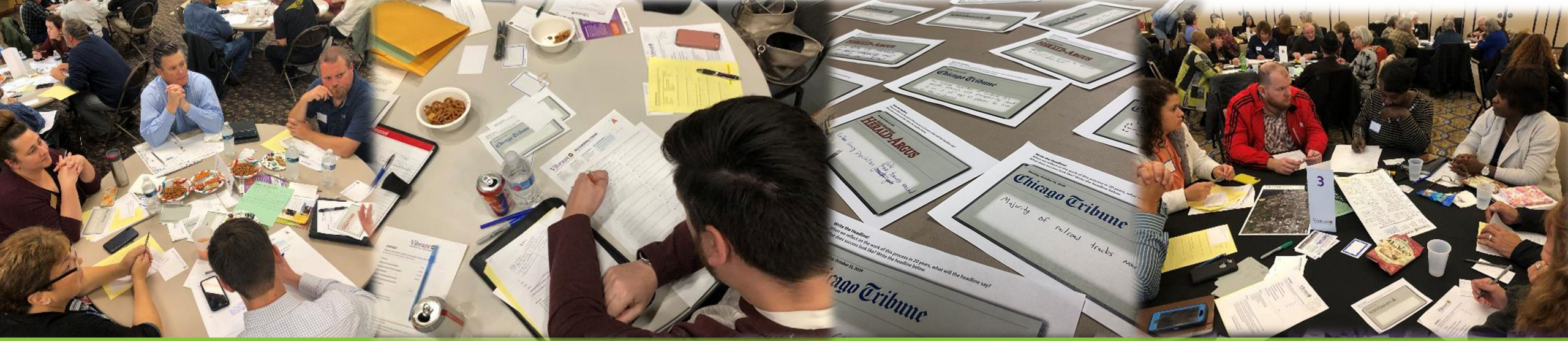
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Next Steps

Kyle May, AICP

Senior Planner, Planning NEXT



Thank you!