

## ROUND 1 PUBLIC ENGAGEMENT SUMMARY MEMO

December 12, 2022

This document summarizes results gathered from the beginning of October through December, 2022, during the first round of public engagement for FRAMEWORK. Input was gathered in the following ways:

- **In-person events** – FRAMEWORK representatives attended a series of events around Licking County during the months of October, November, and December to conduct engagement.
- **Online engagement** – A survey question was available online throughout the duration of the first round of engagement.

To date, more than 3,000 community members have participated in some way. In addition, the Newark Advocate and other media have produced dozens of informational articles for the community.

This memo includes the following:

1. Purpose
2. Outreach and Publicity
3. Approach
4. Results

### Purpose

FRAMEWORK is an unprecedented initiative created to align communities on a desired future. FRAMEWORK will produce a collaborative vision, addressing economics, land use, character of place, transportation, and other topics. One of the key inputs to the process is insight from the community. Through the first round of public engagement, multiple opportunities were designed to provide a platform for anyone who cares about the future of Licking County to help inform the process. The engagement lays the groundwork for development of the study's preliminary visions, objectives, and recommendations as well as its future character and land use plan.

### Outreach and Publicity

Extensive outreach was conducted to spread the word broadly about the opportunity to participate in the public engagement opportunities. FRAMEWORK representatives capitalized on existing networks through community groups, organizations, churches, educational institutions, and local governments for outreach. The FRAMEWORK planning team and volunteers played a vital role in spreading the word and relaying the importance of this opportunity to their own friends, families, coworkers, and neighbors. Press releases were distributed to local media outlets, a website news post announced the engagement opportunities, and interviews with key stakeholders were conducted during this phase (documented separately). Outreach efforts included the following:

- More than 70 groups and organizations connected to overarching networks were leveraged and contacted including civic associations, K-12 school districts, higher education institutions, local

businesses, and more.

- Emails and announcements were sent to community members outlining engagement opportunities and ways to participate within the plan.
- Utilized the Facebook accounts and newsletters of community groups and businesses to promote events and online engagement.
- 2,500 rack cards were distributed throughout the county to locations including public libraries, banks, YMCAs, and many others.
- Media outlets including the Newark Advocate, Licking Memorial Health Systems Community Connections, and Columbus Business First published articles with information about how to participate in the first round of engagement.

## Approach

FRAMEWORK engagement round 1 included multiple parts.

### IN-PERSON EVENTS

FRAMEWORK representatives attended a series of outreach events throughout the months of October, November, and December to spread the word about the process and generate engagement. Representatives presented information about the process including technical analysis and goals. They then asked attendees to provide their input using comment cards provided or through the online activities. The comment cards had a key question with multiple answers the participant could choose. These events included presentations to Rotary Clubs in participating jurisdictions, meetings with superintendents and higher education groups, and presentations to business-oriented organizations such as the Licking County Chamber of Commerce.

FRAMEWORK representatives and volunteers also attended community events to reach out to people directly. These events included high school football games and farmers markets. Volunteers asked a key question and allowed participants to answer the question using stickers or post-it notes. In all, representatives and volunteers attended 38 events throughout the county and reached more than 1,400 people. A **sample** of those events is included.

- MORPC/LCATS Panel – 10/6/2022
- Licking County Soil and Water Conservation District – 10/12/2022
- Licking County Superintendents Meeting – 10/13/2022
- Pataskala Chamber of Commerce – 10/18/2022
- Johnstown vs Heath Football Game – 10/21/2022
- Newark Rotary Club – 10/25/2022
- Denison University Staff – 10/27/2022
- Granville Farmers Market – 10/29/2022
- Newark Kiwanis Club – 11/7/2022

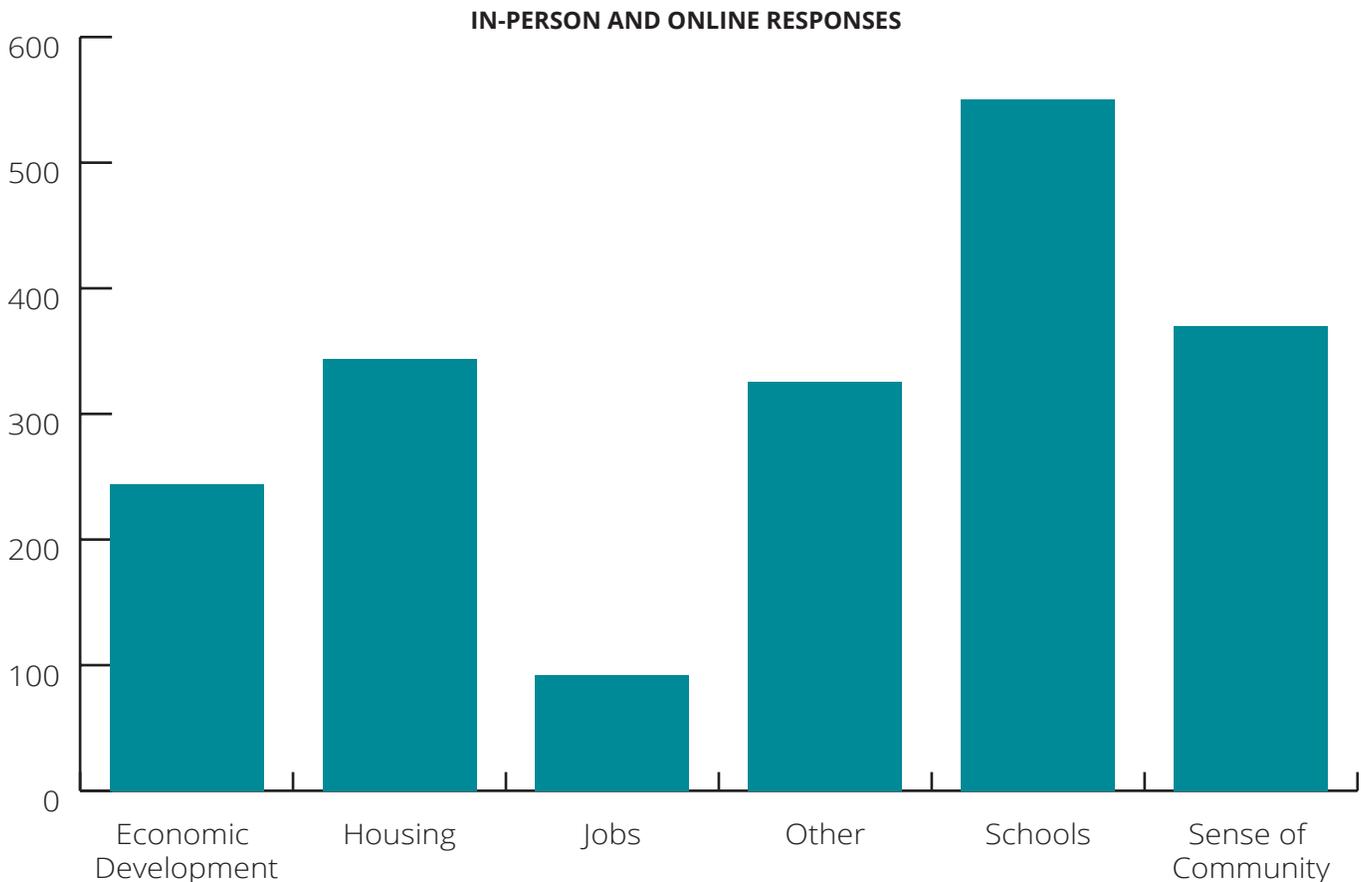
- Historic Hudson Community Association – 11/10/2022
- Granville Chamber of Commerce – 11/16/2022
- Alexandria Buckeyes – 11/17/2022
- LMHS Managers and Employees Meetings – 11/21/2022
- Central Ohio Technical College and Ohio State Newark – 12/5/2022
- Ohio Business Roundtable – 12/9/2022

**ONLINE ENGAGEMENT**

The key question asked during events and on comment cards was mimicked in the online engagement on the FRAMEWORK website. The online engagement received 1,587 unique responses.

**Results**

This section summarizes the input collected. It includes information from the events attended, along with virtual responses from the online engagement. Overall, more than 1,900 responses were analyzed. Information will be grouped into major themes and ideas provided in response to the key question: **This is a time unlike any other in Licking County. What is most important to you in the future?**



**SCHOOLS (28% OF RESPONSES)**

- Responders are concerned about schools having enough resources to adequately provide service to a large influx of students, including worries about overcrowding and maintaining adequate teaching staff.
- Many commenters referenced children being future leaders, and the schools in the county being responsible for raising and training the next generation.
- Higher property taxes to pay for schools and expansions are also a high concern. Commenters made many references to diversifying funding for schools.

**SENSE OF COMMUNITY (19% OF RESPONSES)**

- Commenters emphasized the importance of small-town feel, rural characteristics, and maintaining strong communities in the face of expansion.
- Responders also said that sense of community leads to success of all the other topics, connects the other aspects of a strong community.
- Relationships between community members were also important. People talked about the strength of generations of Licking County families and knowing their neighbors. Many saw these strong relationships as important to the safety of their communities.

**HOUSING (18% OF RESPONSES)**

- Affordable housing was important to many responders. People are worried about being able to afford a home for their family as well as workers being able to afford a place to live.
- Many also commented about a lack of housing and not having enough housing to fill the need. Comments also talked about diversifying the stock.

**OTHER (17% OF RESPONSES)**

- Many people said all the responses were important and they did not want to pick just one. Comments also said all responses worked together; the county can't have one without the others.
- Infrastructure was a popular response to this topic. Responders included roads, bridges, and utilities in this response.
- Nature and the environment were also important to people. Some responders connected this to maintaining the rural characteristics of the county. Others were worried about the effect of increasing development on the quality of the environment.
- Some other responses to this topic include loss of rural areas and feel, parks and green space, public safety, and taxes.

**ECONOMIC DEVELOPMENT (13% OF RESPONSES)**

- Responders said economic development leads to all the other topics, that it is a lynchpin to success in other areas.
- Commenters were also worried about high property taxes and growing the business base.

**JOBS (5% OF RESPONSES)**

- Many commented on improving the availability, variety, salary, etc. of jobs in the county, as well as jobs for their children and future generations.
- Maintaining and increasing the number of well-paying jobs was also important to responders.

**Next Steps**

Following this engagement round, analysis in key technical areas will be undertaken to further the understanding of relevant topics to the plan. This work will be considered in combination with community insight to inform the plan's recommendations.