

## ROUND 3 PUBLIC ENGAGEMENT SUMMARY MEMO

July 7, 2023

This document summarizes the third round of public engagement for FRAMEWORK, which was conducted between June 1 and June 16, 2023. During the third round of public engagement for FRAMEWORK input was gathered in the following ways:

- **Community open houses** – Two in-person, community open houses were held on June 7 and June 12 at different areas in the study area to be convenient to a large part of the population.
- **Online engagement** – The display boards from the open houses were available online throughout the duration of the third round of engagement.

At the end of the third round, more than 100 community members had participated in some way in the two engagement events and online. This is in addition to the more than 3,200 community members who participated in rounds 1 and 2 of engagement.

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. The process began in July 2022 with foundational work, including getting oriented with the current conditions in the study area. The first round of public engagement took place in Fall 2022. The planning team then moved to analysis and visioning. This phase included analyzing the public input received in the first round and completing technical work. The second round of engagement built on the input gathered in the first round as well as information gathered through the analysis and visioning process. The third and final round of engagement presented components of the FRAMEWORK for public review and comment.

### 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 and a website news post announced the engagement opportunities.

Outreach efforts included the following:

- Emails and announcements were sent to community members outlining engagement opportunities and ways to participate within the process.
- Media outlets including the Newark Advocate published articles with information about how to participate in the third round of engagement.
- Announcements and short presentations were made at dozens of community meetings around the County, encouraging attendees to get involved in the final round of engagement.

## Approach

FRAMEWORK engagement round three included multiple parts.

### COMMUNITY OPEN HOUSES

FRAMEWORK hosted two community open houses, on June 7 and 12, to build on the significant effort from the first and second rounds of engagement and allow the public to provide insight into the process. The workshops were held in Johnstown and Newark. Display boards featuring contents of the FRAMEWORK process were presented. Attendees reviewed the boards and their contents at their own pace and were able to provide comments on each board on a comment form. Participants were also asked to fill out a demographic survey so organizers could understand who was reached during the third round of engagement.

### ONLINE ENGAGEMENT

The display boards and demographic survey were mimicked in the online engagement on the FRAMEWORK website from June 1 to June 16. Participants could provide insight on the content.

## Results

This section summarizes the input collected. It includes information from the workshops attended, along with virtual responses from the online engagement. Overall, more than 200 comments on the display boards and more than 100 responses to the demographic survey were analyzed.

### WHAT DID FRAMEWORK HEAR?

During the open houses and online, participants reviewed and interacted with a series of ten display boards that featured information about the FRAMEWORK process and elements of the FRAMEWORK document. Representatives from the FRAMEWORK team were present at both in-person events to provide short presentations and answer questions from the public. As they were reviewing the boards, participants could provide comments on the FRAMEWORK components using a comment sheet. Of the more than 200 comments received, 23% were on the overall process and 74% of the process comments were positive.

Comments are summarized based on the topic or board they were provided for:

### ENGAGEMENT

- Thankful for the chance to engage with the content and thought the engagement process was well organized.

- Valued the multiple formats of engagement as well as the multiple rounds of engagement - felt they were being listened to throughout the process.

#### **TECHNICAL ANALYSIS AND LAND USE**

- Interested in the housing and economic data presented. Many commented on the need for more diverse housing types and salaries.
- Wanted to see more information on transportation and how it would impact the area in the future. Participants included topics like trails and integrated public transportation options in their responses on transportation.
- Surprised at the amount of land that was developable and the economic implications of that. Comments included concerns about taxes, density, and more.

#### **PRINCIPLES**

- Supported the housing principle and mentioned the need for different housing types as well as diverse price points for homes and affordable housing.
- Concerned about issues around affordability, including property taxes for existing residents and the value of land.
- Asked for more focus in the principles on preservation of greenspace like parks, trails, and wildlife habitats. They appreciated the focus on preserving agricultural land but wanted to see natural conservation called out more.

#### **CHARACTER TYPES**

- Appreciated the variety of character types and were interested in how they could be used by developers and leaders.
- Continued to call out the need for a variety of housing types in the different character types to attract diverse employees.

#### **CONSERVATION AND DEVELOPMENT**

- Concerned about increased industrial uses and how they would impact land in the conservation areas. Commenters included concerns about the health of residents, proximity to homes and water supplies, and more.
- Called for increased conservation areas, especially in places where agriculture and historic sites could be preserved.
- Appreciated the conservation and development map and realized the important role it could play in collaboration and growth moving forward.

### **Next Steps**

Following this engagement round, preparation of the final FRAMEWORK will begin. Results from this round of engagement, as well as those from the second round and findings from the analysis, will be used to develop the FRAMEWORK.