

# COMMUNITY ENGAGEMENT

[www.NashvilleNext.net](http://www.NashvilleNext.net)

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Metro Nashville Planning Department

WHAT'S **NEXT** FOR NASHVILLE?



nashvillenext

# NASHVILLE, TN





NASHVILLE, TN





# COMMUNITY PLANNING

**T1**



**T2**



**T3**



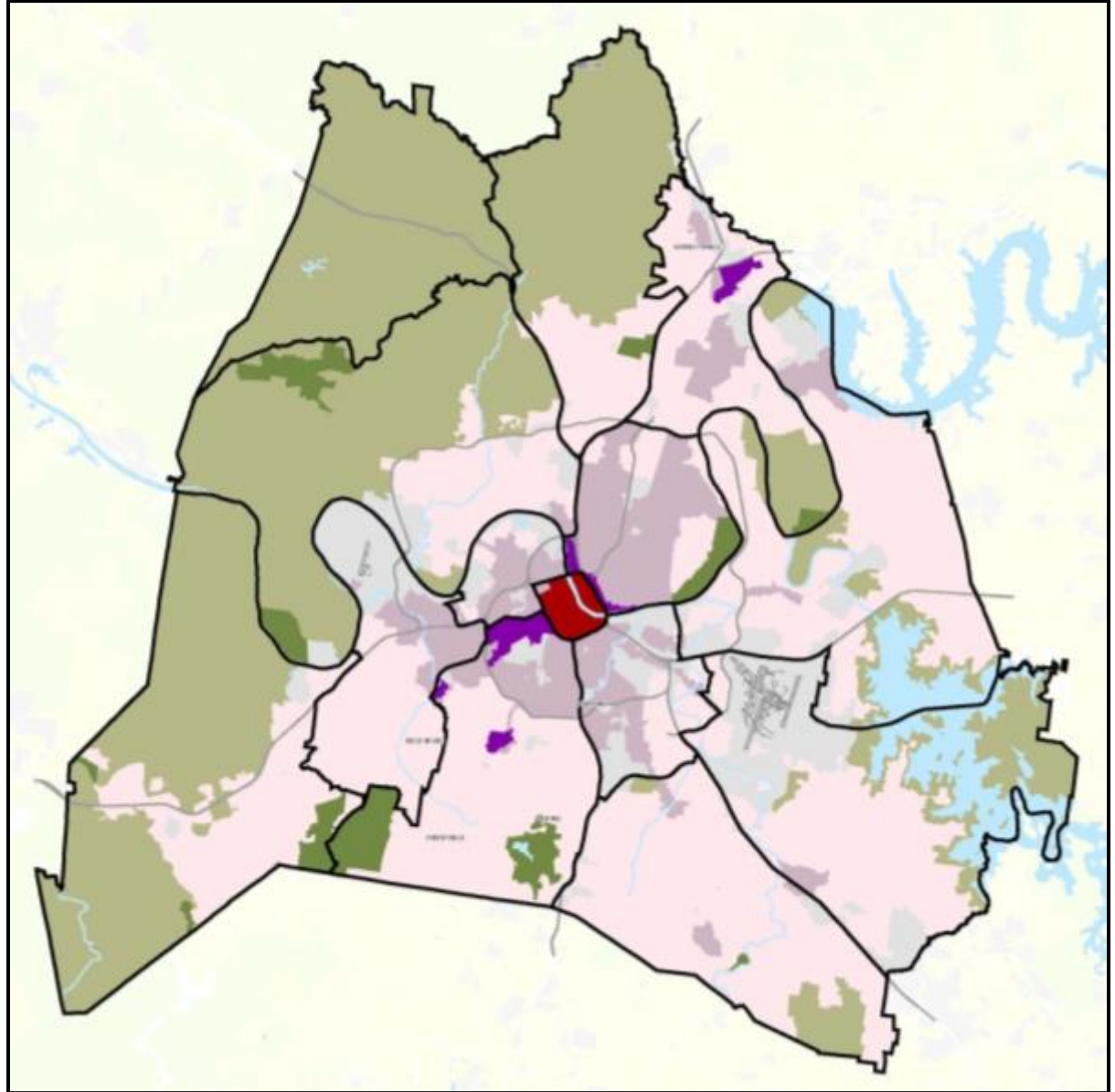
**T4**



**T5**



**T6**



# PLANNING FOR THE FUTURE

## NashvilleNext Community Engagement Plan

May 3, 2013



# PT 2010

## ral Plan

## or

## vile

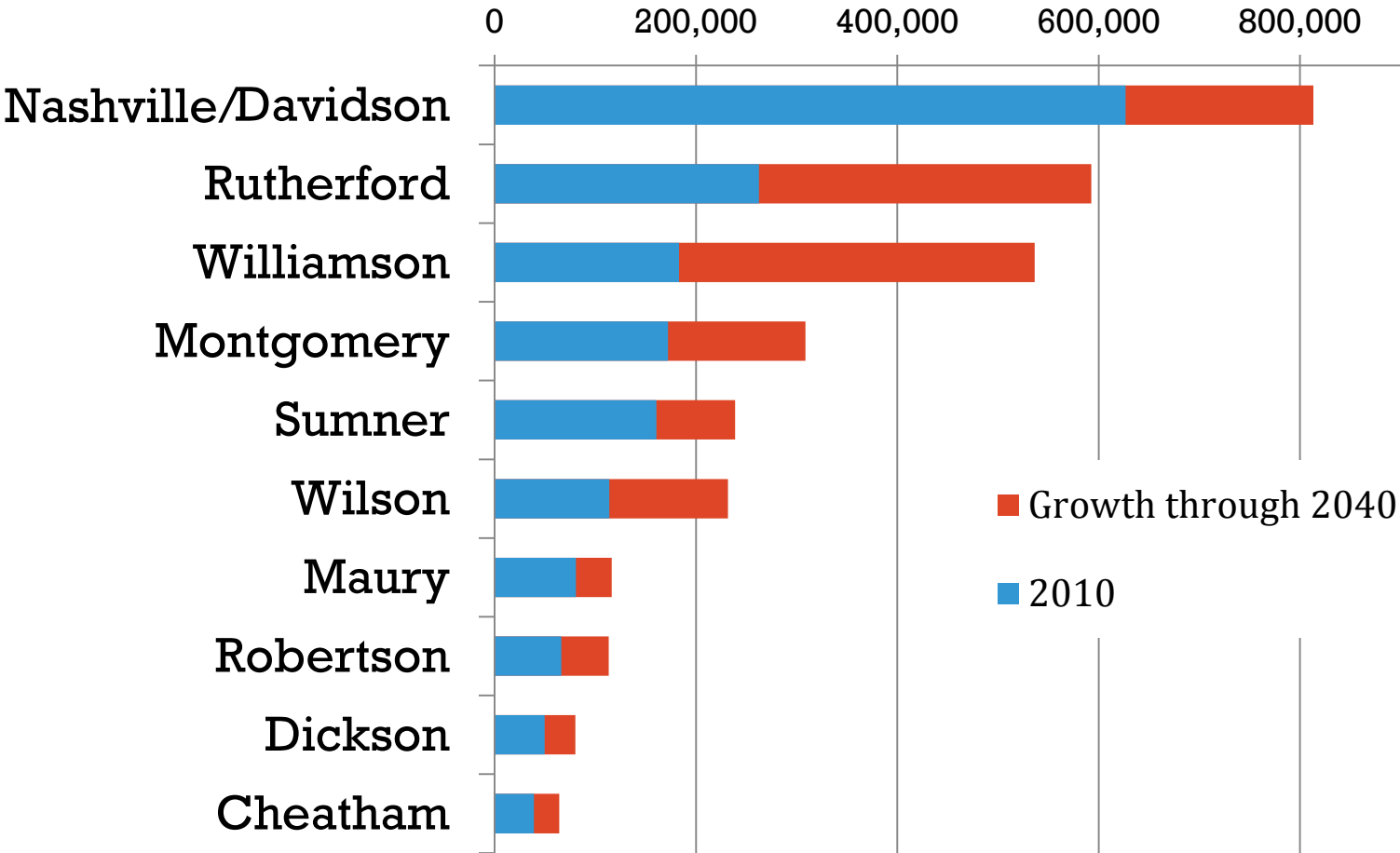
## on County

A handwritten signature in black ink, reading 'James M. Fischer, Jr.'.

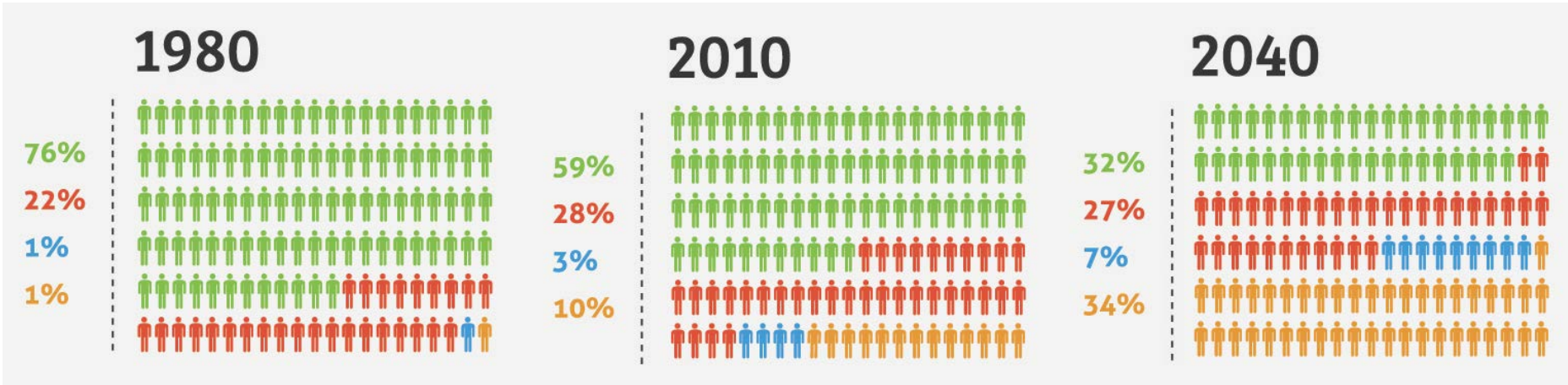
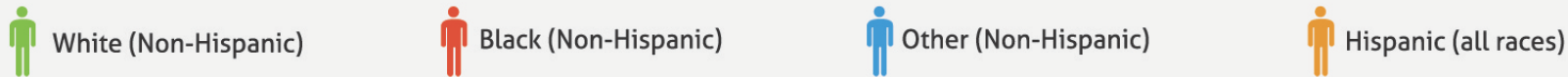
**James M. Fischer, Jr.**  
Chairman

Date: February 19, 1992

# A GROWING COMMUNITY



# POPULATION DIVERSITY





1

**COMMUNITY  
INPUT &  
SPEAKER SERIES**

2

**CREATING  
THE  
VISION**

3

**MAPPING FUTURE  
GROWTH &  
PRESERVATION**

4

**MAKING POLICY  
DECISIONS**

5

**CREATING &  
ADOPTING  
THE PLAN**





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**Nashville! County-wide growth and preservation mapping exercise**

Population and employment tally	Population	Employment
Additional through 2040	200,000	300,000
Total infill	68,000	XXX
To place after infill		
Current community plans	82,000	112,000
Remaining gap	54,000	

**FINAL CHIPS ADDED TO MAP**

**HEADLINE**  
Looking back at that summarizes

**NOTES**  
About your growth





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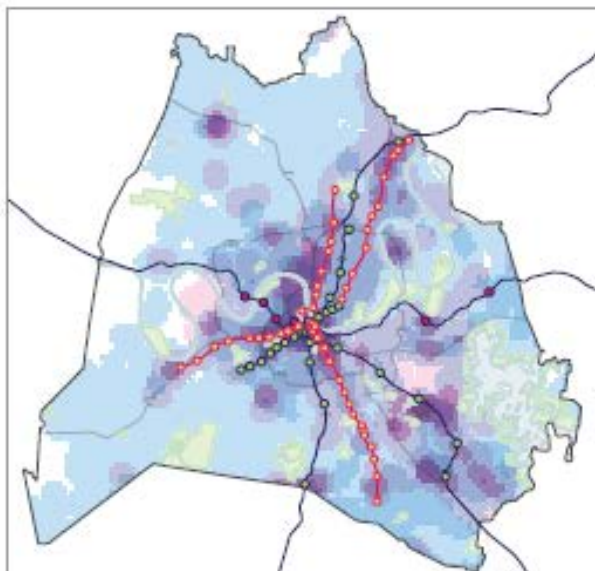
*All right, Nashville.*  
**It's time to pick.**



*Niko, age 6*

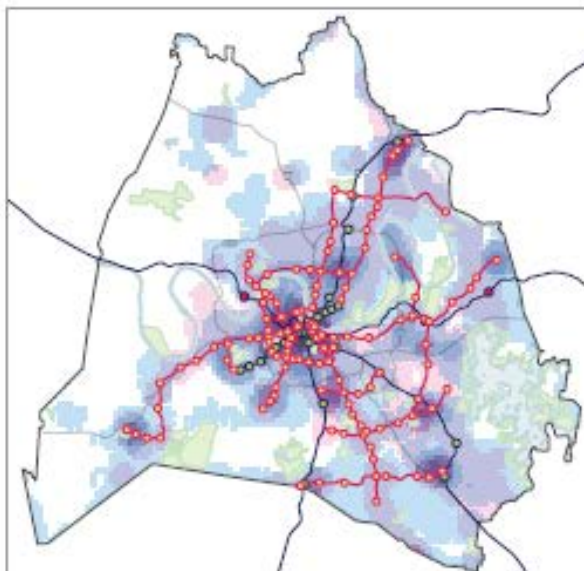
Future  
**B**

**BUSINESS  
AS USUAL**



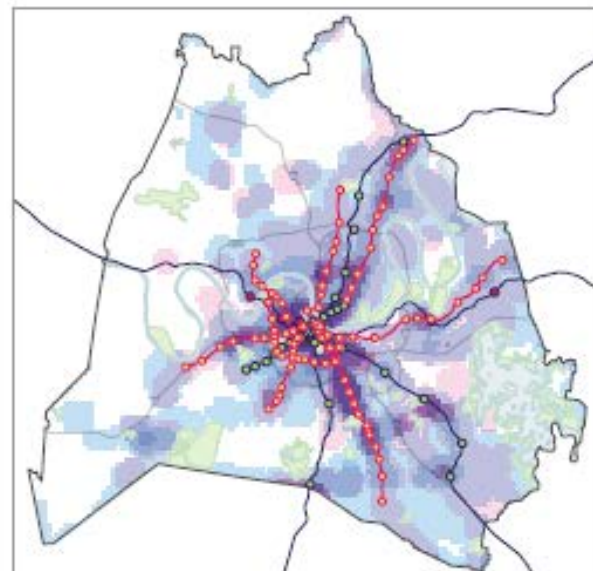
Future  
**C**

**CENTERS WITH  
ADJACENT INFILL**



Future  
**D**

**DOWNTOWN  
AND PIKES**





Phase	People
Community survey	1,093
Blue-sky visioning	2,712
Vision priorities	4,954
Growth/preservation	1,605
Pick!	4,723
Preferred Future	2,297
Draft plan review	1,178

**18,500+ participants**

**During the three year project:**

- **Over 400 meetings**
- **20 background reports & studies**
- **10 nationally recognized speakers**



# ORGANIZATION



Steering Committee  
Community  
Engagement  
Committee  
7 Resource Teams  
Engagement  
Consultants  
Metro Planning  
Department staff

# OUTREACH TOOLS: **ONLINE**

Emma

Survey  
Monkey

MindMixer

MetroQuest





# OUTREACH TOOLS: **MEETINGS**



Speakers

Small group meetings

Open houses

Focus groups

# OUTREACH TOOLS: **GO WHERE PEOPLE ARE**



Traveling teams  
Community events  
Book-a-Planners  
Cell phone voting  
Meeting-To-Go



# Pick, Nashville! PARTICIPATION



Phase IV source	People
Meeting/events	974
Online	3,238
Cell phone	274
Meetings-To-Go	70

# ALIGNING INPUT TOOLS



- Question responses
- Open-ended comments
- Demographics



# TAGGING OPEN ENDED COMMENTS

linkInputToCategories Query1 next-I-input

next: public comments

4416

White board

Event

NashVitality F

White Board

Vibrant

Comment

Better roads, cleaner neighborhoods, safe environment, more affordable housing

Elements

☐ Arts/Culture

☐ Economic/Workforce

☐ Education/Youth

☐ LUTI

☒ Housing

☒ Safety

☐ Environment

☒ Livable/Healthy

Topics

38 better roads, 55 clean and litter free, 50 affordable housing, 75 keep separate different topics with a comma

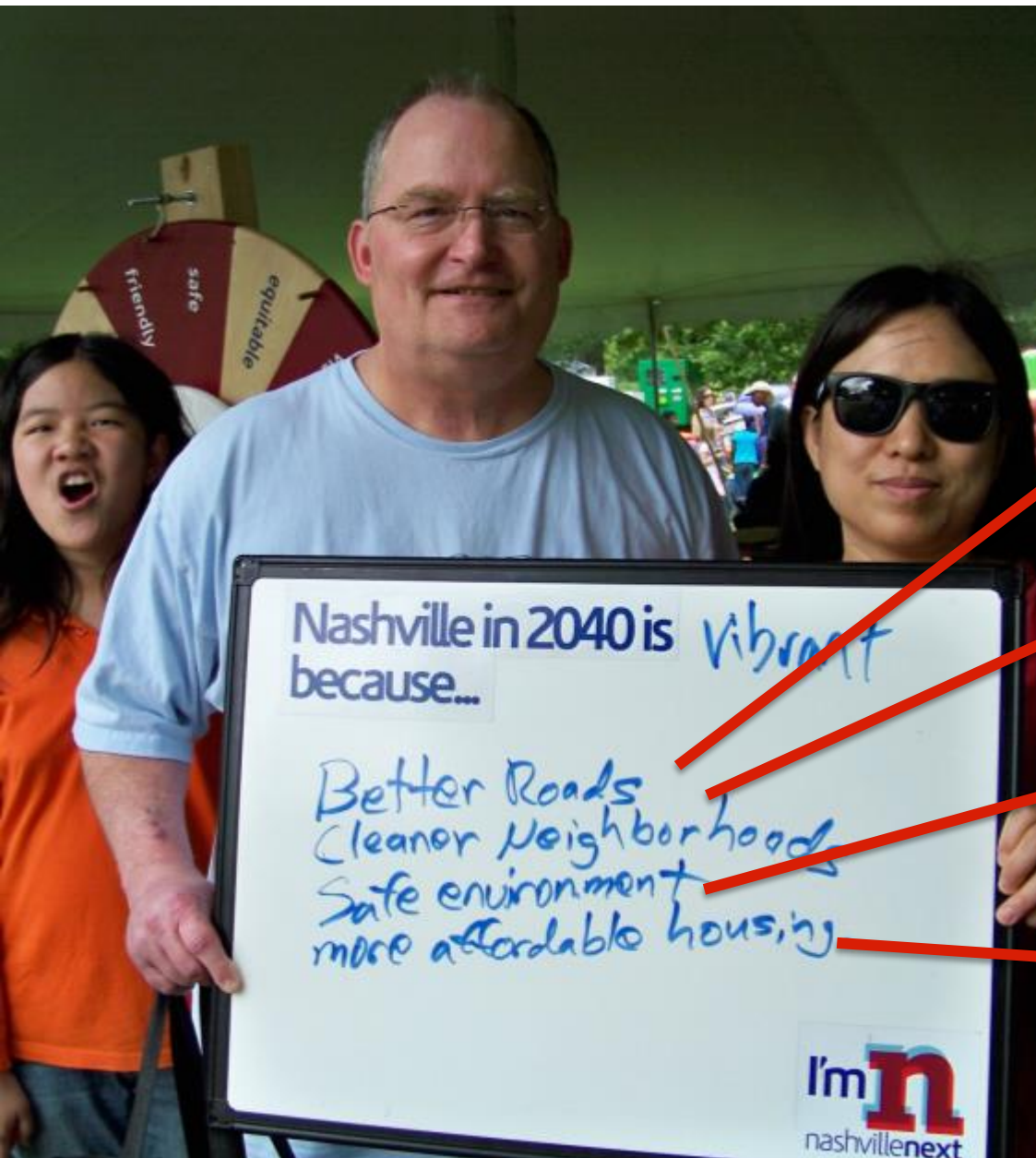
Flag for review

☐ Why?

Add Record

Save Record

# TAGGING OPEN ENDED COMMENTS



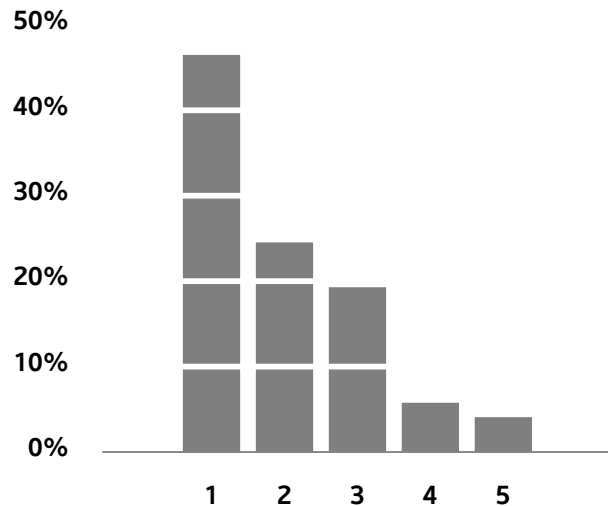
ID#	Topic
38	Better roads
55	Clean & litter-free
75	Keep Nashville safe
50	Affordable housing



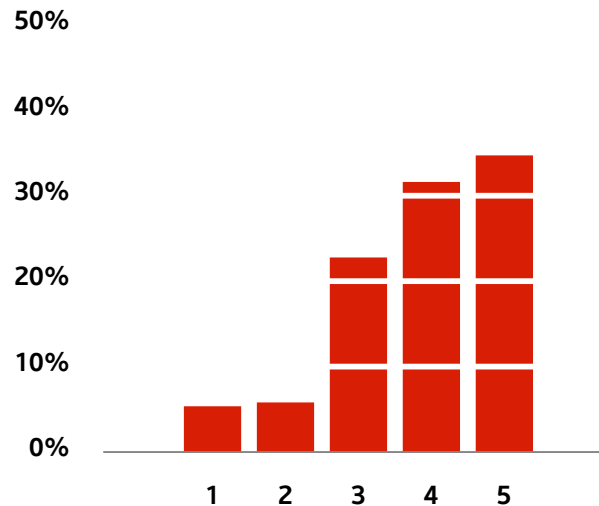
# EXAMPLE: PHASE IV RESULTS

*Each person rates all 3*

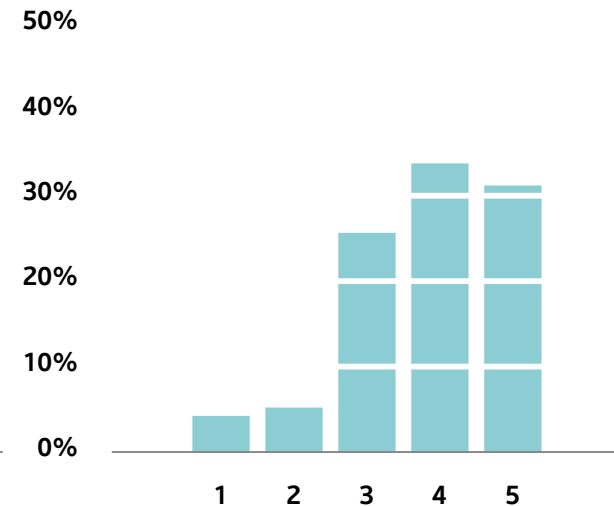
**B** 1.97  
average  
rating



**C** 3.85  
average  
rating



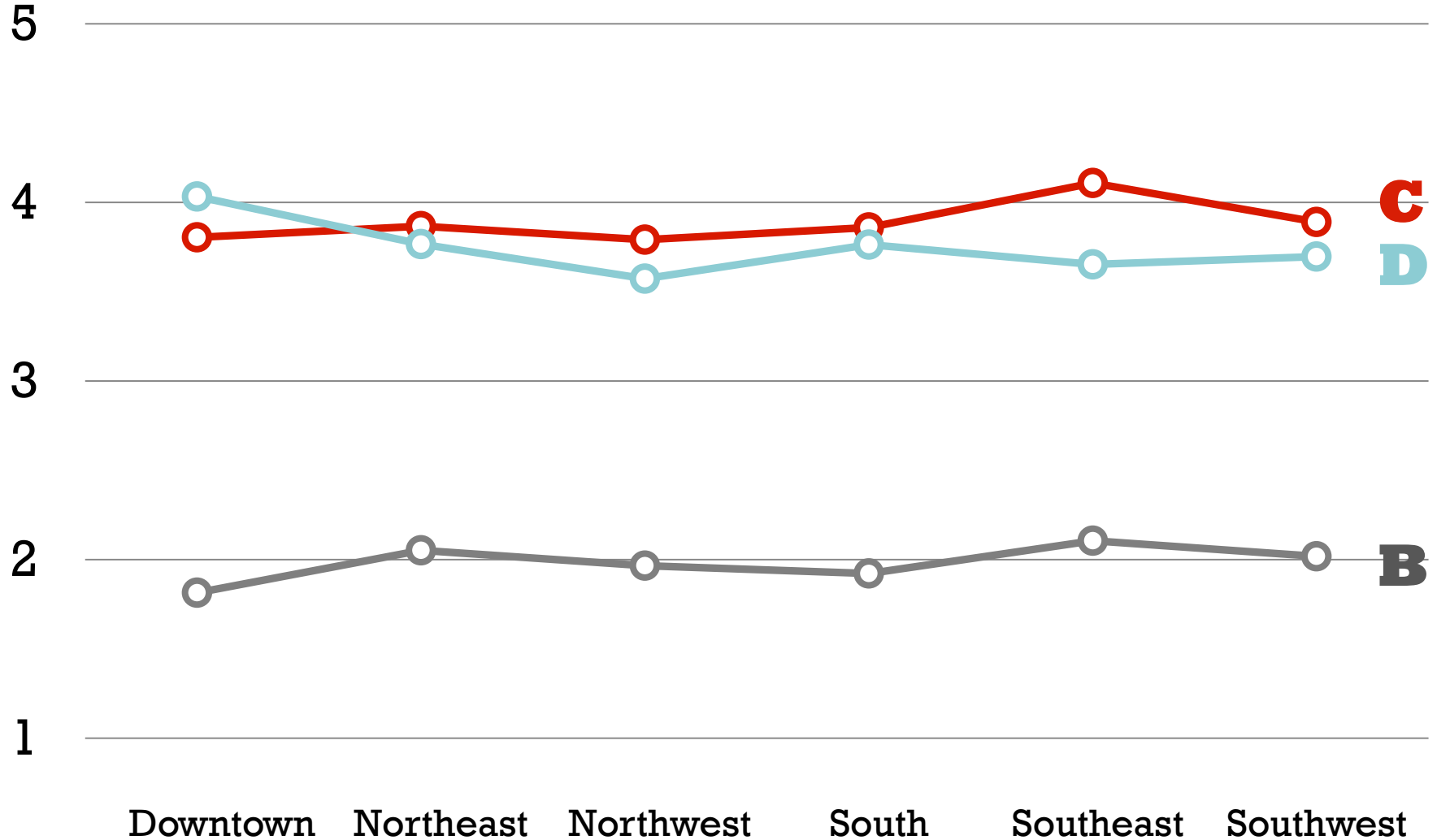
**D** 3.83  
average  
rating



However, fewer than 1 in 5 participants rated C and D equally.

# EXAMPLE: PHASE IV RESULTS

Average ranking of scenario





# TRACKING PARTICIPATION

50 2010 Census

○ NashvilleNext participants

← fewer more →

Downtown

16 ○

Northeast

○ 24

Northwest

○ 9

South

17 ○

Southeast

○ 16

Southwest

18 ○

## ALSO TRACKED

Household type

Gender

Education

Age

Length of time in Nashville

Race/ethnicity

Rent or own

Place of birth

(US or elsewhere)

## **COST EFFECTIVENESS (\$ PER INPUT)**

<b>Source</b>	<b>Cost per input</b>
Events	\$47
Focus group	\$43
Open houses	\$19
Community meetings	\$10
Textizen	\$9
Book-a-Planner	\$9
MindMixer	\$8
MetroQuest	\$3



# HOUSING & GENTRIFICATION MEETING

\$1.35 per participant



# AVERAGE COST / DEMOGRAPHIC SURVEY

Calculating the average cost to get a survey based on race/ethnicity

Race/ethnicity	Average cost per input
White	\$5.50
Black	\$9.31
Hispanic	\$32.34



# KEY LESSONS



- Develop a vision for how you want to engage your community
- Use multiple tools, but use them carefully
- Go where your community is
- Ask people how they want to be engaged and listen to what they say
- Measure your progress & learn as you go