



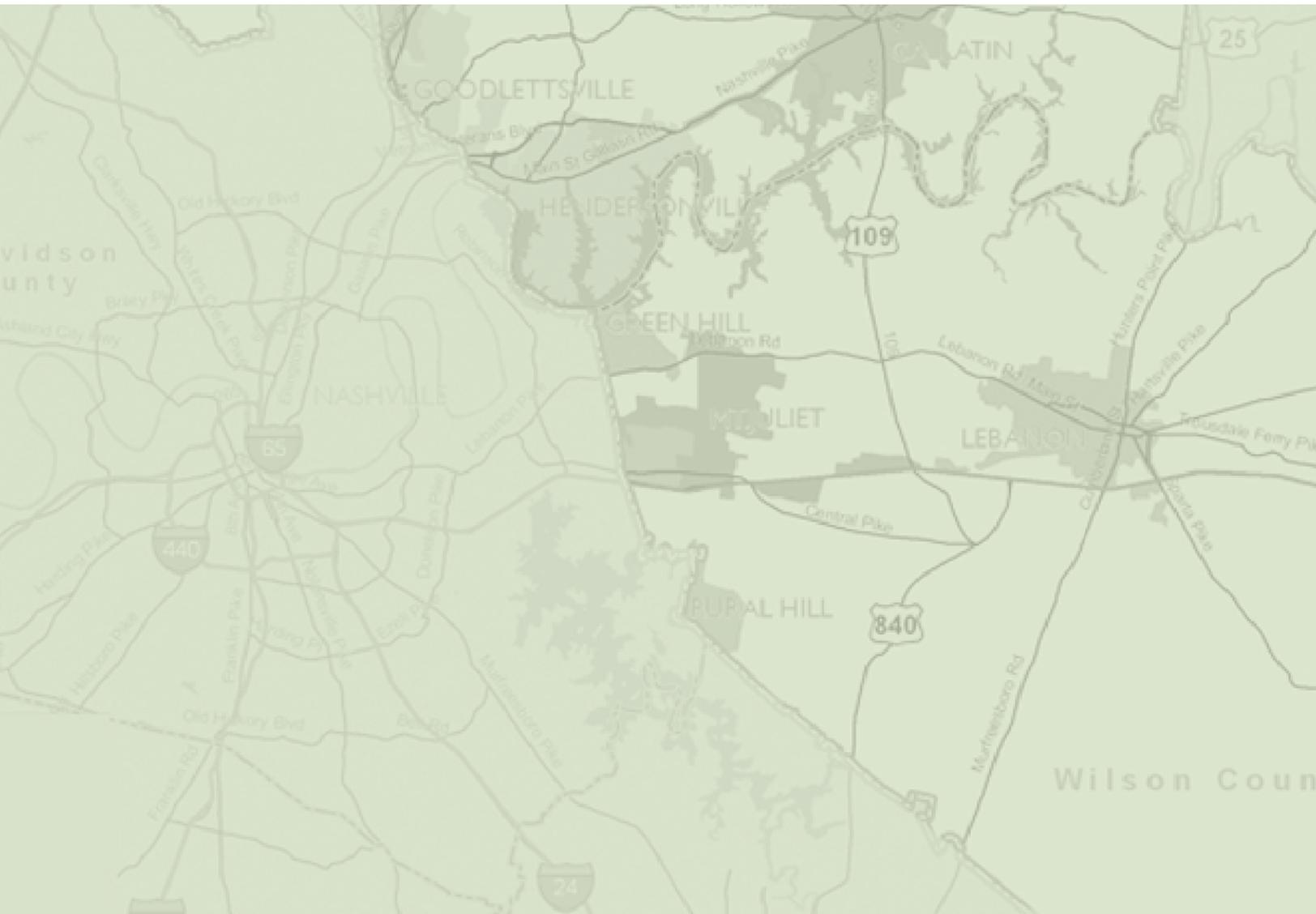
Tri-County Land Use & Transportation Study

PUBLIC PARTICIPATION & STAKEHOLDER INVOLVEMENT PLAN

JUNE 3, 2008

Authored By: Terri H. Sterling, APR

DRAFT



contents

CHAPTER 1: PLAN INTRODUCTION	1	1.0
1.1 PROJECT / PURPOSE	2	
CHAPTER 2: PUBLIC INVOLVEMENT ORGANIZATION	6	2.0
2.1 IDENTIFICATION OF AUDIENCES & STAKEHOLDER INVOLVEMENT	7	
2.2 PUBLIC OUTREACH & MEETING ORGANIZATION	8	
CHAPTER 3: APPENDIX	16	3.0
3.1 STAKEHOLDER INTERVIEW LIST	17	

1.0

CHAPTER I: PLAN INTRODUCTION

I.1 PROJECT / PURPOSE

I.I | project / purpose

PROJECT

In April 2008, the Nashville Area Metropolitan Planning Organization began a land use and transportation study of Sumner, Wilson and Robertson counties in northern middle Tennessee. The study is intended to provide the MPO with a (sub) regionally endorsed Land Use Transportation Plan that can be used by local governments to update land use and major transportation elements of local comprehensive plans. The results of this study will be incorporated into the MPO's 2035 Long Range Transportation Plan, scheduled for adoption in October 2009. The foundation of the study's findings and results is rooted in local growth policy, public involvement, stakeholder input and regional needs.

PURPOSE OF THIS PLAN

The purpose of this Public Participation & Stakeholder Involvement Plan is to guide and direct the scope and process of identifying, engaging, informing and learning from key stakeholders. This plan and its organization are in keeping with the Nashville Area Metropolitan Planning Organization Public Participation Plan - adopted July 18, 2007 by the MPO Executive Board.

2.0

CHAPTER 2: PUBLIC INVOLVEMENT ORGANIZATION

2.1 IDENTIFICATION OF AUDIENCES & STAKEHOLDER INVOLVEMENT

2.2 PUBLIC OUTREACH & MEETING ORGANIZATION

2.1 | identification of audiences & stakeholder involvement

As preparation for the development of a public participation and stakeholder involvement plan, the consultant team will assist the MPO in finalizing the study area to ensure that it does not present a barrier to a variety of public and stakeholder voices from being heard. To assist in this regard, the consultant will identify methods of incorporating various target audiences into the public outreach effort. Each audience will be brought into the process at appropriate points in the project effort. The audiences preliminarily identified for this effort include:

STEERING COMMITTEE

The primary oversight group associated with this project effort is comprised of staff from the MPO, local municipalities, the RTA, and other regional partners identified by the consultant and the MPO project manager. The team will meet with the project steering committee on a monthly basis, as requested by the MPO project manager. Meetings are to be substantive on project delivery issues as well as collaborative on moving essential planning elements through analysis, alternatives development, refinement and implementation.

ROLE OF STEERING COMMITTEE

- Represent a broad cross-section of citizens, locations, and interests.
- Work effectively with the LandDesign team and to provide a wide range of input.
- Participate in decision-making at key points throughout the process.
- With an understanding of the choices to be made, and a grasp the related issues, take an active role in narrowing the range of choices, if not making choices, for the future of the study area.

Tri-County Steering Committee

Phil Armor, Reg. Planning Director, GNRC	615.862.8849	parmor@gnrc.org
Tom Brashear, Planning Director, Wilson County	615.449.2836	tombbrashear@charter.net
Michael Briggs, Planner, Sumner County	615.442.1162	mbriggs@sumnertn.org
Rick Gregory, Planning Director, City of Goodlettsville	615.851.2202	rgregory@cityofgoodlettsville.org
Gina Holt, Asst. City Manager, City of Springfield	615.382.2200	ginaholt@bellsouth.net
George James, Planning Director, City of Springfield	615.382.2200	gjames@springfield-tn.org
Bridget Jones, Director, Cumberland Region Tomorrow	615.986.2699	bridget@cumberlandregiontomorrow.org
Cajun Joyner, Acting Planning Director, City of Mt. Juliet	615.754.2554	sjoyner@cityofmtjuliet.org
Lisa Keylon, City Planner, City of Mt. Juliet	615.754.2554	lkeylon@cityofmtjuliet.org

2.1 | identification of audiences & stakeholder involvement

Addam McCormick, Codes/Planning Dir., City of White House	615.616.1019	amccormick@cityofwhitehouse.org
Mike Moulton, Planning Director, Gallatin TN	615.451.6097	mmoulton@sumnertn.org
Fred Rogers, Planning Director, City of Hendersonville	615.264.5316	frogers@hvilletn.org
Michael Skipper, Director, Nashville Area MPO	615.862.7186	skipper@nashvillempo.org
Jim Svoboda, City Planner, City of Gallatin	615.452.5400	jim.svoboda@gallatin-tn.gov
Magi Tilton, Planning Director, City of Lebanon	615.443.2824	tiltonm@lebanontn.org
Melinda Wagner, Planning Director, City of Portland	615.325.6776	mwagner@cityofportlantn.gov

MPO BOARD

At the discretion of the MPO project manager, the consultant team will present study updates and/ or findings to the MPO Board at the beginning, midpoint, and end of the project scope. The board will serve as the central policy making agency, and ultimate client.

STAKEHOLDERS

The consultant team will conduct up to twenty-five (25) one-on-on interviews or small group discussions with project stakeholders. Project stakeholders are defined as individuals important to the data collection efforts of the study, or to the implementation of the resulting plan for the study area. Individual stakeholders were identified by the consultant team, steering committee and MPO project manager and an initial list is found in the Appendix.

Stakeholder Groups

Transportation*	Agency Staff
Public Safety	Agency Staff
Business/Chambers of Commerce	Business Leaders/Business Owners
Downtown Alliances/Visitors' Bureaus	Staff/Key Leaders
Developers/Builders	Key Owners/Leaders
Economic Development	Agency Staff/Key Leaders
Parks and Recreation	Agency Staff/Key Leaders
Public Works/Environmental/Water Resources	Agency, Authority Staff
County/City/Town	Staff/Elected Officials
Historic Preservation	Staff/Key Leaders
Schools/Education	Staff/School Board Members
Non-Profits	Staff/Key Volunteers/Leaders
Real Estate	Brokers

* The consultant will engage stakeholders in transportation-related industries and in Federal, state, and local agencies as referenced in Section 4.0 of the Nashville Area MPO Public Transportation Plan.

2.1 | identification of audiences & stakeholder involvement

Stakeholder interviews will be conducted in June 2008. One day of interviews will be held in each county, respectively, at a central location.

In addition, identified stakeholders included the MPO's Northeast Corridor Mobility Study and other state and appropriate local planning consultant teams. Various meetings will be held with each of the consultant teams leading these efforts during the planning process (six total). The first and second meetings will occur during previously scheduled events (community-at-large open house - Task 5.0 and stakeholders presentation for feedback - Task 6.0).

LOCAL AUTHORITIES

Beyond one-on-one sessions as part of the stakeholder outreach group, the team will meet with groupings of affected local governments as part of a final series of public meetings associated with the draft and final project deliverables (Task 8.0). Optional: separate meetings with representatives of the broader planning efforts in the region may be provided as an additional service at the client's request.

2.2 | public outreach & meeting organization

PUBLIC OUTREACH

The consultant team will use specific techniques throughout the public outreach effort depending on the meeting type, format and audience. Methods are based on those identified in Section 2.0 of the Nashville Area MPO Public Participation Plan. These may vary based on many factors as set forth in this plan.

MEETING ORGANIZATION

STEERING COMMITTEE

- Total number of meetings
 - 8 + 1 (optional) total.
 - Limited to a maximum of two hours each (with exception of Steering Committee meetings # 3, 4 per below).
- Timing
 - Tasks 4.0,5.0,6.0,7.0,8.0.
 - Steering Committee meeting # 3 will occur concurrent (on the same day as scheduled SC meeting) with up to two workshops to review goals and measures of effectiveness prepared by the Consultant for Task 5.0.
 - Steering Committee meeting # 4 will occur concurrent with a one-day planning workshop for Task 6.0.
 - Morning preferred meeting time.
- Location (characteristics / suggested venues)
 - Conference room.
 - Seating to accommodate consultant team and Steering Committee members to be provided by the MPO.
 - Meetings will be held at the MPO main office.
 - Adequate free parking available.
- Room set up
 - Group roundtable arrangement with tables and chairs
- Pre-meeting tasks
 - Meeting notification will occur through the MPO office via Michael Skipper
- Materials / equipment needs
 - Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - Notetaking the primary method for capturing input and decisions.
 - Minutes of each meeting will be provided via e-mail to Michael Skipper at the MPO office within one week following each meeting.

2.2 | public outreach & meeting organization

COMMUNITY AT LARGE SESSIONS – QUALITY GROWTH EDUCATION

- Total number of meetings
 - 6 total.
 - Two-part sessions limited to two hours each.
- Timing
 - Task 4.0.
- Location (characteristics / suggested venues)
 - Robertson, Sumner and Wilson counties.
 - Large space such as school gym/cafeteria, community center or comparable meeting room.
 - Meeting venue well-known throughout the community.
 - Adequate free parking available.
 - The day/date/time/duration of the sessions will be determined by the MPO staff and Steering Committee with input from the Consultant. Considerations include choosing a day of the week to encourage the largest attendance (usually Monday, Tuesday and Thursday are the best days); date (stay away from holidays or the middle of summer); time of day (late afternoon to early evening is a preferred time; however, in certain circumstances, other times of day are preferred); and duration of the meeting (two hours to three hours is the preferred length for public meetings).
- Room set up
 - Attendees will be invited to register when they enter in order to receive further information and/or notice of additional meetings via email or the U.S. postal service. Registration is optional.
 - Light refreshments (bottled water and cookies) may be provided by the MPO.
- Pre-meeting tasks
 - Meeting notification will occur through the MPO office via Michael Skipper.
- Materials / equipment needs
 - Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - Each session will include presentations and time for question and answer sessions.
 - A note-taker will be positioned to record comments, questions, ideas and concerns on large flip charts. Material from the flip charts is compiled, organized and shared among consultant team members and the client.
 - A comment card table(s) will be established so attendees can complete a short questionnaire at the meeting. The card can also be faxed or mailed to an established address at a later time.
 - Comments can also be taken via the Web site (see Web site section for more detail).

2.2 | public outreach & meeting organization

COMMUNITY AT LARGE OPEN HOUSE

- Total number of meetings
 - 4 total.
 - Limited to three hours each.
- Timing
 - Tasks 5.0,6.0.
- Location (characteristics / suggested venues)
 - Robertson, Sumner and Wilson counties.
 - Large space such as school auditorium, community center or comparable meeting room.
 - Meeting venue well-known throughout the community.
 - Located in study area.
 - Adequate free parking available.
 - The day/date/time/duration of the open houses will be determined by the MPO staff and Steering Committee with input from the Consultant. Considerations include choosing a day of the week to encourage the largest attendance (usually Monday, Tuesday and Thursday are the best days); date (stay away from holidays or the middle of summer); time of day (late afternoon to early evening is a preferred time; however, in certain circumstances, other times of day are preferred); and duration of the meeting (two hours to three hours is the preferred length for public meetings).
- Room set up
 - To provide multiple opportunities for substantive dialogue and input, information stations posted with clear, easy to understand signage, are established around the large open space in a sequential order. Each station is staffed by a “content expert” who will be surrounded by two to three large visuals (maps, schematics, diagrams, photos, aerials, fact boards, etc.) that relate specifically to a defined topic. Members of the public will move from station to station singly or in small groups to talk one-on-one with those individuals who are most knowledgeable about the particular topic area and who can answer specific questions that the public may have.
 - If an introduction or presentation is desired or necessary in this format, it must be very short and repeated throughout the duration of the open house.
 - A note-taker will be positioned at each information station to record comments, questions, ideas and concerns on large flip charts. This method is much preferred to a court reporter as hundreds of comments can be gathered. Material from the flip charts is compiled, organized and shared among consultant team members and the client.
 - Attendees will be invited to register when they enter the open house in order to receive further information and/or notice of additional meetings via email or the U.S. postal service. Registration is optional.
 - Large, clear, easy-to-read door, station and table signage will be used

2.2 | public outreach & meeting organization

- throughout the venue.
 - A comment card table(s) will be established so attendees can complete a short questionnaire at the meeting. The card can also be faxed or mailed to an established address at a later time.
 - Comments can also be taken via the Web site (see Web site section for more detail).
 - Light refreshments (bottled water and cookies) may be provided by the MPO.
- Pre-meeting tasks
 - o Meeting notification will occur through the MPO office via Michael Skipper.
 - o Consultant teams for Northeast Corridor Mobility Study and City of Gallatin's Comprehensive Plan Update will be specifically invited.
- Materials / equipment needs
 - o Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - o A note-taker will be positioned at each information station to record comments, questions, ideas and concerns on large flip charts. This method is much preferred to a court reporter as hundreds of comments can be gathered. Material from the flip charts is compiled, organized and shared with the entire development team.
 - o A comment card table(s) will be established so attendees can complete a short questionnaire at the meeting. The card can also be faxed or mailed to an established address at a later time.
 - o Comments can also be taken via the Web site (see Web site section for more detail).

MPO BOARD

- Total number of meetings
 - o 2 total.
 - o Limited to a maximum of one hour each.
- Timing
 - o Tasks 5.0, 8.0.
 - o Third Wednesday at 9:00 AM, as published on the MPO's website.
- Location (characteristics / suggested venues)
 - o First Floor Conference room, 1101 Kermit Drive, Nashville Tennessee.
 - o Seating to accommodate consultant team and MPO members to be provided by the MPO.
 - o Meetings will be held at the MPO main office.
 - o Adequate free parking available.

2.2 | public outreach & meeting organization

- Room set up
 - Group roundtable arrangement with tables and chairs.
- Pre-meeting tasks
 - Meeting notification will occur through the MPO office via Michael Skipper.
- Materials / equipment needs
 - Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - Each session will include presentations and time for question and answer.
 - Notetaking the primary method for capturing input and decisions.
 - Minutes of each meeting will be provided via e-mail to Michael Skipper at the MPO office within one week following each meeting.

STAKEHOLDER INTERVIEWS

- Total number of meetings
 - 25 interviews total (up to 3 per interview) with key community and opinion leaders.
 - Approximately 1 hour each in duration.
 - Interviews will be scheduled 1.5 hours apart to allow time for groups to depart and enter without overlap.
- Timing
 - Task 4.0.
- Location (characteristics / suggested venues)
 - Robertson, Sumner and Wilson counties.
 - A detailed schedule of interviews will be developed, with one full day of interviews taking place at a central location in each county. Flexibility and accommodation will be used to ensure that the necessary people are interviewed, and additional location/ times will be established on a case-by-case basis. However, the goal is to contain the interviews within a five-day period (± 5 interviews per day for maximum efficiency).
 - Conference room.
 - Seating to accommodate consultant team members and up to three participants to be provided by the MPO.
 - Adequate free parking available.
- Room set up
 - Group roundtable arrangement with tables and chairs.
- Pre-meeting tasks
 - A detailed schedule of interviews will be developed, with one full day of interviews taking place at a central location in each county.
 - A prepared discussion guide will be used to lead the discussion, with flexibility to listen to participants about other related issues that might be important.

2.2 | public outreach & meeting organization

- o Meeting notification will occur through the MPO office via Michael Skipper with assistance from the Consultant.
- Materials / equipment needs
 - o Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - o Notetaking the primary method for capturing input.
 - o Minutes of each meeting will be documented via interviewers' notes.

STAKEHOLDER OUTREACH

- Total number of meetings
 - o 6 total.
 - o Limited to a maximum of two hours each.
- Timing
 - o Tasks 5.0, 6.0, 8.0.
 - o Morning preferred meeting time.
- Location (characteristics / suggested venues)
 - o Seating to accommodate Nashville Tri-County Transportation and Land Use Study consultant team members and the consultant teams for Northeast Corridor Mobility Study and City of Gallatin's Comprehensive Plan Update to be provided by the MPO.
 - o Meetings will be held at the MPO main office.
 - o Adequate free parking available.
- Room set up
 - o Group roundtable arrangement with tables and chairs.
- Pre-meeting tasks
 - o Meeting notification will occur through the MPO office via Michael Skipper with assistance from the Consultant.
- Materials / equipment needs
 - o Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - o Meeting with include presentation and time for question and answer.
 - o Notetaking the primary method for capturing input.
 - o Minutes of each meeting will be provided via e-mail to Michael Skipper at the MPO office within one week following each meeting.

2.2 | public outreach & meeting organization

LOCAL AUTHORITIES

- Total number of meetings
 - 3 total (optional: separate meetings with representatives of the broader planning efforts in the region may be provided as an additional service at the client's request).
 - Limited to a maximum of two hours each.
- Timing
 - Task 8.0.
- Location (characteristics / suggested venues)
 - Robertson, Sumner, Wilson Counties.
 - Meeting venue well-known throughout the community.
 - Located in study area.
 - Conference room.
 - Seating to accommodate consultant team members and representatives of affected local governments within the study area and those responsible for broader planning efforts in the region to be provided by the MPO.
 - Adequate free parking available.
- Room set up
 - Presentations and time for question and answer sessions.
- Pre-meeting tasks
 - Meeting notification will occur through the MPO office via Michael Skipper with assistance from the Consultant.
- Materials / equipment needs
 - Materials and equipment needs will be either supplied by the Consultant or coordinated through the MPO office.
- Methods for gathering and summarizing input (one or more of the following)
 - Notetaking the primary method for capturing input.

WEB SITE

While developing a project-specific Web site is not included in the Scope of Work, it is an option that could be executed separately.

If there is not a project-specific Web site, it is recommended that a "button" be placed on the MPO Web Site Home Page that leads the visitor to a project-specific area where information can be published on an ongoing basis. An online comment card should be available to visitors. An online card not only is a good tool for collection of ongoing input; it also allows the construction of an email database of interested parties and stakeholders throughout the project.

2.2 | public outreach & meeting organization

Key Locations

Robertson County: Springfield Public Library
Sumner County: Edward Ward Carmack
Hendersonville: The Martin Curtis
Portland: Elmer Hinton Memorial
Westmoreland Public Library
White House Inn Library
Mt. Juliet: Harvey Freeman
Lebanon-Wilson County Library
Watertown Library

Newspapers

The News Examiner (Gallatin)
The Tennessean (Nashville/Davidson County)
The Lebanon Democrat
El Crucero
The Hendersonville Star News
La Campana
La Noticia
The Tennessean/Robertson AM

Public Housing Authorities

Lebanon Housing Authority
49 Lake Drive
Lebanon, TN 37088
(615) 444-1872

Gallatin Housing Authority
401 N. Boyers Avenue
Gallatin, TN 37066
(615) 452-1661

Portland Housing Authority
107 Potts Avenue
Portland, TN 37148
(615) 325-4559

Springfield Housing Authority
808 Rose Hill Circle
Springfield, TN 37172
(615) 384-4591

Senior Centers

Robertson County Senior Citizens Center
601 S. Locust Street
Springfield, TN 37172
(615) 384-6367

Mt. Juliet/West Wilson County Senior Citizens
Center
City Hall Building
2034 N. Mt. Juliet Road
Mt. Juliet, TN 37122
(615) 758-9114

Madison Station Senior Center
301 Madison Street
Madison, TN 37155
(615) 254-1791

Senior Citizens of Hendersonville
223 Campus Drive
P.O. Box 2414
Hendersonville, TN 37077
(615) 822-8758

Lebanon Senior Citizens Center
670 Coles Ferry Pike
P.O. Box 712
Lebanon, TN 37088
(615) 449-4600

White House Citizens in Action
105 College Street
White House, TN 37188
(615) 672-5974

2.2 | public outreach & meeting organization

Other Organizations

United Way of Robertson County
101 5th Avenue West, Suite. 25
Woodard Hall Building
Springfield, TN 37172
(615) 384-8160

United Way of Wilson County
P.O. Box 3541
Lebanon, TN 37088
(615) 443-1871

United Way of Sumner County
103 Hazel Path Court, Suite. 5
Hendersonville, TN 37075
(615) 826-2977

3.0

CHAPTER 3: APPENDIX

3.1 STAKEHOLDER INTERVIEW LIST