The Master Plan Framework Presentation

framework n. a structural plan or basis of a project

Trenton’s Long-range Comprehensive Master Plan

DVRPC Public Participation Task Force
Creating a Long-Range Framework

- Planning Board Approval of a Comprehensive Approach
- Community Listening Tour
- City Council Pass Resolution of Acknowledgment
The Framework: Public Additions
Plan Development Phase

PHASE 1
Vision250

PHASE 2
Land Use Plan & Priority Elements

PHASE 3
Completion of Elements
Plan Development Phase

Vision250

Land Use Plan & Priority Elements

Completion of Elements

PHASE 1

PHASE 2

PHASE 3
Project Goals (Abbreviated)

Create consensus around a community-driven vision for Trenton

Expand participation to include those who do not traditionally get involved in civic visioning activities

Include the large and expanding Spanish speaking (Latino) community

Promote and Educate about Trenton250 and Master Planning

Background: real disconnect between City Hall and the population of Trenton
Phase I Visioning Approach

Info Campaign

Traditional Media ↔ Project Website

Social Media ↔ Public Meeting

On the Ground ↔ Stakeholder Meetings

Public Input

Public Review
Trenton Mayor Eric Jackson, left, waves to a member of the audience at the Trenton Chapter of the MidJersey Chamber of Commerce Trenton Economic Development Breakfast held at the Wyndham Garden Hotel in Trenton on Wednesday, July 15, 2014. Chamber President Robert Prunetti is at right. (Michael Mancuso/The Times)

Thursday, July 17, 2014

TRENTON – Placing orange dots on a chart, local business owners overwhelmingly identified the need for a reduction in crime in Trenton as one of the ways they believe the city can improve economic development at a breakfast event for the MidJersey Jersey Chamber of Commerce this morning. Along with public safety, they also pointed to improving education, encouraging arts and related attractions and growing downtown businesses and residents. The feedback will be used by employees of the officials of the city’s Department of Economic Development as they revise the city’s master plan in a program called Trenton 250, which was touted as an important tool for shaping the future of Trenton in a speech by newly elected Mayor Eric Jackson.

By Monique King-Viehland

As the new Acting Director of the Department of Housing and Economic Development for the City of Trenton, I encourage readers to participate in Trenton250 (Trenton250.org), the city’s first comprehensive Master Plan. Through a “community visioning” phase and proposed thematic elements to the plan (such as economic development, education, land use, arts and culture and transportation), the official city Master Plan attempts to answer a very important question: What should Trenton be like in 10, 20 and 30 years? How we as a community answer this question will have long-term implications for the city, its citizens and its businesses. For example, the vision and goals established in the plan will guide the way city officials plan for and fund needed infrastructure, housing, education and economic development initiatives.

By Times of Trenton Editorial Board

Thursday, July 24, 2014

Animated by thousands of state workers during the week, the city of Trenton becomes eerily still on the weekends. For decades, the city has faced the daunting challenges of encouraging state workers to remain in the city after 5 p.m. and ensuring enough traffic to keep shops, cafés and other business ventures from atrophy.

Accomplishments

9 Print and Online Newspaper Adds
1 Radio Interview

Lessons Learned

You can not get started early enough establishing contacts
Utilize Opinion, Letter to the Editor, and the Editorial Board
Traditional Media is still effective means for informing citizens
Social Media

Accomplishments

1000+ Friends on Facebook
100+ Friends on Twitter
30+ Friends on Twitter

Lessons Learned

Must start with the social media campaign early

Facebook is BY FAR the most widely used social media site

Expect a limited number of people to be online champions

Effective means of reaching a broader audience

You can get email address of your facebook friends
On-the-Ground

Accomplishments

Art All Night (300+ Vision Statements)

Pork Roll Festival (Big website turnout)

Chalkboards (Unknown)

Lessons Learned

Face-to-face conversations are most effective

Be prepared with literature and a “next step” after event

Be visible, fun, and creative but don’t let activity distract from main mission: informing people

Have a means of measuring success
Monitoring Effectiveness: Google Analytics

Lessons Learned

Broad numbers

Demographic data is generally had to substantiate

Effective when combined with “context” information

Website Launch Party
137 Users

First News Article
111 Users

Pork Roll Festival
104 Users

Article on Youth Summit
61 Users

Art All Night
43 Users

Stakeholder Meetings
91 Users
Monitoring Effectiveness: Goo.gl

Lessons Learned
Effective for monitoring individual efforts (especially on social media)
Simple and Free
Trenton250 (noun): a community driven long-range Master Plan that will guide Trenton through its 250th Anniversary in 2042

Learn
Learn (verb): gaining knowledge of Trenton to inspire ideas for the future.

Participate
Participate (verb): taking part in a discussion about the future of Trenton.

Master Plan Elements
Master Plan Elements (noun): individual plans addressing issues such as land use, circulation and economic development that combine to make up the Master Plan
**Project Website**

### Accomplishments

- 2000+ Unique Users
  - 500 with Trenton ISP
  - 500 in surrounding Area
- 1/2 of Users “Under 34”
- ~150 surveys taken
- 60+ comments on blog
- 40+ images submitted in Contest
- 22 SWOCs were identified

### Lessons Learned

Digital divide makes the website an effective tool only for certain residents / users. Websites will likely be most effective in places with higher education attainment levels and a more professional workforce.

**Must have partners / efforts to drive traffic to the website**

Must understand the effort that is required to contribute vs. passively interact with the website. Understand this may **increase** the “loudest voice gets the most attention” phenomenon.

**1% Rule**: “90% of the participants of a community only view content, 9% of the participants edit content, and 1% of the participants actively create new content.”

Websites are very fertile ground for outreach efforts and the potential is immense.
Public Meetings: Youth Summit

Accomplishments
200 Participants
50 Visions
100s of SWOCs (aka SWOTs)

Lessons Learned
Utilize existing institutions
Youth are VERY in tuned with issues and opportunities in their communities
Working with younger communities builds credibility
**Public Meetings: Latino / Spanish Speaking**

- **Accomplishments**
  - 200 Participants
  - 50 Visions
  - 100s of SWOCs (aka SWOTs)

- **Lessons Learned**
  - Utilize existing institutions
  - Allow for extra time to disseminate information
  - Community is had some unique concerns but overwhelmingly address similar issues as other groups
  - Dedication to multi-lingual efforts is more expensive / time consuming
Public Meetings: Ward

Accomplishments

89 people attended public meetings

11 small-group consensus visions + goals and SWOCs

Lessons Learned

Go to them

Promote through existing community leaders

Understand the importance of space: scout out locations and be prepared to adjust efforts accordingly
Stakeholder Meetings (Aka “Stakeholder Forums”)

Accomplishments
110 people attended stakeholder meetings
80 goals and 300 votes

Lessons Learned
When scheduling, balance what information they can provide with their roll in generating support
Promote through existing institutions
Use keynote speakers as a means of generating an audience
Organize around themes
Building Capacity

**Important:** The Master Plan will take **YEARS** to finish

Developed a list with ~700 contacts (email and phone) of people who participated or expressed interest in the Master Plan (1000+ facebook friends)

Strengthened the network of people who can facilitate participation in future elements

Greatly enhanced the profile of the Master Plan and understanding about how it will affect the development of the City of Trenton
Welcome to *PhillyFreightFinder*, the freight mapping and data platform for the Delaware Valley!

*PhillyFreightFinder* is a dynamic, web-based mapping application that pinpoints freight facilities and freight activity in the Philadelphia-Camden-Trenton region. In addition, this tool also highlights how the various freight system components intertwine and complement one another.

*PhillyFreightFinder* contains 20 individual layers and over 350 features of infrastructure and facilities that are organized into seven categories. These elements form the core of the region's extraordinary freight network and services that link the region to the global economy.

*PhillyFreightFinder* is fully customizable, giving you—the user—the ability to easily control both the extent of the mapping window and the combination of layers to be displayed.

Start exploring freight in our region!

You can search by facility or place name by using the search dialog or browse the region with the map viewer.

Search by facility or place name  

or  

Explore in Map Viewer
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The Delaware Valley Region

The PhillyFreightFinder application covers Bucks, Chester, Delaware, Montgomery and Philadelphia counties in Pennsylvania, and Burlington, Camden, Gloucester and Mercer counties in New Jersey.

This region contains an impressive freight transportation network consisting of highways, rail lines, ports, airports, and pipelines. There are also many related support facilities such as warehouses, manufacturing sites, rail yards, and truck stops.

The Delaware Valley is strategically positioned in the middle of the densest population center in the United States. Over 100 million people live within a 500-mile radius of Philadelphia, representing a vast consumer base and making the region ideally situated as a manufacturing and distribution hub.
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