

Summary Memo

Round 2 of Public Engagement

August 2022

This document summarizes the second round of public engagement for Choose Chillicothe, which was conducted between August 4 through August 31, 2022. Input was gathered in the following ways:

- **First Thursday pop-up** – Planning representatives were located at the First Thursday event on August 4 to solicit information about the plan from those who attended.
- **Drop-in hours** – Activities were present every Friday from 8-10am throughout the month of August in the City Administration Building for individuals to stop in and provide feedback.
- **Virtual workshops** – Online meeting workshops took place on August 9 and August 26 during the evening and afternoon to accommodate various schedules.
- **Online engagement** – Mapping activities and survey questions were available online throughout the duration of the second round of engagement.

The memo includes the following:

1. Purpose
2. Outreach and Publicity
3. Approach
4. Results
5. Participation Demographics

1. Purpose

The City of Chillicothe launched a process to develop a comprehensive plan in December 2021, called Choose Chillicothe. The City's last comprehensive plan was adopted in 1948. 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 Chillicothe to help inform the plan. The engagement lays the groundwork for development of the plan's preliminary goals, objectives, and recommendations as well as its future character and land use plan.

2. Outreach and Publicity

Extensive outreach was conducted to spread the word broadly about the opportunity to participate in the public engagement opportunities. The Team capitalized on existing networks through community groups, organizations, churches, educational institutions, and local governments for outreach. The Choose Chillicothe Steering Committee played a vital role in spreading the word and relaying the importance of this opportunity to their own friends, families, coworkers, and neighbors. A press release

was distributed to local media outlets, a website news post announced the engagement opportunities, and interviews with key stakeholder groups were conducted during this phase (documented separately). Outreach efforts included the following:

3. Approach

Let's Chat! Chillicothe engagement round two included multiple parts.

First Thursday Pop-Up

Planning representatives were present at the First Thursday (August 4, 2022) event with engaging activities for attendance of the event to review and complete. The focus was for the public to review the plan's draft goals and actions, and to see which actions or ideas should be prioritized and implemented. A multitude of topics including land use, public amenities, transportation, and more were included.

Drop-in Hours

Each Friday in August from 8-10am, a booth was set up inside of the Chillicothe City Administration Building containing boards with the goals and actions that allowed individuals to review and provide feedback.

Online Public Workshops

Public workshops conducted via Zoom took place on Tuesday, August 9, from 7-8pm and Monday, August 29, from 12-1pm. These sessions were utilized as an opportunity for individuals to provide feedback and ask direct and specific questions about the draft goals and actions that have been formulated.

Online Engagement Activities

To accommodate those who could not make either an online or in-person meeting, online activities were available throughout the month of August on the project website at www.ChooseChillicothe.com. These activities mimicked those available at in-person events and included a "what do you envision here?" mapping activity along with an interactive view of the goals and actions with an opportunity to provide direct feedback.

"I care about this great community."

-Engagement participant

4. Results

This section summarizes the input collected. It includes information from the public and online workshops, along with virtual responses from the online mapping activity.

Part 1: Priority actions

The following section includes the most prominent actions that respondents would like to see prioritized within the comprehensive plan for each goal. The top two actions for each goal are listed below as a priority. The corresponding numbers represent the number of individuals who would like to see the action prioritized over the others.

Land Use

- 1.2 – Encourage infill residential on vacant properties (18)
- 1.6 – Maintain up-to-date historic preservation guidelines (24)

Public Health

- 2.2 - Provide incentives to businesses which offer employees discounted health memberships (24)
- 2.5 – Create an age-friendly strategy (31)

Housing

- 3.1 – Create a residential rehabilitation program (53)
- 3.6 – Incorporate rental housing into area plans (37)

Public Amenities

- 4.4 – Host festivals and events in civic spaces (68)
- 4.8 – Improve Yoctangee Park with outdoor event space (85)

Economic Development

- 5.3 – Host regular conversations with existing businesses on expansion and reinvestment plans (19)
- 5.7 - Create an all-inclusive neighborhood improvement program (28)

Transportation

- 6.10 - Obtain Bicycle Friendly Community status (41)
- 6.13 – Develop a street and sidewalk maintenance schedule and asset management program (58)

Implementation

- 7.5 – Conduct procedural training with appointed boards (3)
- 7.6 – Host an annual planning summit (15)

5. Next Steps

The actions identified in this activity were used to refine plan actions, develop an implementation strategy, and identify possible partners and resources.