

## Visioning Exercise 2: Developing a Visioning Program and Outreach Plan

Jurisdiction: \_\_\_\_\_

Purpose: “Plan to Plan” the visioning process. Includes:

- ◆ Organizing the Visioning Program
- ◆ Sketching the basics of an Outreach Plan

Instructions: Determine the level of resources available for the vision process using the first table (A) below. Then, identify the preferred structure of the visioning program using the second table (B) below. Once these two preliminary steps are completed, use the attached forms to:

1. Consider the preferred visioning methods, using the “pro” and “con” columns as a guide, and using this analysis to select the most appropriate method(s);
2. Begin to list the required materials and pre-event tasks with the responsible party. We have included a helpful “Workshop Checklist” to assist you in thinking about some of the tasks and materials needed for visioning.
3. Finally, considering the available resources and local community, consider the various ways to “get the word out” as listed on the form. Again, using the “pro” and “con” columns to make notes, select the most appropriate notification and update methods.

A. Resources available, budget, people (staff and volunteers), locations, time:

1. Low \_\_\_\_\_
2. Moderate \_\_\_\_\_
3. High \_\_\_\_\_

B. Preferred structure for visioning:

1. Questionnaires (no meeting) \_\_\_\_\_
2. On-line, e-mail, web (no meeting) \_\_\_\_\_
3. One big visioning event – with all stakeholders and public invited \_\_\_\_\_
4. Series of visioning events – TBD based on resources \_\_\_\_\_
5. Combination of methods – Specify: \_\_\_\_\_
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_

Visioning Technique	Pros	Cons	
Questionnaires (development of questions, how to best administer)			<input type="checkbox"/>
Vision Meetings (number, organization and facilitation)			<input type="checkbox"/>
SWOT (time available, facilitation)			<input type="checkbox"/>
TOPS (time available, facilitation)			<input type="checkbox"/>
Scenarios (time available)			<input type="checkbox"/>
Focus Groups (interview skills, selection of participants, time available)			<input type="checkbox"/>
Design Charrette (need a design professional in attendance, materials available?)			<input type="checkbox"/>
Cognitive Mapping (base maps, facilitation)			<input type="checkbox"/>
Image Preference Survey (need photos in advance, including throughout County as comparison)			<input type="checkbox"/>
Photographic Journals (minimum of 2 meetings, cameras, photo development)			<input type="checkbox"/>
<i>Other</i>			<input type="checkbox"/>
<i>Other</i>			<input type="checkbox"/>

<b>Techniques Selected</b>	<b>Materials list and logistics Preparation</b>	<b>Responsible Party</b>
<p><b><u>Sample</u></b></p> <p>Photographic Journal</p>	<ul style="list-style-type: none"> <li>✓ Instructions</li> <li>✓ Designated areas/target subjects areas/preferences</li> <li>✓ Cameras for all</li> <li>✓ Budget for develop photos/printing</li> <li>✓ Digital photos</li> <li>✓ Two meetings – instruction and reporting</li> <li>✓ Display area for results</li> </ul>	<ul style="list-style-type: none"> <li>✓ Consultant</li> <li>✓ City Planner</li>   <li>✓ Project budget line item</li> <li>✓ In project budget</li> <li>✓ OK, if on CD-ROM</li> <li>✓ Consultant &amp; City Planner</li>   <li>✓ City Planner</li> </ul>

## WORKSHOP CHECKLIST:

### LOCATION

- ✓ Does the room have adequate seating?
- ✓ Can seating be arranged to maximize participation?
- ✓ Is the room suitable for AV equipment? (Can lighting be adjusted in the room?)
- ✓ Will AV equipment (projectors, VCR/TV etc.) and flipcharts be available?
  - If AV equipment is needed, who will provide it?
- ✓ Are there breakout rooms, or areas, available for small groups to meet?
- ✓ Is there a place to serve refreshments?
- ✓ Are there suitable restroom facilities?
- ✓ Is the room/building handicap accessible?
- ✓ Is there adequate parking?
- ✓ Is the building conveniently located and well known to residents?
- ✓ Is the building considered a “neutral” site?
- ✓ Is there a phone for emergency use?
- ✓ Is there a single contact person to make sure the building will be open?

### PROMOTION

- ✓ Will an invitation/flier be used to promote the workshop?
  - Who will design and print it?
  - How many will be printed and who will pay?
  - Who will supply the names and addresses for the flier’s distribution?
  - Who will pay for postage?
  - Will the flier be distributed in other ways?
- ✓ Who will keep track of the registration?
- ✓ Will a media release be sent?
  - Who will write it and send it to the media?
  - Who will be the contact person?
  - Who will make sure the media attends the workshop?
- ✓ Who will contact local officials to ask them to attend the workshop?

### AGENDA / SPEAKERS

- ✓ Will the workshop have a formal written agenda?
  - What is the timeframe for agreeing to the agenda?
  - Does the agenda allow for breaks and time for open discussion?
  - Can everything be accomplished in the time given?

- ✓ Will a guest speaker(s) be asked to make a presentation?
  - Who will identify and contact the guest speaker?
  - Will the guest speaker be paid?
  - Do you have a biographic sketch of the speaker?
  - Will the speaker need AV equipment?
- ✓ Will local speaker(s) be asked to make a presentation?
  - Who will identify and contact the speaker?
  - Do you have a biographic sketch of the speaker?
  - Will the speaker need AV equipment?
- ✓ Will moderators be used for the breakout sessions?
  - Who will identify and contact the moderators?
  - Will the moderators require any training?

### AT THE WORKSHOP

- ✓ Will pre-printed name badges be used?
- ✓ Are directional signs needed for the meeting and breakout rooms?
- ✓ Will someone be available to greet attendees as they arrive?
- ✓ Will there be a sign-in sheet for attendees?
- ✓ Will there be an information packet for attendees?
  - What will be included in the packet?
- ✓ Will there be worksheet(s) for attendees?
- ✓ Will someone be available to oversee refreshments?
  - Who will pay for the refreshments?
- ✓ Will participants be pre-assigned to breakout groups?
- ✓ Will the proceeding be recorded?
  - Who will record the meeting and how will the recording be distributed?

### FOLLOW-UP

- ✓ Will any type of information be sent to attendees after the workshop?
  - Who will prepare this information?
  - Who will pay for the postage?
  - Who will answer any follow-up questions?

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Outreach Elements	Pros	Cons	
Are the minimum legal ad notice requirements enough?			<input type="checkbox"/>
Become friendly with local reporters			<input type="checkbox"/>
Regular updates and press releases to media			<input type="checkbox"/>
Special newspaper inserts			<input type="checkbox"/>
Display advertisements			<input type="checkbox"/>
Lobby displays in City Hall, County Courthouse, Libraries			<input type="checkbox"/>
Neighborhood groups			<input type="checkbox"/>
Civic clubs			<input type="checkbox"/>
Churches			<input type="checkbox"/>
Schools			<input type="checkbox"/>
Internet, special project web site			<input type="checkbox"/>
Project web pages linked from government web site			<input type="checkbox"/>
E-mail project updates to interested parties			<input type="checkbox"/>
On-line surveys			<input type="checkbox"/>
Cable TV local/government access program			<input type="checkbox"/>
<u>Always</u> include contact name, phone, and e-mail on documents			<input type="checkbox"/>
<i>Other</i>			<input type="checkbox"/>
<i>Other</i>			<input type="checkbox"/>