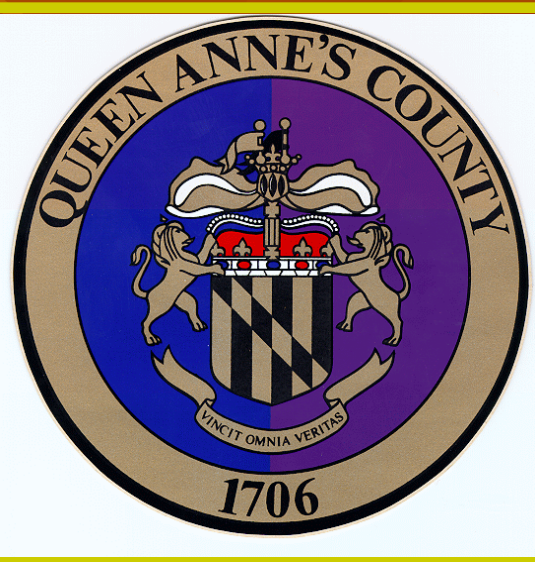




Maryland Planning Commissioner Association Conference November 9-10, 2011

Visioning and Planning: Two Approaches to Public Participation



Helen M. Spinelli, AICP
Queen Anne's County Planning & Zoning



Vision Statement

"To make people
happy."

Queen Anne's County Vision Statement

Overall Community Vision:

*The VISION is to continue the ethic that the **County remains a quintessential rural community with the overall character of the County preserved as:***

- *A predominantly rural county with small towns connected by creeks and county roads through fields and forest – **a great place to live;***
- *A county that encourages agriculture, seafood and maritime industries, tourism and outdoor sports, small business and high tech enterprise – **a good place to work;***

QAC Vision Cont'd

- *A county that is a faithful steward of its natural and cultural heritage – **a good neighbor for the Bay and other Eastern Shore counties;***
- *A county in which development does not impair the quality of life enjoyed by all – **a community that protects the expectations and opportunities of all its citizens.***
- *A county that supports the **highest quality of education** that seeks to fully prepare its citizens for the future.*

The Process

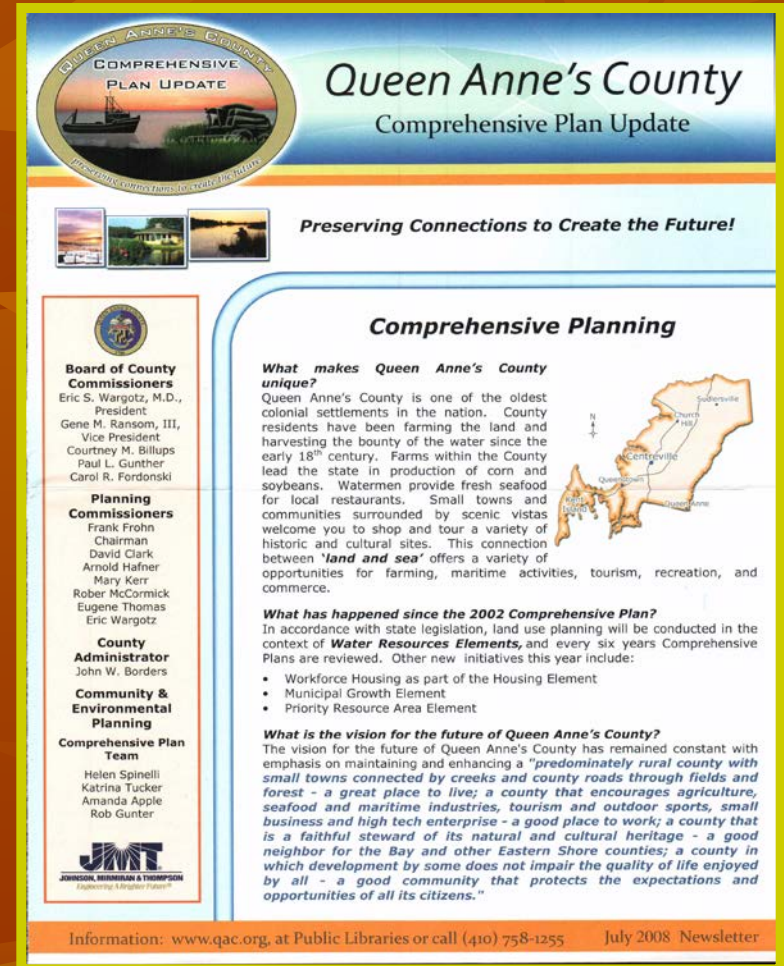
Engage as many citizens
as possible in updating
the Comprehensive Plan

- Logo for the Plan
update



Newsletter

- Sent to over 19,000 household in Queen Anne's County to kick off the Comprehensive Planning process and give notification of the community meetings.



The newsletter cover features a blue and white color scheme. At the top left is a circular logo for the 'Queen Anne's County Comprehensive Plan Update' with a scenic image of a boat and a house. To the right, the title 'Queen Anne's County Comprehensive Plan Update' is displayed in a serif font. Below the title is a banner with three small landscape photos and the slogan 'Preserving Connections to Create the Future!'. The main content area is divided into two columns. The left column lists the 'Board of County Commissioners' and 'Planning Commissioners' with their names and titles. The right column contains three sections: 'Comprehensive Planning' with an introductory paragraph, 'What makes Queen Anne's County unique?' with a map of the county, and 'What has happened since the 2002 Comprehensive Plan?' with a bulleted list of initiatives. At the bottom, there is a footer with contact information and the date 'July 2008 Newsletter'.

Queen Anne's County
Comprehensive Plan Update

Preserving Connections to Create the Future!

Comprehensive Planning

Board of County Commissioners
Eric S. Wargotz, M.D.,
President
Gene M. Ransom, III,
Vice President
Courtney M. Billups
Paul L. Gunther
Carol R. Fordonski

Planning Commissioners
Frank Frohn
Chairman
David Clark
Arnold Hafner
Mary Kerr
Rober McCormick
Eugene Thomas
Eric Wargotz

County Administrator
John W. Borders

Community & Environmental Planning Team
Helen Spinelli
Katrina Tucker
Amanda Apple
Rob Gunter

What makes Queen Anne's County unique?
Queen Anne's County is one of the oldest colonial settlements in the nation. County residents have been farming the land and harvesting the bounty of the water since the early 18th century. Farms within the County lead the state in production of corn and soybeans. Watermen provide fresh seafood for local restaurants. Small towns and communities surrounded by scenic vistas welcome you to shop and tour a variety of historic and cultural sites. This connection between **'land and sea'** offers a variety of opportunities for farming, maritime activities, tourism, recreation, and commerce.

What has happened since the 2002 Comprehensive Plan?
In accordance with state legislation, land use planning will be conducted in the context of **Water Resources Elements**, and every six years Comprehensive Plans are reviewed. Other new initiatives this year include:

- Workforce Housing as part of the Housing Element
- Municipal Growth Element
- Priority Resource Area Element

What is the vision for the future of Queen Anne's County?
The vision for the future of Queen Anne's County has remained constant with emphasis on maintaining and enhancing a **"predominately rural county with small towns connected by creeks and county roads through fields and forest - a great place to live; a county that encourages agriculture, seafood and maritime industries, tourism and outdoor sports, small business and high tech enterprise - a good place to work; a county that is a faithful steward of its natural and cultural heritage - a good neighbor for the Bay and other Eastern Shore counties; a county in which development by some does not impair the quality of life enjoyed by all - a good community that protects the expectations and opportunities of all its citizens."**

Information: www.qac.org, at Public Libraries or call (410) 758-1255 July 2008 Newsletter

Community Meetings



Four community “visioning” meetings located throughout the county, over 400 citizens attended and 400 high school government students

- Existing Condition Presentation Boards
- On-Line Survey
- Visual Preference Survey
- SWOT Analysis

On-Line Community Survey

- Available on-line, at the community meetings in the school media labs and at county libraries
- 29 questions for either direct answer or rank of importance
- Key Topic: Quality of Life, Growth Management, Employment, Perceptions of Economy and Living Environment

Visual Preference Survey

- Available on-line and at the community meetings and used key-pad voting for easy recordation of preferences



Citizens Advisory Committee and Topic Committees

- Application process – must attend one of the three community meetings
- Complete questionnaire
- 135 Citizens applied – 109 citizens appointed to 7 committees

Topic Committees

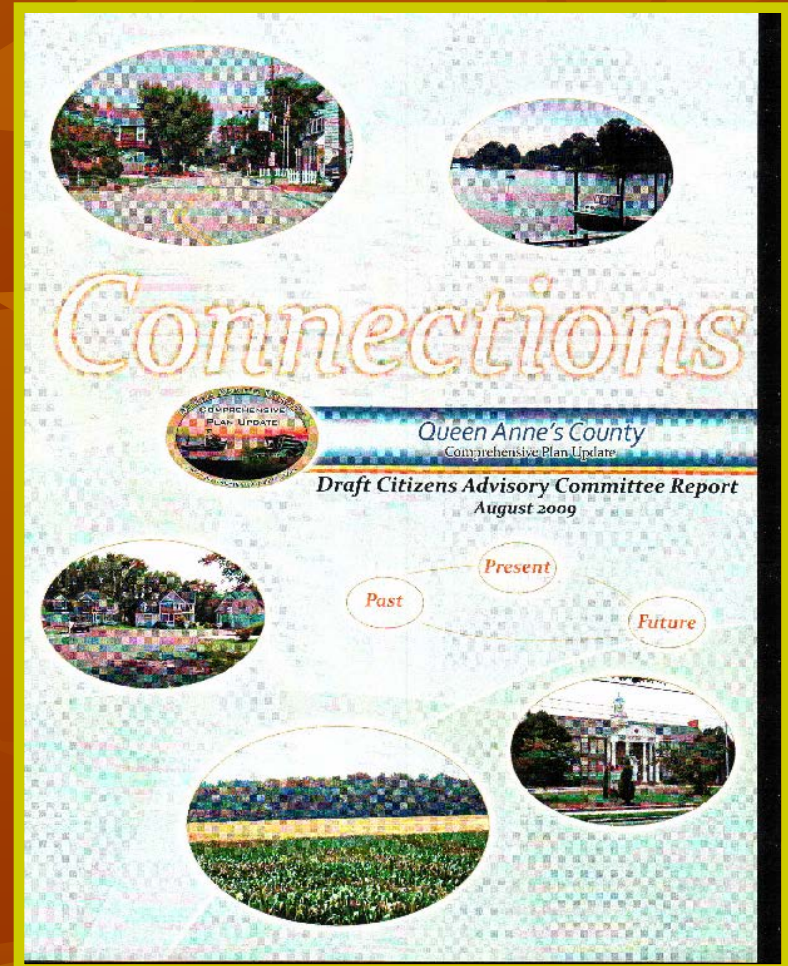
- Resource Conservation and Environmental Protection
- Infrastructure
- Town/County
- Business & Economic Development
- Agriculture and Rural Preservation
- Historic and Cultural Preservation

Communication

- On line portal created for committee sharing of information
- Planning Commission member served as co-chair of each committee
- A member of the Citizen Advisory Committee (CAC) volunteered to attend topic committee meetings
- On-Line Newsletter with updates of Plan progress

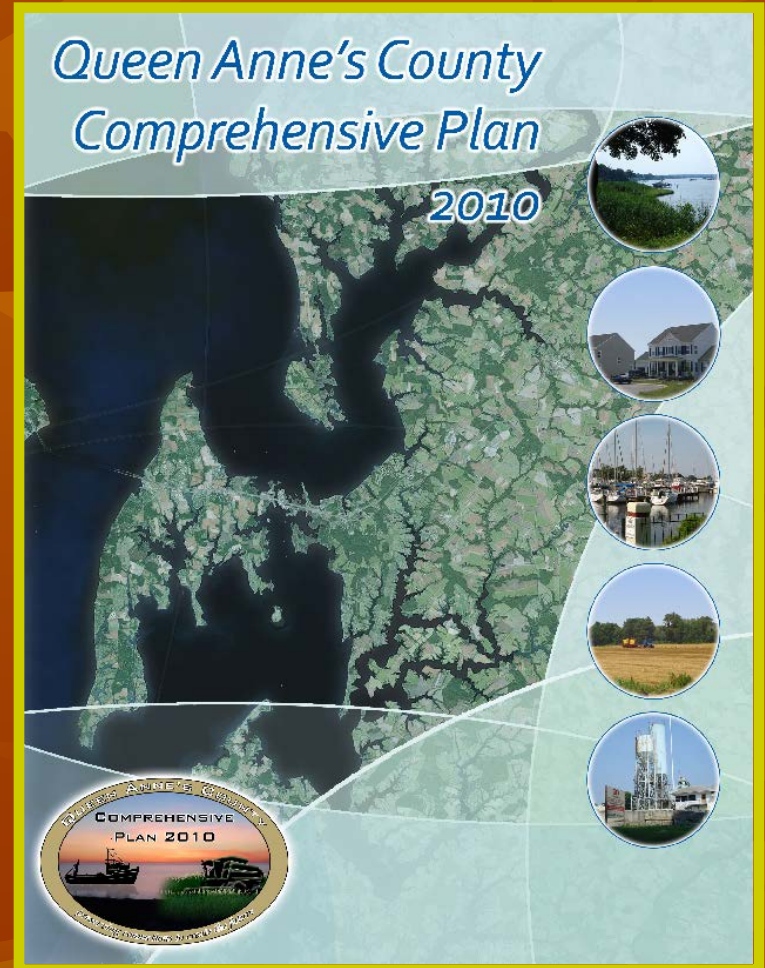
Advisory Report

- Each Committee held monthly meetings over an 11 month period and reviewed the SWOT analysis, developed a Vision Statement, Goals, Objectives and Recommendations
- CAC developed Land Use Map and reviewed other “land use issues” from the Topic committees



The Results

- Vision Statement for each element of the plan and 400 recommendations from seven committees for the 2010 Queen Anne's Comprehensive Plan Update
- Planning Commission members reviewed every recommendation and used them as the foundation for drafting the 2010 Comprehensive Plan.



Lessons for next plan update

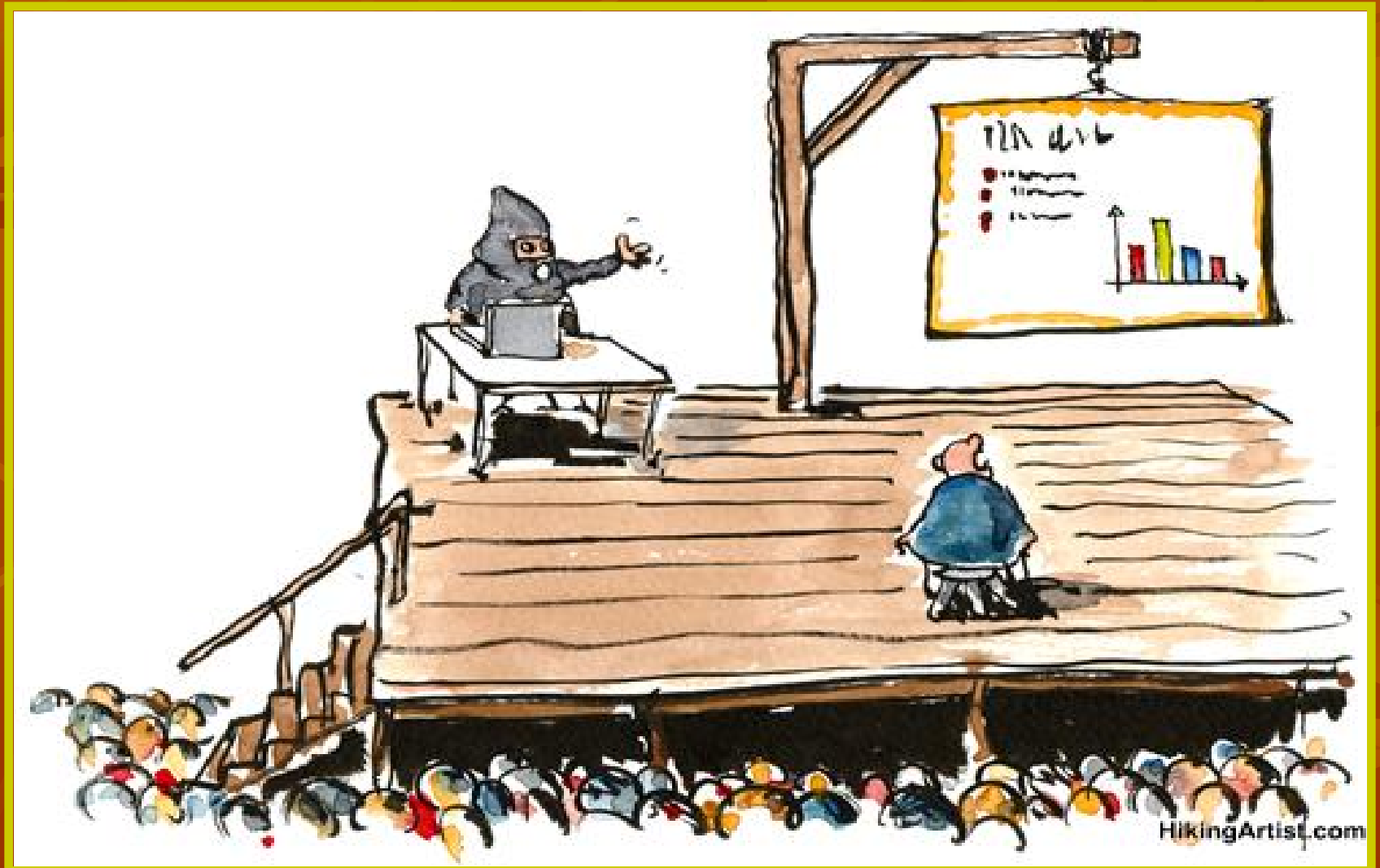
- NO Portal – too hard to use and people emailed anyway so not a good tool.
- SOCIAL MEDIA, SOCIAL MEDIA, SOCIAL MEDIA – only way to engage younger population.

This Presentation – Pecha Kucha Format

So What is Pecha Kucha?

It is a presentation format geared to conveying information in a concise and clear way to avoid the common disease called “**Death by PowerPoint**” 20 slides – 20 seconds per slide – total presentation time = 6 minutes 40 seconds

Death by PowerPoint



Thank You & Questions?

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For more information concerning

Pecha Kucha go to: Pecha-Kucha.org