

Agenda

STEERING COMMITTEE MEETING 1

FORWARD TOGETHER

County-Wide Vision for Economic Vitality for the Communities of Genesee County, MI

February 19, 2019 | 12:00 - 2:00 pm

Purpose: Orient Steering Committee members to the process, gain initial insight on community opportunities, initiate the communication and outreach messaging and activities, and establish next steps including future meetings.

1. WELCOME & INTRODUCTIONS		Noon
▪ Motivation		
▪ Individual introductions		
2. PROCESS OVERVIEW	Jamie Greene, planning NEXT	12:20
▪ Team organization		
▪ Approach and philosophy		
▪ Phases and tasks overview		
3. ROLES & RESPONSIBILITIES	Kyle May, planning NEXT	12:30
4. PUBLICITY & OUTREACH	Kyle May, planning NEXT	12:40
5. GROUP DISCUSSION	ALL	12:50
▪ Prompt 1: <i>What are the greatest opportunities for Genesee County?</i>		
▪ Prompt 2: <i>What messages will motivate participation in the process?</i>		
▪ Prompt 3: <i>Who should be part of the Listening and Learning tour?</i>		
6. NEXT STEPS	Jamie Greene, planning NEXT	1:50
▪ Discuss future meetings		
7. ADJOURN	ALL	2:00 PM

Additional materials:

- *Motivating Messages Worksheet*
- *Frequently Asked Questions*
- *Project Schedule*
- *Listening and Learning “Groups to Engage” Card*

Motivating Messages

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In 2019, The City of Flint, Genesee County and the Flint & Genesee Chamber of Commerce have begun an ambitious and collaborative process to create a county-wide vision for economic vitality. This process is a planning effort to establish a common vision for guiding the County forward that is built on the values, needs and aspirations of the community. To succeed, the plan will need to be guided by the people of Genesee County who live, work, raise a family here. The following are draft motivating messages to inspire the public to get involved in this important process and deliver their voices to the process.

Key Messages

Please provide comments / suggestions for the following messages and any additions you believe should be included to encourage community members to participate in the process.

Collaboration is powerful. Today is a new day, and we can work together to move our community forward. We all need to do our part and participate.

Comments / Suggestions?

This is a unique opportunity. Public entities in the County have come together to plan for the future and develop a county-wide vision for strengthening our economy. This collaboration will ensure everyone is working toward a common goal.

Comments / Suggestions?

This is about you and your community. In general, planning represents good stewardship. The community has many significant assets and the potential to be a better place in the future.

Comments / Suggestions?

This needs your insight. We need your ideas, your input and your feedback to ensure that this county-wide vision represents the authentic voice of the entire community.

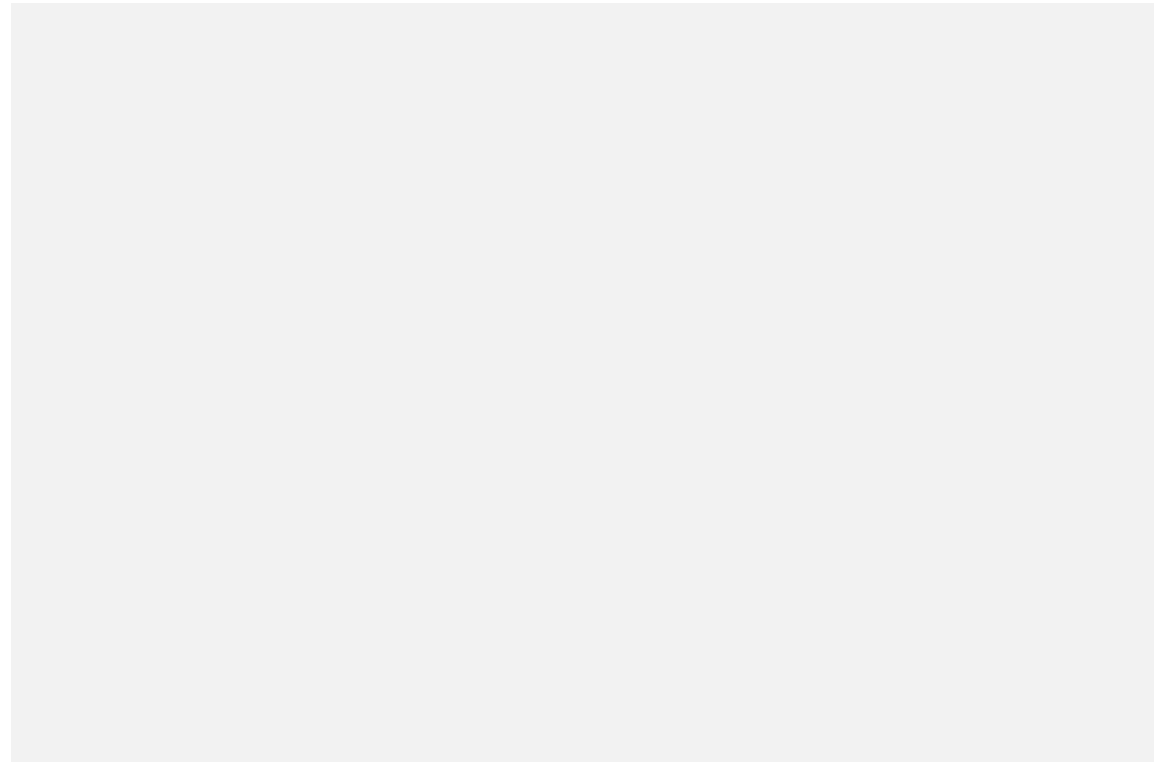
Comments / Suggestions?

This will ensure our future is not left to chance. Communities—like businesses—cannot reach their potential without a deliberate and thoughtful blueprint. This potential has a much better chance to be realized with an intentional and thoughtful planning process.

Comments / Suggestions?

Is anything missing?

Please provide comments on anything missing from the above key messages and additions you believe should be made.



Frequently Asked Questions

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The following FAQs include answers to common questions that may be asked about the planning process.

- 1. What is Forward Together?** In 2019, The City of Flint, Genesee County and the Flint & Genesee Chamber of Commerce have begun an ambitious and collaborative process to create a county-wide vision for economic vitality. This process is a planning effort to establish a common vision for guiding the County forward that is built on the values, needs and aspirations of the community.
- 2. What is an economic vitality plan?** The Plan will delineate a community “owned” vision for economic vitality, while also considering the goals and recommendations of parallel planning efforts happening throughout the County. The Plan will include action items, timelines, needed resources, and implementation strategies for achieving the community’s economic vision.
- 3. Why does Genesee County need a plan for economic vitality?** From an economic development standpoint, several challenges—from a global recession to the water crisis—have hindered the County’s positive forward momentum, but the community has great potential. With these challenges and potential in mind, now is an important time for county-wide collaboration to address economic concerns and build upon our assets. The Plan will be focused on efforts to promote systematic and long-term change in such a way that existing institutions (government, civic groups, non-profits, etc.) can be more responsive to the community’s needs and aspirations.
- 4. How does this relate to the County’s other planning efforts?** Currently, the City of Flint is in the process of developing a plan for business development within the City boundaries, while Genesee County is working on a comprehensive land use and transportation plan for the County. The creation of the Economic Vitality Plan will be completed through direct collaboration, engagement and data sharing with each of these planning efforts, while simultaneously broadening the focus to include Business, Talent and Place related to the entire County.
- 5. How will this affect me?** As residents and/or business owners, you stand to gain from a well-executed plan. This is especially true if you become active in the process and share your thoughts and ideas. The County is committed to an open process where anyone who cares about the future of Genesee County has a chance to contribute. Ultimately, the Plan is intended to deliver greater prosperity and quality of life to all segments of the community. By getting involved you can help shape the vision and the strategies to achieve it.

6. **Who will lead the planning process?** The process is being led by a steering committee made up of individuals from across the County. This group was convened with the intention of representing diverse community interests. They will meet regularly throughout the process to plan outreach activities, discuss technical analysis and set the general direction for the Plan. The process will be overseen by the City of Flint, Genesee County and the Flint & Genesee Chamber of Commerce in collaboration with a consulting team led by Planning NEXT of Columbus, Ohio and including Ninigret Partners of Providence, Rhode Island.
7. **What will happen at public meetings?** Public meetings will be informative, interactive and fun. The Planning Team will share some background about the process and relevant key findings, but majority of the sessions will be spent in small group discussions. Trained facilitators will help participants share their ideas and concerns directly with the Team. Through mapping projects, guided discussions and other activities, the Team hopes to gather thousands of comments throughout the process.
8. **Do I have to be an expert to contribute ideas?** Absolutely not! By living, working or raising a family in Genesee County, you know so much about the community. Your intuition is vital to the Plan's success. Whether you're just moving to the area or a fourth-generation life-long resident, your perspective is important.
9. **How will my input be used?** When you contribute an idea to Forward Together, you are contributing directly to the Economic Vitality Plan. Depending on when you get involved, your ideas could serve as the foundation for the community's vision statement, contribute to one of the plan's goals, inspire a specific action (like a new project, policy, or program), or set the course for implementation. Each comment will be recorded, databased, categorized, and analyzed by the Planning Team. This process will be documented in summary memos after each engagement round.
10. **What is the timeline for completing the Economic Vitality Plan?** The process will last eight months with the initial Steering Committee meeting being held in early February 2019.

Are there questions we've not answered?

Please include these on your blank 3x5 index card and return it to the Planning Team.

Process Schedule

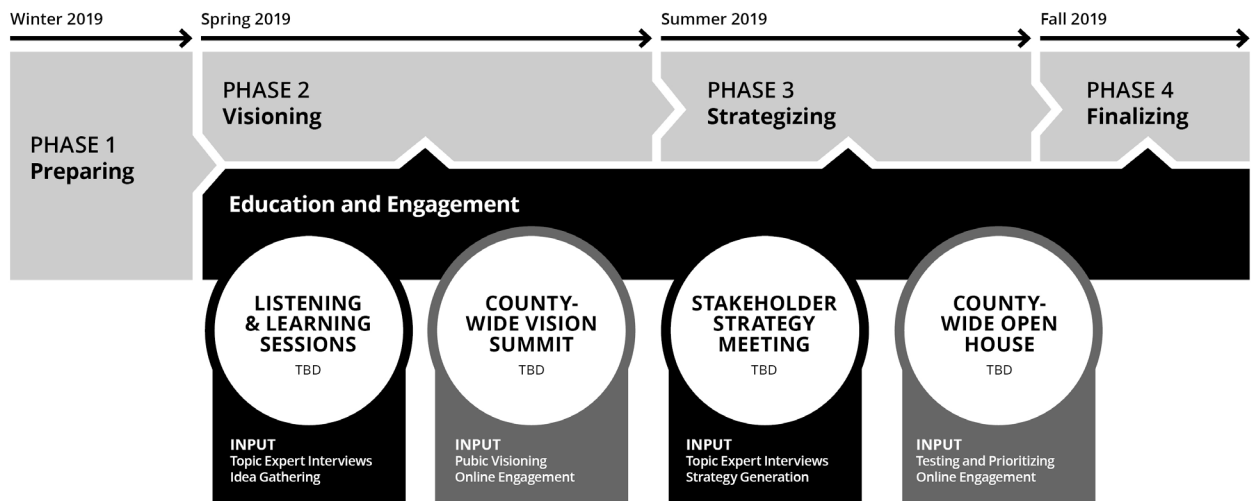
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The process will last eight months—ending in Fall 2019.



Engagement Opportunities

Below are opportunities for community and/or stakeholder participation. The general timeframe is identified.

Key Stakeholder Meetings

Stakeholders will have two rounds of participation opportunities throughout the process, the Listening and Learning Sessions and the Stakeholder Strategy Meeting. Below is additional information on these opportunities.

1. **Listening and Learning Sessions.** The Team will conduct eight to ten interviews with key community stakeholders, including community leaders, economic development partners, engaged residents, and Chamber Board/Staff. These stakeholders will be identified by Staff and are anticipated to be one-on-one or small-group meetings. **Do you have ideas about who we should be meeting with? Add these to your “Groups to Engage” comment card.**

Dates: **Quarter One, 2019**

2. **Stakeholder Strategy Meeting.** Once a county-wide vision has been defined, the Team will reconvene with key community stakeholders to determine the strategies required to reach the vision and ensure maximum buy-in.

Dates: **Quarter Two, 2019**

Forward **Together**

Steering Committee Meeting #1 – Feb. 19, 2019

Public Meetings

The general public will have two rounds of participation opportunities throughout the process, the Vision Summit and the Open House. Below is additional information on these public input opportunities. The Communications Plan will focus on making the community aware of these opportunities. The general timeframe is identified. In-person engagement will be augmented through a online engagement tool. The web-based platform will mimic the in-person activities and be activated after in-person meetings take place.

1. **Vision Summit.** The Vision Summit will be a county-wide, analytical workshop that builds on previous stakeholder input sessions. The workshop will be broadly promoted and scheduled on a single evening in a single location. The Vision Summit will center on activities that will focus on “how” Genesee County should plan for its economic future. The results of the Summit will be used to help shape the county-wide vision.

Dates: **Quarter Two, 2019**

2. **Open House.** The Open House will be held near the completion of the draft Economic Vitality Plan but before it has been finalized. It will begin with an evening event at a single location but be designed so that it can also be used as a traveling exhibit. A presentation by the Team will summarize the key recommendations of the draft document, but most of the time will be reserved to allow the public to view and comment on a series of displays summarizing the draft document and its strategies. The Team, Steering Committee and Staff will be present to answer questions on a one-on-one basis. If appropriate, a questionnaire will be distributed to participants asking key questions about the draft document as well as implementation measures.

Dates: **Quarter Three, 2019**