



1

Better Public Engagement

The Mid-Atlantic Planning Collaboration

November 24th, 2020

Neal Fogle, Senior Economic & Community Development Extension Educator

extension.psu.edu

2

Penn State Extension Roles in Public Engagement

EDUCATION & RESOURCES

RESEARCH

ASSISTANCE

PennState Extension

3

Education & Resources - Website

extension.psu.edu

PennState Extension

4

Education & Resources - Articles

Community Engagement Online Options in Critical Times

<https://extension.psu.edu/community-engagement-online-options-in-critical-times>

Online Engagement Resources and Strategies

<https://extension.psu.edu/online-engagement-resources-and-strategies>

Understanding Community Engagement

<https://extension.psu.edu/understanding-community-engagement>

PennState Extension

5

Penn State Center for Economic & Community Development

<https://aese.psu.edu/research/centers/cecd>

PennState Extension

6

Penn State Center for Economic & Community Development – Community Engagement

<https://aese.psu.edu/research/centers/cecd/engagement-toolbox/engagement>



The screenshot shows the website's navigation bar with links for Undergraduate, Graduate, People, Research, Extension & Outreach, and About. The main content area is titled 'Community Engagement' and includes a brief description of effective community engagement and an 'Engagement Toolbox' sidebar with links for 'About This Toolbox', 'Community Engagement', 'What is Community Engagement?', and 'Why Community?'. The Penn State Extension logo is at the bottom right.

7

Education & Resources

- Engagement Plan Worksheet
 - Define the Issue
 - Engagement Goals
 - Engagement Team
 - Face-to-face/Digital Tools
 - Identify Target Audience/Stakeholders

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8

Education & Resources

- Engagement Plan Worksheet
 - Participant Recruitment & Retention Plan
 - Create a Positive Environment
 - Evaluation Criteria
 - Maintain Communication

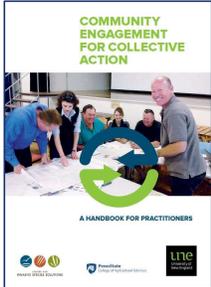
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9

Education & Resources - Handbook

Community Engagement for Collective Action Handbook

<https://aese.psu.edu/research/centers/cecd/engagement-toolbox/about/community-engagement-for-collective-action>



The handbook cover features a group of people in a meeting, a green circular arrow graphic, and the title 'COMMUNITY ENGAGEMENT FOR COLLECTIVE ACTION'. It is subtitled 'A HANDBOOK FOR PRACTITIONERS' and includes logos for Penn State Extension and the Center for Rural PA.

The Penn State Extension logo is at the bottom right.

10

Education & Resources

Past Programs

- Running Professional Meetings
- Pennsylvania Legislation Update: How Local Governments Can Now Conduct Business
- Positive Public Involvement/Engagement



The photo shows several people seated around a conference table in a meeting room, with a whiteboard in the background.

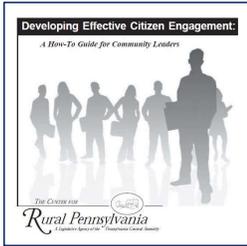
Board Meeting" by KOMUnews on flickr.com CC BY 2.0

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11

Research

- Introduction & Overview of Citizen Engagement
- Developing a Citizen Engagement Plan
- Additional Resources



The cover features silhouettes of people and the title 'Developing Effective Citizen Engagement: A How-To Guide for Community Leaders'. It is published by 'The Center for Rural Pennsylvania'.

Image: Center for Rural PA

https://www.rural.palegislature.us/effective_citizen_engagement.pdf

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12

Engagement Assistance
 Union County PA Comprehensive Plan
<https://www.unioncountypa.org/departments/planning/comprehensive-plan/page.aspx?id=1582>

Susquehanna Depot: One Community – Many Generations

Smithton-Scottdale Active Transportation Plan
<https://smartgrowthpa.org/scottdale-smithton-active-transportation-plan-and-complete-streets-policy/>



Image Source: Smart Growth Partnership of Westmoreland County



13

Contact Information

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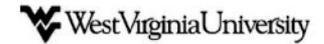
14

Affirmative Action

The University is committed to equal access to programs, facilities, admission, and employment for all persons. It is the policy of the University to maintain an environment free of harassment and free of discrimination against any person because of age, race, color, ancestry, national origin, religion, creed, service in the uniformed services (as defined in state and federal law), veteran status, sex, sexual orientation, marital or family status, pregnancy, pregnancy-related conditions, physical or mental disability, gender, perceived gender, gender identity, genetic information, or political ideas. Discriminatory conduct and harassment, as well as sexual misconduct and relationship violence, violates the dignity of individuals, impedes the realization of the University's educational mission, and will not be tolerated. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Office, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901, Email: aao@psu.edu, Tel 814-863-0471



15



Crossroads Monongalia Public Involvement Process

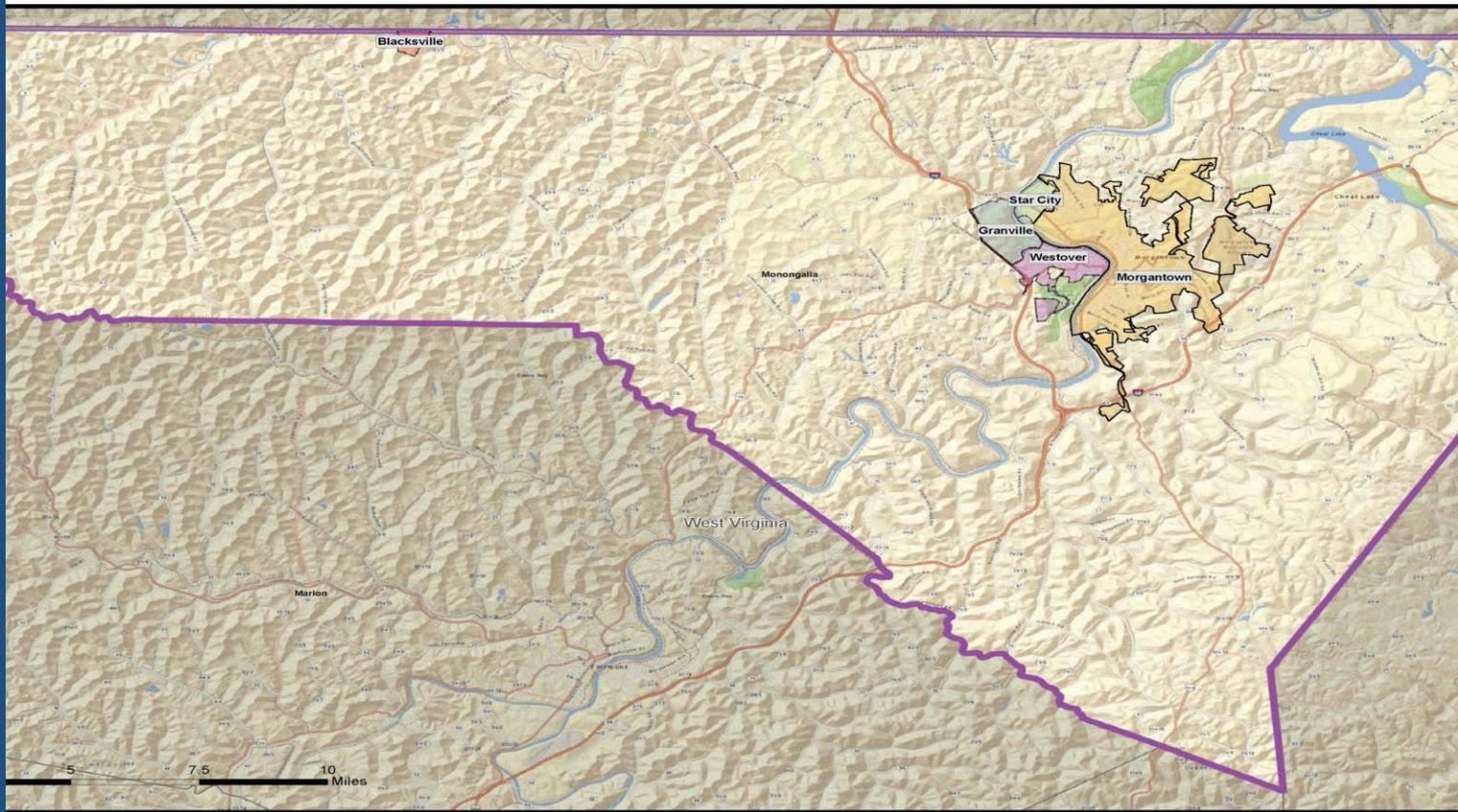
Bill Austin, AICP

Executive Director

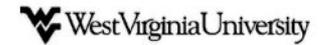
Morgantown Monongalia Metropolitan Planning Organization

November 24, 2020





Monongalia County

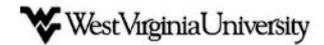


The Setting

Monongalia County includes five municipalities and West Virginia University.

- All of the urban area's municipalities and Monongalia County's comprehensive plans are required to be updated at around the same time.
- The City of Morgantown is the largest municipality with approximately 30,000 residents
- None of the remaining four municipalities has a population greater than 3,500. Star City which participated in the project has a population of approximately 2,000.
- The other three municipalities and Monongalia Co. updated their Comp plans on their own.
- WVU includes both a major university and a regional medical center
- The area also has major employers Mylan Pharmaceuticals, and two Federal agencies NETL and NIOSH





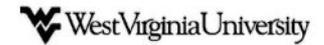
Project Purpose

-Update Urban Area Long-range Transportation Plan

-Update Municipal Comprehensive Plans

-Develop a community consensus on transportation and land-use issues





The Public Involvement Process

Plans developed with a shared vision using multiple opportunities for involvement by important stakeholders and the larger community

-Ongoing public outreach efforts-Online presence, newspaper articles, transit ads, radio interviews, email blasts

-Traditional meetings

-Stakeholder interviews/Idea Gathering Workshops

-Understanding Future Growth Workshop

-Community Choices Workshop



The Morgantown Monongalia Metropolitan Planning Organization, City of Morgantown, and Town of Star City invite you to:

JOIN YOUR NEIGHBORS AT A PUBLIC IDEA GATHERING MEETING

for

CROSSROADS IT'S TIME TO CHART OUR FUTURE

Crossroads is a unique opportunity to bring residents of Morgantown, Star City, and Monongalia County together to envision and plan growth and mobility choices for the future.

ATTEND THE MEETING THAT IS MOST CONVENIENT FOR YOU.

Wednesday **JAN 25**

7 – 9 pm
South Middle School
500 East Parkway Drive, Morgantown

Thursday **JAN 26**

7 – 9 pm
North Elementary School
825 Chestnut Ridge Road, Morgantown



WE WANT TO HEAR FROM YOU!

If you live or work in Monongalia County you are invited to participate. Small group discussions will allow your ideas, thoughts, and aspirations to be heard. All ideas will be written down. They will become the foundation for the comprehensive plans for Morgantown and Star City and for the long-range transportation plan for the region.

For additional information contact Bill Austin at 304-291-9571 / baustin@moncpc.org, or Chris Fletcher at the City of Morgantown, or Mayor Sharp at the Town of Star City. Visit us at www.CrossroadsMon.com or facebook.com/CrossroadsMon



CROSSROADS
It's time to chart our future.

CROSSROADS

IT'S TIME TO CHART OUR FUTURE

Idea Gathering
Meetings
Over 100
participants

&

Stakeholder
Interviews
Over 100 persons
interviewed



Goals & Vision
Statements

The Morgantown Monongalia Metropolitan Planning Organization, City of Morgantown, and Town of Star City

INVITE YOU TO THE

UNDERSTANDING FUTURE GROWTH

PUBLIC WORKSHOP

Help us prevent future problems with transportation, land development, housing, and economic prosperity. This workshop will engage the public, stakeholders, and elected officials in exploring two critical questions:

“Where should we grow?”

“How should we grow?”

Wednesday
MARCH 28
7-9 pm

University High School
131 Bakers Ridge Road, Morgantown



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IT'S TIME TO CHART OUR FUTURE

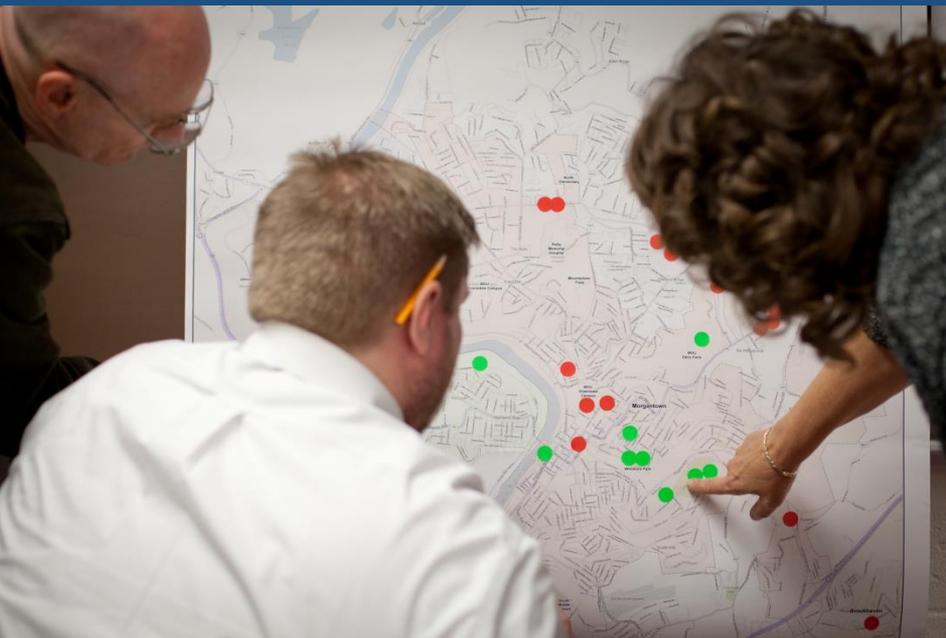
Goals & Vision
Statements

&

Understanding
Future Growth
50 participants

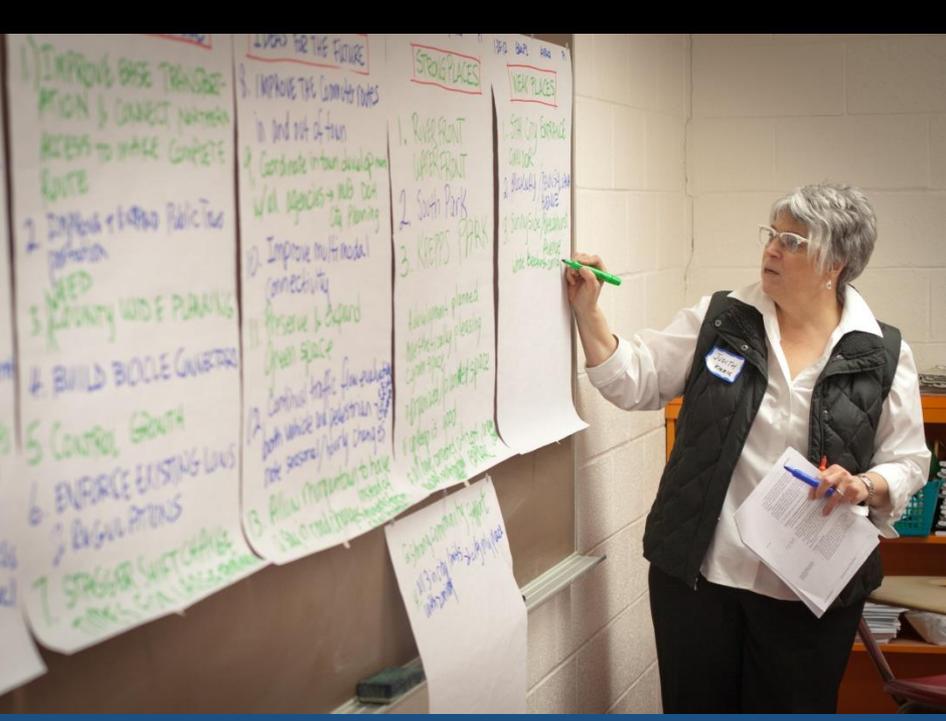


Principles &
Regional Vision

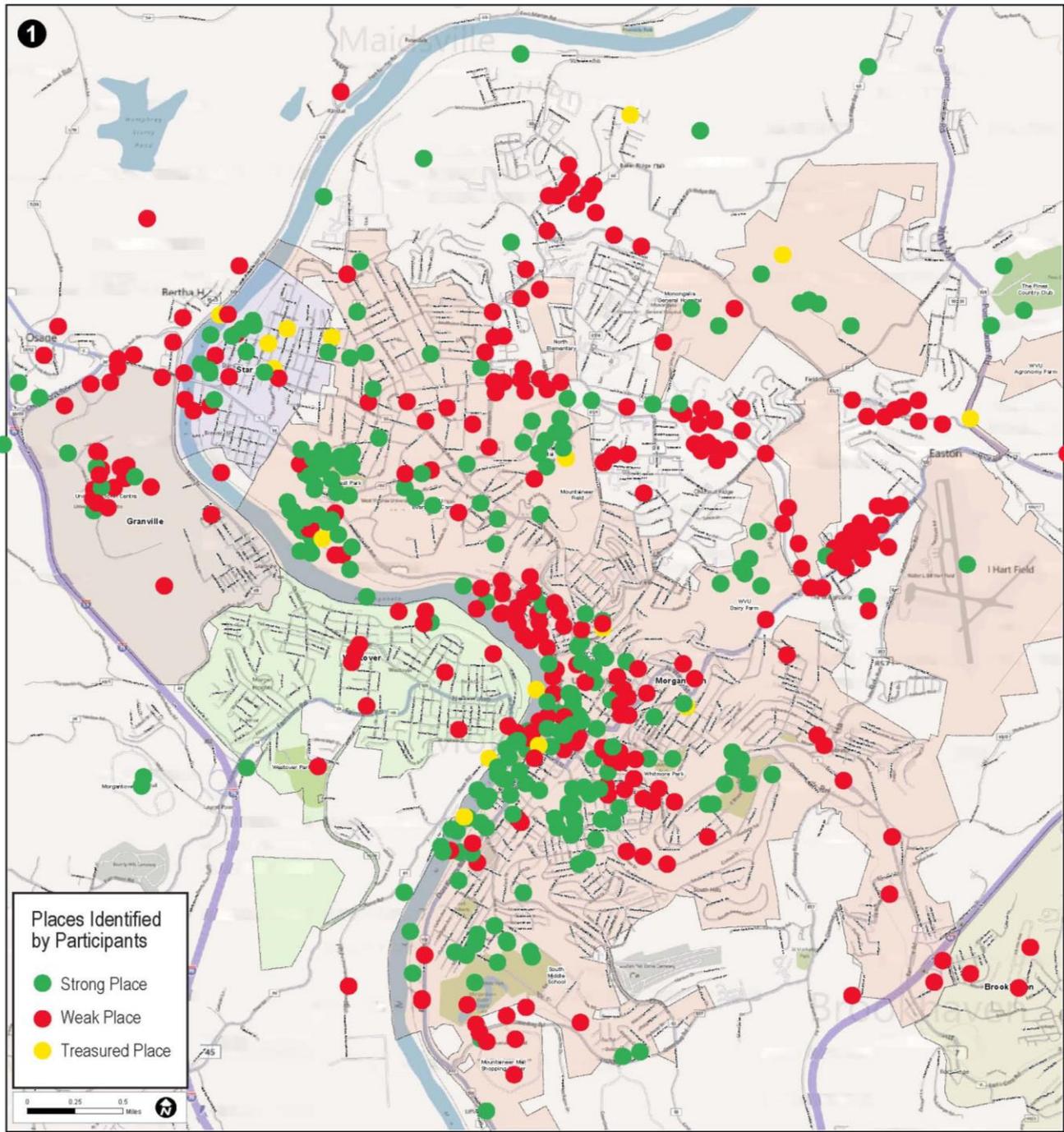


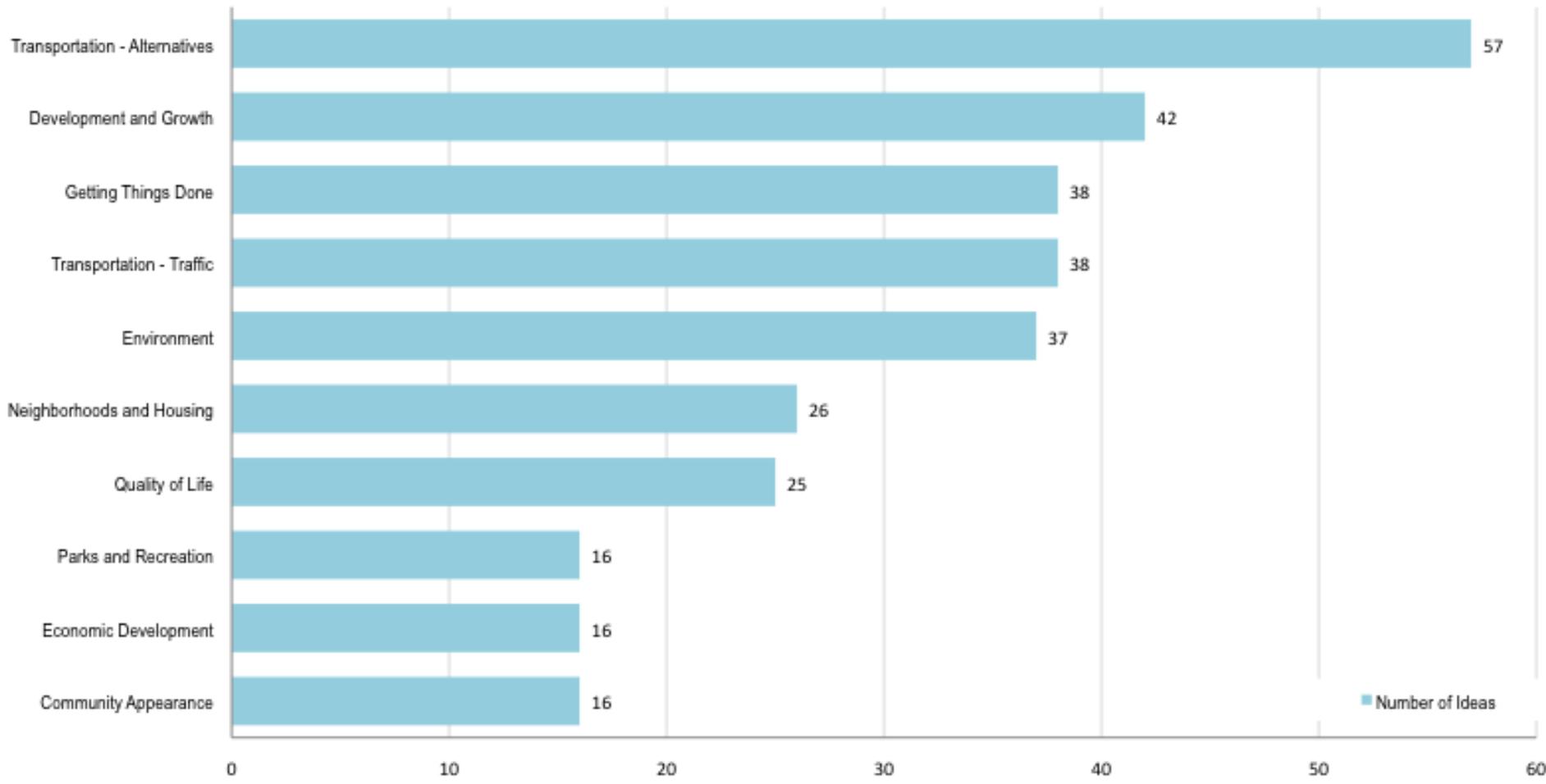
IDEAS FOR THE FUTURE

1. Appropriate sidewalks that are up to ADA standards
2. Avoid urban sprawl and haphazard developments
3. ~~Good~~ How do we use our natural resources to help develop our future?
4. Keep single family homes (owner occupied) in the downtown neighborhoods.
5. Implement streets/triple streets that ~~will~~ support all kinds of transportation.



1





The Morgantown Monongalia Metropolitan Planning Organization, City of Morgantown, and Town of Star City

INVITE YOU TO THE

COMMUNITY CHOICES

PUBLIC WORKSHOP

Help us determine the best path to prosperity in our region. This workshop will share the outcomes of recent public input and engage residents, stakeholders, and elected officials in questions related to growth, conservation, economic vitality, transportation, regional cooperation and other topics.

Wednesday
JUNE 6
6-9 pm

Location
Address



WE WANT TO HEAR FROM YOU!

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CROSSROADS
It's time to chart our future.

CROSSROADS

IT'S TIME TO CHART OUR FUTURE

Principles &
Regional Vision

Technical
Findings



Community Choices
Public Meeting 40
participants input
into
Transportation and
Comprehensive
Plans



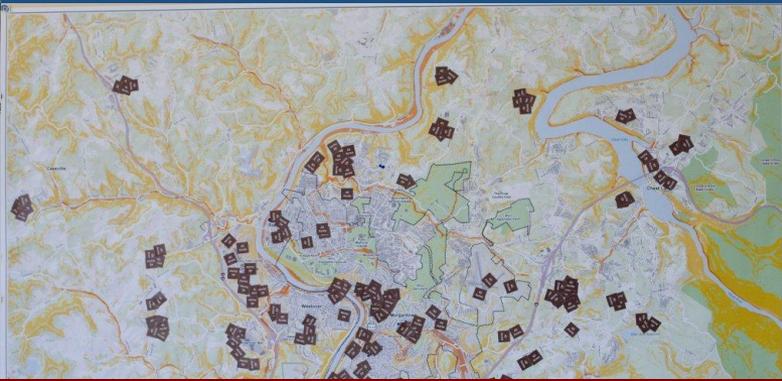
Understanding Future Growth
Public Workshop

GROUP NAME: Heather Dinyon

DATE: 3/28/12

Legend

- Interstate
- US Routes
- Local Roads
- Railroads
- Water Bodies
- 100-year flood zone
- Montgomery County Boundary
- Steep Slopes (45-90 degrees)
- Morgantown, Parks, Recreation
- Public Land (FWS, Parks, State Forest)
- Developed Land
- Municipal Boundaries
- Forested Areas



Understanding Future Growth
Public Workshop

GROUP NAME: REINKE

DATE: 3/28/12

Legend

- Interstate
- US Routes
- Local Roads
- Railroads
- Water Bodies
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- Steep Slopes (45-90 degrees)
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Principles on how to address future growth



Tonight's Agenda

- Part 1: Regional Vision
- Part 2: Background
- Part 3: Scenarios



Purpose:

To present Regional Vision and measure support for its vision statements and principles

To obtain more specific public input in support of the Comprehensive and Transportation Plans

Rating Vision Statements

Vision statements are the broadest expression of a community vision

Goals express a desired outcome for each of the elements of a plan. They must reflect and be consistent with the vision statements but also include technical considerations as well as the input of planning or technical advisory committees

Vision Statements: Growing

Managed growth that is efficient and attractive, supported by appropriate infrastructure, and that balances land consumption with redevelopment while protecting and preserving open space, local agriculture, energy resources and the environment

Vision Statements: Moving

A balanced, safe and attractive transportation system will reduce congestion, improve connectivity and support and direct future growth integrating private vehicles, public transportation, biking, and walking.

Vision Statements: Living

Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable and diverse housing, and safe neighborhoods that have access to local shops and markets

Vision Statements: Competing

Job and income growth, improved community services, support for the arts, accessible and connected parks and recreational facilities, good schools, desirable and diverse housing, and safe neighborhoods that have access to local shops and markets

Vision Statements: Collaborating

Leadership that embraces continued community engagement and stronger collaboration among municipalities, the county, the State and WVU will enable the sharing of resources and successful regional growth

Rating Principles

Principles reflect community values related to the character of the physical environment in the region. The principles describe the community's intent about "how" (character attributes) and "where" (conceptual location) land development should occur.

Principles

Expansion of the urban area will occur in a contiguous pattern that favors areas already served by existing infrastructure.

Principles

Future growth in rural areas will conserve open space, preserve sensitive natural features, and respect significant views

Principles

Quality design is emphasized for all uses to create an attractive, distinctive public (streets, sidewalks, parks, and street trees, etc.) and private (building faces, lawns and landscaping, parking lots and driveways, etc.) realm and to promote positive perceptions of the region

Principles

Development that integrates mixed uses (residential, commercial, institutional, civic etc.) and connects with the existing urban fabric will be encouraged to enhance the region's vitality.

Principles

A broad range of housing types, price levels and ownership options will provide desirable living options for a diverse population

Principles

Residential development will support the formation of complete neighborhoods with diverse housing options, pedestrian-scale streets, integrated public spaces, connection to adjacent neighborhoods, access to transportation alternatives and easy access to basic retail needs

Principles

Places will be better connected to improve the function of the street network and create more opportunities to walk, bike and access public transportation throughout the region

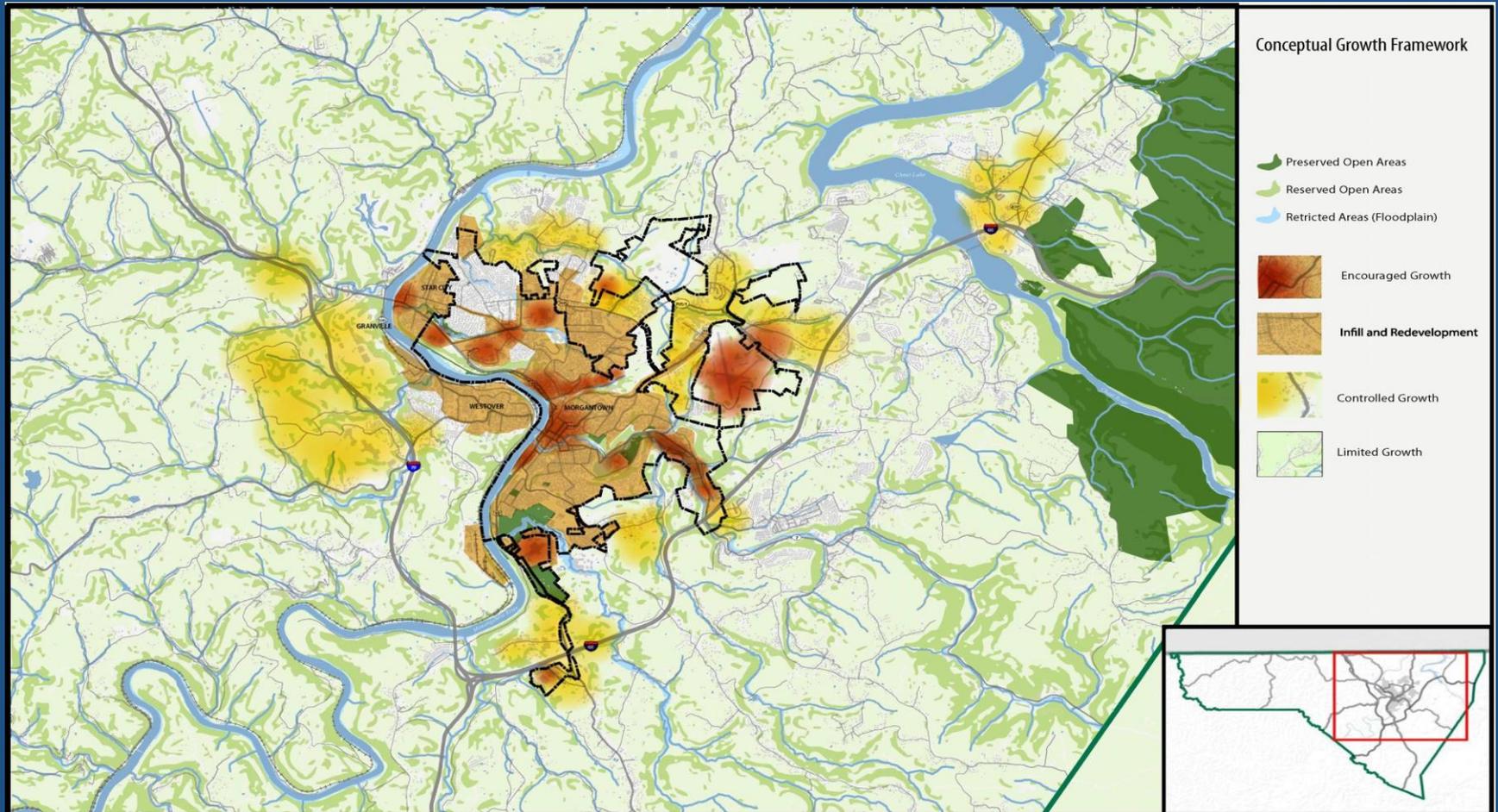
Principles

Parks, open space, and recreational areas are incorporated as part of future development

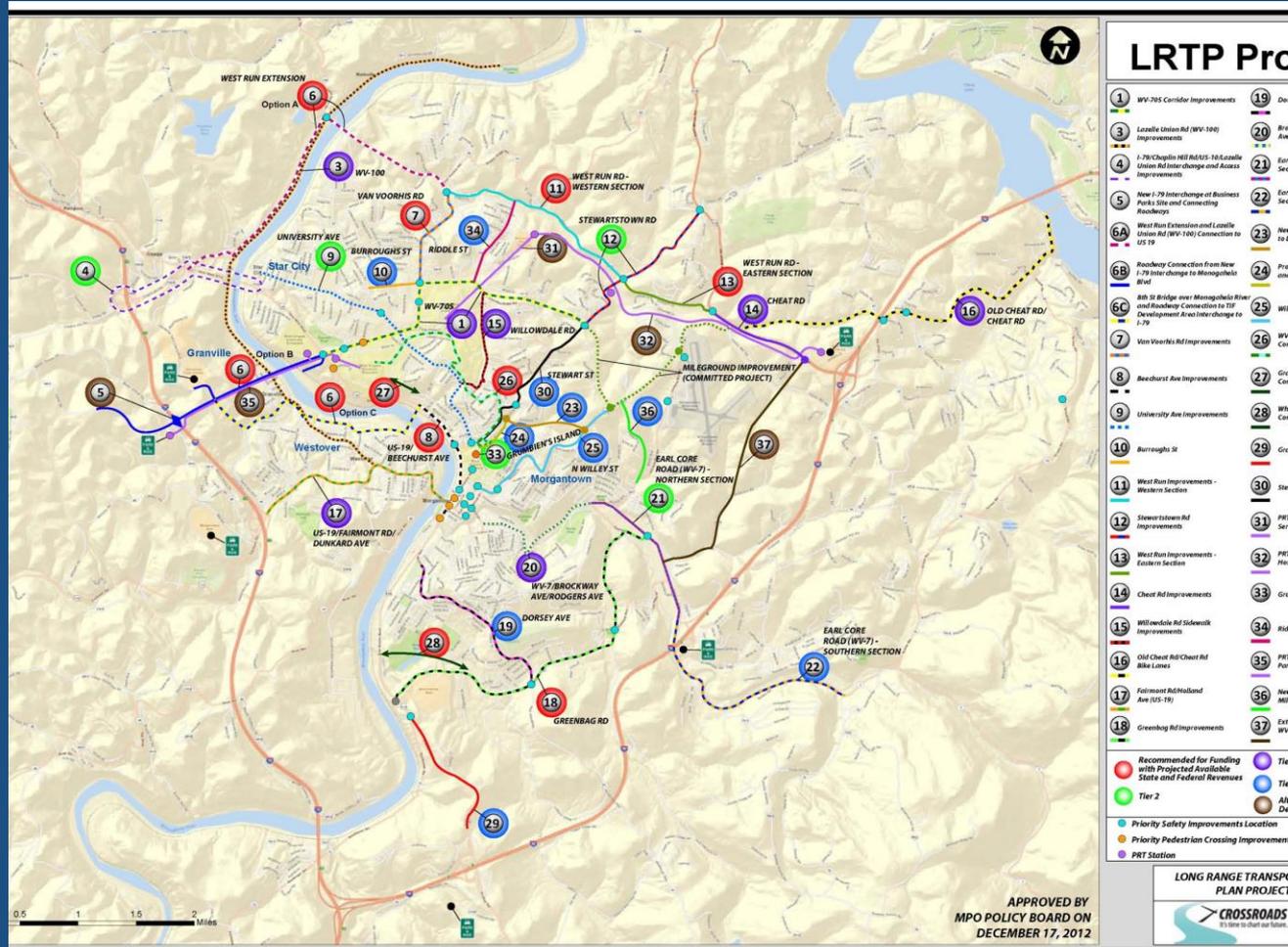
Principles

Environmentally sensitive and sustainable practices will be encouraged in future developments

The Results-Regional Growth Framework



The Results-Multi-modal Regional Transportation Plan



The Results

- Updated Comprehensive Plan for the City of Morgantown
- Updated Comprehensive Plan for Star City
- Updated Long Range Transportation Plan with consensus between decision makers and the public. Four major projects and many smaller projects have been or are being implemented
- Greater Community Consensus-MMMPO Issuing RFQ in December 2020 for major update of MTP with the participation of Monongalia County and ALL of the small communities in the core of the urban area.

Conclusion

Questions?

Conclusion

Thank you!

Bill Austin, AICP

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