



## **RENEWING OUR VISION: Comprehensive Plan Update Technical Advisory Committee Meeting**

**May 28, 2014, 10:30 AM – 11:30 AM**

Room 1-A (lobby) Development Resource Center, 1250 Market Street, Chattanooga, TN

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### **AGENDA**

- 1. Step 1, Renewing Our Vision**
  - A. Trends and Analysis Update
  
- 2. Public Participation Summary**
  - A. Online Engagement
  - B. In Person Engagement
  
- 3. What do you want to grow? Game | Initial Results**
  - A. Top Overall Priorities
  - B. Top Priorities by Zip Code
  - C. Top Priorities by Income
  - D. Top Priorities by Age
  
- 4. If you could live anywhere... | A Community Values and Trade-Offs Game**
  
- 5. From Games to Goals**
  
- 6. Next Steps**





## **RENEWING OUR VISION: Comprehensive Plan Update Technical Advisory Committee Meeting**

**May 28, 2014, 10:30 AM – 12:30 PM**

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### **AGENDA**

#### **7. Phase 1, Renewing Our Vision**

B. Trends and Analysis

#### **1. Public Participation Summary**

C. Online Engagement Summary

D. In Person Engagement Summary

Materials:

- i. Presentation slides
  - a. Website content summary - how many blog posts, comments, quizlets (PP - TS?)
  - b. Website content analytics - how many page views, users and contact us inquires, (PP - TS?)
  - c. Social media interactions - how many tweets, retweets, favorites & replys, facebook posts, facebook shares & likes, newsletter subscribers (PP - CM?)
  - d. Event summary - how many events and type of events and pictures (PP - JT?)
  - e. Event location map - location of events and number of people engaged (PP - JT/JW?)
- ii. Project website & social media accounts
  - a. Updated website to reference when discussing website and social media





## **2. What do you want to grow? Game | Initial Results**

- A. Top Overall Priorities
- B. Top Priorities by Zip Code
- C. Top Priorities by Income
- D. Top Priorities by Age

Materials:

- i. Presentation slides
  - a. Top overall priorities - top five overall priorities from both physical and online game (PP - JT?)
  - b. Top priorities map - top priorities by zip code from both physical and online game (PP - JW?)
  - c. Top priorities by income- top priorities by income from both physical and online game (PP - JT?)
  - d. Top priorities by age- top priorities by age from both physical and online game (PP - JT?)
- ii. What do you want to grow? results database (PP - TS?)
- iii. What do you want to grow? analysis charts, tables and maps (PP - CM, JW & JT?)
- iv. What do you want to grow pop-up station (PP - JT?)

## **3. If you could live anywhere... | A Community Values and Trade-Offs Game**

Materials:

- i. Presentation slides
  - a. Game questions and sectors (PP - HS?)
  - b. Push button polling setup (PP - JC?)
- ii. Online tool
  - a. If you could live anywhere online tool live for demo during meeting (PP - TM, HS?)

## **4. From Games to Goals**

Materials:

- i. Presentation slides





# GROWING FORWARD

- a. Slides on how to go from game results to goals and recommendations (PM – TM & MT?)
- b. Development sectors and goals / benchmarks - (PM – TM & MT?)
- c. Investments and goals / benchmarks - (PM – TM & MT?)

## 5. Next Steps

