CHAPTER 2
PUBLIC PARTICIPATION EFFORTS

Representatives from the Terrebonne Parish Consolidated Government’s Planning and Zoning Department and the Vision 2030 project consultant team (Providence, Franklin Industries, Brown + Danos, and Morris P. Hebert, Inc.) joined together to provide public meetings for Phase III of the Terrebonne Parish Comprehensive Plan Update project. Franklin led the public involvement portion of this project. As such, Franklin’s role on this project included media relations, social media efforts, engagement exercise development, database development, grassroots promotions and venue logistics coordination to facilitate project access on a widespread basis. Franklin also provided staff to facilitate interactive exercises at the kickoff meeting and all community meetings in Round 1.

Franklin worked with the parish staff to develop project information (including an overall project timeline for the public) for the parish website and a project-specific email address for ease of communications with the public, and assisted in creation of a project-specific logo for branding purposes. A stakeholder database of 239 community leaders was developed for use in email communications.

In preparation for the kickoff event, Franklin developed a video flyer and met with the project Steering Committee to share information about the public involvement strategies to be used. Additionally, Franklin initiated and maintained a project-specific Facebook site utilizing event invitations for specific meetings and capturing comments online at www.facebook.com/terrebonneplan which reached more than 1,300 friends by mid-May 2012. A print advertisement was purchased for publication of the event flyer through the newspaper on May 4, 2011. This Comprehensive Plan Update represents the first time social media, such as Facebook, have been used to effectively communicate with citizens during the planning process.

Promotional flyers containing information about the parish-wide event in May 2011 were shared with the Steering Committee and with all public school students in April. Prior to the kickoff meeting, Franklin developed a full slate of Round 1 meetings to be offered at sites throughout the parish, and created a promotional flyer and postcard listing the dates and times of the meetings to allow residents sufficient time to plan for participation at the summer’s round of meetings. In total, 18,000 flyers were printed to distribute via school students. Additionally, at the May kickoff meeting, 5,000 promotional postcards listing the summer’s Round 1 meetings were distributed to participants so that they could

This chapter provides a comprehensive review of efforts made to engage the public in this critical component of the overall planning process.

Parish-wide Kickoff
Monday, May 16, 2011
Houma-Terrebonne Civic Center
6:00 pm
44 attendees

Prior to conducting this parish-wide meeting,
be placed at appropriate sites throughout the parish.

Email reminders included the following emails sent to the project database:

- May 4, 2011 – encouraging participation at May 16 kickoff meeting
- May 13, 2011 – reminder about May 16 kickoff meeting and posting of video flyer
- May 19, 2011 – reminder of upcoming meetings during the summer and posting of presentation from May 16 meeting
VISION 2030: Terrebonne’s Plan for Its Future

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Parish-wide Kickoff</td>
<td>May 2011</td>
</tr>
<tr>
<td>Round 1 Community Sessions</td>
<td>Summer 2011</td>
</tr>
<tr>
<td>Round 2 Community Sessions</td>
<td>Spring 2012</td>
</tr>
<tr>
<td>Parish-wide Draft Plan Review</td>
<td>Summer/Fall 2012</td>
</tr>
<tr>
<td>Planning Commission Adoption</td>
<td>Late Fall 2012</td>
</tr>
<tr>
<td>Parish Council Acceptance</td>
<td>Winter 2012</td>
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</tbody>
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PRESS RELEASE

Terrebonne Parish Vision 2030 Comprehensive Plan Begins

HOUma - As the parish gears up to begin gathering community input to the Terrebonne Parish Vision 2030 Comprehensive Plan, community residents are urged to get involved and to stay informed.

"We want to have input from as many residents as possible as we move forward," explained Pat Gordon, Parish Consolidated Government's Planning and Zoning Department. "Our consultant team is currently finalizing details regarding how the plan will be developed based on community input. One important factor is making sure that residents stay informed. We want to make sure everyone has a chance to receive updates and offer additional suggestions."

The community kickoff of the comprehensive planning process is set for May 18th at 6:00 pm at the Terrebonne Civic Center. Residents are encouraged to attend and find more about the shape the parish is taking to plan for its future in a sustainable way. In addition, community residents can learn of upcoming events related to the master plan in a variety of ways:

1. Electronic updates will be sent to all those wishing to be on the e-notification list.
2. The project website will be fully operational by May 1 at www.vision2030.org.
3. Flyers and newsletter updates will be shared with area churches, businesses, libraries and other community organizations to allow the information to be spread more fully into the area.
4. Stay updated through Facebook at Vision 2030: Terrebonne Parish; and
5. News organizations are asked to assist in sharing information.

The consultant team is launching an initial outreach effort to open the process to as many residents as possible. Community residents or organizations who are interested in being kept informed during the process are encouraged to call 872-6959 or email the team at vision2030@brcgov.net to be added to the communication list, and to provide the team with more information about the best ways to keep the community informed.

LETTER TO CHURCHES

April 27, 2011

Dear Pastor,

I am writing to request you include information in your church sermon announcements about an upcoming community meeting for the Vision 2030: Terrebonne Parish Comprehensive Plan Update process.

On May 18th at 6:00 p.m. at the Terrebonne Civic Center, the Terrebonne Parish Consolidated Government will conduct a community meeting to share information about the master plan being laid to plan for its future in a sustainable way. Parish resident Michael Clouette, members of the Master Terrebonne Parish Comprehensive Plan Steering Committee will be on hand to interact with the public and the consultant team at the event.

In addition, community residents can learn of upcoming events related to the master plan in a number of ways by signing up to receive:

1. Electronic updates through email;
2. Through website at www.vision2030.org;
3. Flyers and newsletter updates to community organizations; and
4. Facebook updates at "Vision 2030: Terrebonne Parish".

The consultant team is launching an initial outreach effort to open the process and allow YOUR voice to be heard. If you are interested in being kept informed during the process, please call 872-6959, Facebook "Vision 2030: Terrebonne Parish" or email vision2030@brcgov.net to be added to the communication list, and to provide the team with more information about the best ways to keep the community informed. This is the best way for you to be on the front lines of this process.

Instead, you will find copies of the flyer. If you need additional flyers or should have further questions, please contact Rita Mueller, Quachit Project Manager at (225) 938-6000 or by email at rmueller@brcgov.net.

Sincerely,

Rita Mueller

Terrebonne Parish

Building Sustainable Communities
MEDIA INTERVIEWS/PRESS COVERAGE

Interviews were conducted on-air with HTV, and the Courier covered the planning process as well with two articles and numerous meeting mentions.

Additional outreach efforts included:
- Chamber involvement to share information with area businesses
- Email to parish employees alerting them of project and meeting
- Contacts to area organizations to share information about planning process
ENGAGEMENT EXERCISES

Franklin’s team worked closely with the project leaders to assure that interactive opportunities abounded at each public meeting. The kickoff meeting included a visioning exercise utilizing the postcards to offer residents an option to discuss their concepts of a successful future for Terrebonne Parish. Participants shared those concepts with the group during the meeting.

These visioning postcards were used to promote the Round 1 meetings also. Copies of the submitted postcards can be viewed in Appendix A at the end of this planning document. All other appendices will be found there as well.

Round 1
July 7 – August 4, 2011
8 Venues Distributed Across Parish
6:00 pm
90 attendees

While public schools were out during the meeting timeframes and therefore flyer distribution through schools was not an option, the project team developed a number of alternative efforts.

Prior to the Round 1 meetings, Franklin Industries (Franklin), strategically implemented several promotion methods to engage the surrounding residents and business owners potentially affected by this proposed project. Promotions of the meeting included the following:

OUTBOUND COMMUNICATIONS

<table>
<thead>
<tr>
<th>Item</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Release</td>
<td>Houma Daily Courier notified of information, reminded weekly of upcoming meetings and encouraged to attend meetings. Reporter attended at least one meeting.</td>
</tr>
<tr>
<td>Robocalls</td>
<td>All community members listed on database, culled out by specific area of parish to receive area-specific meeting reminders by phone</td>
</tr>
<tr>
<td>Facebook ads</td>
<td>Ads placed to pop up on Facebook pages of people within Terrebonne Parish reminding them of master plan process and meetings</td>
</tr>
<tr>
<td>Church Letters</td>
<td>Letters and flyers sent directly to pastors across the parish with items for inclusion in church bulletins and for use in pulpit announcements</td>
</tr>
<tr>
<td>Flyers at Parish President’s Town Hall Meetings</td>
<td>Additional flyers were provided to Michel Claudet’s office for distribution during his Town Hall meetings just prior to the master plan meetings</td>
</tr>
<tr>
<td>Website postings</td>
<td>Website at tpcg.org was updated with new meeting information and presentation materials</td>
</tr>
<tr>
<td>Facebook postings and growth</td>
<td>Facebook updated with meeting reminders and event-specific invitations sent. Robust outreach done to raise the number of Facebook friends to over 1,000. See Appendix D for online comments received.</td>
</tr>
<tr>
<td>Email notifications</td>
<td>Full database received information about upcoming meetings, as well as electronic version of flyer to share with friends.</td>
</tr>
</tbody>
</table>
PRESS RELEASE

Vision 3020: Terrebonne’s Plan for Its Future

Terrebonne Parish Vision 2030 Community Meetings Slated

HOUma – As the planning team for the Terrebonne Parish Vision 2030 Comprehensive Plan begins its work, input from community residents is needed to make sure the plan is headed in the right direction.

Residents are encouraged to share insights about their neighborhood’s assets and issues in eight meetings set for Summer 2011. The community workshops are taking place across the parish to find out what residents and business owners identify as the top priorities are for improvements in areas near them. These priorities will inform the planning team’s approach to neighborhoods and specific topics, such as infrastructure investments, investing police, transportation, and parks. Residents are encouraged to attend the workshops that is most convenient to them to learn about recent population and infrastructure changes, and to share their thoughts on future priorities...especially as they relate to sustainability and resiliency for the parish.

The Vision 2030 planning process is expected to take approximately 12 months, with two major rounds of community meetings throughout the parish. Once strategies are developed based on this summer’s meetings, those strategies will be brought back to citizens for review. The citizen input-influenced comprehensive plan will then be utilized as a guiding force in future decisions made by Terrebonne Parish Consolidated Government and the Terrebonne Parish Planning and Zoning Department, allowing development and zoning to flow in a manner aligned with the community’s needs and desires.

Workshops include:

Thursday, July 7: Dularge Gym, 1136 Dr. Beatrice Road, Theriot
Tuesday, July 12: Caussin Gym, 213 Angel Street, Chauvin
Thursday, July 14: Municipal Auditorium, 800 Verret Street, Houma
Tuesday, July 19: Bayou Black Gym, 2600 Southbound Mandeville Road, Houma
Tuesday, July 26: Schriever Gym, 512 Keuil Drive, Schriever
Thursday, July 28: Montegut Gym, 107 Recreation Drive, Montegut
Tuesday, August 2: East Houma Gym, 128 Boundary Road, Houma
Thursday, August 4: Grand Caillou Gym, 106 Badou Drive, Dulac

The Vision 2030 team held a communitywide workshop on July 14th in Houma and has already been receiving requests from residents to stay informed, with Facebook and email notification requests from nearly 300 people to date. Community residents can learn of upcoming events related to the master plan via a number of ways:
1. Email community@Vision2030.org to get email updates or call 318-655-508 to be added to the mailing list;
2. Visit the project website at www.lag.org/vision2030

EMAIL DISTRIBUTIONS

Round 1 email notices were distributed on the schedule below to the contact database. For a listing of persons included on project email lists, please see Appendix B.

- June 20, 2011 – encouraging participation at summer round of meetings
- July 8, 2011 – reminder about summer round of meetings
- July 28, 2011 – encouragement for participation in remaining meetings

INFORMATIONAL FLYER

Terrebonne Parish
Comprehensive Plan
Vision 2030

Round I Community Input Sessions

The Vision 2030 planning team wants to hear from you!
Your voice is needed to help make Terrebonne Parish a more sustainable and resilient community.

Attend the meeting below that’s most convenient to you!
All meetings are at 6:00 p.m.

Thursday, July 7 -
Dularge Gym, 1136 Dr. Beatrice Road, Theriot
Tuesday, July 12 -
Chauvin Gym, 213 Angel Street, Chauvin
Thursday, July 14 -
Municipal Auditorium, 800 Verret Street, Houma
Tuesday, July 19 -
Bayou Black Gym, 2600 Southbound Mandeville Road, Houma
Tuesday, July 26 -
Schriever Gym, 512 Keuil Drive, Schriever
Thursday, July 28 -
Montegut Gym, 107 Recreation Drive, Montegut
Tuesday, August 2 -
East Houma Gym, 128 Boundary Road, Houma
Thursday, August 4 -
Grand Caillou Gym, 106 Badou Drive, Dulac
ENGAGEMENT EXERCISES

The Franklin team worked closely with project leaders to assure that interactive opportunities abounded at each public meeting. The Round 1 meetings included a challenge and opportunity identification exercise utilizing worksheets to offer residents an avenue to discuss their specific ideas about barriers and opportunities for successful future plans for Terrebonne Parish. Participants shared those concepts with the group during the meeting.

Copies of the submitted feedback, as well as sign-in sheets from this round of meetings, can be viewed in Appendix C.

Downtown Meetings
July 2011
Folklife Culture Center
317 Goode Street, Houma, LA
28 attendees

In preparation for the downtown-specific meetings scheduled for July of 2011, the project team implemented the following measures:

FLYERS DEVELOPED AND DISTRIBUTED

Project team worked together to develop and distribute downtown-specific informational flyers to community sites in the downtown area to promote these July 2011 meetings.

EBLAST DISTRIBUTED

- July 14, 2011 – notifications distributed to full database about downtown-specific meetings

PRESS RELEASE

The press release figured below was developed and disseminated to area media prior to the downtown meetings.
DOWNTOWN-SPECIFIC PRESS RELEASE

For Immediate Release
Jul 14, 2012

Terrebonne Parish Vision 2030 Downtown Planning Begins As Community Meetings Continue

HOUMA - As the momentum for the first round of community input sessions is building, the project team for the Terrebonne Parish Vision 2030 Comprehensive Plan have now scheduled three workshops to help focus on Houma's downtown planning needs.

Downtown business owners, land owners, community leaders and other interested residents are encouraged to participate in the downtown workshops to assist in identifying planning issues, working towards recommendations and guiding future development strategies to improve research growth. Input from community residents is needed to make sure the downtown portion of the plan reflects the community's dreams.

Three Downtown Menlo Planning Workshops will be held for the benefit of all attendees, who should choose the meeting most convenient to them. Residents are asked to call 979-6645 to RVP for the downtown meeting they decide to attend.

WORKSHEETS:

- Downtown Culture Center, 517 Second Street, Houma, LA 70360

WHEN:

- Wednesday, July 18, 11:30 a.m. - 1:00 pm
- Wednesday, July 25, 11:30 a.m. - 1:00 pm
- Wednesday, August 1, 11:30 a.m. - 1:00 pm

Press releases will be provided.

Overall, the vision 2030 planning process is expected to take approximately 12 months, with two major rounds of community meetings scheduled for the period in addition to the development workshops. The vision 2030 comprehensive planning process will then be followed by a guiding forum to focus development made by Terrebonne Parish Comprehensive Planning and the Terrebonne Parish Planning and Zoning Department, seeking development that aligns to how it is a sustainable and resilient manner aligned with the community's needs, and desires.

Round II
February 28 – March 22, 2012
Assorted Venues Across Parish
54 Attendees

For the second round of community meetings, the project team worked to leverage existing communications networks as best as possible, including media relations, Facebook postings, eblast efforts, letters to churches and school flyers as listed below. Round II attendance lists are found in Appendix E.

PRESS RELEASE

For Immediate Release
February 13, 2012

Terrebonne Parish Vision 2030 Round Two Community Meetings Slated

HOUMA - As the Planning Team for the Terrebonne Parish Vision 2030 Comprehensive Plan continues to seek input from community residents is needed to make sure the plan is headed in the right direction.

Terrebonne Parish residents and business owners are encouraged to help the Planning Team refine the plan’s recommendations, goals, policies, and strategies in a series of eight meetings set for spring 2012. These are the final round of community meetings before drafting the final comprehensive plan for submission for adoption by the Parish Council.

These meetings are the second of two major rounds of community outreach meetings throughout the parish. Information received from round one will be used in the development of goals, policies, strategies, and recommendations that citizens reviewed during the second round of meetings.

All workshops will begin at 6:30 p.m. and include:

- Dwayne Black Gym, 1001 Southport Street, Houma
- Mandeville Gym, 107 St. Raymond Drive, Mandeville
- Schirmer Gym, 100 Kato Drive, Schirmer
- East Houma Gym, 145 Boundary Street, Houma
- East Houma Gym, 915 Angier Street, Chauvin

Community residents can learn of upcoming events related to the master plan in a number of ways:
1. Visit www.vision2030.org to get email updates or call 979-6645 to be added to the mailing list.
2. Visit the project website at www.epicregeneration.com or
3. Like on Facebook at “Vision 2030 Terrebonne Parish” or “Terrebonne Plan”.

# # #
SCHOOL FLYERS

In anticipation that not all area residents would see the media notices, a total of 18,000 flyers were hand-delivered to every public school within the parish to allow the information to reach directly into the homes of their parents.

INFORMATIONAL FLYER

EMAIL NOTIFICATIONS

- February 13, 2012 — encouraging participation in Round 2 meetings in February/March 2012
Utilization of the high participation rates on the project Facebook page was targeted through multiple postings about the upcoming events, and during the month’s delivery period as well.

- February 7 – FB events created and disseminated for all meeting dates
- Reminders out:
  - February 13
  - February 28
  - March 14
  - March 21

Churches throughout the parish once again received written notification of the upcoming meetings to encourage pulpit announcements.