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.

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, 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 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

**FLYER AND PRINT ADVERTISEMENT**
(AD RAN MAY 4, 2011 IN HOUMA COURIER)

**SAMPLE POSTCARD USED FOR PROMOTIONS AND FOR VISIONING EXERCISE**
VISION 2030: Terrebonne’s Plan for Its Future

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<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>
</tr>
</tbody>
</table>

PRESS RELEASE

FOR IMMEDIATE RELEASE
April 25, 2011

FOR MORE INFORMATION CONTACT:
Rae Maillet 225.708.9060
or Jennifer Robinson 985.873.6568

TERREBONNE PARISH VISION 2030 COMPREHENSIVE PLAN BEGINS

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

We want to hear from as many residents as possible as we move forward,” said Parish President Southern Compton. “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 other additional information.

The community kick-off of the comprehensive planning process is set for May 16th at 6:00 pm at the Terrebonne Civic Center. Residents are encouraged to attend to find out more about the plan and to offer their input in a sustainable way. In addition, community residents can learn about upcoming events related to the master plan at a number of ways:

1. Electronic updates will be issued to all those wishing to be on the notification list.
2. The project website will be fully operational by May 1 at www.terrebonne.org.
3. Flyers and newsletter updates will be shared with area churches, businesses, libraries and other community organizations to allow the information to be shared more widely.
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 working on 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 about the process are encouraged to call 987-0556 or email the team at info@vision2030terrebonne.org to be added to the communication list, and to provide the team with more information about the best way to keep the community informed.

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

1. Electronic updates through email.
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 to as many residents as possible. For more information about the process, please call 987-0556, Facebook “Vision 2030: Terrebonne Parish” or email info@vision2030terrebonne.org to be added to the communication list, and to provide the team with more information about the best way to keep the community informed. This is the best way to get you on the front list of this process.

Due to the number of residents who will be interested in receiving updates, you will find copies of the flyer. If you need additional flyers or have further questions, please contact Rae Maillet, Outreach Manager at (225) 708-9060 or by email at info@terrebonne.org.

Sincerely,
Rae Maillet

LETTER TO CHURCHES

INFO FOR BULLETINS
Please place by week, or just drop in the ones that correspond to your geographic location:

To include June 13 - July 7:
Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you in July or August to share your priorities about housing, transportation, parks, infrastructure investments, community sustainability and resiliency. Mark your calendars for the first workshop on Thursday, July 7 at 6:00 pm at the ushort Gym.

To include July 9 - 10 weekend:
Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you in July or August to share your priorities about housing, transportation, parks, infrastructure investments, community sustainability and resiliency. Mark your calendars for the next workshop on Tuesday, July 12 at 5:00 pm at the Chaise Gym or Thursday, July 14 at 6:00 pm at the Municipal Auditorium in Houma.

To include July 16 - 17 weekend:
Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you in July or August to share your priorities about housing, transportation, parks, infrastructure investments, community sustainability and resiliency. Mark your calendars for the next workshop on Tuesday, July 19 at 6:00 pm at the Bayou Black Gym, 3888 Southdown Mandeville Road, Houma.

To include July 23 - 24 weekend:
Terrebonne Parish Consolidated government wants to hear from you as the vision 2030 comprehensive plan is developed. Join the planning team at a workshop near you in July or August to share your priorities about housing, transportation, parks, infrastructure investments, community sustainability and resiliency. Mark your calendars for the next workshop on Tuesday, July 28 at 6:00 pm at the Schriever gym, or Thursday, July 28 at 6:00 pm at the Monticello gym.

[Logo: Vision 2030 - Building Sustainable Communities 2030]
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.

How will Terrebonne look in 2030?

By Shawna Kim
Staff Writer

Published: Monday, May 3, 2021 at 11:44 a.m.

HOUMA — You can help plan Terrebonne Parish’s health, the location of parks and roads for the next 20 years as part of an update to the parish’s long-term vision for development.

The Terrebonne Master Plan aims to be a guideline for planning housing, drainage, sewers, transportation and land use through the year 2040. To be sure the plan will last and reflect the community’s needs for the next 20 years, officials need residents’ input.

“This plan is not meant to be something the parish develops on its own,” said Kim MLA, vice president of Franklin Industries, hired by the parish to conduct public hearings. “It’s meant to be developed with residents.”

The first meeting for residents to learn about the planning process will be at 6 p.m. May 18 at the Houma-Terrebonne Civic Center, 34 Civic Center Blvd., Houma.

After the May kick-off meeting, parish officials and parish-hired planners will visit residents throughout Terrebonne at eight public meetings in July and August to gather ideas, concerns and questions.

A final plan will be made and presented to the public at another set of eight public meetings. Then the plan goes to the parish’s Planning Commission and the Parish Council for approval, all of which could be done by spring 2022.

The current document, adopted in 2009, aims to chart local government’s direction over the next one decade and consists of 16 goals. Some of the recommendations that are mandatory, but local government officials can choose to plan roads, housing, drainage systems and other public works projects.

The parish began updating the master plan in 2009 to incorporate changes in population and community needs, all of which were impacted by the 2005 and 2008 hurricanes. Some public meetings were held over the last couple of years, but this round will be the final push before a plan is adopted.

One of the main focuses in the plan is an emphasis on keeping the parish resilient, and Terrebonne Planning and Zoning Director Paul Gordon.

“We need to concentrate on planning efforts on developing a community that can withstand a storm that can happen after a hurricane,” Gordon said. “It’s not more regulations. It’s just building smarter, building higher, and understanding we are a coastal community and we can’t build like Shreveport or Dallas.”

One policy of the current master plan is the process of considering enacting zoning, or land-use rules, in an area only after it’s 50 percent developed. Gordon said that policy will be reviewed.

That’s not mean we’re going to zone the parish, though,” Gordon said. Zoning designates individual pieces of property for commercial, residential or

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</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>

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## PRESS RELEASE

**Terrebonne Parish Vision 2030 Community Meetings Slated**

HCMA - 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 tailored to 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 for improvements in areas near them. These priorities will shape the planning team’s approach to neighborhood and specific topics, such as infrastructure investments, housing policy, transportation, and parks. Residents are encouraged to attend the workshops that are most relevant 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.

**Workshops include:**

- Thursday, July 7: Dulac Gym, 1320 Dr. Bebeaux Road, Thibodaux
- Thursday, July 14: Chauvin Gym, 213 Angel Street, Chauvin
- Thursday, July 21: Municipal Auditorium, 700 Veterans Street, Houma
- Thursday, July 28: Bayou Black Gym, 58586 Southdown Mandeville Road, Houma
- Tuesday, July 19: Bayou Black Gym, 58586 Southdown Mandeville Road, Houma
- Tuesday, July 26: Montegut Gym, 167 Recreation Drive, Montegut
- Tuesday, August 2: East Houma Gym, 128 Boundary Street, Houma
- Thursday, August 4: Grand Coteau Syn, 106 Baisley Drive, Dulac

The Vision 2030 team held a community workshop on May 16th in Houma and has steadily been receiving requests from residents to stay informed, with Facebook and email notification requests from nearly 300 people to date. Community residents can learn about upcoming events related to the master plan in a number of ways:

1. Email [vision2030@tpcg.org](mailto:vision2030@tpcg.org) to get email updates or call 873-0000 to be added to the mailing list.
2. Visit the project website at [www.tpcg.org/vision2030](http://www.tpcg.org/vision2030) or
3. Stay updated through Facebook at “Vision 2030: Terrebonne Parish” or “Terrebonne Plan.”

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## ROBOCALL SCRIPT SAMPLE

Hello. I am calling to remind you of the upcoming Terrebonne Parish meeting in Houma on Tuesday, August 2nd. Please join us at the meeting to share your thoughts about your community’s needs for the future. Your input will help shape the plans for parish growth for the next 20 years so well as from here on out. Remember the Houma community meeting will be held in the East Houma Gym at 120 Boundary Road, on Tuesday, August 2nd at 8 p.m. Remember all friends and neighbors about the upcoming meeting. We hope to see you there!
INFORMATIONAL FLYER

ENAGEMENT 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 the meetings, can be viewed in Appendix C.

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
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.
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

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
**EBLAST SAMPLE**

**LETTERS TO CHURCHES**

February 14, 2012

Dr. Pastor,

I am writing to request you include information in your church bulletins and social announcements about upcoming community meetings for the vision 2030 Terrebonne Parish comprehensive plan. Please share the information below and enclosed with your correspondence as often as possible in the weeks to come.

During the months of February and March, the Terrebonne Parish Consolidated Government will conduct a series of community meetings to encourage residents to discuss their thoughts on where the parish’s master plan is heading. In 2011, residents were offered opportunities to share their priorities about future land use and development issues in the shaping of the planning process. These meetings informed the planning team’s approach to neighborhoods and specific areas inclusive because of the potential for growth. This was a systematic process encompassing a variety of community members and organizations.

The team will share initial strategies at this second round of community meetings to ensure that what has been conducted is the priority for the parish’s master plan. Residents and business owners are encouraged to attend the meetings and continue to share their feedback.

In addition, community residents can learn of upcoming events related to the master plan by:
- Electronic updates through email at masterplan@tpcq.org
- Through the website at www.masterplan2030.org
- PAM and newsletter updates to community organizations; and
- Facebook notices at “Terrebonne Plan.”

The planning process is expected to take approximately 12 months, with two major rounds of community meetings throughout the parish. The workshop dates, times and locations are:

- Wednesday, February 15: 5:30 p.m. at Government Complex, Building B, Lousiana
- Thursday, March 3: 6:00 p.m. at Government Complex, Building B, Lousiana
- Tuesday, March 8: 6:30 p.m. at Government Complex, Building B, Lousiana
- Thursday, March 23: 6:00 p.m. at Government Complex, Building B, Lousiana
- Monday, March 28: 6:00 p.m. at Government Complex, Building B, Lousiana

On the back of this page, you will find bulletin or pulpit announcement suggestions. Also, enclosed, you will find copies of the flyer. If you need additional flyers or would like further assistance, please contact Rick Mathieu, Outreach Manager at (225) 789-7500 or by email at masterplan@tpcq.org.

Sincerely,

[Signature]

[Name]

INFO FOR BULLETIN/AND OR ANNOUNCEMENTS

(Gather all four, or just drop in the ones that correspond to your preferred location):

1. [Flyer]
   - Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you to share feedback about what is being created to deal with housing, transportation, parks, infrastructure improvements, community sustainability and resiliency throughout the parish. Mark your calendars for the first workshop on Tuesday, March 6 at 6:00 p.m. at the Dularge Sports Gym or Thursday, March 8 at 6:30 p.m. at the Lafayette Gym.

2. [Flyer]
   - Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you to share feedback about what is being created to deal with housing, transportation, parks, infrastructure improvements, community sustainability and resiliency throughout the parish. Mark your calendars for the next workshop on Tuesday, March 20 at 6:00 p.m. at the Dularge Sports Gym or Thursday, March 22 at 6:00 p.m. at the Lafayette Gym.

3. [Flyer]
   - Terrebonne Parish Consolidated Government wants to hear from you as the Vision 2030 Comprehensive Plan is developed. Join the planning team at a workshop near you to share feedback about what is being created to deal with housing, transportation, parks, infrastructure improvements, community sustainability and resiliency throughout the parish. Mark your calendars for the next workshops on Tuesday, March 30 at 6:00 p.m. at the Dularge Sports Gym or Thursday, March 31 at 6:00 p.m. at the Lafayette Gym.

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

**FACEBOOK POSTINGS**

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.