ANALYZING DATA

Following public engagement and community workshops, the data gathered is analyzed and used to develop alternate scenarios. Entering the workshop mapping results into a Geographic Information System (GIS) system will enable you to develop scenarios in a transparent fashion, demonstrating how public responses were incorporated into scenario concepts. Surveys and keypad polling results also shape the development of draft guiding principles as well as give a sense of residents' values towards growth issues.

LINKS FOR ANALYSING DATA:

"**Data Entry 'How-To' Guide - Envision Cache Valley**" (Envision Utah, 2010)

"**Future Growth Scenarios - The Grande Vision**" (Fregonese Associates, 2008)

"**Alternate Scenarios - Envision Cache Valley**" (Envision Utah, 2010)

MODELING TOOLS

Planners increasingly use computer models to evaluate the long-term impacts of today's land-use and transportation decisions, and developers and lenders use models to assess the financial viability of projects. Armed with modeling tools, stakeholders can operate from a common set of data, weigh choices against consequences, find ways both private and public interests can benefit, and make decisions based on an understanding of how a particular development will affect the developer, the neighborhood, and the region as a whole.

The GIS-based software package Envision Tomorrow (ET) puts powerful tools in planners' hands to design and test land-use and transportation decisions. Cities and regions can use ET to examine possibilities at a range of scales. Whether considering how to maximize growth around transit or to identify development and redevelopment priorities, ET provides planners with an easy-to-use, analytical decision making toolbox.

Cities and regions all over the United States are using ET. Chicago uses the tool to conduct housing studies; Baton Rouge is analyzing future growth scenarios. The Southern California Association of Governments is examining the potential for emissions reduction through different land use policies. In Portland, the regional government is refining their ability to test land use and transportation policies through scenario planning. Smaller cities like Waco, Texas and Mountlake Terrace, Washington have found Envision Tomorrow to be a valuable addition to their planning toolbox.

LINKS FOR MODELING TOOLS:

"**Scenario Planning with Envision Tomorrow**" (Fregonese Associates, 2011)

"**Scenario Planning Tools**" (Fregonese Associates, 2011)

"**Envision Tomorrow - Sample Data Requirements**" (Fregonese Associates, 2011)

"**Creating Building Prototypes**" (Fregonese Associates, 2012)

"**Market Research Excel Worksheet**" (Fregonese Associates, 2011)

"**Envision Tomorrow+ Download - Sustainable Communities Learning Network**" (Envision Utah, 2012)

CRAFTING SCENARIOS

Crafting scenarios involves the development of scenario maps that capture collective ideas measured against public values. Once the data from the public process has been analyzed, scenarios are developed by identifying common themes and trends that occur across many maps, and determining which ideas work together. Scenarios illustrate a variety of ideas about how private development, transportation investments, and environmental conservation might occur in the future. Future quality of life is also evaluated for each scenario, such as what will air quality be like?, how much traffic congestion?, how extensive will development be?, or what is the mix of housing that is pictured? These quality-of-life benchmark criteria help residents understand the consequences of the land-use and transportation strategies embodied in each scenario.

LINKS FOR CRAFTING SCENARIOS:

"**Identifying Data Themes and Alternative Scenarios from Public Input**" (Envision Utah, 2010)

"**Trends & Themes - Selection of Slides, Webinar 5**" (Envision Utah, 2012)

PACKAGING SCENARIOS

After alternative scenarios are crafted, community meetings are scheduled and results are made known to the general community. Packaging alternative scenarios allows the public to compare various measures among scenarios, and provides opportunities to learn which elements within each scenario have the most public support and represent a common vision.

LINKS FOR PACKAGING SCENARIOS:

"**Public Decision Making**" (Fregonese Associates)

"**Scenario Planning Tools**" (Fregonese Associates)

"**Plan It Tulsa**" (Fregonese Associates)

"**The Grand Vision**" (Fregonese Associates)