



# Summary of Accomplishments

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## Introduction

In November of 2016, staff wrapped up the Pre-Update portion of the 2017 Regional Plan Update, which included the Industrial Land Needs Analysis, involvement in the Portland State University Urban Sustainability Accelerator Program, the Truckee Meadows Regional Housing Study, research and review of peer plans. All of the efforts helped to provide TMRPA with data, best practices, and a greater understanding of the region prior to the launch of the 2017 Regional Plan Update.

Since this point, staff has been working on the initial phases of the update in an attempt to gather as much information as possible prior to the time in which TMRPA was able to acquire a budget, full scope, and ultimately a consultant for the project. The information in this summary aims to provide an outline of what efforts have been undertaken so far and the implications for the 2017 Regional Plan Update. Additionally, this information is being utilized by TMRPA staff and the project consultant, ECONorthwest, to guide the next phase of the update process and help to steer policy and plan development.

## Work Products and Conversations

### Policy Evaluation (internal working document)

In order to understand the current Regional Plan in the framework of the required content as outlined by NRS 278.0274, staff created a matrix identifying which policy addressed the NRS requirements. It provided staff with an understanding of where opportunities lie to better address state statute requirements.

*Policy and/or Process Implications:* Generally, the plan covers NRS requirements for items that must be included in the Regional Plan. There are about 140 goals and policies within the Regional Plan. Staff believes that this number can be reduced and still be able to meet the requirements laid out by NRS. The plan could do a better job of more clearly addressing transportation facilities that are necessary as it relates to land use.

### Issues Identification

In November of 2016, staff hosted facilitated questions with both the Regional Planning Commission, and the local government and affected entity staff. In both meetings, the groups were asked a series of questions. Additionally, the groups took part in a mapping exercise in which areas of issue and concern were identified geospatially. Though many answers were provided, the following identifies themes/comments most often received for each question:

- *What do we (TMRPA) do that works?*
  - *Gather and Compile Data*
  - *Forecast/Project*
- *What do we (TMRPA) do that can be improved?*
  - *Cumulative Impacts*
  - *Flex strength/Don't hold back*
- *What is missing that we (TMRPA) should do?*

- *Cumulative Impacts*
- *Deeper look at cost of development (How patterns play out, who pays, where are costs)*
- *Trending issues (things like air quality, connectivity, congestion)?*
- *0-5 year timeframe?*
  - *Schools/Land for schools*
  - *Air Quality*
  - *Where we grow*
  - *Property Tax Structure*
  - *Infrastructure*
  - *Traffic*
  - *Water/wastewater*
  - *Housing supply*
- *5-20 year timeframe?*
  - *Carbon Energy Reduction*
  - *Technology and innovation (Acceptance and preparation for, hub for tech development)*
  - *Water/Incentives for reduction*
  - *Cars (autonomous vehicles, changes to land consumption patterns)*
- *Another or no timeframe?*
  - *Flooding issues*
  - *Large regional parks*
  - *Truckee River*
- *What do you think are points of conflict in our region?*
  - *Sustainability/ Resiliency/Climate Change (Impact on region, what are we doing)*
  - *Equity Issues, especially affordability*
  - *Education and Employment (match curriculum to jobs present, connect UNR)*
  - *Conflicting Visions*
  - *Sewer generation monitoring*
- *What's missing from this discussion?*
  - *How to change development mindset (Impact fees)*
  - *Are TMSA and TOD/Centers an appropriate mechanism for Regional Planning*

***Policy and/or Process Implications:*** Through this exercise, it was identified that TMRPA is known for providing reasonable data and data analysis work, TMRPA should be looking more closely at cumulative impacts, and that most of the issues that people are concerned about center around providing infrastructure, services, and resources necessary to accommodate growth.

### **Major Subjects of Interest**

In January of 2017, TMRPA staff brought forward a list of major subjects currently within the Regional Plan, and potential items for inclusion into the new Regional Plan. TMRPA staff gathered information about the level of interest in reviewing these items in the plan update (prioritization due to potential time constraints), as well as initial discussion with jurisdictional staff about each of these subjects. Most of the items provided were ranked as high priority items, with an acknowledgement that some are easier to tackle than others.

The largest topic of discussion was centered on regional form and pattern, mainly the Truckee Meadows Service Areas, Rural Development Area, Future Service Area, Transit Oriented

Developments, Regional Centers, and Resort Destinations. Additionally Concurrency Management was also a topic of much discussion.

*Policy and/or Process Implications:* Most subjects within the current Regional Plan need to be reviewed as they have been in place for ten to fifteen years. Due to the amount of discussion surrounding these items, regional form and pattern and service and facilities provision, including all the items that fall within this theme seem to be of most importance for the update process.

## Visioning and Values

The RPGB indicated that due to the other vision and values work done in the region recently that starting from scratch for values work would not be a good use of resources, thus we leveraged the existing efforts to create our Vision and Directional Statements. Various information regarding values and vision was gathered from entities within the region. This information was then utilized to develop the Draft Vision Statement and Directional Statements, which were discussed at the Regional Plan Update Working Group, put into a survey for public comment and feedback, and then brought before the RPGB and the RPC in June of 2017.

*Policy and/or Process Implications:* Draft Vision Statement and Directional Statements.

## Strengths and Challenges

In July, TMRPA staff brought forward a worksheet to the RPUWG and asked members to discuss strengths and challenges of the region. The strengths and challenges were discussed in terms of the following themes: Population/Social Equity/Housing, Land Use and Transportation (Growth Management), Facilities and Services (Infrastructure), Sustainability and Natural Resources (Environment), Economic Resiliency (Economy), Regional Coordination, and Implementation. Additionally, challenges within these themes were also a major part of the first MetroQuest Survey which was disseminated to the public to also garner feedback on issues and challenges within the region.

*Policy and/or Process Implications:* Information gathered through the Strengths and Challenges exercise helped to guide the development of the challenges for the first MetroQuest survey, and will be utilized to guide the development of the next portion of the plan update.

## Regional Sustainability Baseline Study

In conjunction with the Land Use and Transportation Resiliency Committee, TMRPA has contracted with EMPSi to develop a Regional Sustainability Baseline Study. Including more discussion around sustainability in the Regional Plan has been identified as an important aspect of the update. It is anticipated that this study will help to provide policy guidance and inform the sustainability aspects of the updated Regional Plan.

*Policy and/or Process Implications:* Anticipated completion of the study in December, 2017.

## Meetings with ECONorthwest

In November of 2017, ECONorthwest, the consultant for the 2017 Regional Plan Update, made their first visit to the area specific to this project. During this visit, TMRPA and ECONorthwest worked

together to create a detailed scope for the next part of the plan update. Additionally, ECONorthwest met with various groups involved in the update process to gain a better understanding of the needs and wants of the update. Additionally, it should be noted that prior to the visit, the TMRPA Executive Director met with the City Managers of Reno and Sparks, and the Washoe County Manager to have one on one discussions regarding the Regional Plan Update process. These groups included the following:

### Regional Planning Governing Board Members (RPGB)

ECONorthwest and the TMRPA Executive Director met with members of the Governing Board in meetings of two to talk through various discussion points. The items discussed are similar to the items discussed in the Issues Identification exercise mentioned in a previous section of this report. The discussion points included the following:

- How can the Regional Plan help you do what you want to do?
- There are some issues that cannot be solved except through regional coordination?
  - What role does the Regional Plan have in regional coordination?
  - How can we right-size the regional planning policies?
  - What role does TMRPA have in regional coordination?
- What is going well and what is going poorly in the regional planning process and with the Regional Plan?
  - What can each of the partners do to find solutions that would begin to address your biggest concerns?
  - What can TMRPA do to help address these issues?
- What information does the consulting team need that we have not discussed?

### Regional Planning Commission (RPC)

At a public RPC meeting, TMRPA staff provided the RPC with an overview of the tasks completed thus far, and then provided the RPC members with space to hear from and work directly with ECONorthwest. The RPC members were separated into two groups and had facilitated discussions with both TMRPA staff and ECONorthwest. Additionally, the RPC discussed the level and type of engagement they would like to be involved with throughout the update process. The following identifies the questions and summarized sponsors that were asked of the RPC:

- When doing a conformance review, is TMRPA bringing the information that the RPC wants and needs?
  - Staff reports are thorough
  - Balance between presentation and staff reports
  - Desire for fiscal analysis of projects
  - Desire to look at cumulative impacts – regional planning can bring
  - Reduction in number of policies
- What is one aspect or policy that you would change about the Regional Plan?
  - Need to streamline policies and have definitions defined more
  - Implementation issues
  - Housing and affordability should be discussed

- Things that we are doing that could do differently
  - Criteria in the plan for item review is potentially not what we want
  - Number of policies and reduction (with reduction there will be more clarity for above)
  - Specifics of TODs and Centers
- Different ways of doing things that are not happening now
  - Frontloading the process so that staff is involved earlier
  - Service providers indicating that a project can be served seems piecemealed
  - Groups to think in advance of where we can serve and where we cannot

### Regional Plan Update Working Group (RPUWG)

At the RPUWG meeting, local government staff, RTC staff, and TMRPA staff had a discussion that was hosted by ECONorthwest. Overall, the RPUWG discussed the overall wants as they pertain to each entity and how the Regional Plan can help the entities do what it is that they want to do.

*Policy and/or Process Implications:* Overall, through the visit it was recognized that the RPGB, the RPC, and the RPUWG, all parties that are directly involved in the update process, are willing and ready to work through the 2017 Regional Plan Update to improve upon the plan for the region in a comprehensive manner.

## Communication and Engagement

### Communication and Engagement Component

In August of 2017, TMRPA staff brought forward the Communication and Engagement Component of the Regional Plan Update. This document essentially outlined various engagement strategies that staff would be using to ensure that outside participation is present and acknowledged in the update process. The CEC acknowledged the vision and values work, the creation of the Regional Plan Update Working Group, seven outreach methods that staff has utilized to ensure engagement, the use of MetroQuest as an engagement tool, and a list of Regional Partners and Stakeholders.

Since the adoption of the CEC, TMRPA staff has been working to fulfill the outreach methods mentioned in the CEC as part of the marketing around the launch of the first MetroQuest survey and the public engagement portion of the update. Thus far, staff has pushed engagement in the following ways:

- In Person
  - In-person Presentations: 42 meetings, reach of 1,150 “faces”
- Internet
  - Email/Social Media pushes from various Regional Partners, Stakeholders, and other entities/individuals within the Region (see Figure 1)
  - Social Media Campaigns: Facebook, Twitter, Instagram – 402 followers, Facebook reach of 27,713 and Twitter impressions to 17,582 individuals
  - Email to Palomino Valley GID members
- Television

- Face the State segment
- Video segment on RTC's The Road Ahead
- Public Service Announcements on KOLO 8 – 15 and 30 second videos
- Print
  - Mailing Inserts (see Figure 1):
    - Truckee Meadows Water Authority Bill - approximately 112,190 customers
    - Gerlach General Improvement District
  - Advertisement in Reno News and Review
  - Columns in the Reno Gazette Journal
  - Article in the Sparks Tribune
  - Dissemination of flyers at various meetings/events (see Figure 1)
  - Tear off flyers at the University of Nevada, Reno in 30 different locations
- Radio
  - Public Radio segment – 10 runs, 50,000 reach

Figure 1: Call to action used for flyers and internet media



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## MetroQuest Analysis

Following the August Joint Regional Planning Commission and Regional Planning Governing Board meeting, TMRPA launched the first Regional Plan Update survey utilizing MetroQuest. The survey focused on growth, more specifically around concerns, challenges, and potential trade-offs. Staff utilized the approach mentioned in the section above to gain as many survey participants as possible. On December 1, 2017, the first survey closed. As of closure, 1,874 participants have taken the survey, offering 34,432 data points and 2,491 written comments. Figure 2 indicates the demographic breakdown of the survey participants.

### Age Demographic Breakdown

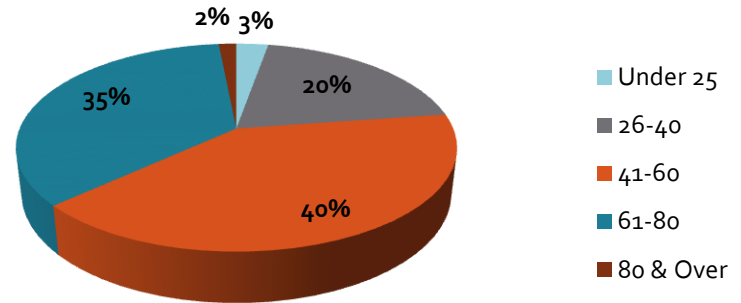


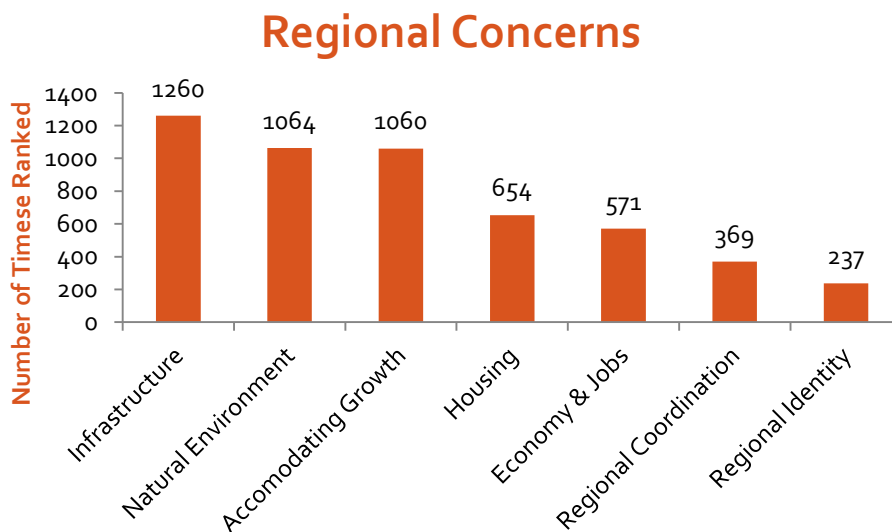
Figure 2: MetroQuest Survey Participant Age Demographic Breakdown

The following is a summarization of the input the TMRPA received, separated by *quantitative* and *qualitative* inputs. For reference, *quantitative* input is data received from survey answers, and *qualitative* input is the free answer comment information provided by participants.

### Quantitative Analysis – based on answer data:

The first question of the survey asked participants to choose their top three Regional Concerns from a list of seven concerns. As indicated by Figure 3, survey takers were most concerned and found the most challenges with Infrastructure, the Natural Environment, and Accommodating Growth.

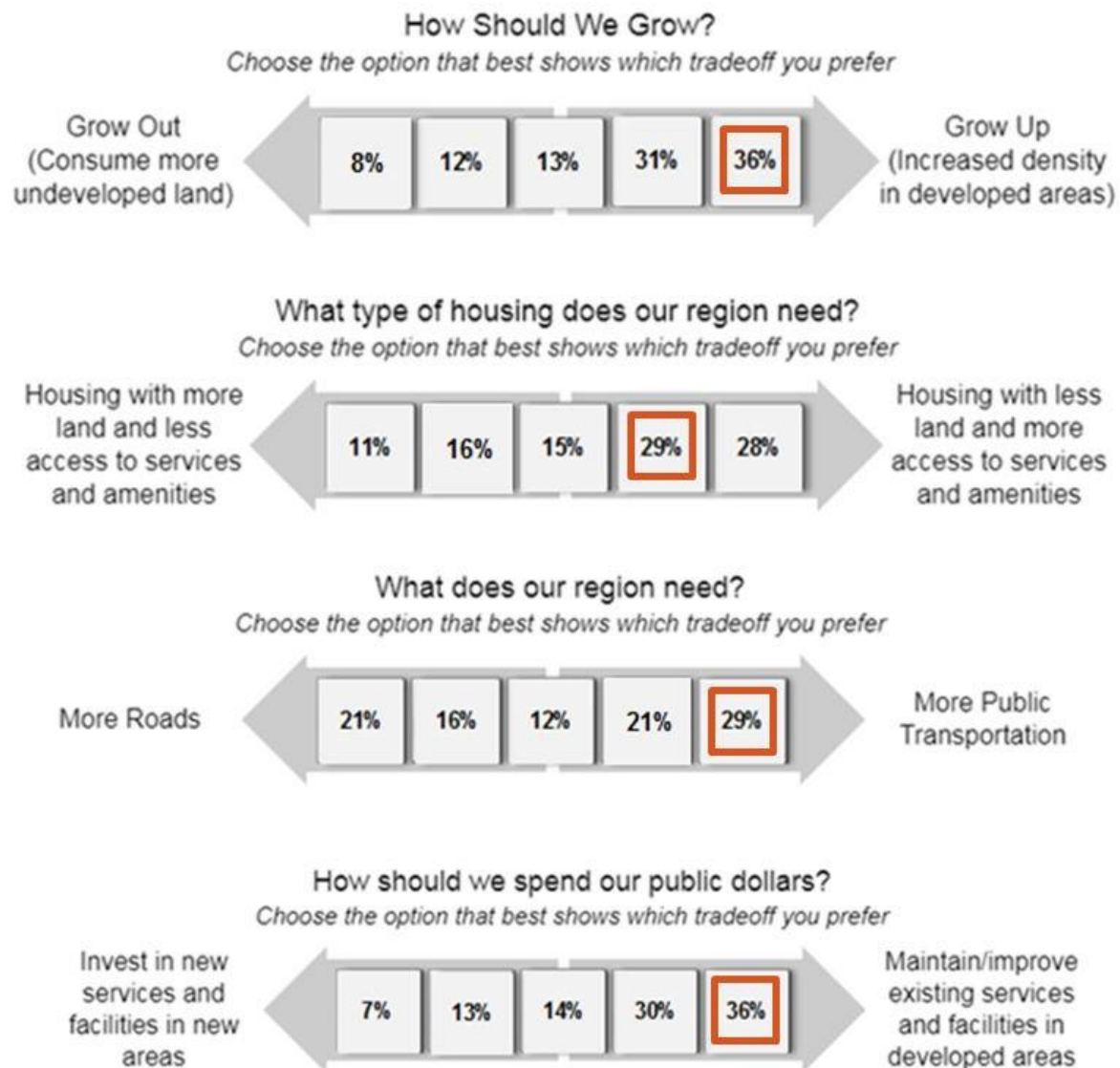
Figure 3: Ranking of items of Regional Concern



The survey participants were then asked to indicate the biggest challenges based on the top concerns that they chose. The ranking of challenges for each screen can be found in the appendix of this report.

In order to understand potential tradeoffs, the survey asked participants to choose their preferred trade off on four different items, as shown in Figure 4. Users had a preference to maintain and improve existing services and facilities, “Grow Up” instead of “Grow Out”, housing with less land and more access to services and amenities, and a slight preference for more public transportation instead of more roads.

Figure 4: Tradeoff choices of survey participants by percentage



### Qualitative Analysis – based on user comments:

Figure 5 portrays the overall breakdown and summarization of survey comments received. This was analyzed using a technique in which comments were sorted by prominent subject and then further analyzed to understand the overall idea. This was identified by many survey analysis groups as the best way to understand and utilize participant comments, especially given the large amount of comments that were received.

Overwhelmingly, the concern that garnered the greatest overall amount of comments was traffic and roadway congestion. Based on the number of comments, each age demographic group has it among their top 5 concerns except for the 81 and over group. It is the top concern for the 41-60 year age demographic and the second biggest concern for the 61-80 year group. While many of the comments express that is due to poor road planning and not enough capacity, others express that congestion was caused by over population of the area.

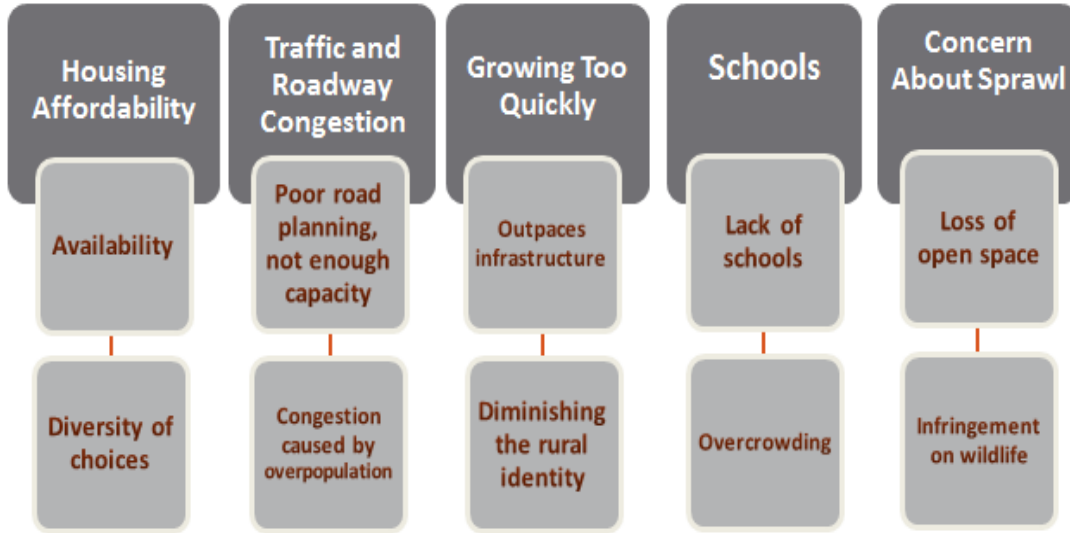
Housing affordability is also a top concern. Every age demographic group had it among their top 5 concerns. For the both 25 and under and 61-80 groups, it has the most amount of comments while the 26-40 and 80 and over have it as their second biggest concern. Based on a scoring of the top five concerns amongst each age group, the housing affordability category was the top concern across all demographics surveyed.

Growing too quickly was also among the top 5 concerns for every age group. The 41-60 age group comments are concerned that the speedy growth will diminish the rural identity that they see the region currently has while all other age groups are concerned that the growth is outpacing the infrastructure.

Lack/overcrowding of schools and concern about sprawl make up the rest of the top 5 concerns across all demographic age groups. While not in the top 5; cost of accommodating new growth, sustainability and natural resource protection, more transportation options and lack of governmental coordination were also frequently mentioned.

Figure 5: Qualitative Analysis comment summarization

## Top 5 Concerns Based on Comments

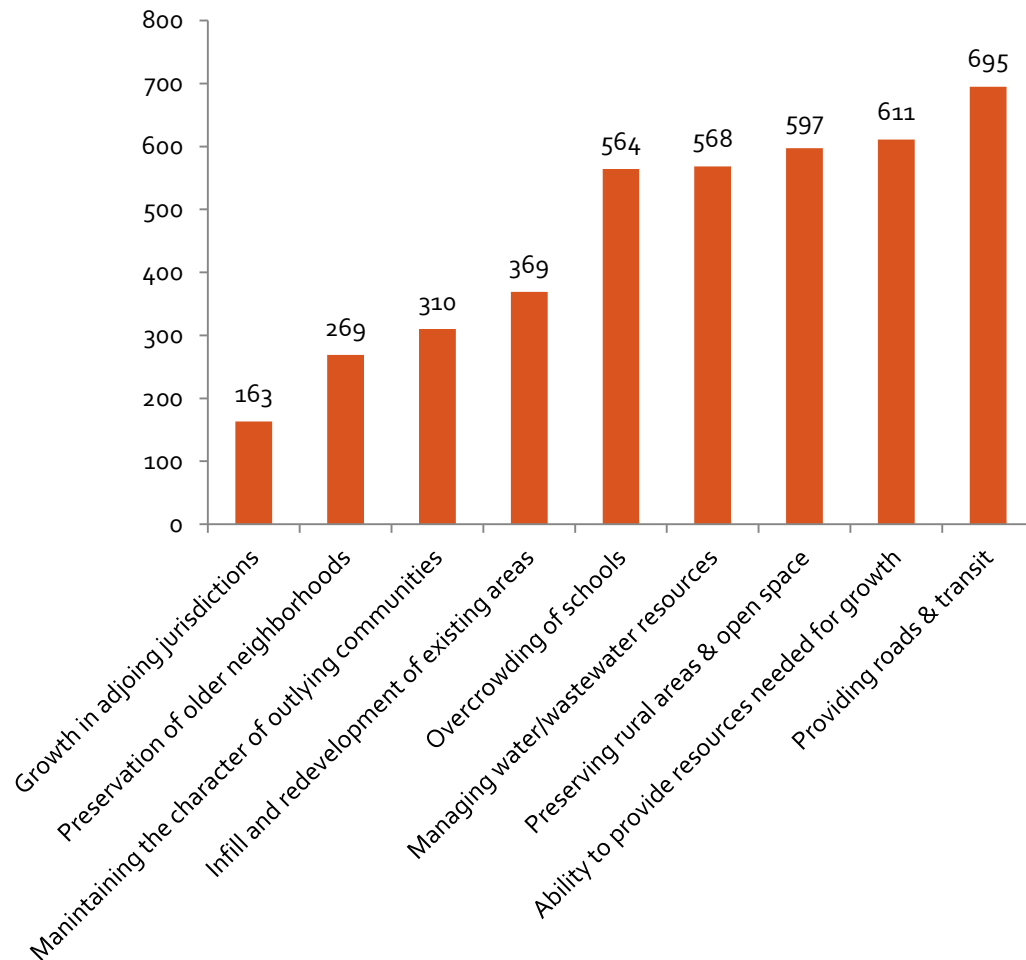


# Appendix

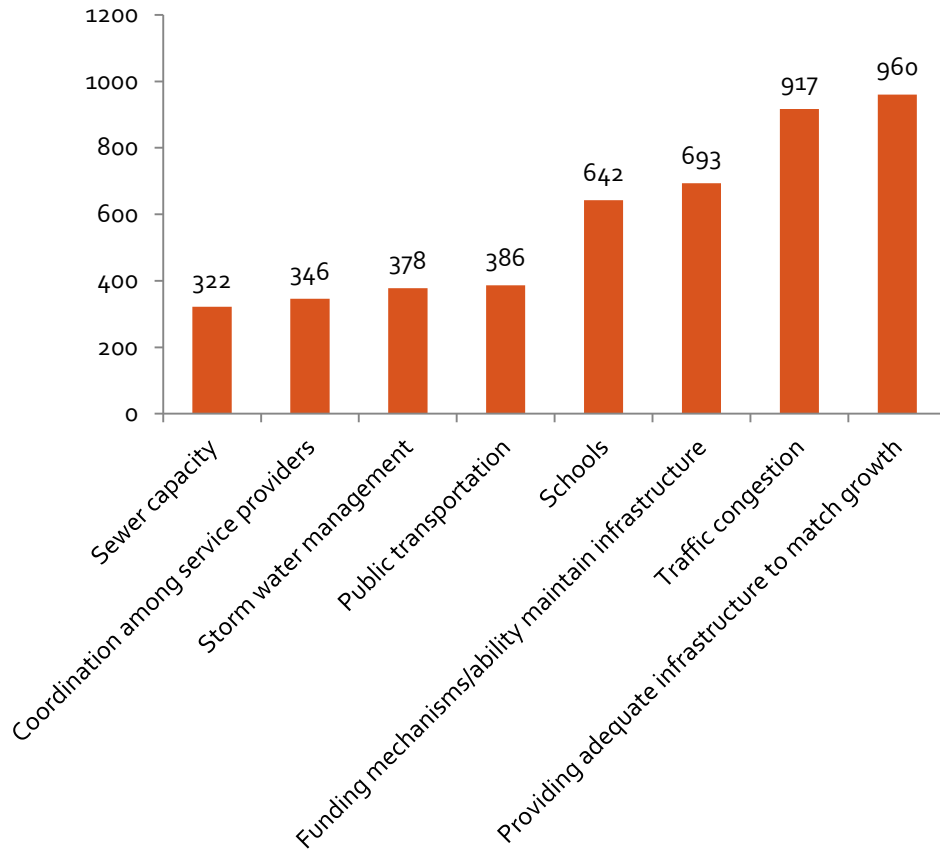
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The following graphs indicate the challenge ranking for each concern, as mentioned in the Quantitative Analysis portion of the report.

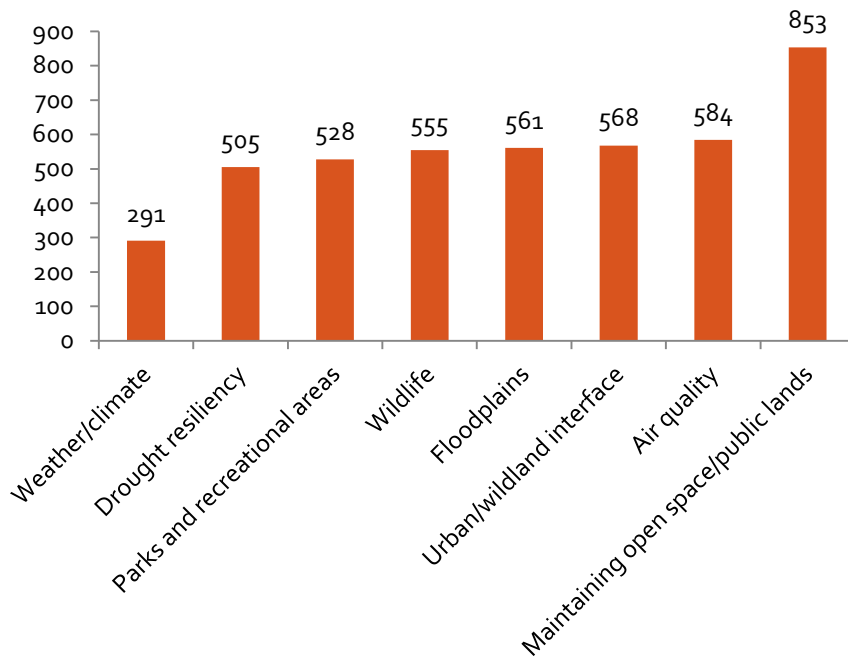
## Accomodating Growth



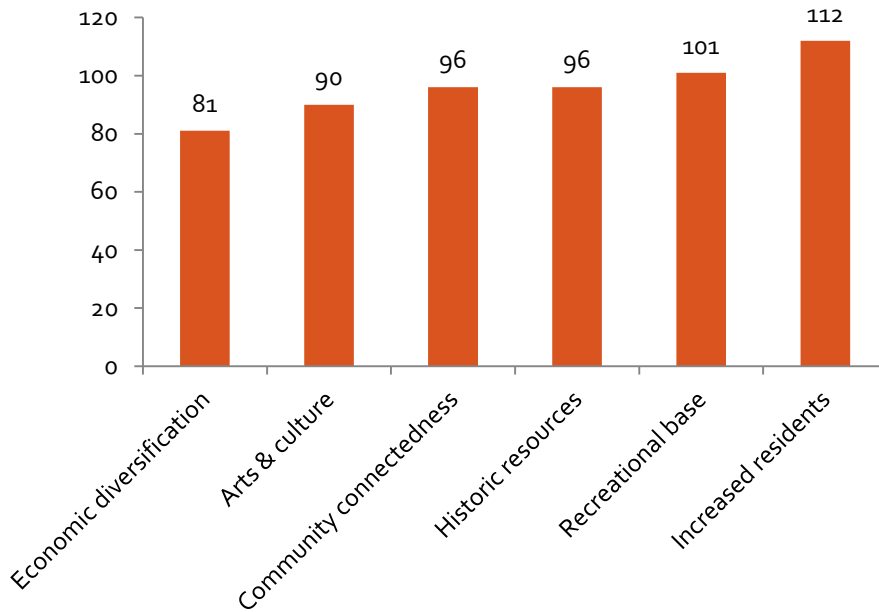
# Infrastructure



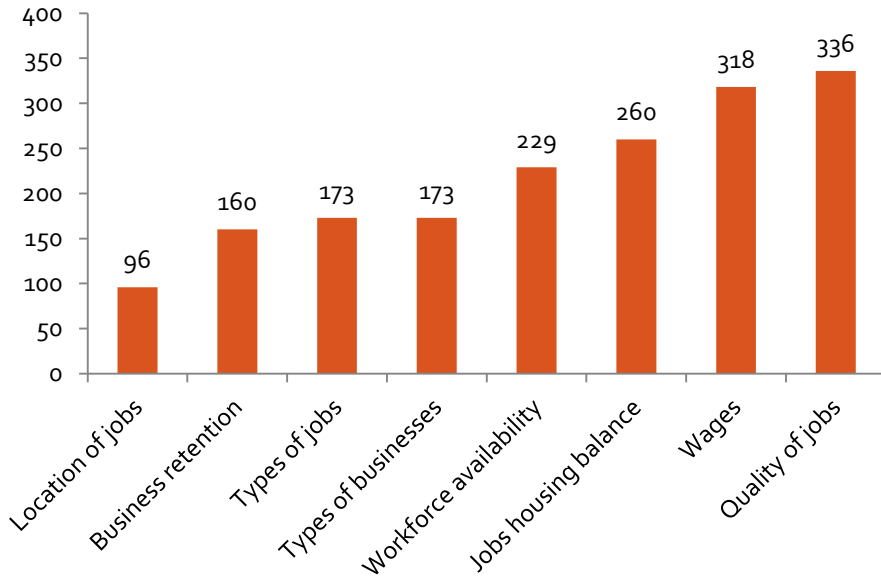
## Natural Environment



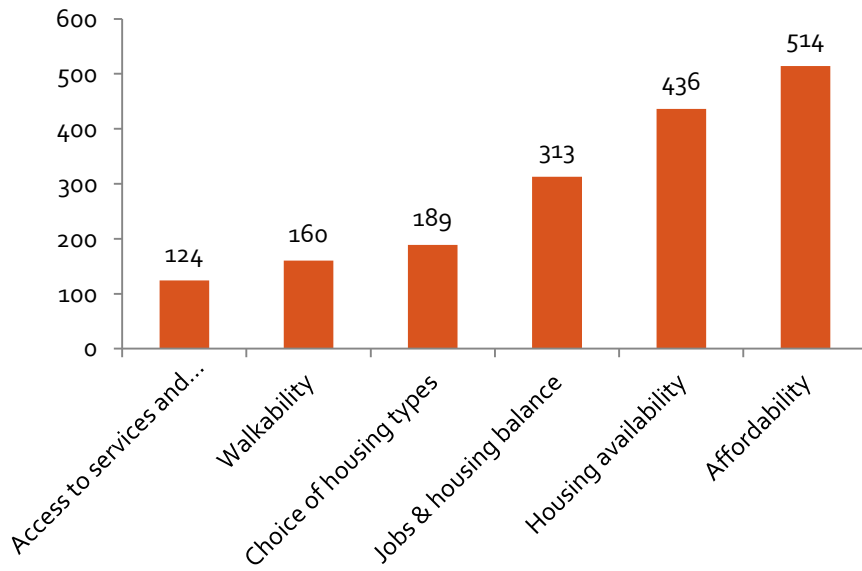
## Regional Identity



## Economy & Jobs



## Housing





## Regional Coordination

