

Work Plan for 2010-2011: Action to Achieve 'Better than Business as Usual' During 2011



The work plan document below includes both the plan that was approved on February 11, 2011 by the Vision North Texas Management Committee and additions received since that time. It describes the activities through October 2011 that help implement **North Texas 2050 (NT2050)**, when Vision North Texas will hold its annual Summit. So this list focuses on work that can be completed and presented or discussed at that Summit.

For each activity, there is an activity name, followed by a brief description of the work product expected to be available by the time of the Summit. The organization with leadership responsibility is indicated. Other partner organizations may play important roles in these activities. All activities should offer opportunities for involvement by interested individuals, interest groups and regional leaders.

The work plan approved in February included only activities for which the Charter Sponsors and the VNT partnership had leadership responsibility. Since then, discussions with NCTCOG departments and other partner organizations have added some additional items. These new items are shown in italics in the work plan below.

Online 'Best Practices'

These activities enhance and expand on the 'best practices' information available now on the Vision North Texas website. Diverse stakeholders (design professionals, city staff members, developers, property owners, community residents, finance specialists, etc.) will be involved in these collaborations. ULI and UTA will also coordinate with one another on these efforts.

1. Updated Online Case Studies
 - a. The existing case studies will be updated in the following ways:
 - i. The chart related to VNT alternative futures will be replaced with a chart showing the case study's relevance to each of the Policy Areas and Centers in the **NT2050** document.
 - ii. Additional information will be added. Desirable items include more information on the project's economics, finances, profitability; additional images or videos; more detail on the project's characteristics; and similar items. Resource availability will impact the amount of new information that can be added by the time of the Summit.
 - b. New case studies will be added so there are multiple case studies that relate to each of the **NT2050** Policy Areas and Centers.
 - c. Case studies may be linked to the websites of ULI NT and/or UTA.
 - d. The updated set of case studies will be released at the Summit.
 - e. ULI North Texas' Sustainability Committee has leadership responsibility for this activity.

2. Online Design Guidance

- a. The existing online case studies will be supplemented with additional information that provides design guidance for people seeking to follow these examples:
 - i. A standard package of design guidance will be developed. The package will establish the format and contents for the design guidance provided for each online case study. Target audiences include private developers, public agency staff, neighborhood leaders and others. The contents could include site plans; listings of key features in project zoning ordinances or development agreements; sketches; photos or videos of the projects after completion; cross-sections; design standards; plant or building material palettes; or other information. Resource availability will impact the amount of new information that can be added by the time of the Summit.
 - ii. Design guidance will be provided for the existing online case studies.
- b. Design guidance will be provided for new case studies.
- c. Case studies may be linked to the websites of UTA and/or ULI NT.
- d. The design guidance case studies will be released at the Summit.
- e. UTA's Center for Metropolitan Density has leadership responsibility for this activity.

Communication and Outreach

3. Communications Materials

- a. Informational materials will be updated to share the **NT2050** recommendations with many people and diverse audiences. A short brochure will be created and produced to summarize the **NT2050** recommendations. A set of PowerPoint presentations will be created for use by speakers, with presentations targeted to particular audiences and for brief and extended presentations. The Vision North Texas website will be updated.
- b. The annual report presented at the Summit will summarize the audiences reached with these materials.
- c. The Vision North Texas partnership has leadership responsibility for this activity.

4. Briefings and Presentations

- a. Briefings and presentations will be made to key organizations and decision-makers within the region. Primary audiences include:
 - i. Elected city, county and school district leaders, particularly newly elected officials
 - ii. Major employers, realtors, development interests, business and economic development organizations
 - iii. Banking and other financial interests
 - iv. Community, civic and stakeholder organizations
 - v. Appointed boards and commissions
 - vi. Leaders in the region's colleges and universities

- vii. Professional staff in relevant departments of public sector agencies and in consulting firms
- viii. Leadership classes
- b. The annual report presented at the Summit will summarize the presentations made and the audiences reached.
- c. The Vision North Texas partnership has leadership responsibility for this activity.

Regionwide Plans and Policies

- 5. Major Update to Regional Wastewater Plan
 - a. During 2011, NCTCOG through its Water Resources Council is updating the regional wastewater plan for which it has had responsibility since the 1970's. Particular attention is being placed on programmed service areas for the outer tier as illustrated in **NT2050**. The updated plan will be completed and submitted to the state by late summer.
 - b. This updated plan will be examined to determine its relationship to the preferred future depicted in **NT2050**.
 - c. These results will be presented at the Summit.
 - d. NCTCOG's Environment & Development Department has leadership responsibility for this activity.
- 6. Updated Trinity River COMMON VISION Policy Position
 - a. With the guidance of the Trinity River Steering Committee and supporting staff, NCTCOG is revisiting and updating the adopted Policy Position. As a companion to the video prepared for the 20-year celebration held last year, NCTCOG is filming a second video capturing the participants' goals and visions for the next 20 years. **NT2050** anticipates significant investment and redevelopment for the inner tier areas that comprise much of the Trinity River watershed.
 - b. The updated policy position will be presented at the Summit.
 - c. NCTCOG's Environment & Development Department has leadership responsibility for this activity.
- 7. Watershed Protection Strategies for Water Supply Lakes
 - a. As the regional water quality planning agency, NCTCOG is working with major water providers, affected local governments and other stakeholders to craft strategies for the long-range protection of our water supply lakes. **NT2050** recognizes the potential impacts of future growth in the outer tier and rural areas on these reservoirs.
 - b. These recommendations for long-range watershed protection will be available by early fall and will be presented at the Summit.
 - c. NCTCOG's Environment & Development Department has leadership responsibility for this activity.

8. Transportation-Related Activities

- a. For all the activities listed in this item, NCTCOG's Transportation Department has leadership responsibility.
- b. Regional coordination of local governments and Independent School Districts to examine best practices and institutional processes to promote sustainable neighborhoods.
 - i. Deliverables: White paper on school site selection and pedestrian-friendly transportation connections.
- c. Public Infrastructure improvements to support transit and/or development and in-fill development in areas of environmental justice concern.
 - i. Deliverables: Construction of sustainable infrastructure improvements to create connections between DART transit stations and Fiji/Compton Mixed use Sustainable Development project in Dallas.
- d. Creation of infill and redevelopment tools and strategies.
 - i. Deliverable: On-line resources for funding and redevelopment tools.
- e. Rural County land use and growth scenario planning.
 - i. Deliverable: Hunt County Land Use Plan and Thoroughfare Plan.
- f. Coordination of community group and stakeholder involvement of context sensitive design and thoroughfare projects.
 - i. Deliverables: Land Use and transportation circulation vision of Garland Road corridor in Dallas to create strategies for neighborhood preservation, economic development, corridor beautification, and pedestrian-friendly amenities.
 - ii. Deliverables: Rosedale Street thoroughfare planning and citizen participation in Fort Worth to plan for sustainable land use transportation options in the corridor
- g. Creation of regional templates and guidelines for on-street bicycle facilities.
 - i. Deliverable: Creation of a regional template for on-street bicycle facilities developed using the Dallas 2011 Bike Plan and other relevant plans and documents as a base.
- h. Housing and market analysis for redevelopment and mixed use development opportunities.
 - i. Deliverables: Planning study for Burleson Transit Oriented Development and station area market analysis and strategies to encourage infill development.

9. Mobility 2035

- a. As the Metropolitan Planning Organization for the Dallas-Fort Worth area, the North Central Texas Council of Governments (NCTCOG) is required to maintain a long-range transportation plan that defines a vision for the region's multimodal transportation system. The new long-range transportation plan, **Mobility 2035**, was adopted by the Regional Transportation Council and the NCTCOG Executive Board in March 2011. It

emphasizes the need to coordinate land use and transportation decisions to address fiscal constraints on transportation investment.

- b. Representatives of the region's transportation leadership (the Regional Transportation Council/staff) and Vision North Texas leadership (Management Committee/staff) will meet to discuss the relationship between **Mobility 2035** and the **NT2050** vision, guiding principles and preferred future.
- c. The conclusions from this discussion will be presented at the Summit.
- d. NCTCOG's Transportation Department has leadership responsibility for this activity.

10. Access to Healthy Food and Lifestyles

- a. Multi-disciplinary planning and policy are needed to implement recommendations that:
 - a. discourage food deserts by supporting grocery store placement in low income, minority communities;
 - b. provide incentives for healthy foods in convenience stores;
 - c. support community gardens, farmers markets and other techniques to make more locally grown fruits and vegetables available; and
 - d. Design communities that include Safe Routes to School, and routes for walking and biking to daily destinations, as a way to reduce obesity and support healthy lifestyles.
- b. A status report on these activities will be presented at the Summit.
- c. The Health Research Team has leadership responsibility for this activity.

11. Coordination of Regional Housing Plans and Policies

- a. During 2011, the Institute for Urban Policy Research will conduct a survey of the housing policy environment in the cities of Dallas, Tarrant, Collin, and Denton counties.
- b. During 2011, the North Texas Housing Coalition will collect housing plans from those cities in Dallas, Tarrant, Collin, and Denton counties for which plans exist.
- c. A summary of the survey of housing policies and the housing policy environment will be presented at the summit.
- d. The North Texas Housing Coalition has leadership responsibility for this activity.

12. Climate Resilience Research

- a. Investigate the programs underway in selected North Texas municipalities that directly or indirectly address climate change.
- b. The research team will identify programs that are explicitly or tacitly linked to climate change and will document the scope of the programs, the role of planners and the emphasis on mitigation and adaptation.
- c. Research results will be presented at the Regional Summit.
- d. UTA's School of Urban and Public Affairs has leadership responsibility for this activity.

13. Marketing of North Texas Region

- a. The region's economic sustainability will be strengthened by efforts that improve the communications to businesses nationally and internationally about the assets and strengths of North Texas. Through discussion among organizations focused on the region's economy and economic development, an updated regional marketing strategy will be developed and implemented.
- b. The strategy may be presented at the Regional Summit.
- c. The DFW Marketing has leadership responsibility for this activity.

Policy Areas and Centers

14. Greenprinting to Identify High-Priority Natural Areas for Preservation

- a. Retaining and managing natural areas represents one of the five major policy areas in North Texas 2050. With the assistance of the Trust for Public Land, NCTCOG with local governments and stakeholders is "greenprinting" the growing Lake Arlington and Lake Lewisville East watersheds. These greenprints are identifying high-priority natural areas for preservation, thus serving as prototypes for the emerging Regional Ecosystem Framework
- b. The final products will be ready this summer and will be presented at the Summit.
- c. NCTCOG's Environment & Development Department has leadership responsibility for this activity.

15. ReMix – Refined Mixed Use Centers Database on the Internet

- a. **NT2050** recognizes four types of mixed use centers: Regional, Metropolitan, Community and Neighborhood (see pg 23 of report). They reflect areas with a variety of uses (including both employment & housing), at least a moderate intensity of development, and for some, their roles as distinct or traditional centers of communities.
- b. NCTCOG's Environment & Development Department will lead an Action Team to refine and improve the initial (and incomplete) database of mixed use centers.
- c. The refined database will be released on the Internet by/at the Summit.

16. Vibrant North Texas Towns – Helping Separate Communities

- a. **NT2050** envisions a preferred future where the towns identified as separate community areas are a collection of diverse, sustainable communities, each with its own center and distinct character. Growth would occur from the inside out, not because the outer tier expands to encompass them. They are generally separated from the inner/outer tiers by rural or natural areas. This approach also supports the economic vitality of these communities by encouraging employment centers to be located in these communities yet connected electronically to businesses in the central parts of the region.
- b. A Vibrant North Texas Towns coalition of towns and historic & downtown associations will be formed to assure that separate communities have a collective voice in the ongoing regional planning process. An Action Team from the VNT researchers will be

- formed. Separate communities will assess their strengths, weaknesses, opportunities and threats (SWOT analysis) in the fabric of North Texas.
- c. These results will be presented at the Summit.
 - d. NCTCOG's Environment & Development Department will establish and support the Vibrant North Texas Towns coalition and this Action Team.

Local Plans and Development Projects

17. Local Plans and *North Texas 2050*

- a. Coordinate with cities to encourage their consideration of *NT2050* recommendations as they develop and implement local comprehensive plans and similar documents.
- b. Expand NCTCOG's existing repository of sustainable planning documents, including comprehensive plans, and create an online search engine so local governments can access this information more easily.
- c. Seek input from cities on refinements to improve *NT2050*.
- d. Report on the relationships between local plans and *NT2050* at the Summit.
- e. NCTCOG's Environment & Development Department has leadership responsibility for this activity.

18. Sustainability Recognition Program

- a. The desirability of a regional sustainability recognition program will be studied. This program would be modeled on the successful smart growth recognition programs underway in other regions.
- b. Investigation of this idea will include the involvement of city managers and planning directors, as well as developer representatives.
- c. If such a program is recommended, a work plan, budget and schedule for its initiation will be presented at the Summit.
- d. ULI North Texas' Sustainability Committee has leadership responsibility for this activity.

Research and Monitoring

19. Housing and Demographic Analyses

- a. NCTCOG's Department of Research & Information Services has responsibility for performing demographic research on such topics as population, housing and employment. They will review the new 2010 Census data as well as NCTCOG's latest forecasts in light of the preferred future in North Texas 2050.
- b. They will develop or apply a methodology to determine regional housing supply and demand. This will include an estimate of the number and types of housing available in 2010, as well as units needed by 2040 based on the demographic forecasts.
- c. Results will be presented at the Summit.
- d. NCTCOG's Research & Information Services Department has leadership responsibility for this activity.

20. Housing and Development Indicators

- a. During 2011, the North Texas Housing Coalition will work with the Institute for Urban Policy Research to identify and access existing data that speaks to the development of the five critical housing indicators developed in North Texas 2050: housing intensity, variety, transportation affordability, supply and demand, and neighborhood conditions.
- b. During 2011, the North Texas Housing Coalition and the Institute for Urban Policy Research will develop one pilot analysis project with the available data.
- c. The status of available data and results of the pilot analysis will be presented at the summit.
- d. The North Texas Housing Coalition has leadership for this activity.

21. Health Indicators

- a. Identify at least one geographical area in Tarrant County to serve as a demonstration site for the development of the health indicator template.
- b. A progress report on the health indicator template will be presented at the Summit.
- c. The Health Research Team has leadership responsibility for this activity.

22. Regional Benchmarks & Indicators

- a. The indicators used to evaluate alternative futures for North Texas will be reviewed. These and other indicators will be examined. A proposed set of regional indicators to track success in achieving a future that is 'better than business as usual' will be completed for review and discussion at the Summit. Indicators that are predictive – that show the best locations for successful development consistent with **NT2050** principles, for example – will also be developed.
- b. An Action Team of professional and civic participants will be convened to assist in creation of the indicator list. Some organizations that participate in the Action Team will take responsibility for monitoring particular indicators over time. This list of monitoring partners will be released at the Summit.
- c. The benchmark values for these indicators will be determined. As much as possible, the benchmarks will be the 2010 statistics for each regional indicator. These benchmarks will be released at the Summit.
- d. UTA's Center for Metropolitan Density has leadership responsibility for this activity.

23. Annual Review and Summit

- a. Assemble information on progress toward the preferred future described in **NT2050** and recognize those organizations and individuals that have contributed to this progress.
- b. Prepare a brief summary report on this review for distribution at the Summit and online.
- c. Hold a regionwide Summit session to present these results and serve as a forum for discussion about these results and next steps for the region.
- d. The Vision North Texas partnership has leadership responsibility for this activity.