OUTREACH METHODS
Overview

The planning process took place between August and December 2017 in collaboration with the students of the Masters in City and Regional Planning program at the Ohio State University. During this time, stakeholder comments were gathered, three public meetings were organized to engage the community, technical research and analysis was carried out, and as a result, the updated comprehensive plan was developed containing the vision, goals, and strategies for Orange Township.

Public Meeting One

The first public meeting was held on the September 12th, 2017 and was attended by about 20 participants. The meeting was organized to collect the public’s input on the Township’s strengths-weaknesses-opportunities-threats (SWOT). Attendees submitted 193 comments. The results were consolidated and organized by major themes heard during the meeting. These themes are now the chapters of the updated plan.

Public Meeting Two

The second public meeting was held on the October 5th, 2017. It was attended by 15 participants. The meeting was structured to collect more specific public comments for the final themes. Posters and maps with draft goals and potential recommendations were presented, and input was gathered by "dotting" the preferred recommendations. The results refined the goals and strategies.

Public Meeting Three

The third public meeting was held on November 2nd, 2017. It was attended by 25 participants. In this presentation-oriented meeting, the planning team revealed the final draft goals and strategies. This was followed by conversation with the public which helped gather additional feedback.

Other Public Engagement

In addition to the formal meetings, members of the studio also reached out to residents in informal meetings. This included passing out survey cards to residents around the Township and at an Olentangy Orange High School football game. An online public survey was also created to gain insight into the Township residents' concerns.
Stakeholder and Client Involvement

Assessing the governmental structure, roles and responsibilities, key contact persons, etc.

Understanding the current conditions of the Township.

Gathering local officials’ perspectives on the challenges and opportunities in the community.

Understanding the expectations from the updated plan.

Community Engagement

Three public engagement meetings were organized where participants shared their ideas and reviewed the findings on the updated plan. This generated key comments from about 60 participants. Themes of the three meetings were discussed on the previous page and in the comments database included in Appendix C.3.

471 respondents completed the survey. The resulting database is included in the document appendix.

Technical Research and Analysis

Review of existing and previous plans.

The planning team visited the site area.

Analysis of existing conditions and trends related to demographics, economic conditions, and land use patterns.

Legal analysis of existing regulations and codes for each recommendation made.

Web research carried out for best practice analysis from comparable cities / townships.

Client and Committee Review

Plan Vision statement was published for public voting via Facebook.

The draft Plan Update was reviewed with the Planning Committee.

Subject matter experts consulted for direction and feedback.

The Updated Plan

Formulation of eight main topics including goals & strategies. In addition to subarea recommendations.
Community Survey Overview

A survey was published to gather input from residents, business owners, and employees of Orange Township; 471 responses were collected. The survey was debuted at the first public meeting on September 12, 2017 and closed on October 31, 2017; It was reopened for another week on November 7, 2017 due to popular demand. The enthusiastic responses, summarized below, were used heavily to inform the team about what important community issues needed to be addressed. It included qualitative and quantitative data, revealing community trends, important topics, and areas of concern.

Age and Gender

The age distribution of the responses correlates well to ACS 2015 5-year estimates for age distribution, with the exception of those under 18 years old. The ACS 2015 5-year estimate predicted an average age of 35 in the Township; the survey’s average age was approximately 15 years older at age 50. Attempts were made to reach youth populations, but collecting responses from minors was challenging. Gender was represented almost equally in responses.

Relationship to Orange Township

Respondents were asked to select their relationships to Orange Township. By a vast majority of 402 selections, “Resident/Homeowner” was the most selected response. A separate question gauged the number of years that residents who live in the Township have lived there. The second most selected relationship to Orange Township was “Employed within Orange Township” at 49 responses.

Community Issues and Engagement

![Fig. 7](image7.png)

![Fig. 8](image8.png)

![Fig. 9](image9.png)

![Fig. 10](image10.png)
Areas of Interest and Community Issue Engagement

Community issues and areas of interest were measured in the survey through a Likert scale and ranking system, respectively. The Likert scale indicates level of agreement with three statements of knowledge, engagement, and personal importance of community issues. Results indicate that respondents are, on average, fairly concerned about community issues, slightly knowledgeable about community issues, and infrequently engage in community issues.

Community issues that respondents were interested in were organized into 9 areas of interest, as seen in Figure 11. The visualized data represents the aggregated responses for the top four priorities. In the first priority, three main issues clearly stand above the rest: Community Facilities as the most chosen first priority area of interest, and Land Development and Transportation as the second and third, respectively. In the second priority, Community Facilities, Transportation, and Land Development are reordered in the top first, second, and third most chosen priority area of interest, respectively. In the third priority, Community Facilities, Transportation, and Natural Resources and Preservation were selected as the top first, second, and third most chosen priority area of interest, respectively.

From this analysis, Community Facilities, Transportation, Land Development, and Natural Resources and Preservation are the top four areas of interest.

The comments and concerns associated with the areas of interest that respondents ranked as their top three primarily detailed dissatisfaction with traffic flow, township character, trail connectivity, and the volume, velocity, and veracity of land development. Business development is both desired and opposed, and green open space is heavily valued.

Unique Characteristics of Orange Township

How do you define the unique characteristics of Orange Township?

Respondents defined Orange Township as many things, with some being contradictory. Some respondents may have referenced current conditions instead of what they desired most for these conditions in the Township. Quickly developing, rural, small-town, traffic-congested, sprawled, bland, educated, endowed with great schools, and welcoming were all used to define the Township’s unique characteristics.