

## 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](http://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)**

**Vision 2030**  
TERREBONNE PARISH  
Building Sustainable Communities

Terrebonne Parish  
*Comprehensive Plan*  
*Vision 2030*

**PARISHWIDE PLANNING KICKOFF SET FOR MAY 16**  
Residents are encouraged to attend to find out more about the steps the parish is taking to plan for its future!

As parish leaders gear up to begin gathering additional community input to the Terrebonne Parish Vision 2030 Comprehensive Plan, community residents are urged to get involved and to stay informed.

Join the planning team for a parish-wide kickoff meeting May 16th, to find out what to expect as the comprehensive plan is developed.

If you cannot make the meeting, take a moment to sign up for updates by emailing the team at [masterplan@tpcg.org](mailto:masterplan@tpcg.org) or find us on Facebook at *Vision 2030: Terrebonne Parish* today.

The community-wide kickoff of the comprehensive planning process is set for:

**Monday, May 16th**  
**Terrebonne Civic Center**  
**346 Civic Center Blvd.**  
**Houma, Louisiana**  
**6:00 p.m.**

**SAMPLE POSTCARD USED FOR PROMOTIONS  
AND FOR VISIONING EXERCISE**

JOIN US IN SHAPING TERREBONNE PARISH INTO A MORE RESILIENT COMMUNITY.

\*ATTEND A MEETING TO LEARN MORE AND GET INVOLVED

\*SIGN UP FOR UPDATES AT [MASTERPLAN@TPCG.ORG](mailto:masterplan@tpcg.org)

\*LIKE US AT [VISION 2030: TERREBONNE PARISH](https://www.facebook.com/vision2030terrebonneparish)

*Vision 2030* TERREBONNE PARISH



PROJECT TIMELINE

Parish-wide Kickoff	May 2011
Round 1 Community Sessions	Summer 2011
Round 2 Community Sessions	Spring 2012
Parish-wide Draft Plan Review	Summer/Fall 2012
Planning Commission Adoption	Late Fall 2012
Parish Council Acceptance	Winter 2012

INFO FOR BULLETINS

(please place by week, or just drop in the ones that correspond to your geographic location):

To include June 15-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 @ 6:00 pm at the Dularge 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 workshops on Tuesday, July 12 @ 6:00 pm at the Chauvin Gym or Thursday, July 14 @ 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 @ 6:00 pm at the Bayou Black Gym, 3088 Southdown Mandalay 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 workshops on Tuesday, July 26 @ 6:00 pm at the Schriever Gym, or Thursday, July 28 @ 6:00 pm at the Montegut Gym.

PRESS RELEASE



NEWS

FOR IMMEDIATE RELEASE  
April 25, 2011

For more information, contact:  
Risa Mueller 225.768.9060  
or Jennifer Robinson 985.873.6568

Terrebonne Parish Vision 2030 Comprehensive Plan Begins

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

"We want to have insight from as many residents as possible as we move forward," explained Pat Gordon Parish Consolidated Government's Planning and Zoning Department. "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 offer additional suggestions."

The communitywide kickoff of the comprehensive planning process is set for May 16<sup>th</sup> at 6:00 pm at the Terrebonne Civic Center. Residents are encouraged to attend to find out more about the steps the parish is taking to plan for its future in a sustainable way. In addition, community residents can learn of upcoming events related to the master plan in a number of ways:

- 1) Electronic updates will be sent to all those wishing to be on the e-notification list;
- 2) The project website will be fully operational by May 1 at [www.tp30.org](http://www.tp30.org);
- 3) Flyers and newsletter updates will be shared with area churches, businesses, libraries and other community organizations to allow the information to be spread more fully into the area;
- 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 launching 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 during the process are encouraged to call 873-0565 or email the team at [masterplan@tp30.org](mailto:masterplan@tp30.org) to be added to the communication list, and to provide the team with more information about the best ways to keep the community informed.

LETTER TO CHURCHES



April 27, 2011

Dear Pastor,

I am writing to request you include information in your church service announcements about an upcoming community meeting for the Vision 2030: Terrebonne Parish Comprehensive Plan Update process.

On May 16<sup>th</sup> at 6:00 p.m. at the Terrebonne Civic Center, the Terrebonne Parish Consolidated Government will conduct a community meeting to give information about the steps the parish is taking to plan for its future in a sustainable way. Parish President Michel Claudet, members of the Houma-Terrebonne Regional Planning Commission and the Vision 2030 Steering Committee will be in attendance to interact with the public and the consultant team at this event.

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

1. Electronic updates through email;
2. Through website at [www.tp30.org](http://www.tp30.org);
3. Flyers and newsletter updates to community organizations; and
4. Facebook notices at "Vision 2030: Terrebonne Parish"

The consultant team is launching an initial outreach effort to open the process and allow YOUR voice to be heard. If you are interested in being kept informed during the process, please call 873-0568, Facebook "Vision 2030: Terrebonne Parish" or email [masterplan@tp30.org](mailto:masterplan@tp30.org) to be added to the communication list, and to provide the team with more information about the best ways to keep the community informed. This is the best way for you to be on the front lines of this process.

Enclosed, you will find copies of the flyer. If you need additional fliers or should have further questions, please contact Risa Mueller, Outreach Manager at (225) 768-9060 or by email at [risa@franklinindustries.net](mailto:risa@franklinindustries.net).

Sincerely,

*Risa Mueller*  
Risa Mueller



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.



The copy of the newspaper, recommended only use. This site will automatically copy data for documents to your computer, email or whatever. You can also download the full document. About the same. Sign a request of the article.

How will Terrebonne look in 2030?

By David King

Published: Monday, May 7, 2012 at 6:43 a.m.

HOUMA — You can help plan Terrebonne Parish's retail areas, neighborhoods, 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 2030. But to make 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 Mueller, 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 26 at the Houma-Terrebonne Civic Center, 346 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 draft 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 2012.

The current document, adopted in 2004, aims to chart local government's direction over the next two decades and consists of 16 strategies. None of the recommendations are mandated, but local government officials use them 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, said Terrebonne Planning and Zoning Director Pat Gordon.

"We need to concentrate our planning efforts on developing a community that can withstand a storm, that can bounce back 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 out of the current master plan is the practice of considering enacting zoning, or land-use rules, in an area only after it is 50 percent developed. Gordon said that policy will be reviewed.

"That doesn't mean we're going to zone the parish, though," Gordon said.

Zoning designates individual pieces of property for commercial, residential or

THE COURIER | THURSDAY, MAY 17, 2012 3A  
Residents detail vision for Houma

David King  
Staff Writer

HOUMA — Soft parks, a vibrant downtown and better roads are among the items residents want to see in Terrebonne over the next 20 years, they told parish officials.

Forty-five residents took part in a Monday night meeting, the first of a series intended to gather feedback as the parish's master plan is updated. The current document, adopted in 2004, is designed to guide parish leaders over the next two decades as they make decisions about housing, commercial development, land-use rules, transportation, improvements and other public services.

The plan uses population and demographic data included in the 2010 Census. Those tasks will include drafting the parish's master plan, which will include population increases through 2030.

Things that will be broken up are the growth's expected in the 2010s and 2020s, said Matt Black, a local planner with Providence Engineering and Environmental Group. Those two decades saw between 7 percent and 8 percent growth.

Terrebonne's 2010 population was 111,857. That figure is expected to grow 4.2 percent by 2020 and another 6 percent the following decade. Doubling the population to 142,007 by 2030, Black said.

About 11 percent of Terrebonne's population is 65 years or older. By 2030, an expected 20 percent will reach that age, he said.

SEE PRESENTATION AT HOUMATODAY.COM

Trends also are apparent within individual Terrebonne communities, though the data used at that level are not as current, Black said. From 2000 to 2009, Houma's population grew 5 percent, Slidell rose by 15 percent. Gray by 17 percent and Montegut by 1 percent.

Other communities saw their populations decline. Dulac dropped about 25 percent, and Chauvin dipped 5 percent. After Monday's meeting, Vicki Cloutier said she wants to help plan the parish's growth, because younger generations are less likely to do so because they are establishing families and careers.

"Everything we do now impacts how?" Cloutier said.

Retired hospital worker Esther Carter said she wants to see more downtown parking, perhaps in a garage, to make visitors more comfortable.

Henry Richard, a local business owner and land developer, said he would like to see parish-wide land-use guidelines for residential, commercial and industrial areas. Current land-use laws cover all of Houma, parts of La. 311 and most of Bayou Country, such as the Martin Luther King Boulevard corridor.

The next step in updating the master plan has officials visit-

ing with residents in various communities to gather ideas and concerns. These meetings, which start at 6 p.m., are:

- July 7, DeLange Gym, 1330 N. Beatrice Road;
- July 12, Chauvin Gym, 215 Angel St.;
- July 14, Houma Municipal Auditorium, 383 Verret St.;
- July 19, Bayou Black Gym, 3688 Southdown Mandaly Road;
- July 26, Schriener Gym, 102 Park Drive;
- July 28, Montegut Gym, 107 Recreates Drive;
- Aug. 2, East Houma Gym, 1047677 Road, Houma;
- Aug. 4, Grand Caillon Gym, 108 Badra Drive.

A draft plan will be presented to the public at another series of public meetings. It next goes to the Planning Commission and the Parish Council for approval. The process should be completed by late fall 2012.

None of the meeting's decisions are mandated, but local government officials use them to plan roads, housing, drainage systems and other public works projects.

People can get involved through Facebook by searching for "Vision 2030" or sending an email to [vision2030@houma.com](mailto:vision2030@houma.com). You can also call the parish at 873-6688 and ask to be kept updated about the master plan.

Staff Writer David King can be reached at 877-2330 or [david.king@houmatoday.com](mailto:david.king@houmatoday.com).

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 I**

**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**

Item	Details
<b>Press Release</b>	Houma Daily Courier notified of information, reminded weekly of upcoming meetings and encouraged to attend meetings. Reporter attended at least one meeting.
<b>Robocalls</b>	All community members listed on database, culled out by specific area of parish to receive area-specific meeting reminders by phone
<b>Facebook ads</b>	Ads placed to pop up on Facebook pages of people within Terrebonne Parish reminding them of master plan process and meetings
<b>Church Letters</b>	Letters and flyers sent directly to pastors across the parish with items for inclusion in church bulletins and for use in pulpit announcements
<b>Flyers at Parish President's Town Hall Meetings</b>	Additional flyers were provided to Michel Claudet's office for distribution during his Town Hall meetings just prior to the master plan meetings
<b>Website postings</b>	Website at tpcg.org was updated with new meeting information and presentation materials
<b>Facebook postings and growth</b>	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.
<b>Email notifications</b>	Full database received information about upcoming meetings, as well as electronic version of flyer to share with friends.



PRESS RELEASE



FOR IMMEDIATE RELEASE  
June 8, 2011

NEWS

For more information, contact:  
Risa Mueller 225.768.9060  
or Jennifer Robinson 985.873.6568

**Terrebonne Parish Vision 2030 Community Meetings Slated**

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HOUMA - 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 headed in 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 are for improvements in areas near them. These priorities will inform the planning team's approach to neighborhoods and specific topics, such as infrastructure investments, housing policy, transportation, and parks. Residents are encouraged to attend the workshop that is most convenient 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.

The Vision 2030 planning process is expected to take approximately 12 months, with two major rounds of community meetings throughout the parish. Once strategies are developed based on this summer's meetings, those strategies will be brought back to citizens for review. The citizen input-infused comprehensive plan will then be utilized as a guiding force in future decisions made by Terrebonne Parish Consolidated Government and the Terrebonne Parish Planning and Zoning Department, allowing development and zoning to flow in a manner aligned with the community's needs and desires.

Workshops include:

- Thursday, July 7: **Dularge Gym**, 1330 Dr. Beatrous Road, Theriot
- Tuesday, July 12: **Chauvin Gym**, 215 Angel Street, Chauvin
- Thursday, July 14: **Municipal Auditorium**, 880 Verret Street, Houma
- Tuesday, July 19: **Bayou Black Gym**, 3688 Southdown Mandalay Road, Houma
- Tuesday, July 26: **Schriever Gym**, 102 Kelsi Drive, Schriever
- Thursday, July 28: **Montegut Gym**, 107 Recreation Drive, Montegut
- Tuesday, August 2: **East Houma Gym**, 126 Boundary Road, Houma
- Thursday, August 4: **Grand Caillou Gym**, 106 Badou Drive, Dulac

The Vision 2030 team held a communitywide 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 of upcoming events related to the master plan in a number of ways:

- 1) Email [masterplan@tpcg.org](mailto:masterplan@tpcg.org) to get email updates or call 873-6568 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."

###

ROBOCALL SCRIPT SAMPLE

Hello. I am calling to remind you of the upcoming Terrebonne Parish meeting in Houma on Tuesday, August 2<sup>nd</sup>. Please join us at the meeting to share your thoughts about your community's needs for the future. Your input will help to shape the plans for parish growth for the next 20 years so we want to hear from you!

Remember the Houma community meeting will be held in the East Houma Gym at 126 Boundary Road, on Tuesday, August 2<sup>nd</sup> at 6 p.m. Please remind all your friends and neighbors about the upcoming meeting. We hope to see you there!

INFORMATIONAL FLYER



Terrebonne Parish  
*Comprehensive Plan*  
**Vision 2030**  
*Round 1 Community Input Sessions*

The Vision 2030 planning team wants to hear from you! Your voice is needed to help make Terrebonne Parish a more sustainable and resilient community.

Attend the meeting below that's more convenient to you  
**All meetings are at 6:00 p.m.**

- Thursday, July 7 - **Dularge Gym**  
1330 Dr. Beatrous Road, Theriot
- Tuesday, July 12 - **Chauvin Gym**  
215 Angel Street, Chauvin
- Thursday, July 14 - **Municipal Auditorium**  
880 Verret Street, Houma
- Tuesday, July 19 - **Bayou Black Gym**  
3688 Southdown Mandalay Rd., Houma
- Tuesday, July 26 - **Schriever Gym**  
102 Kelsi Drive, Schriever
- Thursday, July 28 - **Montegut Gym**  
107 Recreation Drive, Montegut
- Tuesday, August 2 - **East Houma Gym**  
126 Boundary Road, Houma
- Thursday, August 4 - **Grand Caillou Gym**  
106 Badou Drive, Dulac

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



**ENGAGEMENT 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 this round of meetings, can be viewed in Appendix C.

Vision 2030: Terrebonne Parish  
Round 1 Community Input Sessions  
Meeting Site: \_\_\_\_\_

CHALLENGES	OPPORTUNITIES



**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.



**DOWNTOWN-SPECIFIC PRESS RELEASE**



**NEWS**

FOR IMMEDIATE RELEASE  
July 14, 2011

For more information, contact:  
Risa Mueller 225.768.9060  
or Jennifer Robinson 985.873.6568

**Terrebonne Parish Vision 2030 Downtown Planning Begins As Community Meetings Continue**

HOUMA - As the momentum for the first round of community input sessions is building, the planning team for the Terrebonne Parish Vision 2030 Comprehensive Plan has now scheduled three workshops to help focus on Houma's downtown planning needs.

Downtown business owners, land owners, community leaders and other interested residents are encouraged to participate in the downtown workshops to assist in identifying planning issues. Workshop attendees also will be asked for input on ways to capitalize on existing assets and participate in developing strategies to improve economic growth. Input from community residents is needed to make sure the downtown portion of the plan reflects the community's desires.

Three Downtown Houma Planning Workshops will be held for the convenience of attendees, who should choose the meeting most convenient to them to attend. Residents are asked to call 873-6545 to RSVP for the downtown meeting they decide to attend:

- WHERE:** Folklife Culture Center, 317 Goode Street, Houma, LA 70300  
**WHEN:** Wednesday, July 20, 11:30 am – 1:00 pm\*  
 Wednesday, July 27, 11:30 am – 1:00 pm\*  
 Wednesday, August 3, 5:30 pm – 7:00 pm\*  
 \*Food and drinks will be provided.

Overall, the Vision 2030 planning process is expected to take approximately 12 months, with two major rounds of community meetings throughout the parish in addition to the downtown workshops. The citizen input-infused comprehensive plan will then be utilized as a guiding force in future decisions made by Terrebonne Parish Consolidated Government and the Terrebonne Parish Planning and Zoning Department, allowing development and zoning to flow in a sustainable and resilient manner aligned with the community's needs and desires.

Ideas from residents about parishwide and community-specific challenges and opportunities continue to be gathered at sessions around the parish. The following parishwide input sessions are still to be held:

- Tuesday, July 19: Bayou Black Gym, 3655 Southdown Mandalay Road, Houma  
 Tuesday, July 26: Schriever Gym, 102 Keisi Drive, Schriever  
 Thursday, July 28: Montegut Gym, 107 Recreation Drive, Montegut  
 Tuesday, August 2: East Houma Gym, 126 Boundary Road, Houma  
 Thursday, August 4: Grand Calliou Gym, 106 Badou Drive, Dulac

Community residents can learn of upcoming events related to the master plan in a number of ways:

- 1) Email [masterplan@lpcg.org](mailto:masterplan@lpcg.org) to get email updates or call 873-6566 to be added to the mailing list;
- 2) Visit the project website at [www.lpcg.org/vision2030](http://www.lpcg.org/vision2030); or
- 3) Stay updated through Facebook at "Vision 2030: Terrebonne Parish" or "Terrebonne Plan."

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**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**



**NEWS**

FOR IMMEDIATE RELEASE  
February 13, 2012

For more information, contact:  
Risa Mueller 225.768.9060  
or Christopher Pulaski 985.873.6568

**Terrebonne Parish Vision 2030 Round Two  
Community Meetings Slated**

HOUMA - As the Planning Team for the Terrebonne Parish Vision 2030 Comprehensive Plan continues its work, input from community residents is needed to make sure the plan is headed in the right direction.

Terrebonne Parish residents and business owners are encouraged to help the Planning Team finalize the plan's recommendations, goals, policies and strategies in a series of eight meetings set for Spring 2012. At these meetings, participants will be able to identify their top priorities for improvements throughout the parish. These priorities will help form the Planning Team's approach to housing policy, transportation improvements, parks and recreation, environment, and land use over the twenty-year planning period. Residents should try to attend a meeting most convenient to them to share their thoughts about the future of the parish and their priorities—especially as they relate to sustainability and resiliency for the parish.

These meetings are the second of two major rounds of community outreach meetings throughout the parish. Information received from last summer's meetings was used in the development of goals, policies, strategies, and recommendations that citizens will review during the second round of meetings. Based on information received in the spring meetings, the Planning Team will bring a draft of the plan first to the Steering Committee for review, and then to the Houma-Terrebonne Planning Commission for an extended review and public comment period. If revisions to the plan are necessary, they will be made before the plan is adopted by the Planning Commission and sent to the Parish Council for review and acceptance.

All workshops will begin at 6:00 p.m. and include:

- Tuesday, February 28: Bayou Black Gym, 3655 Southdown Mandalay Road, Houma  
 Thursday, March 1: Montegut Gym, 107 Recreation Drive, Montegut  
 Tuesday, March 6: Dularge Gym, 1330 Dr. Beattous Road, Theriot  
 Thursday, March 8: Schriever Gym, 102 Keisi Drive, Schriever  
 Tuesday, March 13: Municipal Auditorium, 880 Verret Street, Houma  
 Thursday, March 15: East Houma Gym, 126 Boundary Road, Houma  
 Tuesday, March 20: Chauvin Gym, 215 Angel Street, Chauvin  
 Thursday, March 22: Grand Calliou Gym, 106 Badou Drive, Dulac

Community residents can learn of upcoming events related to the master plan in a number of ways:

- 1) Email [masterplan@lpcg.org](mailto:masterplan@lpcg.org) to get email updates or call 873-6566 to be added to the mailing list;
- 2) Visit the project website at [www.lpcg.org/vision2030](http://www.lpcg.org/vision2030); or
- 3) Stay updated through Facebook at "Vision 2030: Terrebonne Parish" or "Terrebonne Plan."

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**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**



Terrebonne Parish  
Comprehensive Plan  
**Vision 2030**  
*Round II Community Input Sessions*

The Vision 2030 planning team wants to hear from you! Your voice is needed to help make Terrebonne Parish a more sustainable and resilient community.

*Attend the meeting below that's most convenient to you*  
**All meetings are at 6:00 pm**

- Tuesday, Feb. 28 — Bayou Black Gym**  
3688 Southdown Mandalay Rd., Houma
- Thursday, March 1 — Montegut Gym**  
107 Recreation Drive, Montegut
- Tuesday, March 6 — Dularge Gym**  
1330 Dr. Beatrous Road, Theriot
- Thursday, March 8 — Schriever Gym**  
102 Kelsi Drive, Schriever
- Tuesday, March 13 — Municipal Auditorium**  
880 Verret Street, Houma
- Thursday, March 15 — East Houma Gym**  
126 Boundary Road, Houma
- Tuesday, March 20 — Chauvin Gym**  
215 Angel Street, Chauvin
- Thursday, March 22 — Grand Caillou Gym**  
106 Badou Drive, Dulac

**EMAIL NOTIFICATIONS**

- February 13, 2012 – encouraging participation in Round 2 meetings in February/March 2012



EBLAST SAMPLE



The planning team is coming back to an area near you soon!  
 Last year, you gave your input into the planning & development decisions for the parish's future. Now's the time to find out how your input was used in creating the draft strategies for the parish's master plan update. We need to hear back from you to let us know if the work that's been done so far ties back to your ideas and concerns. Join us at a meeting near you, and bring a friend or neighbor.

Please mark your calendars to attend the meeting closest to you so that you can give input into Terrebonne Parish's future.

- Attend a meeting to learn more and get involved
- Sign up for updates at [masterplan@tpcg.org](mailto:masterplan@tpcg.org)
- Like us at

All Terrebonne Parish residents are invited!

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

LETTERS TO CHURCHES

February 14, 2012



Dear Pastor,

I am writing to request you include information in your church bulletin and service announcements about upcoming community meetings for the Vision 2030: Terrebonne Parish Comprehensive Plan. Please share the information below and enclosed with your congregations 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 beginning of the planning process. These priorities have informed the planning team's approach to neighborhoods and specific topics including housing policy, transportation, parks, infrastructure investments and community sustainability and resiliency. The team will be sharing initial strategies at this second round of community meetings to ensure that what has been created so far is in line with the public's desires. Residents and business owners are encouraged to attend the workshop most convenient to share their feedback.

In addition, community residents can learn of upcoming events related to the master plan by:

1. Electronic updates through email at [masterplan@tpcg.org](mailto:masterplan@tpcg.org);
2. Through the website at [www.tpcg.org/vision2030](http://www.tpcg.org/vision2030);
3. Flyers and newsletter updates to community organizations; and
4. 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:

- |                                 |  |
|---------------------------------|--|
| Tuesday, February 28 @ 6:00 pm: | Bayou Black Gym, 3608 Southdown Mandalay Road, Houma |
| Thursday, March 1 @ 6:00 pm:    | Montegut Gym, 107 Recreation Drive, Montegut         |
| Tuesday, March 6 @ 6:00 pm:     | Dularge Gym, 1330 Dr. Beatoius Road, Theriot         |
| Thursday, March 8 @ 6:00 pm:    | Schriever Gym, 102 Kelsi Drive, Schriever            |
| Tuesday, March 13 @ 6:00 pm:    | Municipal Auditorium, 800 Verret Street, Houma       |
| Thursday, March 15 @ 6:00 pm:   | East Houma Gym, 126 Boundary Road, Houma             |
| Tuesday, March 20 @ 6:00 pm:    | Chauvin Gym, 215 Angel Street, Chauvin               |
| Thursday, March 22 @ 6:00 pm:   | Grand Caillou Gym, 106 Badois Drive, Dulac           |

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 should have further questions, please contact Risa Mueller, Outreach Manager at (225) 708-9000 or by email at [masterplan@tpcg.org](mailto:masterplan@tpcg.org).

Sincerely,

Risa Mueller

INFO FOR BULLETINS AND/OR ANNOUNCEMENTS

(please place by week, or just drop in the ones that correspond to your geographic location):

To include Feb. 15-20:

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's being created to deal with housing, transportation, parks, infrastructure investments, community sustainability and resiliency throughout the parish. Mark your calendars for the first workshops on Tuesday, February 28 @ 6:00 pm at the Bayou Black Gym or Thursday, March 1 @ 6:00 pm at the Montegut Gym.

To include March 3/4 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 to share feedback about what's being created to deal with housing, transportation, parks, infrastructure investments, community sustainability and resiliency throughout the parish. Mark your calendars for the next workshops on Tuesday, March 6 @ 6:00 pm at the Dularge Gym or Thursday, March 8 @ 6:00 pm at the Schriever Gym.

To include March 10/11 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 to share feedback about what's being created to deal with housing, transportation, parks, infrastructure investments, community sustainability and resiliency throughout the parish. Mark your calendars for the next workshop on Tuesday, March 13 @ 6:00 pm at the Municipal Auditorium or Thursday, March 15 @ 6:00 pm at the East Houma Gym.

To include March 17/18 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 to share feedback about what's being created to deal with housing, transportation, parks, infrastructure investments, community sustainability and resiliency throughout the parish. Mark your calendars for the next workshop on Tuesday, March 20 @ 6:00 pm at the Chauvin Gym or Thursday, March 22 @ 6:00 pm at the Grand Caillou Gym.

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

