



PERRY COMPREHENSIVE PLAN UPDATE



Meeting in a Box

Please return your completed materials by:

September 20, 2022

The Story

The comprehensive planning process is approached differently in Perry than in many other communities. The typical comprehensive planning process focuses largely on specific projects and anticipates community growth with the goal of anticipating land uses, infrastructure, and public facility needs. Perry chooses instead to incorporate growth into their plan, but to make the focus how the rich history of the City can be used to enhance the community character and quality of life of residents.

The final Comprehensive Plan results in a thorough process that seeks to involve all residents and members of the community.

What role do you play in the development of the Comprehensive Plan?

- For the City, updating the Comprehensive Plan means looking at the need of the City and adjusting existing guidance for areas and goals of the City.
- For the people, updating the Comprehensive Plan means sharing needs, wants, and hopes with the City to help inform and guide the City in its decision.

What is the Comprehensive Plan?

The Comprehensive Plan is a document that serves as a guide and reference for future decisions about community growth, development, and redevelopment. It is developed around community-defined “guiding principles” and is designed to solidify a collective “vision” for Perry to help navigate decision-making in the face of ever-evolving challenges and changes. The Comprehensive Plan is not a zoning document, but instead informs the zoning ordinance. The Comprehensive Plan is not a set of rules, however; it is a framework for how we make decisions—as a community, as an elected or appointed decision-maker, or as someone looking to invest in our community.

What was done in the past?

The Iowa Legislature adopted Smart Planning Principles in 2010. These principles serve as a guide and framework for communities and agencies:

- Collaboration
- Efficiency, Transparency, and Consistency
- Clean, Renewable, and Efficient Energy
- Occupational Diversity
- Revitalization
- Housing Diversity
- Community Character
- Natural Resources and Agricultural Protection
- Sustainable Design
- Transportation Diversity

Additionally, the City adopted the following guiding values during the adoption of the 2030 Comprehensive Plan:

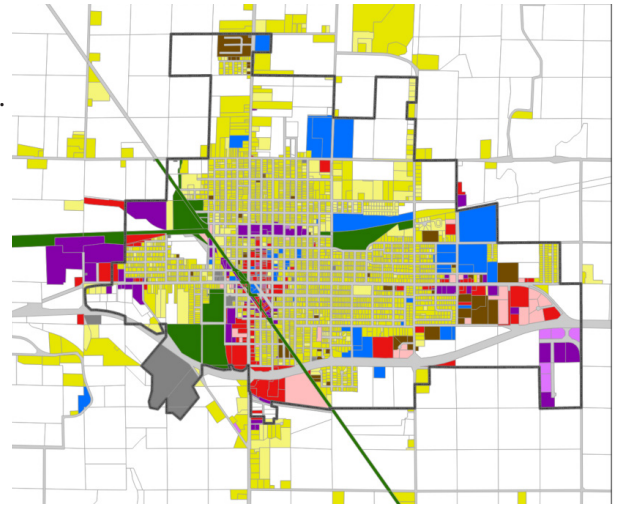
- Orient the community to the future, even to a future that is twenty years distant.
- Require imagination, recognizing that the direction it sets will be the reality of the future.
- Look to current conditions and community traditions for clues to the appropriate future.
- Identify what the community desires for itself based on its shared understanding.
- Serve as tools for evaluation of proposals, projects, ideas, and future direction.
- Provide an anchor during conflict, a way of finding common ground and shared values.
- Become a basis for coordination and cooperation.
- Offer a source of energy and enthusiasm for maintaining a commitment to the future of Perry.

What's happening now?

The City has been talking to the community about their goals, priorities, and concerns in anticipation of updating the Comprehensive Plan for 2040. A short summary is provided in the Resources section.

We expect the 2040 Comprehensive Plan to be completed in the summer of 2023. The goal of comprehensive planning is to bring people together to develop a vision of how the City can grow and improve. A place that provides a variety of housing choices, opportunities for local businesses to thrive, and new recreation and entertainment options for families. A city that benefits existing and future residents.

In order to ensure this plan provides the most benefit to the community, we are seeking input not only on the plan itself, but specifically on any potential impacts and concerns the community may have.



The purpose of the next phase of engagement is to gather input from the community, including:

- Creating Affordable- and Market-rate Housing
- Creating a Multi-Modal System
- Support and Connect with Social Services
- Expand Bike Infrastructure
- Increasing and Diversifying the Housing Supply
- Promoting Tourism
- Utilizing the Natural Resources in and around the City as a Destination
- Attract Companies and Industries with Sustainable Workforce
- Avoid Inefficient Sprawl
- Securing Funding for Growth

How will community voices be heard in this process?

Understanding these impacts will take both technical analysis and community input. It also means making new connections to the community and building trust. As part of this, the City is reaching out to work with the community, directly and through partner organizations, to have conversations from a variety of perspectives. While this will be a significant effort, it won't be possible to sit down with every person in the community. That's where we need your help.

The Meeting in a Box tool is to support any group in Perry that wants to contribute to this conversation and provide input. Conveners and hosts of "Meeting in a Box" events will be formally recognized for their contribution by the City Council and within the Comprehensive Plan.

What is a Meeting in a Box?

The purpose of a Meeting in a Box is to generate conversation and feedback from the community about the Perry Comprehensive Plan. Anyone can host or facilitate a meeting — from an informal group of friends to a regularly scheduled meeting of a community institution. The Meeting in a Box provides a guide for the conversation but the host can change or adapt the approach as needed to best fit the needs of the group.

What's in the box?

The Meeting in a Box includes:

- Meeting in a Box Guidebook
- Fact sheets/frequently asked questions
- Worksheets for discussion
- Sign-in sheet and evaluation forms

This package includes a series of worksheets to be used during the meetings. Copies can be made for distribution to attendees. It also includes supporting materials, to provide context and background for the discussion. These can be made available to people in advance to review.

Interested in Hosting a Meeting?

For questions or to pick up a Meeting in a Box, contact:

Rose Schroder, Senior Urban Planner

Bolton & Menk, Inc.

430 E Grand Avenue, Suite 101

Des Moines, IA 50309

rose.schroder@bolton-menk.com



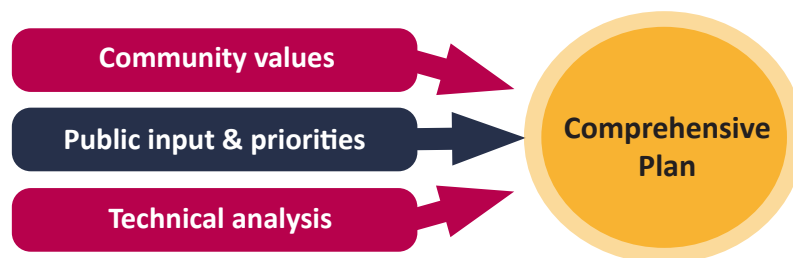
Materials are also available online at: [g](#)

To ensure that your group's feedback is incorporated into the initial public input report to the Board of Supervisors, please return completed worksheets and forms by: **September 20, 2022**

What will the City do with this information?

The City will gather the information and present it to a steering committee that will use it to guide decisions on:

- The built environment of the City.
- The social environments within the City.
- The preservation and management of natural resources.
- The economical development in the City.
- The historical preservation in the City.



Combined with identified community values and the results of technical studies, the feedback will help form the basis for the 2040 Comprehensive Plan. The final Comprehensive Plan will be available on the City's website.

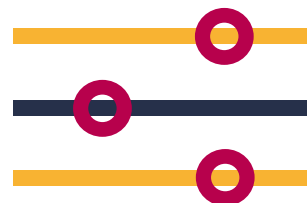
Learn more on the project website: clients.bolton-menk.com/perrycomplan

Thanks for your participation!

Prepare for the Meeting

The following information are guidelines. The meeting facilitator can change or adapt anything to better meet the group's needs such as:

- Questions can be skipped or reworded.
- Responses to questions could be either by individuals or as a group.
- Meetings can start with a review of background information, so everyone is prepared.



Make it Your Own

Before the Meeting Starts

1. Review the provided resource materials.
2. Set a meeting date, time, and location and invite your participants preferably a couple weeks in advance. Let city staff know if you need help finding a place to meet.
3. While not required, you may wish to share background materials in advance for people to review. These materials are available online at clients.bolton-menk.com/perrycomplan.
4. Two Days Before the Meeting: Remind invitees about the meeting.
5. Day of the Meeting: Set up the space for comfortable group conversation such as around a table.

Your Role as Facilitator

1. Guiding questions are provided, but you may focus on what seems most relevant to the group. If you rephrase or create your own question, make a note on the worksheet.
2. Feel free to provide worksheets to attendees so they can follow along and take their own notes.
3. Your role is to guide group discussion and record the group's responses.
4. Consider designating a note taker to help record information from conversations.
5. Welcome all ideas and help everyone feel part of the process. The goal is to ensure everyone has an opportunity to be heard.
6. Encourage the group to come up with answers together while respecting different viewpoints.
7. Keep the discussion moving.



Please return your groups completed worksheets and forms to the Meeting in a Box contact by:



September 20, 2022

Start the Meeting

Timing and Format

The estimated time for the meeting is 2 hours, but this can vary at the host's discretion, such as asking attendees to review materials in advance or taking needed breaks. Suggested times for each part are included, but may vary depending on which topics generate the most conversation.



The meeting format should allow for informal group discussion whether virtual or in-person. If you have a large group (10+ people), it may make sense to split into smaller subgroups of 3 to 5 people so that individuals have more opportunity to talk. It's important that each group has a "Recorder of Comments" for reporting back to the larger group.

Welcome and Discuss Ground Rules (5 minutes)

Purpose: Welcome everyone and set basic courtesy rules for group. The host can set rules or ask the group to come up with them. Suggested rules:

1. One speaker at a time.
2. Everyone should have a chance to be heard.
3. There are no "right" or "wrong" answers
4. This is a safe space to share ideas.

Introductions (15 minutes)

Purpose: Allow people to meet and give everyone a chance to bring their voice into the room.

1. Ask attendees to introduce themselves (unless everyone already knows each other). You may also have them answer a question with their introduction such as: What do you like most about Perry? What do you envision the City will look like in 10 to 20 years? Why are you participating today?
2. Provide a brief overview of the project and the purpose of the meeting. A brief summary is provided below — please revise or build upon this to make it best fit your group.



The purpose of this meeting is to collect feedback from community groups about the Comprehensive Plan Update for the City of Perry. The Comprehensive Plan is a guiding document that will inform policies and development in the City of Perry. The Comprehensive Plan deals with land use, housing, transportation, and more.

At this meeting today, our goal is to identify your hopes, desires, and concerns regarding the future of the Perry for the 2040 Comprehensive Plan. The City will use this feedback, earlier feedback, identified community values, and the results of technical studies to develop a final Comprehensive Plan.

Let's begin.

Values and Goals (15 minutes)

Purpose: Explore what values and goals are important to attendees, as they relate to the comprehensive plan.

Facilitator Note: This can be done individually, as a group discussion, or both.

Materials Needed: None

1. Twelve values have been identified as being important to the Comprehensive Plan. **What values are the most important to you and your community that the Comprehensive Plan should address?** Rate each value from 1 (least important) to 5 (most important).



Affordability: housing, small business space, and community events

1 2 3 4 5



Fiscal responsibility: using city resources to leverage private investment

1 2 3 4 5



Community pride: creating a space that locals are proud to share

1 2 3 4 5



Diversity and inclusivity: multicultural and welcoming environment

1 2 3 4 5



Diverse industries: create more employment opportunities of varied industries

1 2 3 4 5



Environmental sustainability: supporting long term environmental health

1 2 3 4 5



Health and wellness: recreation, active living, public safety, and health

1 2 3 4 5



Tourism: creating attractions that encourages tourism as an industry

1 2 3 4 5



Walkability: ensuring mobility options for all users

1 2 3 4 5

2. Are there any values that you feel are important to add to the list?

_____ No

_____ Yes (Explain below.)

Part 2: Possibilities and Concerns (45 minutes)

Purpose: To explore possibilities and concerns surrounding the Comprehensive Plan.

Facilitator Note: Give people a chance to respond and then discuss together. Look for common themes and differences among attendees.

Materials Needed: Comprehensive Plan Overview Worksheet



Imagine yourself 10 years in the future. The City of Perry has grown and redeveloped. As you're thinking about this, answer the following questions:

1. What **possibilities** do you see with the Comprehensive Plan that would make this a great place to be for you to live, work, play, etc.? *Check all that apply.*

- _____ A diversity of housing choices
- _____ Space for events and gatherings
- _____ Small local businesses
- _____ Multicultural arts center
- _____ Parks, trails, open space

- _____ Shopping options
- _____ Sports and recreation facilities
- _____ Regional entertainment destination
- _____ Other: *(Describe below.)*

2. What **concerns** do you have about how future growth will impact the community? *Check all that apply.*

- _____ Equity amongst residents
- _____ Environmental and health impacts
- _____ Traffic and transportation
- _____ Impact on public finances and tax base

- _____ Affordability to residents
- _____ Gentrification and displacement
- _____ Other: *(Describe below.)*

Part 3: Identifying Challenges (30 minutes)

Purpose: To brainstorm potential challenges the community will face in the future and opportunities to resolve or avoid the identified challenges.

Facilitator Note: Give people a chance to respond and then discuss together. Look for common themes and differences among attendees.

Materials Needed: Comprehensive Plan Overview Worksheet



1. What should be included in the Comprehensive Plan to address concerns about impacts to the community? Use sticky notes to add these ideas to the map of the City. What should this development project include, and what should it not? Choose from the list below, or describe your own:

_____ A diversity of housing choices

_____ Space for local businesses

_____ Job opportunities for residents

_____ Green space and buffers

_____ Options for safe, healthy, active living

_____ Multi-modal transportation

_____ Other: *(Describe below.)*

2. The process for how the Comprehensive Plan is designed, managed, and implemented is important as well. What ways should impacts be addressed? *(Check all that apply).*

_____ Opportunities for public input

_____ Evaluation and track impacts over time

_____ Goals for outcomes in Comprehensive Plan

_____ Review of all development proposals

_____ Other: *(Describe below.)*

Part 4: Wrap Up and Evaluation (10 minutes)

Purpose: To reflect on the meeting format and the biggest takeaways from this discussion. These can come from what has already been identified or be something brand new and unique.

Facilitator Note: At the end, we request you ask attendees to self-identify by race/ethnicity and whether they are a City resident. This can be done with the included forms.

Materials Needed: Participant form copies



1. What big idea or insight did you have during the discussion? (Go around group for each person's response.)

2. What worked well about this discussion? What could have been better?

3. Were there any tension points during the facilitated discussion?

4. How would you like to be engaged in the future regarding this project?

5. Please fill out a participant form. (Hand out forms.)

Meeting Notes

Use this space to record notes from group conversations.
Use additional paper if needed.



Meeting Evaluation (to be completed by facilitator)

1. How many people participated? Based on their own assessment, what was the race, gender, age, ethnicity, and place of residence of participants? Please also return a copy of the sign-in sheet.

2. How useful did you find this event for learning about the comprehensive planning process and hearing perspectives from others?

_____ Not useful

_____ Just OK

_____ Useful

_____ Excellent

3. Did you find the materials easy to understand and use? Please mark your answer on the scale below.

_____ Poor

_____ Confusing

_____ Just OK

_____ Useful

_____ Excellent

4. Would you host this sort of event again?

YES

NO

Please explain why:

5. Would you recommend it to others?

YES

NO

Please explain why:

6. Any other comments you'd like to share including, any unresolved issues?

Sign-in Sheet

Please check the box in the Email column if you want to receive emails about the project.
We will not share or use your contact information for any other purpose.

Name	City	Email
		<input type="checkbox"/> Email me project updates.
		<input type="checkbox"/> Email me project updates.
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Participant Form

The purpose of this form is to track diversity of participants to ensure that all voices are heard.

Name: _____ **Age:** _____

Resident of Perry?: _____

Gender:

____ Female

____ Male

____ Nonbinary/third gender

____ Prefer to self-describe: _____

Please check all that apply:

____ African

____ Mexican

____ American Indian or Alaskan Native

____ Middle Eastern

____ Asian or Pacific Islander

____ Nigerian

____ Asian Indian

____ Oromo

____ Black or African American

____ Puerto Rican

____ Central American (excludes Mexico)

____ Somali

____ Hispanic or Latino/a

____ South American

____ Hmong

____ Vietnamese

____ Lao

____ White or European American

____ Liberian

____ Other, please specify: _____

Comprehensive Plan Overview Worksheet

Perry's Comprehensive Plan is split in the following sections:

- **Vision, Goals, and Objectives** – Comprises of the community's vision and the pathway to achieve their goals.
- **Land Use** – Reviews what types of uses, such as stores, houses, parks, and where current uses are taking place within the city. The data will be combined with community advise to develop a plan to guide growth and development to provide a well-balanced mix of uses to serve the future needs of the community.
- **Housing** – The plan will assess the current housing stock, types of development and redevelopment that allows for housing for all age and income levels, and to create actionable goals for future needs.
- **Public Infrastructure** - Inventories current facilities and reviews what gaps currently exist and what should be expanded in the future.
- **Transportation** – Analyzes current mobility in motorized traffic and non-motorized traffic, daily mobility, connectivity, sidewalks, and trails. The plan will develop ways for Perry to provide safe and efficient transportation throughout the city.
- **Economic Development** – Examines what types and how many businesses currently operate in Perry. The plan develops strategies to attract additional commercial and industrial development and retain existing businesses.
- **Natural Resources** – Wise management of wetlands and the Perry will contribute to quality of life for the community, and includes benefits from public health, recreational opportunities, and the economy.
- **Parks and Recreation** – Reviews the existing parks and recreation facilities and provides actionable park improvements throughout the community.
- **Community Character** - Key features in Perry, with a focus on historic resources, tourism, and arts.
- **Implementation Strategies** – The plan creates a matrix of tasks and action steps to be completed in the coming years.