



Storm Lake 2040

## COMPREHENSIVE PLAN



## Meeting in a Box

Please return your completed materials by:

November 10, 2022

# Background and Context

## Background

The city of Storm Lake is currently collecting data for Storm Lake 2040 : A Beacon for a Better Tomorrow, which is the city's new update to the comprehensive plan. A comprehensive plan lays the framework for the future of Storm Lake's next twenty years based on available data of the City and shaped by the voice of the community. The comprehensive plan is comprised of analysis of demographics, housing, land use, parks, infrastructure, transportation, and economic development. Storm Lake's current comprehensive plan was completed in 2013. Many things have changed since 2013, with the largest issue in recent years being the Covid-19 pandemic. It serves as a reminder of what rapid changes can happen to communities. The comprehensive plan presents an opportunity to help create a resilient, forward-thinking, and transformative plan for Storm Lake.

## What is happening now?

Since Spring 2022, the City of Storm Lake has been working to identify the goals and priorities of the community. The City of Storm Lake is collecting public input to help shape the plan and will be doing so through an online survey, public meetings, open houses, stakeholder meetings, and this Meeting in a Box. We expect a final draft to be completed by Spring 2023, with adoption of the plan to happen later that year.



Purpose of engagement and what input will be gathered



How community voices would be heard

## Comprehensive Plan Overview

A comprehensive plan defines the goals and aspirations of a community's long-term development and will shape how Storm Lake will change in the future. The plan will guide land use and transportation patterns, identify needs for parks, utilities, infrastructure, housing, and other community facilities. The plan will include historical context of Storm Lake and work to guide public and private development and preservation of all lands and waters within the City within the 2040 timeframe. In order for the comprehensive plan to provide the most benefit to the community, we are seeking input not only on the plan itself, but what aspects of Storm Lake community members would like to change or stay the same.

In 2010, the Iowa State Legislature adopted "Iowa Smart Planning Principles" which are to be used during deliberation of all planning decisions. From collecting data to public input, we keep these guiding principles in mind.

- 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

# The Process

## What is Meeting in a Box?

The purpose of a Meeting in a Box is to generate conversation and feedback from the community about the needs and priorities of citizens, business owners and stakeholders of Storm Lake. Anyone can host or facilitate a meeting – from an informal group of friends to a regularly-scheduled meeting of a community organization. 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
- Comprehensive Plan Overview Worksheet
- Fact sheets/frequently asked questions
- Sign-in sheet and evaluation forms
- Map of Storm Lake
- Worksheets for discussion

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  
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Des Moines, IA 50309  
[rose.schroder@bolton-menk.com](mailto:rose.schroder@bolton-menk.com)

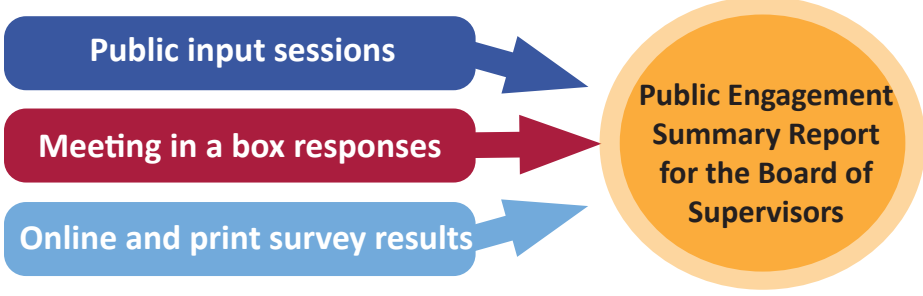


Materials are also available online at: [tinyurl.com/4fcvsj6m](https://tinyurl.com/4fcvsj6m).

To ensure that your group's feedback is incorporated into the initial public input report to the City Council,

## What will the City do with this information?

The City will use the information gathered to inform many of the goals, objectives and action items of the plan. Combined with identified community values and the results of technical studies, the feedback will help form the basis for the draft Comprehensive Plan. The draft plan will be made available on the project website.



Learn more on the project website: [tinyurl.com/4fcvsj6m](https://tinyurl.com/4fcvsj6m)  
Thanks for your participation!

# Preparing 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.



## 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 [tinyurl.com/4fcvsj6m](https://tinyurl.com/4fcvsj6m).
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:



November 10, 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 Storm Lake?
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 information and feedback from the community for use drafting the comprehensive plan update for Storm Lake. Storm Lake is working towards the goal of a thriving, diverse, safe, and inclusive community.

Goals of the Comprehensive Plan include:

- Community Character is a key feature that was focus on historic resources, tourism, and arts.
- Economic development will look at attracting commercial development and projecting future land uses.
- Public infrastructure will inventory current facilities and looking into what gaps currently exist and what should be expanded in the future. These previous features combine to make a future land use map. We will look into what the highest and best use of the land in Storm Lake.
- Transportation will look into motorized and non-motorized traffic, daily mobility, connectivity, sidewalks, and trails.
- Housing will assess the current housing stock, where development and redevelopment should take place, and what the future needs will be.
- Parks will inventory current parks and greenspace and analyze how to leverage the community asset of the lake.
- Implementation Plan will be created with a matrix of tasks and action steps to be completed in the coming years.

At this meeting today, our goal is to identify your hopes, desires, and concerns regarding the future of Storm Lake. The City will use this feedback, public meetings, online survey, and identified community values to develop Storm Lake 2040.

Let's dive in...

## 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

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1. What kind of economic goals have the greatest impact on your household? (1 being little to no impact to your household, and 5 being greatly effected your household)

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
Flexibility: responsive to emerging opportunities as they align with goals	1	2	3	4	5
Community pride: creating a space that locals are proud to share	1	2	3	4	5
Environmental sustainability: supporting long term environmental health	1	2	3	4	5
Local benefit: ensuring that city residents are direct beneficiaries	1	2	3	4	5
Health and wellness: recreation, active living, public safety, and health	1	2	3	4	5
Counteracting displacement: ensuring project does not price out residents	1	2	3	4	5
Diversity and inclusivity: multicultural and welcoming environment	1	2	3	4	5

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

\_\_\_\_\_ No

\_\_\_\_\_ Yes (Explain below.)

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## 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

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Imagine yourself 20 years in the future. What kind of city would you like Storm Lake to be? Think about what you enjoy about Storm Lake in the present and what you would like to see changed in the future. As you're thinking about this, answer the following questions:

1. What are your favorite memories from living or working in Storm Lake? Think of a time or experience that you wish could be available for more people, or you'd like to do again. What did it involve? Check all that apply and describe what made it memorable.

Family

Events

The lake

Sports

Volunteering

Other: (Describe below.)

Parks, trails, open space

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

A diversity of housing choices

Shopping options

Space for events and gatherings

Sports and recreation facilities

Small local businesses

Lake improvements

Schools

Other: (Describe below.)

Parks, trails, open space

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3. What concerns do you have about the future of the community? Check all that apply.

Equity and racial justice

Affordability to residents

Environmental and health impacts

Gentrification and displacement

Traffic and transportation

Other: (Describe below.)

Impact on public finances and tax base

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## 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: Use sticky notes (Post-Its) to add ideas to the map of Storm Lake.

Materials Needed: Map of Storm Lake and sticky notes

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1. What challenges do you believe will most impact the community in the next 20 years? Use sticky notes to add these ideas to the map of Storm Lake. What should be a focus on the comprehensive plan, and what should 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 parks

\_\_\_\_\_ Options for safe, healthy, active living

\_\_\_\_\_ Multi-modal transportation

\_\_\_\_\_ Other: (Describe below.)

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2. Issues can be more than just physical aspects of the city. What do you believe are hindering the development of Storm Lake? Check all that apply.

\_\_\_\_\_ Outside image of the city

\_\_\_\_\_ Separation of cultures

\_\_\_\_\_ Feeling of slow progress

\_\_\_\_\_ Social media

\_\_\_\_\_ Other: (Describe below.)

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## 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 of the meeting, we request you ask attendees to identify their place of residence and how they identify as a stakeholder in Storm Lake. This can be done with the included forms.

**Materials Needed:** Participant form copies



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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 tense 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

5. Would you recommend it to others?

YES

NO

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

## Sign-in Sheet

We will not share or use your contact information for any other purpose.

Name	Address	Email	Emailprojectupdates?
			Y / N
			Y / N
			Y / N
			Y / N
			Y / N
			Y / N
			Y / N
			Y / N
			Y / N

## Participant Form

The purpose of this form is to understand the participants of the process.

Name: \_\_\_\_\_ Age: \_\_\_\_\_

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

Storm Lake'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 Storm Lake to provide safe and efficient transportation throughout the city.
- Economic Development – Examines what types and how many businesses currently operate in Storm Lake. The plan develops strategies to attract additional commercial and industrial development and retain existing businesses.
- Natural Resources – Wise management of wetlands and the Storm Lake 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 Storm Lake, 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.