

ANREP/NACDEP Joint National Conference

June 27th, 2016

Penn State Extension Land Use Decision- Making Webinar Series: Incorporating Multi- Disciplines into Land Use Education

Neal Fogle, Penn State Extension Educator

John Turack, Extension Community Development Assistant/Smart Growth
Partnership of Westmoreland County Executive Director



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Land Use Webinar Series

Developed and designed to help participants understand:

- The components of land use issues
- Management and policy issues related to the effective use of land resources

Intended to help stakeholders come together and make better land-use decisions



Objectives

Participants will:

- Increase their knowledge and understanding of land use legislation, ordinance requirements, and land use management tools
- Indicate intent to use this knowledge
- Apply aspects of land use management through processes, decisions or actions

Land Use Webinar Planning Team

Members

- Neal Fogle, Extension Educator
- Peter Wulfhorst, Extension Educator
- John Turack, Extension Community Development Assistant/Smart Growth Partnership of Westmoreland County Executive Director

Audience

Seminars were developed for:

- Land owners
- Farmers
- Elected and appointed officials
- Professional and citizen planners
- Developers
- Members of organizations
- Community members and citizens



Background

- First webinar conducted in January of 2013
 - Total of 38 webinars have been offered to date
 - Includes three additional “special interest” webinars
- Total of 1,665 participants for live program (number does not include “group viewing”)
- Total of 1,582 recorded views

Format

- 5 month series followed by a one month break
 - January – May
 - July – December
- Adobe Connect

The screenshot displays an Adobe Connect session interface. On the left, a sidebar shows a list of participants: John Tynack (0:00:00), William C. Woodard, and Conclusion (1:13:14). The main window shows a presentation slide with the following content:

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Learning Objectives

- Understand what it means to have a more “sustainable” local economy
- Consider the potential of “Placemaking” approaches to economic development
- See applications in practical examples

Below the slide, a chat window shows a message from John David Tynack: "John David Tynack: To suggest future webinar topics, and to provide a additional evaluation of today's webinar, go to: <https://www.pennstateextension.com/survey> in the right. Type your question as we go through the presentation. We will have a question and answer period at the end of the webinar."

At the bottom right, a file list table is visible:

Name	Size
WebP Practices.pdf	1 MB
How to design a better Black Lake Watershed.pdf	102 KB
Infographic.pdf	41 KB
Secondary Data Sources CSD 404 9-3 session (1).pdf	148 KB
Impact & Issues White Paper.pdf	1 MB

Format

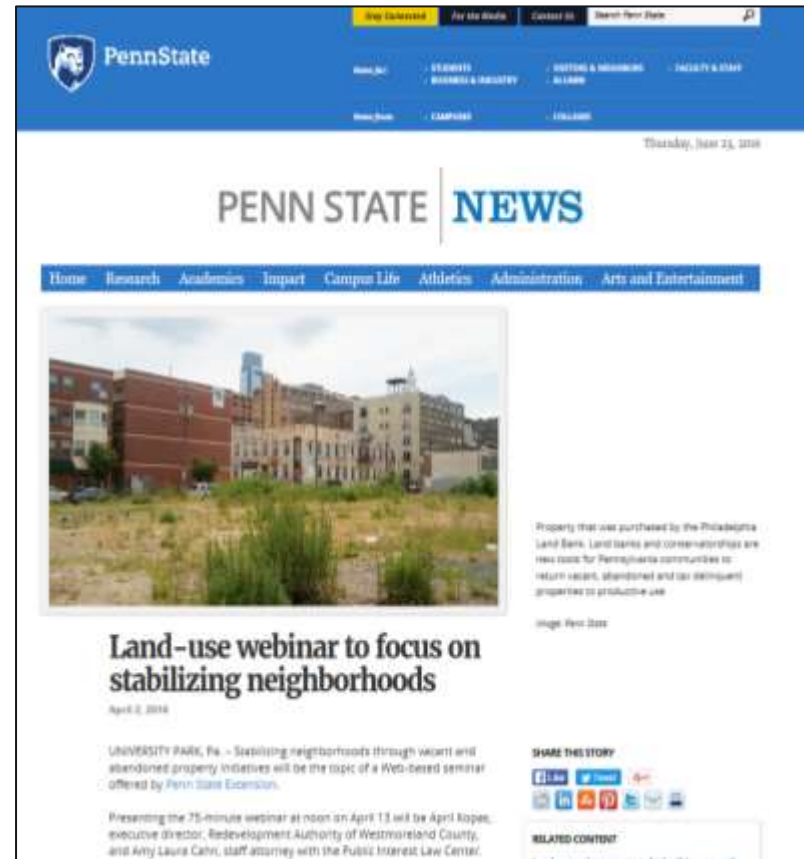
- 1.25 hour session
 - Introduction
 - Presentation(s)
 - Polls
 - Question & Answer
 - Conclusion
 - Includes links for Survey Monkey & American Institute of Certified Planner (AICP) Credits

Fees and Credits

- Series Costs
 - \$40 with no credits
 - \$45 Registered Landscape Architects
 - \$75 AICP
 - \$75 Professional Engineers

Land Use Webinar Marketing

- Emails – primarily municipal officials/planners
- Monthly press releases
- Penn State Extension Website
- Penn State News
- American Planning Association (PA Chapter)
- Face to face event marketing
- [Social media](#)



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Land Use Decision-making Summer/Fall 2016 Webinar Series

July 20- Where It All Goes and Why You Need to Know: Act 537 Sewage Facilities Planning Requirements

August 17 - Creating Cool Roof Zones: City Greening and Urban Agriculture for Heat Island Mitigation

September 21 - Pennsylvania Demographics: Sources & Trends

October 19 - Who Invited the PA Public Utility Commission to the Planning Party?

November 16- Safe Streets for Everyone: Lancaster County's Complete Streets Program & Complete Streets in Southwest PA

Non-Credit Registration - \$40

RLA Credit Registration - \$45

Professional Engineers PDH Fee - \$75

CM Credit Registration Fee - \$75

Each webinar is 1.25 CM credits or 6.25 CM credits for the series

Register at:

<http://extension.psu.edu/land-use-webinar> and register for Summer/Fall 2016 series.

Participants can learn about

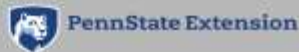
- Current planning issues
- Land use planning tools and techniques
- Local regulations

These monthly webinars are offered from 12 Noon - 1:15 pm . The webinars are designed to help planners, elected officials and citizens better engage in land use decision-making processes.

Questions about the webinar?

Contact Peter Wulfhorst at ptw3@psu.edu or call 570-296-3400.

This publication is available in alternative media on request. Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.



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Other Penn State Extension Recorded Webinars

Winter/Spring 2016 Land Use Webinars

- Reed vs. Town of Gilbert: The Supreme Court's New Rules for Temporary and other Signs
- When it Rains, It Drains: An Overview of MS4 Stormwater Management
- Dealing with Conflict over Natural Resource and Land Use Issues: An Introduction to the Strategies and Tools
- Stabilizing Neighborhoods through Vacant & Abandoned Property Initiatives
- Form-based Zoning: Not your Grandfather's Approach

Summer/Fall 2015 Land Use Webinars

- Active Transportation = Healthy Communities
- Repurposing Land Use into New Venues & Inviting Spaces
- Economic Ecology of Healthy Watersheds: Bees, Chickens, and Goats, Oh My
- Community Economic Development: What is it, and what is your role in its use in your communities?

Winter/Spring 2015 Land Use Webinars

- Using the Official Map for Your Community's Infrastructure
- Understanding the Relationship between Municipal Budgets & Comprehensive Plans
- Planning to Protect Your Water Supply
- All About Open Space - Owning and Managing Natural Lands
- Agri-Tourism Issues for PA Communities

Summer/Fall 2014 Land Use Webinars

- How can you make your Comprehensive Plan better support Economic Development?
- Designing Entrepreneur-friendly Communities
- How can planners work to enhance community food systems?
- Planning for Healthy Communities: Making the Healthy Choice the Easy Choice
- Engaging Your Community's Generations in Planning

Winter/Spring 2014 Land Use Webinars

- Transit-Oriented & Walkable Communities
- Understanding Data for Community Leaders
- "Landscapes and Greenways in Pennsylvania - What is the meaning of these terms, and what are their implications for Pennsylvania Communities?"
- PA Housing Research Center's Subdivision and Land Development Guidelines: A tool for better design in PA
- "Easements Made Easy - Applying Conservation Easements on the Landscapes and Greenways of Pennsylvania's Communities"

Summer/Fall 2013 Land Use Webinars

- Solar Model Ordinance: Not to be confused with the Sunshine Act
- Transportation Connectivity & Land Use
- The ABC's of Form-based Codes
- Fiscal Impacts of Different Land Uses
- Facing the Challenges of Plan Implementation

Register for these recorded webinars at <http://extension.psu.edu/land-use-webinar> .

You will see the registration links on the right hand column



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To download this flier -- <https://drive.google.com/file/d/0B21xNAjJwbzyVUZGskNLdnLzLTA/view?usp=sharing>

Determining Subject Areas

- Webinar team input
- Survey Monkey
- Key stakeholder interviews
- Focus groups



Winter/Spring 2015 Sessions

- Understanding the Relationship between Municipal Budgets and Comprehensive Plans
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Summer/Fall 2015 Sessions

- Active Transportation = Healthy Communities
- Repurposing Land Use into New Venues & Inviting Spaces
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Planning to Protect Your Water Supply



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Comprehensive Plan

- PA Municipalities Planning Code Section 301(b)
 - Shall include a plan for the reliable supply of water
 - Need to consider
 - availability of current and future water resources
 - uses and limitations
 - Include adequate provisions to protect water supply sources
 - Must be consistent with the State Water Plan and any applicable water resources plan adopted by a river basin commission

PA Water Resources Planning Act of 2002



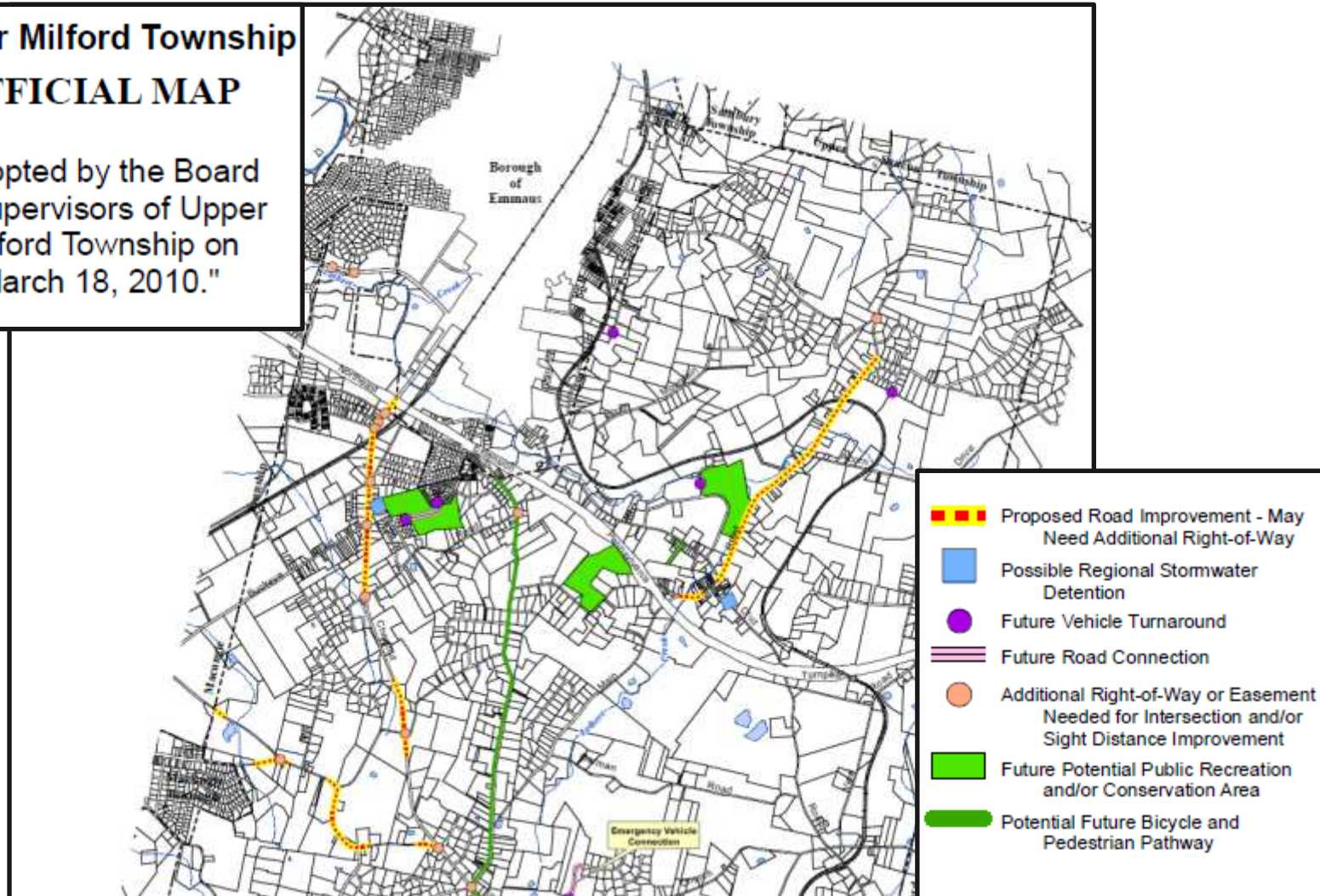
- Statewide Water Withdrawal/User Registry
- Integrated Water Resource Management Plan
- Critical Water Planning Areas

www.pastatewaterplan.dep.state.pa.us

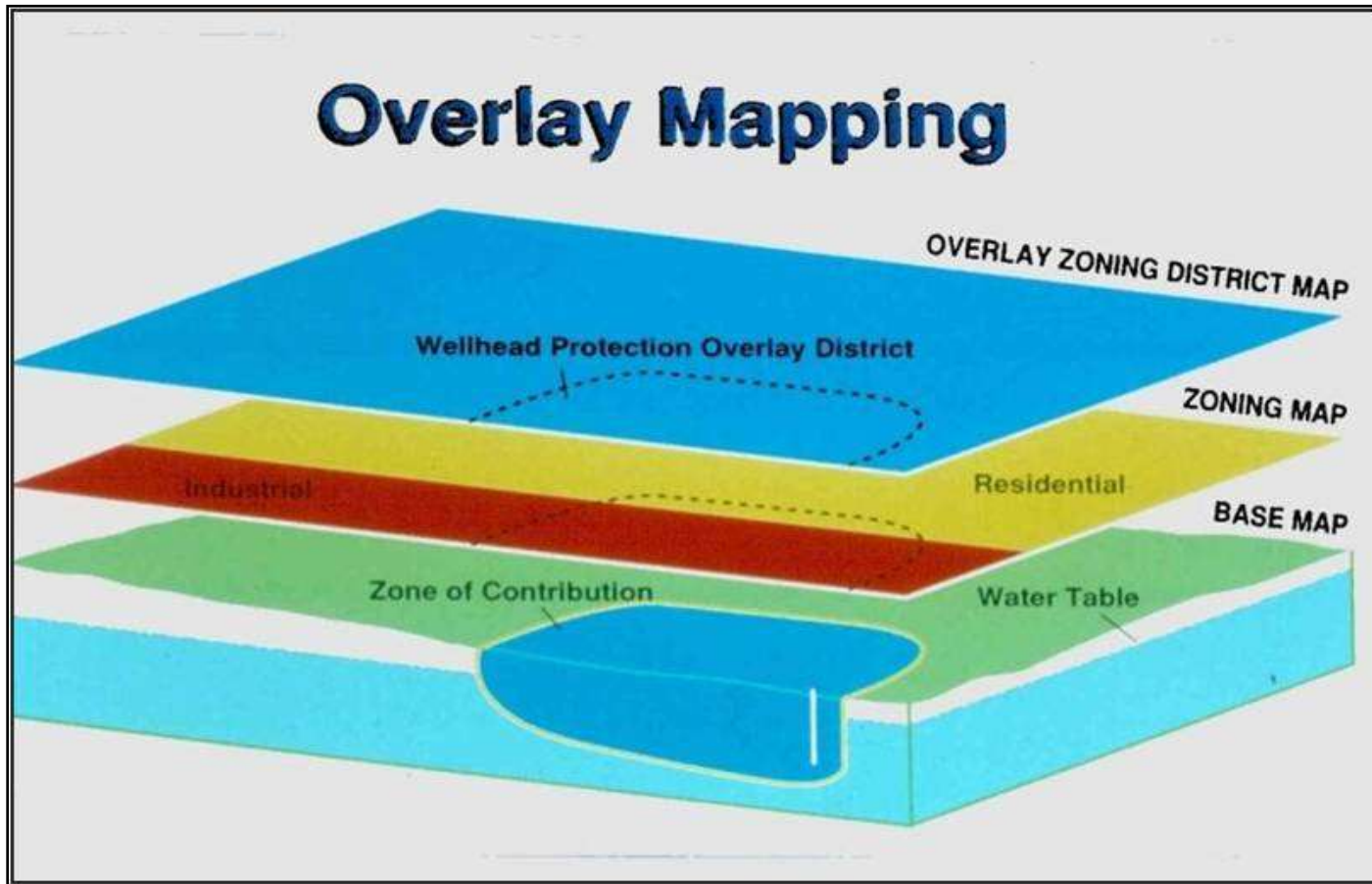
Official Map Example

Upper Milford Township OFFICIAL MAP

"Adopted by the Board
of Supervisors of Upper
Milford Township on
March 18, 2010."



Wellhead Protection Overlay District



Source: Sourcewater Protection PA

Community Economic Development: What is it, and What is Your Role in its Use in Your Communities?



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SUSTAINABLE (COMMUNITY) ECONOMIC DEVELOPMENT: CONCEPTS & STRATEGIES

JOHN TURAKIC, ECONOMIC & COMMUNITY DEVELOPMENT EDUCATION

PAU CENTER FOR COMMUNITY DEVELOPMENT AND ECONOMIC EDUCATION



00:10 1

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Learning Objectives

- Understand what it means to have a more "sustainable" local economy
- Consider the potential of "Placemaking" approaches to economic development
- See applications in practical examples

00:10 2

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Defining Sustainable Development

What is it?

00:10 3

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Defining Sustainable Development

"...meeting the needs of the present without compromising the ability of future generations to meet their needs."

-- Brundland Commission

00:10 4

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Defining Sustainable Development

"Leave the world better than you found it, take no more than you need, try not to harm life or the environment, make amends if you do."

-- Paul Hawken, Author, *Natural Capitalism*

00:10 5

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Defining Sustainable Development

"It challenges the model of growth based on pure consumption rather than human happiness, takes into account long-term goals as well as short-term needs and is sensitive to local context and history."

-- The Sustainable Cities, Conference UC-Berkeley, 2011

00:10 6

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Defining Sustainable Development



-- Google search

00:10 7

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Defining Sustainable Development

"Penn State defines sustainability as the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for current and future generations."

-- <http://sustainability.psu.edu/fieldguide/>

00:10 8

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WHAT IS "SUSTAINABLE" ECONOMIC DEVELOPMENT?

(COMMUNITY Economic Development)

00:10 9

Economies are Connected



00:10 10

Economic Development Evolution



21st Century ED System

- Shared vision
- Resident wealth
- Business wealth
- Improve/preserve assets
- Quality of life



Economic Development

Sustained actions of communities and policy makers that enhance the economic health and standard of living of a particular area.

Why Integrate Economic Development Planning?

- Manage impact of external forces
- Economy is connected to everything else
 - Quality of life and well-being
 - Infrastructure
 - Public services
 - Tax base
- Set the stage for next generation of residents and businesses

Resources

[Understanding Economic Change in Your Community](#) Penn State Extension Economic and Community Development

[Planning Local Development: Theory and Practice](#), Blakely, Edward and Nancy

Defining Sustainable Development

“Penn State defines sustainability as the simultaneous pursuit of human health and happiness, environmental quality, and economic well-being for current and future generations.”

-- <http://sustainability.psu.edu/fieldguide/>

Economic Development

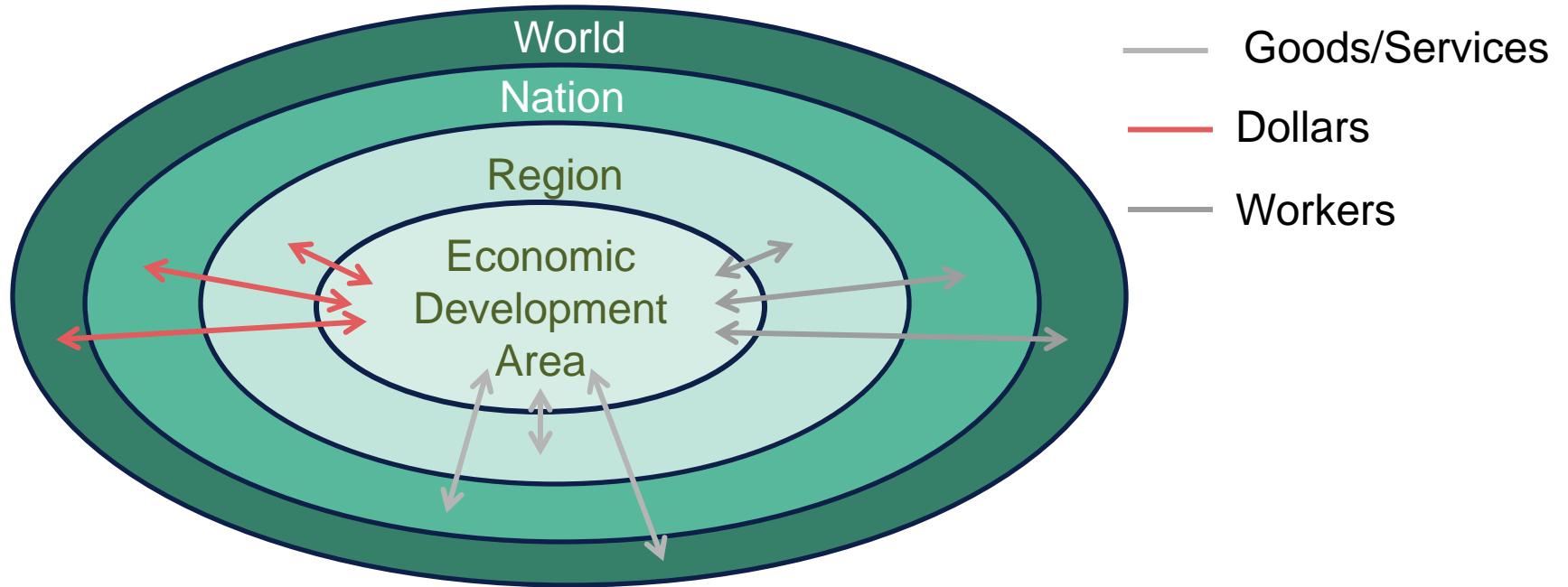
“Sustained actions of *communities* and *policy makers* that enhance the economic health and standard of living of a particular area.”

Also see –

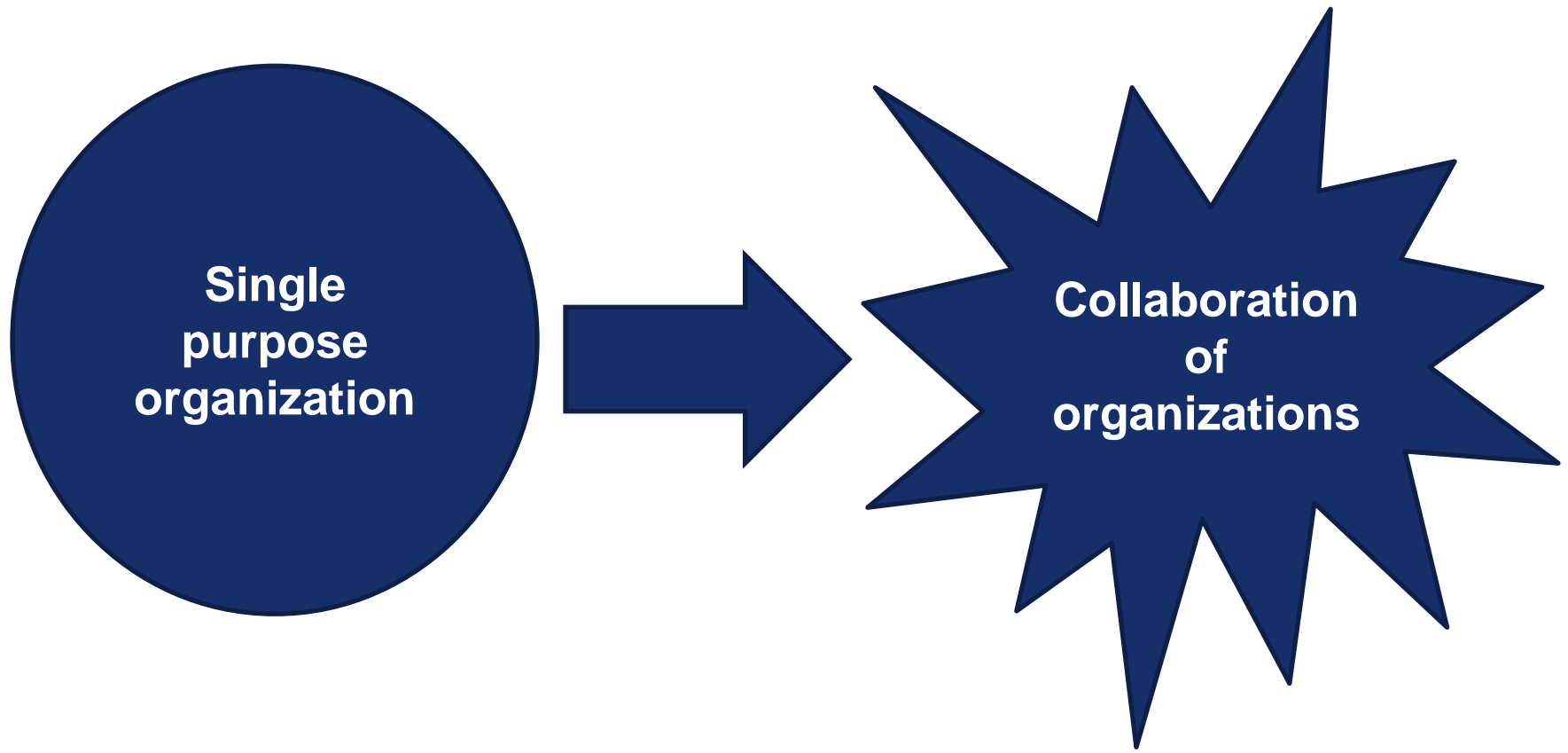
Community Economic Development: What is it, and What is Your Role in its Use in Your Communities?

<http://www.cvent.com/events/land-use-webinar-series-recordings-summer-fall-2015/event-summary-0ee248027da0459cbd8b3a8e809898f2.aspx>

Economies are Connected

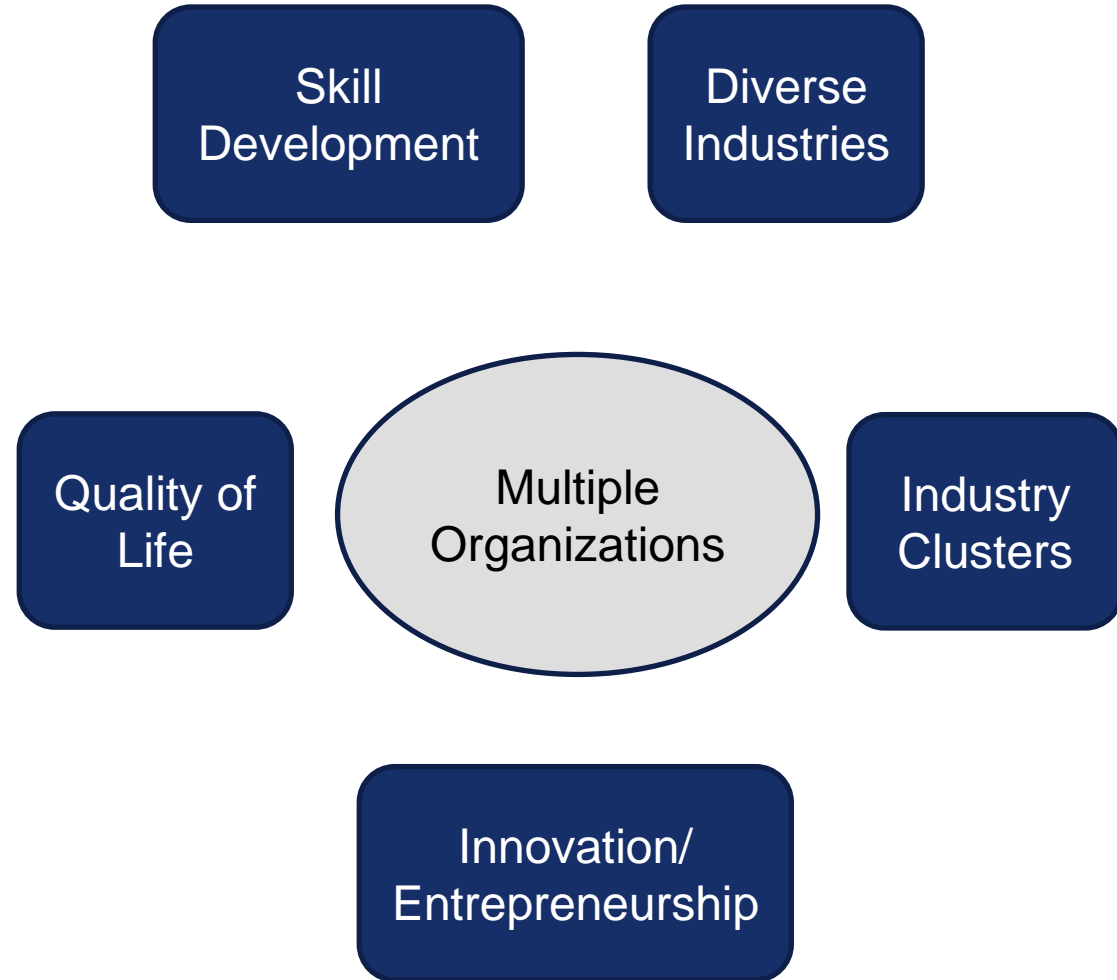


Economic Development Evolution



21st Century ED System

- Shared vision
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Evaluation

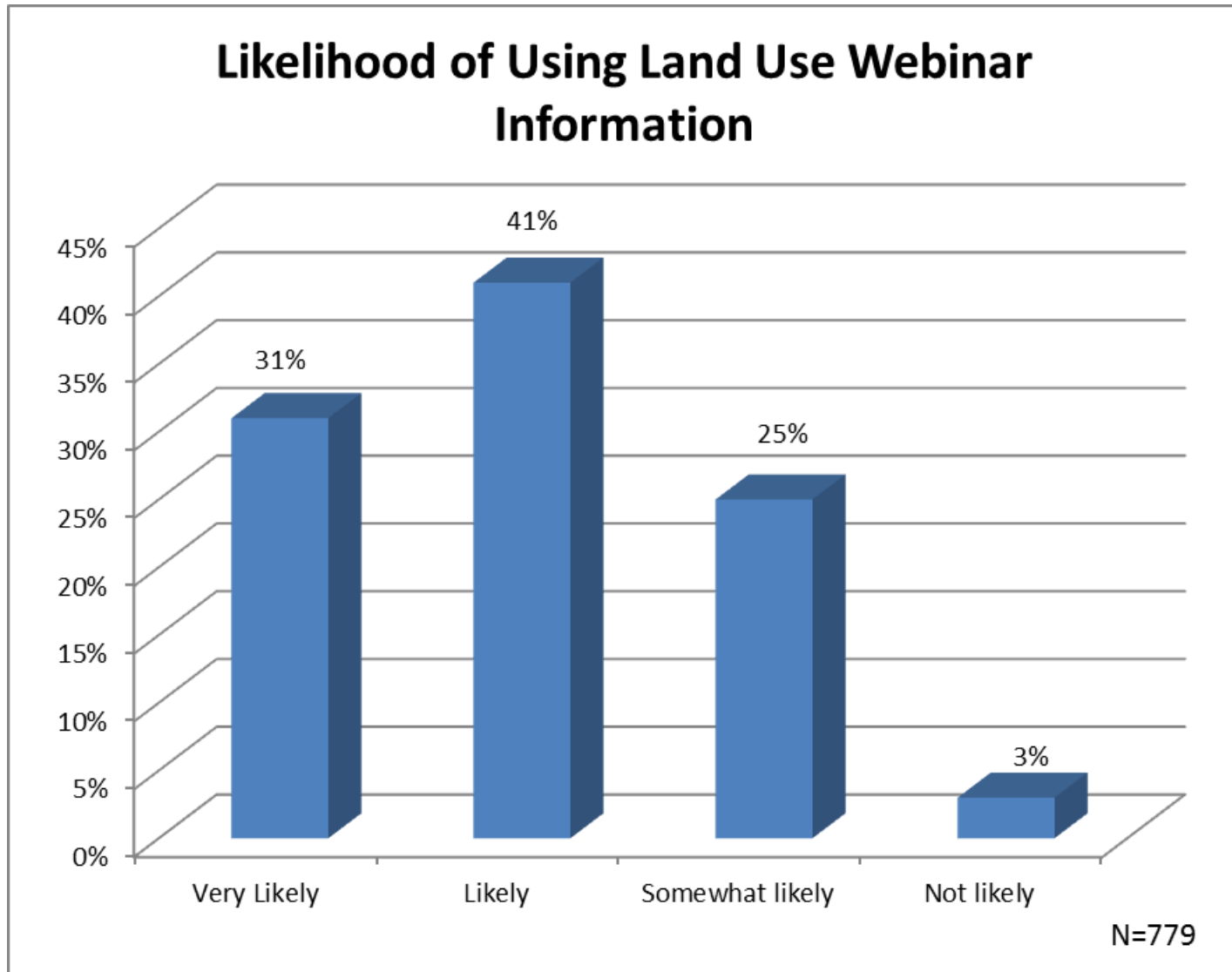


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Evaluation

- Post program polls
- Post program Survey Monkey
- Long term focus groups
 - Aid for planning responsibilities
 - Approach planning from a different perspective or enhanced current perspective
 - Community or client benefits
 - Most useful subject area
 - Suggestions for improvement

Evaluation



Evaluation

- 100% of focus group members believed that the webinars helped them:
 - Carry out their planning responsibilities
 - Approach planning from a different perspective or enhanced their current perspective
- 90% of focus group members shared how communities or clients benefited
 - Comprehensive plans or land use ordinances
 - Passed information on to our clients
 - Created follow-up meetings on subjects

Contact Information

Neal Fogle, ECD Educator

Penn State Extension

443 Plum Creed Road

Sunbury, PA 17801

Email: nef3@psu.edu

Phone: 570 556-4743

www.facebook.com/ecdPennStateExt

Contact Information

John Turack, ECD Assistant

Penn State Extension

214 Donohoe Rd.

Greensburg, PA 15601

Email: jdt15@psu.edu

Phone: (724) 837-1402

<http://extension.psu.edu/community/ecd>

<https://www.facebook.com/ecdPennStateExt/>

<https://www.facebook.com/SmartGrowthPartnershipofWestmoreland/>

extension.psu.edu/community/ecd

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