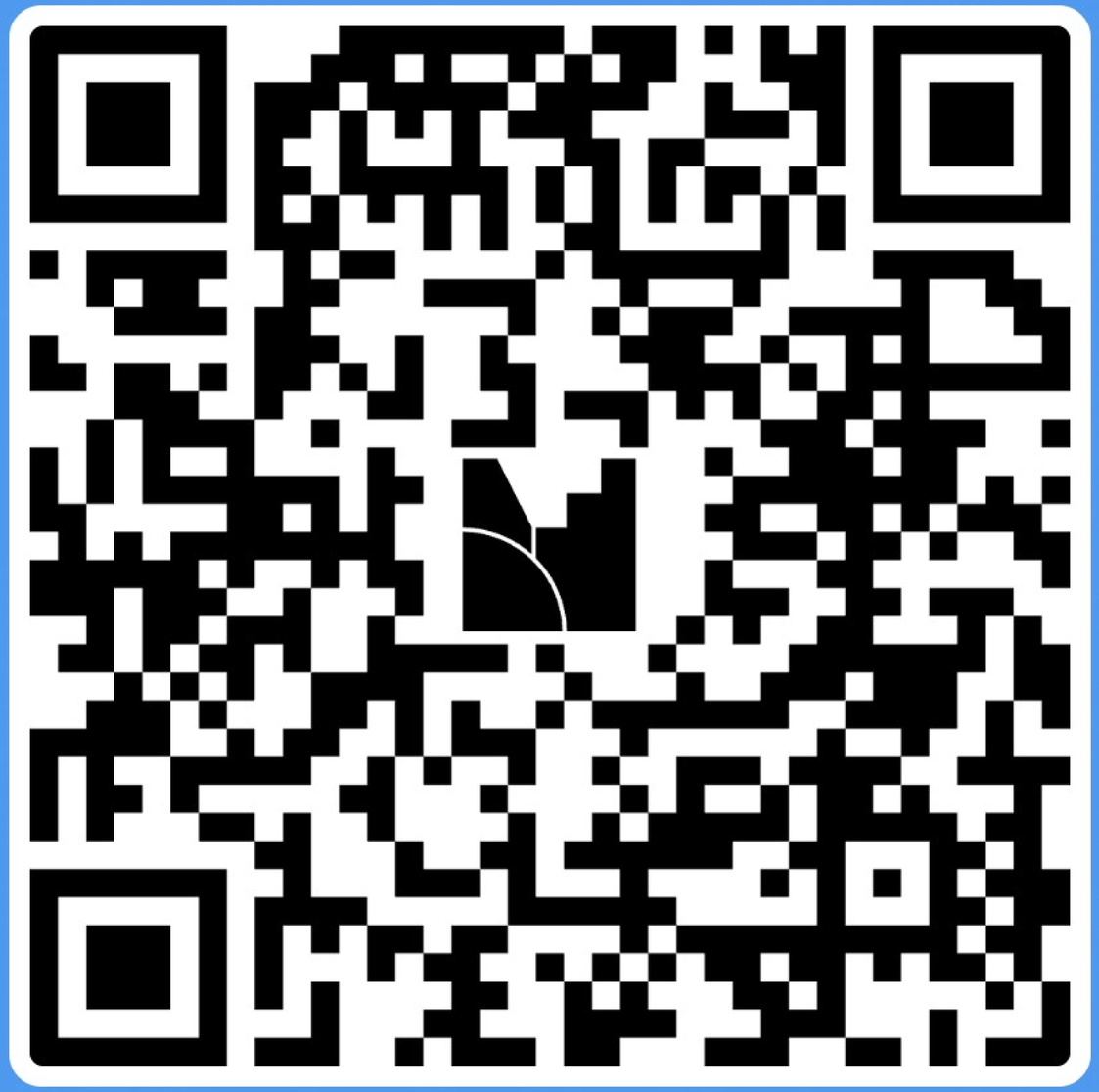


Facilitated discussion: *How can we effectively get land use decision-making tools, data, and Resources into the hands of local governments?*

Prompt 1: **What Drives Adoption?**

What makes certain tools or resources “stick” and get used consistently by local governments?

PROMPT 1:

Test

User friendly tools, co-developed with local partner input

When they have someone to help them use the data

When the materials are 'translated' specifically for local governments

Make them personal, find the takeaways from the change data that are relatable to a community or locality.

When using the data/tools/resources is required by funding opportunities

When they are presented in a way that is meaningful to that locality & given ideas on how the data can be used if the tool is convoluted

1. Easy to use and incorporate into planning process.

PROMPT 1:

Knowledge of how to use the tool for a specific purpose. Ability to customize the tool slightly for local data or local nuances

Ease of interpretation and then communication to local constituents

Be creative with the data

Stick: Seeing that other communities have successfully used these tools or resources.

easy to use

clearly tied to local priorities, for example, flooding

Examples of how to use them and clear instructions

Free! - data and tools that can help reduce the cost of planning to a community.

PROMPT 1:

When the value of the tool is clearly demonstrated for the locality

Nonstick: Requiring too much input. Difficulty interpreting how to apply the data or resource.

Local case studies

Connection to economic benefits

Tools required to fill in the required elements in a comp plan. Cost and easily understood..

data/tools/resources built into platforms or websites that they are already using (for example, MD's centralized planning website)

Make the tool useful in addressing a multitude of diverse issues that a local government would face rather than a single issue.

Direct contact/outreach. Current need.

Prompt 2: **How Does Messaging Influence Use?**

What role does messaging play in encouraging the adoption of land use planning tools?

What are the most effective ways to package and deliver these tools to local officials—especially those without a technical background?

(e.g., hands-on training, peer mentoring, embedded staff support, presentations at local government association conferences)

PROMPT 2: HOW DOES MESSAGING INFLUENCE USE?

Webinars, conference presentations and clear online instructions to follow along with.

The Messengers matter - peer to peer helps.

Important to present as a solution, not an extra burden

trusted messenger, like staff at a regional council or local government association

Peer-to_peer messaging is most trusted

Don't speak Bay language, connect with local priorities

association conferences when it's a peer explaining benefits and hands on training are both very effective for targeting and then encouraging further use and development in localities that have buy in

Presentations at local government conferences, especially PSATS in PA

PROMPT 2: HOW DOES MESSAGING INFLUENCE USE?

message needs to respect local land use authority

Presentation at GIS and planning workgroups, webinars. Staff level meetings. Tie the tool and data specifically to a process where the tool is helpful in fulfilling process requirements

For environmental decisions - conveying that different forms of development are still possible. It's not just no development.

Build the capacity of local government to use the data or resource (peer mentoring, training , etc.) AND interpret and communicate the results in a way that matters locally

Webinars live / recorded. How does this data/tool save the municipality time and money?

Connect with economic development departments

Combine costs and benefits, including benefits like ecosystem services (water, flood prevention, habitat, recreations, etc.).

peer to peer messaging. Workshops and trainings for local officials

Prompt 3: **What's Missing?**

Where are the gaps in our current efforts to equip local governments with land use decision support tools that meet their needs?

PROMPT 3: WHAT'S MISSING?

Tying to economic development. They make so many decisions for planning at the local level.

Local governments not always aware of what data exist and also how to use the data to help their planning. Some analytical support may be needed.

Connecting with Brownfields redevelopment

State level economic development

Searchable clearing house of data tools so localities can find what they need when they need it

In general- clarifying what tools are the most useful when there are so many tools and resources are available!

Roads and highways land use which in many localities in Va are done by the state

Methods and open-source tools for allowing jurisdictions to run an analysis on the data in a custom area or incorporate custom local data into the same tool

PROMPT 3: WHAT'S MISSING?

Legitimate ties to making informed local land use decisions that contribute to economic priorities.

easy access to the tools with examples of how they have been used and their benefits

A clear and concise resource warehouse where local leaders can go to, to find data and learn about how to use data. Need a one-stop shop that provides background on the data and tools.

When state initiatives usurp local planning guidance for things like utility scale solar siting protocol

We need more KCs! Those trusted folks at the local level that work hand-in-hand with local governments is essential. They provide needed, direct technical capacity

Identification (or creation) of communication networks subject matter experts to translators to trusted sources to decisionmakers.

Local government staff do not typically use the tool/data they turn to their engineering consultant to provide the support.

Staffing and time availability for smaller local governments. Not as much time to learn how to use these tools.

PROMPT 3: WHAT'S MISSING?

Communities may have capital improvement plans. How to incorporate natural or green infrastructure investments into such plans (i.e. create a watershed capital improvement program).

State overstepping municipal decisions for land use has left a bad taste for cooperation.

A strategy is needed for facilitating data use that is customized for under-resourced communities and highly sophisticated ones.

More circuit rider-type planners to help small communities

Prompt 4: **What's the Potential?**

How could local governments use land use data, tools or resources to better address their community's priorities and challenges?

PROMPT 4: WHAT'S THE POTENTIAL?

Urban heat island to inform future decision making

Would be very beneficial in the development and updates to Comprehensive Plans

Balancing competing priorities around ag preservation/land conservation, siting solar, and economic development (especially communities considering data centers).

Updating parking requirements

Could have a large impact on localized flooding impacts when making land use decisions and identify flood potential impact for development decisions

See if development is happening as planned

Create watershed based plans that are linked to local land use plans.

Identifying areas that are more or less suitable for growth based on environmental and social criteria.

PROMPT 4: WHAT'S THE POTENTIAL?

Planning for water quality and quantity- siting large scale BMPs

NY is using the hyper resolution hydrography data to identify road-side ditches that are transporting a significant amount of stormwater and looking at BMPs that can address local flooding issues.

Use to identify potential locations for BMPs

Comprehensive plan development on county level and municipal annexation. Regional stormwater plans.

quantify pollution reduction and prevention benefits and incorporate into approved watershed based plans that are spatially explicit and tied to land use comp or master planning.

Tracking Comp Plan progress after the plan has been developed and adopted.