

SCENARIO DEVELOPMENT

TRANSLATING PUBLIC INPUT INTO SCENARIOS

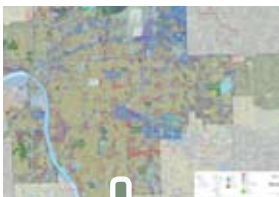
This overview describes the process that Fregonese Associates uses to turn public workshop input into a series of computerized scenarios for testing and evaluation.

1. After the public workshops the maps are collected, they are numbered and converted into image files. This allow us to import each image into a Geographic Information Systems (GIS) application.
2. Then, each workshop map is digitized using the Envision Tomorrow Scenario Builder, an add-on to ArcGIS developed by Fregonese Associates. The end result is a database of information that tells us which cells in the study area were selected for each development type. At the same time, every written comment on the map is also entered into a database, which allows us to consider the comments by location and keywords.
3. Once all the maps have digitized, we begin to analyze the results. We use the database to create a series of summary maps and files that tell us things including where most participants placed chips and what development types received the greatest number of “votes” by cell. Patterns and themes for growth and preservation begin to emerge. *(continued on back)* →

Fregonese Associates’ public workshops challenge participants with the task of deciding where new growth should and should not occur and the general form that new growth should take. Workshop participants grapple with difficult issues and trade-offs related to locating growth in different locations given environmental, institutional, and infrastructural constraints.

FROM WORKSHOP TO SCENARIO:

INTERACTIVE PUBLIC WORKSHOPS



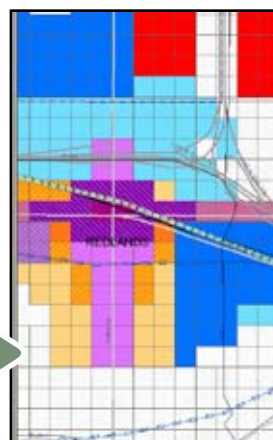
Interactive mapping workshops provide the public an opportunity to experiment with different growth options.

DIGITIZE WORKSHOP RESULTS



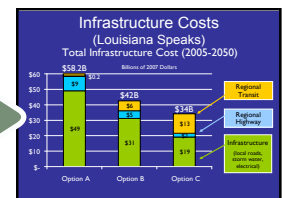
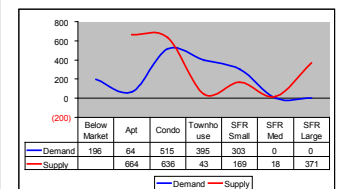
Every chip and comment is digitized using ArcGIS and the Envision Tomorrow Scenario Builder. Different themes are summarized and highlighted.

BUILD SCENARIOS



Multiple growth scenarios are built based on the input from the public workshop. These scenarios will be used to test different approaches.

EVALUATE SCENARIO PERFORMANCE



Each scenario is tested and compared based on land use, transportation, economic and sustainability measures.

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4. After digitizing all the workshop maps and written comments, we use our analysis of the results to create a range of scenarios. We specifically focus on understanding the key themes which emerge from the workshop maps. We have found that there are often significant commonalities or several distinct directions taken by participants.

Using the Scenario Builder software, we create multiple development scenarios based on the workshop input, current trends, and coordinated land use and transportation strategies. At this point, we create specific scenarios to test these themes and on the more detailed level are able to incorporate many of the specific ideas and areas of focus from the workshop maps. Through this process, both the “wisdom of crowds” and individual ideas, in combination with our professional experience, are used to create draft scenarios.

5. Once the scenarios have been built, we work with our clients to edit and modify the scenarios to best reflect a range of possible futures that can be evaluated. The final scenarios are then tested to determine their potential impacts on the region’s housing stock, land uses, transportation networks, the environment, open space, and economic development.



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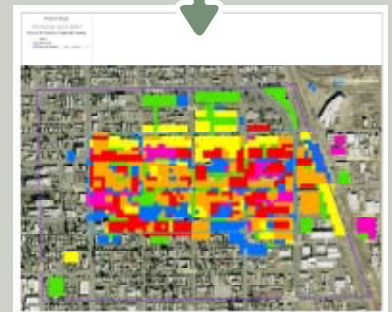
DIGITIZING: VISUALIZING THEMES



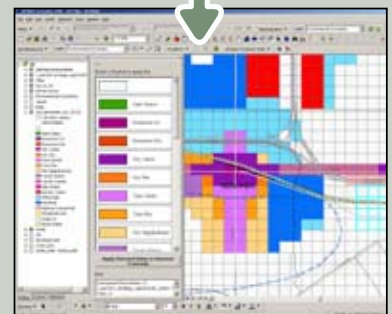
One table's **WORKSHOP MAP**



The **DIGITIZED VERSION** of the same table's map



Analyzing the results from each workshop map allows us to create **COMPOSITE MAPS** highlighting similarities and differences.



The **THEMES** emerging from the composite maps help guide the **SCENARIO DEVELOPMENT**