Implementation and Metrics Evaluation

City Planning Commission

March 12, 2015
Purpose

- *Action IP1.2.3.* Prepare a report evaluating the status and effectiveness of *plaNorfolk2030* implementation at least every two years that includes the following elements:
  
  - An evaluation of the data defined in the metrics.
  - An outline of the obstacles or problems in plan implementation.
  - Recommendations for new or modified goals, outcomes, metrics or actions.
Overview

- 3 reports prepared:
  - Implementation Status
  - Metrics Report
  - Implementation and Metrics Evaluation
Reminder

- First full evaluation of plan metrics—too early to see trends in most cases
- Care must be taken about drawing any conclusions with limited data
- Only 2 years into implementation and many metrics will take years to see improvements
Implementation Status

- Of 542 actions found in *plaNorfolk2030*:
  - 84% are on target (complete or underway)
  - 4% are lagging (not started with immediate or ongoing timeframes)
  - 12% are not started (short- mid- or long-term timeframes)
- Details in *Implementation Status March 2015*
Metrics Status

- Of 102 metrics found in *plaNorfolk2030*:
  - 35% making progress
  - 23% lacking progress
  - 24% unclear
  - 18% no data
- Details in *Metrics Report March 2015*
CHAPTER 2: IDENTIFYING LAND USE STRATEGIES

- Implementation underway
  - Zoning Ordinance rewrite
  - Character Districts (parking, townhomes)
- Metrics making progress
  - Reducing land use incompatibilities
- Next Steps
  - Continuation of Zoning Ordinance rewrite
CHAPTER 3: CREATING AND MAINTAINING HEALTHY AND VIBRANT NEIGHBORHOODS

- Implementation underway
  - 204 actions
  - Some lagging due to reorganization or funding
- Metrics making progress but not keeping pace with implementation
  - Efforts spread across numerous neighborhoods
- Next Steps
  - Any changes due to reorganization
  - “Healthy Communities” chapter
CHAPTER 4: PROVIDING TRANSPORTATION OPTIONS

- Implementation underway
  - 3rd Crossing
  - Extension of light rail
  - Bicycle Strategic Plan
- Metrics making progress but not keeping pace with implementation (improvements are long-term)
- Next Steps
  - Incorporate light rail and bicycle planning work
  - More comprehensive “Complete Streets” policy

Evaluation by Chapter

Implementation Status
- On Target
- Lagging
- Not Started

Metrics Status
- Making Progress
- Lacking Progress or Negative
- Unclear
- No Data
CHAPTER 5: ENHANCING ECONOMIC VITALITY

- Implementation underway
  - Efforts underway to develop an updated CEDS
- Metrics making progress
  - Increases in business licenses and port traffic
  - Reduction in development review time
- Next Steps
  - Re-evaluate chapter based on CEDS and other efforts underway
CHAPTER 6: PROMOTING ENVIRONMENTAL SUSTAINABILITY

- Implementation underway
  - Resiliency and hazard mitigation work underway
- Metrics making progress but more long-term in nature
  - Increase in wetland restoration, LEED certifications
- Next Steps
  - Additional actions suggested by “100 Resilient Cities” effort
CHAPTER 7: ENSURING HOUSING CHOICES FOR ALL

- Implementation underway
  - All of the actions on target

- Metrics unclear
  - Chapter lacks clear direction on issues such as subsidized housing making progress difficult to track

- Next Steps
  - Re-evaluate chapter with renewed focus on housing issues
CHAPTER 8: SUPPORTING LIFELONG LEARNING

- Implementation underway
  - Early childhood education and workforce training well underway.
- Metrics mixed
  - Issues such as education and poverty take years to address
- Next Steps
  - City has long-term commitment to these issues
  - Continue to monitor efforts
CHAPTER 9: DELIVERING QUALITY COMMUNITY SERVICES

- Implementation underway
  - Majority of actions ongoing City services such as public safety
- Metrics making progress
  - Such as general maintenance of City facilities, quality of drinking water and recycling
- Next Steps
  - Any changes in City operations will be monitored by staff
CHAPTER 10: ENJOYING DAILY LIFE

- Implementation underway
  - Many actions are ongoing City services provided by RPOS and Libraries
  - Changes to regulations to better support the arts district and add “life” to the street.
- Metrics need data
- Next Steps
  - “Healthy Community” chapter
CHAPTER 11: PRESERVING OUR HERITAGE

- Implementation underway
  - Architectural Review Board and the revision of Chapter 9
  - Two new National Register Historic Districts

- Metrics mixed
  - Reduced COA time
  - Lagging in providing protection

- Next Steps
  - Two new National Register Historic Districts

Evaluation by Chapter

Implementation Status

- On Target
- Lagging
- Not Started

Metrics Status

- Making Progress
- Lacking Progress or Negative
- Unclear
- No Data
CHAPTER 12: FOSTERING RESPONSIBLE REGIONAL COOPERATION

- Implementation underway
  - One issue is that many of the actions were general in nature
- Metrics lagging
  - Regional issues are some of the most challenging—air and water quality, transportation, etc.
- Next Steps
  - Monitor efforts such as “Envision Hampton Roads” to see if there are any additional actions
CHAPTER 13: IMPLEMENTING PLANORFOLK2030

- Implementation underway
  - City Council, CPC and staff have all relied on the plan as a valuable tool for decision-making
- Metrics need more time
- Next Steps
  - Continue to advocate for use of the plan in land use, funding and policy decisions
Next Steps—April 2015

- Changes to Action T1.1.1 (Transportation LOS) due to changes in data collection/availability
- Modify/add actions based on suggestions from “100 Resilient Cities” effort
- National Register Historic Districts additions (2)
- Modify actions regarding historic cemeteries to be more inclusive of all efforts
- Discuss potential to add multifamily housing to commercial future land use definition
- Where applicable, changes to metrics that better capture implementation efforts
- Implementation responsibilities/timeframe adjustments and other “housekeeping” efforts
Next Steps—June 2015

- Kick off “Healthy Communities” initiative
  - Will involve community meetings and other outreach efforts
  - Result may be a new chapter or new actions within existing chapter/chapters
- Emerging Areas additions
  - Introduced at December 2014 meeting
- Renewable Energy initiatives
Next Steps—Additional

- Any opportunities presented by *Zoning Ordinance* rewrite
- More comprehensive “Complete Streets” policy
- “Bicycle Strategic Plan” changes to map and actions
- “Naval Station Norfolk Transit Extension Study” changes to map and actions
- Regional planning efforts such as *Envision Hampton Roads*
- Changes to Housing and Economic chapters due to renewed efforts or programmatic changes
- Port-related changes if any changes in operations
- **Continue efforts to promote** *plaNorfolk2030* **as the City’s main tool in evaluating land use, funding and policy decisions**