Regional Planning + Collaboration
Planning for Economic Success
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Introduction

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Overview + Process
• Formed in 2010, Eastern Oklahoma County Partnership (EOCP) is a non-profit EDO serving communities and businesses to improve opportunities in eastern Oklahoma County

• EOCP retained consultant team Freese and Nichols, Inc. (FNI) to lead a regional comprehensive planning effort for the communities of Choctaw, Harrah, Jones, Luther and Nicoma Park

• In 2016, Choctaw adopted a comprehensive plan, so their effort focused on one of the City’s greatest development opportunities – downtown
Timeline

• 2007-2009 Communities discuss forming regional EDO.
• 2010 Communities charter EOCP through joint resolutions.
• 2011 Exec. Director hired. Transportation set as top priority.
• 2015 $300 million EOC Turnpike project announced.
• 2017 EDA regional planning grant received.
• 2016-18 Land use plans completed for all 5 communities.
• 2018-19 Water planning & place visioning begins.
Why?

- **FINANCE** – Economic development efforts are expensive. Many communities can’t afford to fund an EDO by themselves.

- **CUSTOMERS** – Expanding firms & location advisors want multiple options. The more sites the greater chance of success.

- **NEEDS** – In 2011, our region had many needs: advocacy, policy assistance, infra.
  
  site dev., etc. A dep’t-led effort within a city or chamber couldn’t have address all of these challenges. Success required active participation by all – not just staff.

*We didn’t always agree on process or path, but we did agree on long-term goals and the future of the region.*
The Results

• **Pro-Business Legislation** – EOCP led an effort for small business incentive reform resulting in passed legislation.

• **Business Expansion** – $25 million in expansion to date.

• **Transportation Expansion** – The EOC region has had over $100 million in road completions and $500 million under construction.

• **Regional Planning** – All 5 communities now have current plans.

• **Ongoing Development** – Each community has at least 1 dev. project underway. Many with multiple projects.

• **An International Partnership** – EOCP is the lead partner in Brazil-OK Partnership, an effort supporting FDI into OK.
Regional Land Use

• Funding Secured – May 2016
• Initiative Announced/Oversight Committee Formed – Aug. 2016
• FNI Hired – Aug. 2017
• Preliminary Research and Community Meetings – Sept. 2017
• Contractor meetings with communities – Sept. - Nov. 2017
• Draft plans to communities for review – Dec.2017 - Feb. 2018
• Plans revised & submitted for final approval – Feb. - Mar 2018
• Plans Approved – April - June 2018
Context
Context

- First major comp plan effort for 4 cities
- 2017 Choctaw comp plan
  - Downtown master plan
- Future turnpike
Downtown Plan

- Illustrative master plan
- Placemaking and branding strategies
- Cross-sections
- Recommended design guidelines
Regional Plan

• Background Information
  • Introduction
  • Purpose and Process

• Regional Context
  • Local Economic Engines
  • Regional Planning Efforts
  • Regional Demographics
Comp Plans

• Community Snapshot
• Vision
  • Public Input
  • Focus Areas
• Land Use
• Facilitating Growth
• Action Plan
  • Catalyst Projects
Advisory Committees
Process

Initiation
Online survey
Kick-off meetings
Draft plan
Draft reviews
Revise
Adopt
Planning Outcomes
The Future
The Future

• **Place is King** – EOCP is committed to placemaking to attract talent to support business expansion. Other regions are making major investments to attract your millennials.

• **Site Development** – Expansion rarely occurs on dirt sites.

• **Water Security** – A long term approach is required!

• **The Sleeping Giant is Awake** – Eastern Oklahoma County is awake and rapidly preparing for investment.
Lessons Learned
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- Regional issues
  - Participation and communication
  - Infrastructure need and available data
  - Turnpike
- Affordable
- Usable action plans
- Individualization
- Collaboration and regionalism
Lessons Learned

1. **Never waste a crisis** - Between recessions, tornados & brownfields, EOCP has secured over $3 million in funding.

2. **Have a one big goal every year** - If your goals don’t scare you, they are too small.

3. **Communities need the private sector** - Not just for money.

4. **Success is a marathon not a sprint** - EDO funding, structure and leadership must be long-term.

5. **There is no more powerful voice**….than a board made of community and business leaders with shared goals.
THANK YOU!