**Many neighbors are concerned about 2 of 14 district boundaries dividing the neighborhood. How are we (and the plan) addressing this issue?**

Like most planning departments, our office uses planning districts to divide the city into smaller planning units for organizational purposes. As we updated the planning district boundaries (last updated in the 1970s), we considered neighborhood boundaries, city council districts, major roads or other physical barriers, census tracts, population, and other community characteristics. Planning districts are not intended to be neighborhood boundaries and most districts will include several neighborhoods. While we aimed to limit splitting neighborhoods as much as possible, we could not achieve that in every case.

We plan to address this “split” in several ways –

1. The planning team will work in three adjacent or nearby districts at a time. This will allow for engagement, planning, and solution setting to happen at the same time for neighborhoods that are split by district boundaries.
2. The schedule will also follow a logical pattern, so we’ll be planning in nearby districts either at the same time, or one after another.
3. While working within a planning district, the planning team will then go just outside the district boundaries to understand how character changes or remains the same. This includes recognizing character of neighborhoods that may be “divided” by district boundaries.
4. Districts will be treated as having their own characteristics throughout, at a block-by-block and multi-neighborhood level. The planning team will maintain that districts will encompass their own characteristics per the already established blocks and neighborhoods.

**What were the demographics of the community conversations?**

The chart below shows the racial makeup of participants.



Note: Not all participants provided their information

The average age for participants was 53. The minimum age is 5 and maximum age is 91. Please click here for a map of participants by zip code.

**How is the issue associated with Climate Change included in the 3.0 plan?**

A Climate Action Plan is being conducted as a part of the Memphis 3.0 process beginning in late 2017/early 2018. The Climate Action Plan will set targets and implementation strategies for reducing greenhouse gas (GHG) emissions.

**How is Emergency Preparedness included in the 3.0 plan?**

The Resilience Working Group is examining mitigation of natural hazards and post disaster economic recovery and emergency preparedness as a part of the process. Specifically trying to illuminate what the city’s role and long-term strategy is as it relates to these factors.

**What are you doing to make sure community groups and environmental groups are being represented in the working groups?**

The purpose of the working groups is to have a group of technical practitioners or individuals who work in or have experience in the areas relating to the four pillars of the plan.  Members represent a multitude of local organizations/nonprofits, private businesses, and government interests. Several advocacy groups either have representation from or serve on one of the working groups.

**What is Memphis 3.0 doing to ensure that it gets its fair share of MPO money?**

The 3.0 plan will help establish city wide priorities for various sectors, including transportation.  The newly identified priorities will allow the City to collaboratively work with Members Jurisdictions/Agencies of the MPO to fund these priorities

 **Is Memphis prepared to effectively negotiate Private-Public Partnerships?**

Yes! By creating a comprehensive plan and a shared vision, the city and its residents are laying the foundation for successful ventures between the city and private organizations.

**We need more Wellness centers where we can teach about health and nutrition, exercise and using meds wisely.**

The comprehensive planning process is a great avenue to figure out how to get there. We are investigating opportunities such as these in a variety of ways including increasing access to health benefits such as healthy food options and access to parks and open spaces. To accomplish this, we are talking with residents and understanding where these needs exists and how we can better support health providers in deploying community resources. Building collaboration between health providers and other actors such as nonprofits is an additional strategy to disperse effective and efficient services where they are lacking.

**Why were none of these recent meetings in North or South Memphis?**

A meeting was scheduled at Hattiloo Technical Center in North Memphis.  However, the building suffered damage during the Memorial Day weekend storm and the Hattiloo staff was unsure if the damages would be repaired before the meeting.  A meeting was held in South Memphis on Thursday, June 22 at Stax Museum.

**How many people of population participated in the survey?**

Over 700 people participated in the survey, either online or person.  However, we are still conducting the survey online and in person via our community partners.  It is essential that we receive as much input as possible from the people of Memphis to ensure the vision and goals of the plan reflect the voices of the people! We will close the survey on Friday, July 28th.

**How can we predict or control the use of land that directly impacts our water and is the issue of the aquifer being addressed in the plan?**

By having a land use plan, we have more control over uses in environmentally sensitive areas, like aquifer recharge areas.  We have consistently heard from the public that preserving our water and the aquifer should be a goal within the plan.

**How do you weigh voices?**

We value the voice of all Memphians; no voice is weighed higher than any other in the 3.0 process. However, we will often look at the input/data received and segment it by multiple factors like age, race, geography, etc. to determine if there are any issues that need special attention or are more prevalent based on demographics.

**How do you reflect income, race, and ethnicity in your work?**

For surveys and community conversations we ask for general demographic information such as age, race, and ethnicity to gauge who is participating in the process.  We work through other community partners to ensure we are reaching a diverse group of Memphians. When establishing working groups, other boards, and firms for hire, we try to select a diverse group of individuals with varying backgrounds and points of view. Equity is one of our guiding principles and we are mindful to remember that we are planning for every citizen of Memphis not just one group of people.

**Why is education not a pillar?**

Shelby County Schools is a separate entity from the City of Memphis so including education as a pillar may lead to the city determining education strategies that we cannot act on. Education is a guiding principle and we are working to strengthen our relationship with Shelby County Schools and determine how we can share information and align our efforts and vision so that both agencies are moving in the same direction.

**Why is Memphis 3.0 not addressing a lower sales tax?**

Memphis 3.0 is a comprehensive plan.  A comprehensive plan is a plan that addresses the growth of a city with respect to the physical development of a city, not necessarily taxes local, state, or federal.  Sales tax is determined by the State of Tennessee and it is out of our jurisdiction. Through this process, we want to attract more residents to the City so that the City overall has more of a tax base for support for infrastructure improvements and upgrades, facilities maintenance and other financial support for projects.

**When it comes to jobs, I find that a large percentage is being filled by non-residents.  This practice is killing our growth, in my opinion.**

These are the types of opinions we hope to get out of our public engagement.  Planners use input and research to understand the impact of certain practices (like what you described above) and to develop strategies to remedy those issues.  If it’s determined that individuals who work in Memphis and live elsewhere negatively effects our growth and that is an issue we want to address as a city, policies should be put in place to encourage people to live where they work.  Some agencies, like the Medical District Collaborative, have “Live/Work” component where they are incentivizing individuals who work in the area to also live there.

**Is the role of public art included in the plan and planning process?**

Yes!  There is a working group dedicated to design, art, cultural resources and historic.  In addition, through a partnership with UrbanArt Commission, we are working with public artists to help us engage citizens during the district planning (solution setting) phase of the process.  We recognize public art as an asset for growth and livability.

**Have you done any analysis of migration patterns in the USA?**

We have looked at in and out migration as it relates to Shelby County to understand where people are moving to and from and what may be attracting them or causing them to leave. This report has maps to illustrate this.

**Redfin’s website shows a breakdown of Memphis that 30% of the people purchasing houses are from outside the state.  Of that 30% - 20% are from California.  Are these migration patterns part of the expert analysis and growth projections?**

The firms that conducted our market assessment (RCLCo Advisors and Universal Commercial Real Estate) used some data from Redfin as it relates to determining average sales price for homes by planning district, not migration patterns. It should be noted that migration and property purchasing may not be correlated. For example, an investor can purchase a home in Memphis for rental or resale but may never move into the city. The growth projections we have presented are based on historical population and conditions and projected out.

**Are technical meetings (working group meetings) open to the public?**

Yes, it is possible to listen in on these meetings.  Work done in these meetings gets presented to the public, is shared on our website, and is shared and presented at other meetings of neighborhood leaders.  This is done specifically so the public and neighborhood leaders can analyze, approve, and correct the work of the working groups.  To date, working groups have identified major factors facing certain topical areas. The planning staff, with input from working group members and general research, have developed background reports for each of the working groups.

**How can an individual become involved?**

Memphis 3.0 has an ambassador's board which has been set up to get citizens involved in the process. On this board citizens, may provide recommendations for outreach or presentation strategies, assist staff with public events or “pop-up” engagement, or even complete other tasks like reaching out to businesses and stakeholders on behalf of Memphis 3.0.

**Are high end developers required to provide affordable housing as well?**

If using 100% private funds, there is no requirement for developers to provide affordable housing in the City of Memphis. However, as incentives and subsidies are granted, there is an affordable housing component.

**Are there any active super funds and how does that impact development?  (Neighborhood websites show active inside the cone)**

Active superfund sites exist in Memphis.  These contaminated sites have a negative impact on proposed development due to the costs associated with remediation or cleanup.  The comprehensive planning process is reviewing brownfield remediation as a tool for neighborhood improvement and a way to bring some contaminated sites back online. This is another collaboration opportunity for the City and the Tennessee Department of Environment and Conservation.

**To what extent has land acquisition and land use been dictated by investors and landowners, many of whom are out of towners?  Can the city really impact land development and land use given that much of the land has already been “spoken for” and these landowners may not share the same vision as their neighbors and city government?**

Private property laws are strong in the United States.  Landowners have valid rights protecting their ability to manage and utilize their land. If the land use is violating the health and wellness of those around them then a government can act to regulate.

Cities can however dictate land uses to promote health and wellness for all.  A landowner cannot put an industrial use on land that is not zoned for it.  A landowner can seek a rezoning from the city to allow for a change in zoning or an exception.  These cases go before staff, the Land Use Control Board, and then City Council.  If the rezoning is found to not hinder the lives of surrounding property owners, it can be approved.  This ensures that land uses do not fall too far beyond the bounds of a neighborhood's vision.  This process is considerably weaker without a comprehensive plan to back it up.  Yes, the city can really impact land development and many cities do every day across the country.  This does however take an informed and active citizenry that makes sure city council is accountable to them on these subjects.

**What is the plan for the Memphis Regional Mega Site?  How does this plan fit in with the city’s planning office?**

The Memphis Regional Megasite is not located in Memphis nor Shelby County but it has the potential to be a major job producer for our region.  Regionalism is very important and we must compete as a region on the national stage.  Take a quick look at the mega sites marketing and web page to see just how much the city of Memphis and its attributes are used to market this site for growth. In terms of how the Megasite fits within the plan, we would consider the Megasite as we think about connectivity to the extent the process is looking to improve regional connectivity. Any other planning implications for the Megasite are beyond our control and jurisdiction.

**How does your planning for Memphis mesh with the planning for the suburban communities?**

It is paramount to make sure we are talking to our suburban (other municipalities) and other regional neighbors, especially as it relates to job growth.  This is being considered through this process. We also have access to planning documents that surrounding municipalities have completed; as we develop our comprehensive plan, we can refer to those to better understand the strategies and priorities those areas are have determined.

**Bus system has a lot of challenges.  Underfunded, underserved, also is stigmatized.  What are the specific approaches to address the issues?**

MATA is teaming with Memphis 3.0 and Innovate Memphis to tackle some of the pressing issues we face with our bus system. Two major challenges that make it more difficult for MATA to deliver the services that people want to see is the lack of dedicated (or promised) funding for the agency and the size of our city (325 square miles) – we are a spread-out city and that means less tax dollars to spread over a greater amount of territory.  We should spend considerable more amounts of money to cover our expansive geography with far less tax dollars to pay for it compared to many more denser cities.  Land Use patterns and density have a lot to do with the effectiveness of bus systems.  These factors can go a long way in leap frogging often ill-conceived perceptions of buses and their riders.  Buses need to service not only a broader range of people than they do now but they also need to service denser areas with more diverse land uses that attract people to conveniently get to them.

Faster more reliable service needs to happen to attract a wider range of riders.  Land use and density need to be improved so that funding can happen for buses that truly go to clusters of jobs and economic growth.  Bus systems do not make money or break even in cities across the world.  It is considered a public good and a public service. We know that MATA has made several improvements over the past few years – accepting bus cards as opposed to cash to increase efficiency, working with third-party apps so that riders can see real-time where the bus is, and developing a communications strategy to better inform people about new bus routes. The comprehensive planning process is another opportunity to determine long-range, realistic strategies for improving the bus system.