

Chapter Four: Next Steps

IMPLEMENTING THE PLAN

The *2020 Liberty Township Comprehensive Plan* set the stage for the future growth, development, and diversification that has been shaped by the Liberty Township community. Implementation is a critical component to this plan because it combines the community-wide vision and the Growth and Conservation Framework and translates it into targeted, achievable strategies.

A successful implementation framework supports the vision, goals, and policies of a plan while recognizing the challenges around limited time, funding, and resources. It requires continued involvement and engagement from a variety of stakeholders and partners. This plan was not created strictly for Township officials and staff but for anyone that is interested in the future of Liberty Township.

MAINTAIN

Using the dot stickers, tell us how you would prioritize the following action steps!

Explore establishing a business owner outreach program to share ideas, information etc.

LOW

MEDIUM

HIGH

Continue to foster communication and collaboration between the Township and HOAs.

LOW

MEDIUM

HIGH

Explore partnering with local banks to provide lower cost home equity loans to residents for home improvements.

LOW

MEDIUM

HIGH

Evaluate the need and applicability of partnering with local HOA organizations to update established neighborhood amenities such as shared use paths, street lights and landscaping.

LOW

MEDIUM

HIGH

Evaluate the need for new and/or updated zoning regulations for conservation development with an emphasis on open space and vegetation buffers in order to protect natural features in sensitive areas, allowing development in these areas to be concentrated on the developable portions of the site.

LOW

MEDIUM

HIGH

Publicize to residents the availability of land conservation programs such as land banking, easements and development rights transfers, and clearly outline the benefits to both the land owner and community.

LOW

MEDIUM

HIGH

HOW DO WE GET THERE?

Township Priorities

PUBLIC OPEN HOUSE
February 18, 2020

LIBERTY TOWNSHIP



There are four key steps to implementation including the Critical Path Strategies Handbook, Monitoring and Tracking, Evaluating the Plan, and Updating the Plan.

1. Critical Path Strategies Handbook

The Critical Path Strategies Handbook is a resource for Liberty Township staff and partners that provides specificity to the action steps that were identified as a top priority in Chapter 2: A Call to Action. These projects and programs are known as critical path strategies. The handbook outlines next steps, parties to involve, estimated timeframes, cost estimates, and funding resources to explore. The department or organization highlighted in bold under the parties to involve list is the party identity to lead the effort.

2. Monitoring and Tracking

Monitoring and tracking is a key part of implementation because it allows the community to evaluate the progress being made and how effective it has been for achieving the community's vision and goals. The comprehensive plan outlines a series of action steps for each theme in Chapter 2. The action step listed should be treated like a to-do list and efforts and accomplishments should be measured and reported as outcomes. As each action step gets completed, it should be "checked off" the list as a record of progress, reported to the public, and used to make adjustments to the plan, as needed.

3. Evaluating the Plan

A plan is only as good as the information available during the planning process. New opportunities come through the door everyday, so it can be anticipated that priorities may shift based on any number of reasons such as evolving market trends and funding resources. The Township may also need to evaluate and amend the plan to resolve any inconsistencies created through land use changes, development approvals or shifts in local priorities. An amendment could occur by a Liberty Township planning staff member completing an evaluation to determine if there are minor revisions that could be treated as amendments to reflect evolving data, opportunities, or priorities. The proposed amendments would need to be formally approved to be incorporated into the document. Amending the plan annually, or at any set schedule, can help to streamline the process and ensure the plan is staying updated.

4. Updating the Plan

A comprehensive plan is intended to be a living document that represents a long-term vision for the future and guides growth and development over the next 10 – 20 years but the community will likely experience changes throughout this timeframe that will require a larger update to the plan. A living document requires time and attention. It is recommended that the 2020 Liberty Township Comprehensive Plan be reviewed and formally updated every 5 to 7 years. While amending the plan and updating the plan may sound similar, updating a comprehensive plan is a much larger task. The Township would likely want to hire a planning consultant to evaluate their current plan, facilitate the planning process with public engagement, and develop a refreshed document to be adopted.

CRITICAL PATH STRATEGIES HANDBOOK

Critical path strategies are essential in achieving Liberty Township’s vision and goals as outlined within the *2020 Liberty Township Comprehensive Plan*. All of the action steps are important, but the critical path strategies are actions that should be initiated and completed first, as top priorities. The critical path strategies are a combination of short-term, affordable “low-hanging” fruit projects and programs that can create momentum and near-term progress for the Township while others are long-term programs or projects that may require an extended timeline or additional funding to complete but are crucial to achieving the community vision and goals.

Several factors were considered when identifying the critical path strategies including the key challenges and trends, public input on prioritization, and discussion with Township leaders and department staff. These strategies range from continued collaboration and partnership to marketing and branding initiatives, and updating the local zoning resolution.

Implementation of the *2020 Liberty Township Comprehensive Plan* starts by completing the following strategies.

1

EXPLORE ESTABLISHING A BUSINESS OWNER OUTREACH PROGRAM TO SHARE IDEAS AND INFORMATION.

2

CONTINUE TO FOSTER COMMUNICATION AND COLLABORATION BETWEEN THE TOWNSHIP AND HOA’S.

3

WORK WITH PROPERTY OWNERS NEAR THE PROPOSED MILLIKIN INTERCHANGE TO SHARE THE LONG-TERM VISION FOR THE TOWNSHIP AND ENCOURAGE OPEN DIALOGUE ABOUT THEIR FUTURE PLANS.

4

WORK WITH AND ASSIST BOTH LOCAL AND REGIONAL DEVELOPERS TO IDENTIFY LOCAL OPPORTUNITIES AND HELP NAVIGATE THEM THROUGH THE DEVELOPMENT PROCESS.

7

WORK WITH BUTLER COUNTY TO PROACTIVELY PLAN FOR THE UPGRADE OF MAJOR CORRIDORS TO ALLEVIATE CONGESTION, MANAGE TRAFFIC AND IMPROVE SAFETY AS OUTLINED IN THE CHAPTER 3: GROWTH FRAMEWORK.

10

COORDINATE WITH BUTLER COUNTY, OKI AND ODOT TO ENSURE THE VEHICULAR AND NON-VEHICULAR PROJECTS ARE INCLUDED WITHIN THEIR LONG-RANGE PLANNING DOCUMENTS.

5

REVIEW THE TOWNSHIP'S ZONING RESOLUTION AGAINST THE FINDINGS AND RECOMMENDATIONS INCLUDED IN THIS 2020 COMPREHENSIVE PLAN TO IDENTIFY IF THERE ARE POTENTIAL CONFLICTS.

8

EXPAND THE LIBERTY TOWNSHIP TRAILS PLAN FOR THE PURPOSE OF IDENTIFYING, DETERMINING FEASIBILITY, AND PRIORITIZING FUTURE SEGMENTS OF SIDEWALK, TRAILS AND MULTI-USE PATHS. ONCE COMPLETE, USE THE PLAN TO IDENTIFY APPLICABLE FUNDING RESOURCES, AND TO GUIDE PRIVATE DEVELOPMENT INVESTMENTS.

11

CREATE A MEDIA RELATIONS AND MARKETING PLAN FOR THE PROMOTION OF LIBERTY TOWNSHIP THAT INCORPORATES BOTH ONLINE PLATFORMS AND PRINTED METHODS.

6

WORK WITH ODOT, BUTLER COUNTY AND OKI TO IDENTIFY FUNDING SOURCES, AND APPLICABLE NEXT STEPS FOR A NEW INTERCHANGE AT MILLIKIN ROAD, INCLUDING DEVELOPER/LAND OWNER PARTICIPATION.

9

CONTINUING WORKING WITH THE LIBERTY TOWNSHIP TRAILS COMMITTEE TO PLAN FOR THE MIAMI2MIAMI AND GREAT MIAMI RIVER TRAIL, INCLUDING APPLICABLE LOCAL CONNECTIONS.

CRITICAL PATH STRATEGIES

JUST IN CASE YOU FORGOT...

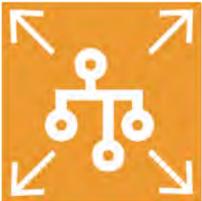
TOPIC THEMES ICONS



MAINTAIN



GROW



EXPAND



MANAGE

How to use the Handbook

The following pages provide additional information for how to complete each of the Critical Path Strategies. Each strategy has one page dedicated to that specific topic with 8 key elements including:

- **Related Theme-** As described in Chapter 2: *A Call to Action*, this plan is organized around 4 themes including Maintain, Grow, Expand, and Manage. This element will outline which theme the strategy is related to.
- **Short Name-** Each of the 11 strategy are stated as a complete sentence. Remembering this many strategies can be challenges; therefore, the handbook provides a short name for quick and easy reference.
- **Overview-** A paragraph used to introduce the concept of each strategy. This section may describe what it means, why it's important, and/or how the strategy was identified depending on the topic.
- **Action Steps-** A list of specific steps that should be used as a to-do list for completing or implementing the strategy.
- **Parties to Involve-** A list of departments, organization, and/or agencies that are important to communicate and collaborate with as the Township works to implement the strategy. The party highlighted in **bold** have been identified as the strategy leader. It is important to note that Liberty Township Administration includes the 3 elected officials and the fiscal officer.
- **Time Frame-** An estimation for how long it may take for the strategy to get started and completely implemented. It is important to note that once a strategy is implemented, some strategies will be an on-going effort that extends beyond the estimated timeframe.
- **Cost Estimates-** Relative to the 11 strategies, a cost estimation is provided on a high-level scale of a low, medium, or high.
- **Funding Resources-** A statement of how the strategy could be funded including Township dollars, state and federal grant dollars, and other programs provided by local organizations.

STRATEGY #1

SHORT NAME:

Business Outreach Program

RELATED THEME:

Maintain

OVERVIEW

Each year Liberty Township hosts a Business Breakfast event to engage local business owners with Township leaders and staff. Through discussion and online survey feedback, it was revealed that a business owner outreach program could be a valuable resource. It is envisioned that this program would have two primary roles. The program could connect the Township to local business owners. This partnership is essential to identify ways the Township can help businesses. Secondly, the program could connect business owners to other business owners. This could be a way for businesses to share ideas and information, brainstorm issues and opportunities, and support each other. Building business relationships with other business owners is an effective way to solve problems, leverage economies of scale, and increase sales.



Explore establishing a business owner outreach program to share ideas, information etc.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Define the goals and objectives for the program. 2. Identify who will oversee the business owner outreach program and the necessary partners for creating and implementing the program. 3. Create a list of all local business owners with contact information. 4. Determine best practices for promoting the program and maintain communication. 5. Invite business owners to participate and raise awareness of the program. 6. Implement the best practices that were identified. 	<p>Liberty Township Economic Development/Marketing</p> <p>Liberty Township Planning and Zoning</p> <p>Local business owners</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>Not applicable</p>
TIMEFRAME	0-1 Year
COST ESTIMATION	Low

STRATEGY #2

SHORT NAME:

Collaboration with HOA's

RELATED THEME:

Maintain

OVERVIEW

Liberty Township is unique in that it is a community primarily comprised of residential neighborhoods. Most, neighborhoods have a well-established leadership and guidance organization or Home Owners Association (HOA). While Liberty Township is not directly responsible for providing all of the services within each neighborhood or enforcing their private regulations, having a good, working relationship between local government and HOA's can be valuable. This is where communication and collaboration become crucial. The future development within the Township will directly impact the residents of the community and by establishing a strong relationship between the local body of government and the individual neighborhood association, accurate information can be shared and discussed in an efficient way.



Continue to foster communication and collaboration between the Township and HOA's.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Continue to encourage HOA's to utilize the HOA Directory and HOA Contact Form that is currently available on the Liberty Township website 2. Continuously evaluate the success of the organizational tools, and communication methods and work to improve it. 	<p>Liberty Township Economic Development/Marketing</p> <p>Liberty Township Planning and Zoning</p> <p>Liberty Township Services Department</p> <p>Liberty Township Fire Department</p> <p>Butler County Sheriff's Office</p> <p>Home Owners Associations</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>Not applicable</p>
<p>TIMEFRAME</p>	<p>0-1 Year</p>
<p>COST ESTIMATION</p>	<p>Low</p>

STRATEGY #3

SHORT NAME:

Millikin Interchange Communication

RELATED THEME:

Grow

OVERVIEW

The proposed Millikin Way Interchange has been in the planning stages for many years now. The goal of the interchange is to alleviate traffic congestion as the community grows, improve safety, support development, increase job opportunities and diversify the community's tax base. In January 2020, the ODOT Office of Environmental Services accepted the Purpose and Need Statement for the proposed Millikin Way Interchange project which gave the Township and Butler County the go-ahead for continued planning and design efforts. The ongoing efforts for this project should include communication and collaboration with the surrounding property owners because with a project of this magnitude, it is essential for the Township to encourage open dialogue and share regular updates. An efficient process would be to address questions, comments, and concerns as the project moves forward as opposed to waiting till the end of the process.



Work with property owners of land near the proposed Millikin Interchange to share the long-term vision for the Township and encourage open dialogue about their future plans.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Create an inventory list of all the property owners within the surrounding area. 2. Determine the best method for sharing information with the property owners. This could include emails, community meetings, etc. 3. Identify the best way for property owners to provide feedback, ask questions, or voice concerns. 4. Establish the frequency or schedule for this exchange of information sharing and feedback. 5. Notify property owners of the Township's plan for communication, when they should expect updates, and how they can provide feedback. 6. Post information on the Township website for other community members to view if interested. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Administration</p> <p>Liberty Township Economic Development/Marketing</p> <p>Ohio Department of Transportation</p> <p>Butler County Transportation Improvement District</p> <p>Butler County Engineers Office</p> <p>Property Owners</p> <p>General Public</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>Funding for this initiative, and any follow up initiatives, should be included with ongoing planning and design initiatives.</p>
TIMEFRAME	Ongoing
COST ESTIMATION	Low

STRATEGY #4

SHORT NAME:

Coordination with Developers

RELATED THEME:

Grow

OVERVIEW

Building strong relationships and finding ways for anyone involved to mutually benefit from each other is essential for creating public-private partnerships. Liberty Township should capitalize on the opportunity to work with and assist private developers in the future. By helping developer’s identify opportunities within the Township, staff should continue utilizing pre-application meetings to express their priorities and vision for certain areas before the developer prepares initial ideas or presents at an official meeting. This approach could help save time during review or regulatory meetings and could save energy that is put into a project that may not align with the Township’s vision and goals. Additionally, the Township can help developers navigate through the development process and by doing so, this could make for a smoother, quicker development process which saves developers money during the initial planning process. This communication and collaboration makes the process easier for developers and creates a partnership that may result in a better outcome that aligns with the Townships wants and needs more effectively.



Work with and assist both local and regional developers to identify local opportunities and help navigate them through the development process.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Complete an initial review of the development process to identify any unintended consequences or barriers and “extra” steps that could condense the process. 2. Create a list of local development opportunities or preferred development sites and regularly update it. 3. Identify local and regional developers that the Township has worked with, or wants to work with in the future, and evaluate the point of contact and the best method for connecting with them. 4. Determine if one-on-one interaction or group interaction is preferred. If a group, plan a developer’s event similar to the Business Owners Breakfast. 5. Schedule the desired method of meeting with the developers. Collect feedback on ways to improve the process and/or what the Township could do to assist. (Repeat annually) 6. Review the feedback and determine how to use it to inform changes identified in the initial review completed in step 1. 7. Finalize an updated development process as necessary. 8. Determine a Liberty Township staff member to be the point of contact for developers looking for further assistance. 	<p>Liberty Township Economic Development/Marketing</p> <p>Liberty Township Planning and Zoning</p> <p>Liberty Township Administration</p> <p>Local and regional developers</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>General Revenue from Liberty Township; Support and sponsorship from other local organizations</p>
TIMEFRAME	0-1 Year
COST ESTIMATION	Low to Medium depending on the involvement of a private consultant

STRATEGY #5

SHORT NAME:

Aligning Zoning Resolution

RELATED THEME:

Grow

OVERVIEW

Many states, including Ohio, require zoning to be in accordance with a comprehensive plan. Because of this, an essential step to implementing a comprehensive plan and making sure a community’s zoning regulations are in accordance with the plan is to review the zoning resolution against the recently adopted comprehensive plan. Often times the biggest inconsistencies are found when a future land use map is reviewed against the designated zoning classifications. In other instances, specific zoning regulations can create barriers for developers, home builders, or business owners that hinder their ability to try to do something that aligns with the vision and goals of the comprehensive plan. For Liberty Township specifically, the future land use categories outline things like desired lot sizes, building heights, enhanced landscaping, buffering and more. While a comprehensive plan can provide guidance and recommendations, this level of detail is typically controlled through zoning regulations. In order for Liberty Township to fully enforce and require those desired specifications, and to avoid potential conflicts between the two documents, the zoning resolution will need to be updated.



Review the Township’s Zoning Resolution against the findings and recommendations included in this 2020 Comprehensive Plan to identify if there are potential conflicts.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Determine if the Township will complete this project in-house or if they would benefit from hiring a private consultant. 2. If hiring, develop and issue a Request for Qualifications to select a consultant, or team of consultants, to assist in the review of the zoning resolution. 3. Review the zoning resolution against the comprehensive plan, future land use map, focus area recommendation, and corridor character map by completing a diagnosis to identify strengths, weakness, and possible alternative approaches for each goal. 4. Address specific changes as it relates to the future land use and land use descriptions, redevelopment efforts, transportation impacts and improvements, and desired densities. 5. Following the identification of necessary changes, clearly communicate the findings to the broader community through public meetings, newsletters or social media channels. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Administration</p> <p>Board of Zoning Appeals</p> <p>Zoning Commission</p> <p>Professional Consultant, if applicable</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>General Revenue from Liberty Township</p>
<p>TIMEFRAME</p>	<p>1-3 Years</p>
<p>COST ESTIMATION</p>	<p>Medium to High depending on the involvement of a private consultant</p>

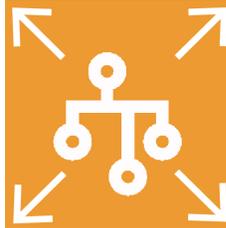
STRATEGY #6

SHORT NAME:
Millikin Way Next Steps

RELATED THEME:
Expand

OVERVIEW

As of March 2020, Liberty Township had requested Letters of Interests regarding a Feasibility Study for the Millikin Way Interchange. This Feasibility Study will consider 4 alternatives ranging from a no-build scenario to an interchange with local road improvements. As Liberty Township and Burgess & Niple complete this study, it is important that the Township continue working with ODOT, Butler County, and OKI to start identifying potential funding sources in preparation for the preferred scenario. Additionally, the Township should keep the lines of communication open with surrounding property owners to encourage dialogue and involvement in the process.



Work with ODOT, Butler County and OKI to identify funding sources, and applicable next steps for a new interchange at Millikin Road, including developer/land owner participation.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Complete the 2020 Feasibility Study for the Millikin Way Interchange. 2. Regularly review the funding resources available including state and federal grants. 3. Regularly meet with ODOT, Butler County, and OKI to share informative updates and discuss any new issues and opportunities. 4. Evaluate the timing of a new interchange development to determine if there will be a market for new development when complete. 5. Explore how Liberty Township will contribute their local match and other sources of revenue including a Joint Economic Development District (JEDD) or Tax Increment Financing (TIF). 6. Continuously update the general public on financing plan, provide ways for input, and inform them of issues and opportunities as they are revealed. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Administration Liberty Township Economic Development/Marketing Butler County Administration, Engineers Office, and TID. OKI Regional Council of Governments Ohio Department of Transportation Federal Highway Administration Local and Regional Developers Property Owners General Public</p>
	<p>FUNDING RESOURCES TO EXPLORE</p>
	<p>Cooperation between departments and agencies should continue through each phase of work.</p>
<p>TIMEFRAME</p>	<p>0-5 Years</p>
<p>COST ESTIMATION</p>	<p>Low</p>

STRATEGY #7

SHORT NAME:

Major Corridor Improvement Planning

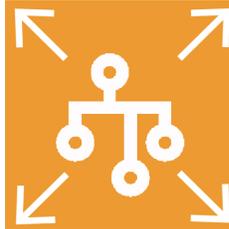
RELATED THEME:

Expand

OVERVIEW

Transportation is a primary focus of Chapter 3. Based on the future land use map, transportation impacts can be projected by formulating assumptions regarding the number of jobs and households that development might bring. The assessment of impacts showed a projected shortfall of roadway capacity in key areas, even with known planned transportation improvements. These stresses on roadway infrastructure are typical for growing suburban communities. Overall, access through the Township will become more problematic in key growth areas including the State Route 747 corridor, Downtown Bethany and the Central Business District and the future Millikin Center. Corridors such as State Route 747, State Route 4, and Cincinnati Dayton Road pose the biggest challenges with the majority of the corridor’s existing capacity falling short of anticipated needs.

Liberty Township will need to coordinate and proactively plan for these roadway improvements with Butler County, since the majority of the impacted corridors are owned and maintained by Butler County. Liberty Township can be proactive by sharing the analysis findings, communicating their vision for these areas, and assisting in research for funding resources.



Work with Butler County to proactively plan for the upgrade of major corridors to alleviate congestion, manage traffic and improve safety as outlined in the Chapter 3: *The Growth and Conservation Framework*.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Track ADT, peak hour traffic and crash data for roads in the township and collaborate with the Butler County Engineer’s Office to determine the potential need for improvements. 2. Share the Motorized Transportation Plan, including the Corridor Character map and corridor typology descriptions, with Butler County Engineer’s Office. Then meet to discuss any questions or concerns about the Transportation Plan and work to prioritize and/or align efforts. 3. Assist the Butler County Engineer’s Office with researching and applying for federal and state funding opportunities, and exploring incentives for developers to help with infrastructure improvements and enhanced amenities. 4. Once the 40,000 population threshold is confirmed, identify a person to fill a seat on the OKI Board of Directors and attend regular meetings to represent Liberty Township on this regional scale. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Administration</p> <p>Liberty Township Services Department</p> <p>Butler County Engineer’s Office</p> <p>Ohio Department of Transportation</p> <p>OKI Regional Council of Governments</p>
	<p>FUNDING RESOURCES TO EXPLORE</p>
	<p>Not Applicable</p>
<p>TIMEFRAME</p>	<p>0-5 Years</p>
<p>COST ESTIMATION</p>	<p>Low</p>

STRATEGY #8

SHORT NAME:

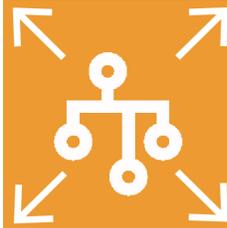
Trails Plan

RELATED THEME:

Expand

OVERVIEW

While the current *Liberty Township Trails Plan* has provided the Township with valuable guidance in terms of goals and objectives for pedestrian connectivity the plan has not been comprehensively updated since 2013. Additionally, the current *Liberty Township Trails Plan* currently lacks prioritization and financial planning for future segments. Updating and expanding the Plan provides an opportunity to prioritize the network of sidewalks, trails, and multi-use paths that has been established in the *2013 Liberty Township Vision Plan*. A planning process focused on pedestrian and bicycle infrastructure would provide an opportunity for the community to help identify what type of infrastructure is important and desirable locations for future connectivity. Prioritization, based on both community input and segment feasibility, will help the Township narrow down their focus areas allowing strategic planning for gradual and proactive implementation. While components of the Trail Plan will be implemented as private development occurs, updating the Plan could also provide opportunities for funding assistance, include state and federal grants, which would allow the Township and the Butler County Engineers Office to construct segments independently of development activities.



Expand the Liberty Township Trails Plan for the purpose of identifying, determining feasibility, and prioritizing future segments of sidewalk, trails and multi-use paths. Once complete, use the plan to identify applicable funding resources, and to guide private development investments.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Determine if the Township will complete this project in-house or hire a private consultant. 2. If hiring a private consultant, develop and issue a Request for Qualifications (RFQ) to select a consultant, or team of consultants, to assist in the development of an updated Trails Plan. 3. Assemble an advisory or steering committee to guide the development and implementation of the Trails Plan. The existing trails committee could be utilized for this purpose. 4. Establish a public engagement strategy to ensure that the Township’s key stakeholders and the general public are included within the planning process. 5. Working with the advisory group, identify the specific vision and goals for connectivity throughout the Township. 6. Working with the advisory group, complete a SWOT analysis and an inventory of current conditions and segments. 7. Working with the advisory group and relying on public comment, determine strategic steps for planning and prioritizing a network of sidewalk, trails and multi-use paths. 8. Adopt and implement the updated Trails Plan. 9. Review the Plan annually and perform a comprehensive update every five years. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Trails Committee</p> <p>Liberty Township Administration</p> <p>OKI Regional Council of Governments</p> <p>Professional Consultant, if applicable</p> <p>General Public</p> <p>Butler County MetroParks</p> <p>Tri-State Trails</p>
<p>TIMEFRAME</p>	<p>0-1 Year</p>
<p>COST ESTIMATION</p>	<p>Medium to high depending on if hiring a private consultant</p>
<p>FUNDING RESOURCES TO EXPLORE</p>	
<p>General Revenue from Liberty Township</p>	

STRATEGY #9

SHORT NAME:

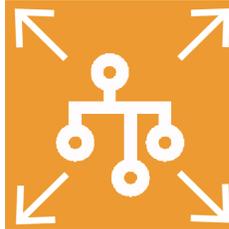
Regional Trails Planning

RELATED THEME:

Expand

OVERVIEW

Liberty Township has a trails committee that meets on a regular basis to realize the Trails Plan that was adopted as a part of the 2013 Vision Plan and updated as apart of this 2020 comprehensive planning process. Public engagement efforts revealed that pedestrian infrastructure and connectivity are top priorities for the community moving forward. Additionally, the Miami2Miami and Great Miami River Trails were identified as assets that the Township should build upon. For these reasons, Liberty Township staff should continue working with the Trails Committee to plan for both local and regional connections. Trails provide countless benefits to communities. Not only do trails provide an alternative mode of transportation, they are great recreational assets and encourage healthy, active lifestyles.



Continuing working with the Liberty Township Trails Committee to plan for the Miami2Miami and Great Miami River Trails, including applicable local connections.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Create an updated trails map to illustrate where existing trails are to identify how existing infrastructure could be used to connect or enhance the future Miami2Miami and/or Great Miami River trails. 2. Coordinate with regional trails planning agencies, such as Tri-State Trails and Butler County MetroParks, to work toward the development of the regional trails and the connection of these trails to the local township network. 3. Evaluate potential routes for planned trail connections, identify needed property and find construction partners, such as developers in conjunction with their new development and/or grants. 4. Identify if there are action steps that Liberty Township needs to do before the construction of the Miami2Miami and/or Great Miami River trail, or any specific segments can happen. 5. Create a plan for the action steps and communicate it with the general public, Butler County MetroParks, and Tri-State Trails. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Trails Committee</p> <p>Tri-State Trails</p> <p>Butler County MetroParks</p> <p>OKI Regional Council of Governments</p> <p>General Public</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>Surface Transportation Block Grant, Transportation Alternatives, Congestion Mitigation and Air Quality Improvement Program, ODOT Highway Safety Improvement Program, Clean Ohio – Green Space Conservation or Recreational Trails Programs</p>
TIMEFRAME	0-3 Years
COST ESTIMATION	Medium- High depending on if the Township will assist in the construction of any segments

STRATEGY #10

SHORT NAME:

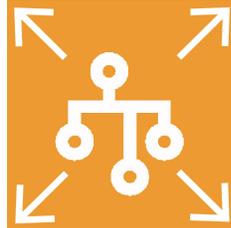
Long-range Transportation Planning

RELATED THEME:

Expand

OVERVIEW

The coordination of state, regional, and local transportation planning efforts is imperative to supporting appropriate growth and development throughout the region and to effectively plan future transportation and land use patterns. Also, coordination works to ensure that all parties are working towards a similar goal and prevents the risk of various agencies duplicating or proposing conflicting efforts. Coordination is particularly important in transportation planning because ownership does not abide by jurisdictional boundaries. Within Liberty Township, there are roadways owned and managed by ODOT as well as Butler County. The Township must communicate areas of concern and their vision for the future to the appropriate party in order for the issues or improvement to be considered. More importantly, the improvements need to be incorporated into the associated long-range planning documents. This can ensure that future projects are being prioritized and considered for funding opportunities appropriately.



Coordinate with Butler County, OKI and ODOT to ensure the vehicular and non-vehicular projects are included within their long-range planning documents.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. After adoption, review the Transportation Plan in Chapter 3 to identify who would lead the proposed improvements based on ownership. 2. In an effort to be proactive, share the findings and recommendations for each transportation improvement with the necessary and appropriate agency. 3. In addition to the motorized and non-motorized transportation recommendations within Chapter 3 of this plan, share and coordinate any other improvements the Township has been considering. 4. Determine a regularly scheduled coordination meeting with the agencies (quarterly, semi-annually, or annually) 5. Ask the agencies to notify the Township if and when a long-range planning effort is going to occur. 6. Communicate the priority level, from a Township perspective, for each improvement to the necessary agency. 7. Once the frequency of coordination meetings are identified, prepare and attend each meeting. 8. If opportunities or challenges arise in-between meetings that require immediate attention, reach out to the agency directly. 	<p>Liberty Township Planning and Zoning</p> <p>Liberty Township Services Department</p> <p>Liberty Township Administration</p> <p>Ohio Department of Transportation</p> <p>Butler County Administration and Engineers Office</p> <p>OKI Regional Council of Government</p>
TIMEFRAME	Ongoing
COST ESTIMATION	Low
FUNDING RESOURCES TO EXPLORE	Not applicable

STRATEGY #11

SHORT NAME:
Marketing Plan

RELATED THEME:
Manage

OVERVIEW

A key component to establishing a community-wide identity is branding and marketing. It is important that a community-wide identity is not tied to any one person or organization but instead, deeply rooted into the community as a whole. Place branding “provides a framework for organizing, differentiating, and focusing around your city’s competitive and distinctive identity to ensure that it’s messages and experiences are as distinct, compelling, and rewarding as possible.” Place branding could occur through gateway signage, light post banners, and other physical improvements. On the other hand, marketing is the method for communications, product development, and promotion that is directed at the large community or residents, businesses, and visitors. A marketing plan assists in promoting the community identity and brand, determining best practices for sharing information and updates through various platforms. While online platforms can be eco-friendly and convenient, some individuals prefer printed methods, it is important to use both in order to capture a larger audience.



Create a media relations and marketing plan for the promotion of Liberty Township that incorporates both online platforms and printed methods.

ACTION STEPS	PARTIES TO INVOLVE
<ol style="list-style-type: none"> 1. Assemble an advisory group to guide the development and implementation of the Liberty Township’s marketing plan. 2. Inventory all existing marketing efforts including but not limited to printed mailers, flyers or brochures, e-mails, social media posts, gateway signage, and community banners. As possible, indicate the approximate reach of each method to establish a marketing and promotions baseline. 3. Identify future goals for the marketing effort and define target markets and population segments. 4. Determine appropriate marketing tactics such as brochures, posters, events, social media channels, online dashboards, and align these tactics to the target markets and population segments. 5. Identify necessary resources including materials, manpower and monetary amounts that will allow for implementation of the marketing plan. 6. Build upon current branding efforts to further consistency across all platforms. Establish partnerships with newspapers, local bloggers, community organizations, etc. and align new and existing partnerships with the resources necessary for implementation. 7. Implement marketing strategies and evaluate the success by measuring progress against the identified goals. 	<p>Liberty Township Economic Development/Marketing</p> <p>Liberty Township Administration Butler County Visitors Bureau West Chester/Liberty Chamber Alliance General Public Professional Consultant, if applicable</p> <p>FUNDING RESOURCES TO EXPLORE</p> <p>General revenues from Liberty Township</p>
TIMEFRAME	0-1 Year
COST ESTIMATION	Low-Medium



LIBERTY TOWNSHIP
COMPREHENSIVE PLAN