



Our Gahanna

TODAY. TOMORROW. TOGETHER.

Agenda

1. Process
 - 10/20 – Public Hearing
 - 11/3 – Council Vote
2. Steering Committee
3. Engagement
4. Plan Overview

Process

What is a Strategic Plan?

- A Strategic Plan is a long-term framework that outlines a roadmap for the future of Gahanna.
- It often involves collaboration beyond the City elected officials and City staff
- A guide for City decision-makers and is based on input from anyone in the community who cares about the future of the City as a place to thrive, succeed, and prosper.



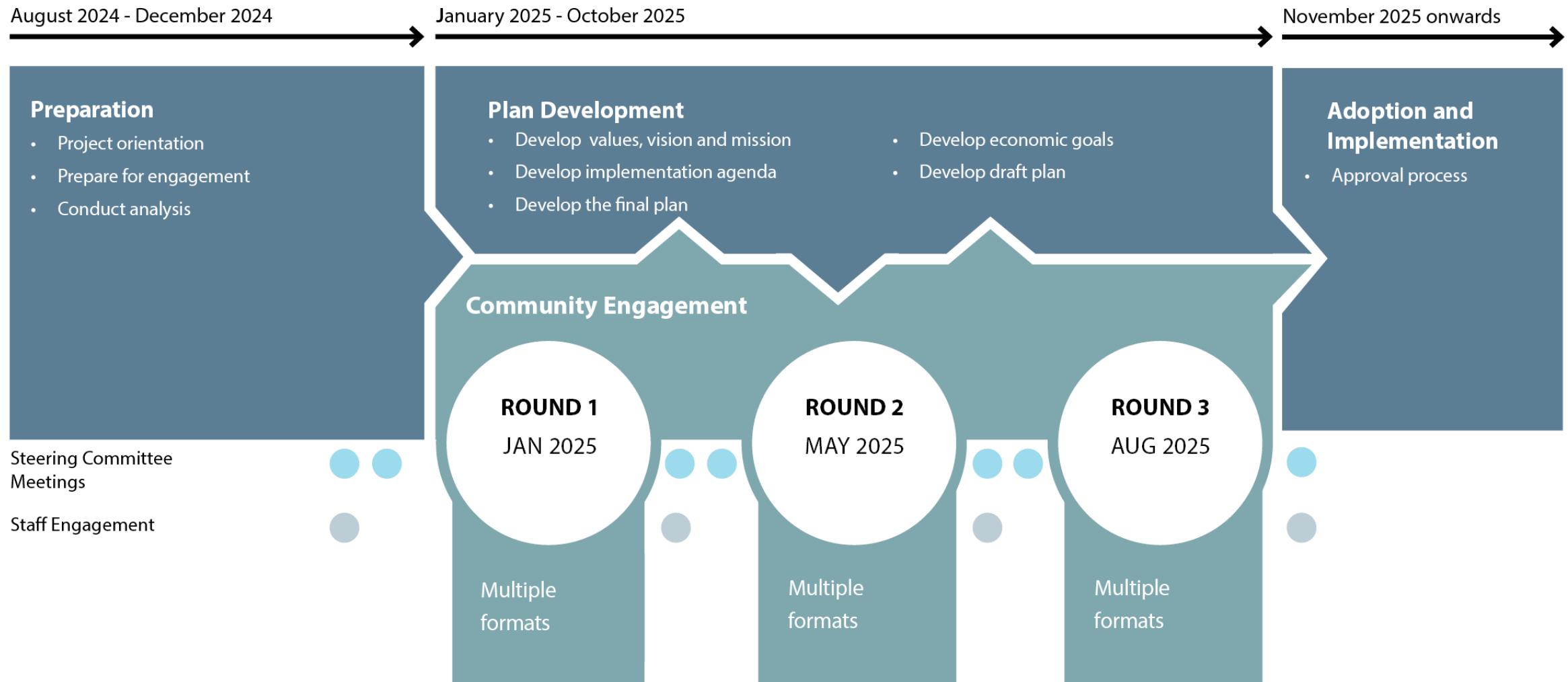
Scope

Three components...

1. Preparation
2. Engagement
3. Plan Development



Process Timeline



Steering Committee

25 members

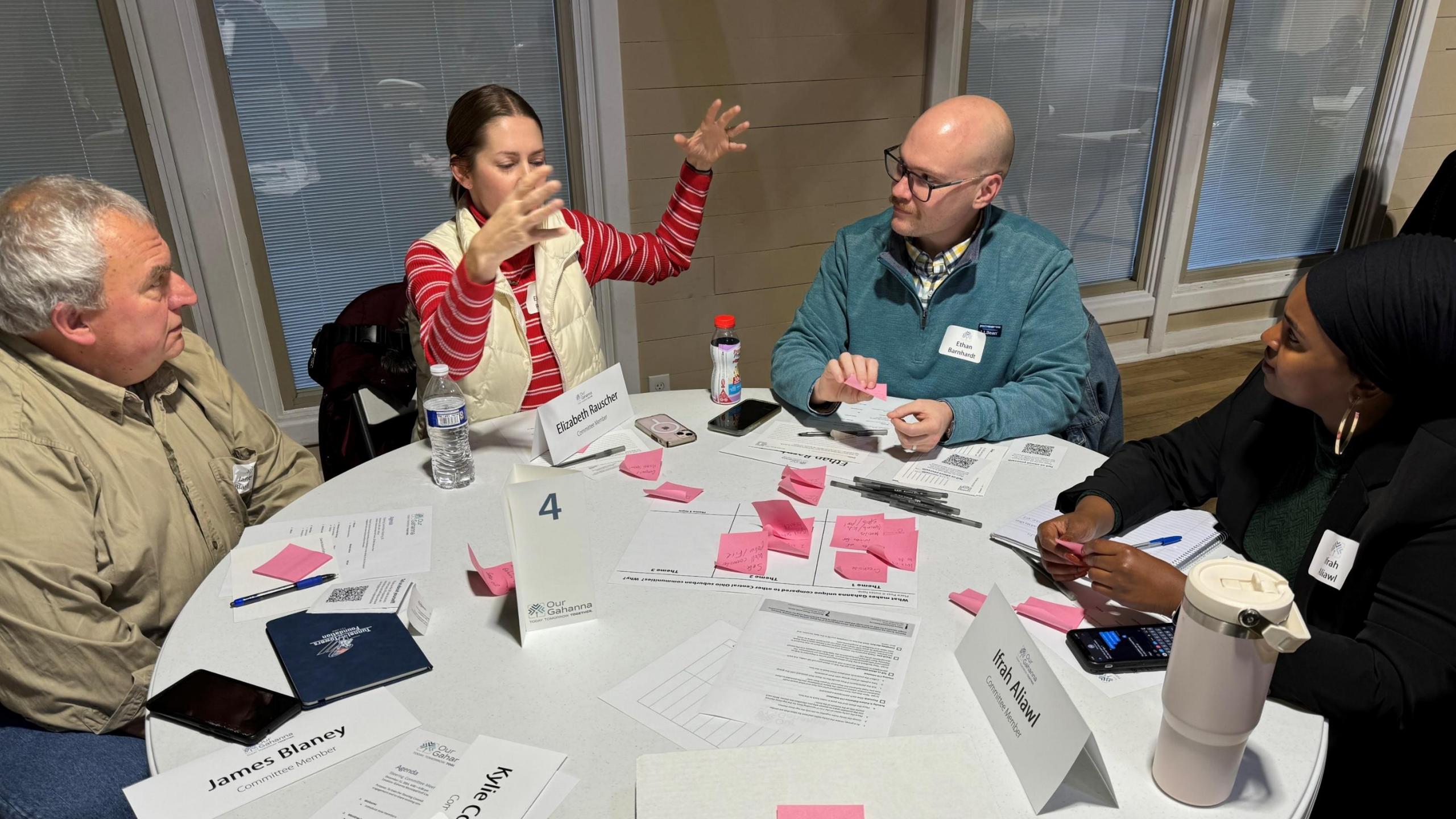
Roles and Responsibilities

- Deliver people to the process through personal networks.
- Act as champions to get people excited and involved in the planning process.
- Serve as hosts at public events (virtually or in-person) during the process.
- Volunteer to facilitate public meetings.
- Use community connections and networks to contact people.
- Distribute information about the planning process through individual networks (civic groups, churches, neighborhood groups, etc.).
- Identify specific groups that have traditionally been under-represented or not heard as part of previous planning efforts and suggest the best means of outreach to these groups.
- Review and help interpret input received throughout the engagement process.
- Act as a sounding board to test ideas and topics throughout the plan development.

Involvement

- 6 meetings throughout the planning process
- Committee meetings included small group work, engagement input review, draft plan input, joint meetings with City directors, and more
- Also committed time outside the meetings
 - Facilitate
 - Volunteer
 - Spread the word







Engagement

Engagement Completed

3 Rounds of Community Engagement

- ***86 Table Talks***
- ***6 in-person events***
- ***Pop-ups – high school, YMCA, Senior Center, community events, and more***
- ***Business Focus Groups Meetings***
- ***3 online surveys***



Engagement Completed

Staff Engagement

- *Department Directors*
- *Staff*

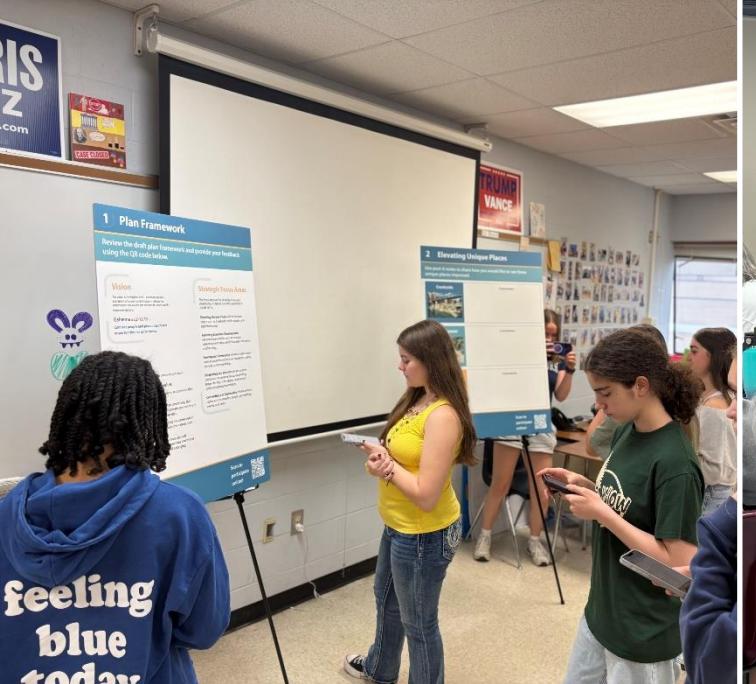
Council Engagement

- *3 presentations to Council*
- *One-on-one interviews*

Boards and Commission Engagement









Participation Numbers

- **1,800+** participants
- **9,000+** pieces of input
- Heard from community members from all demographics and areas of the City

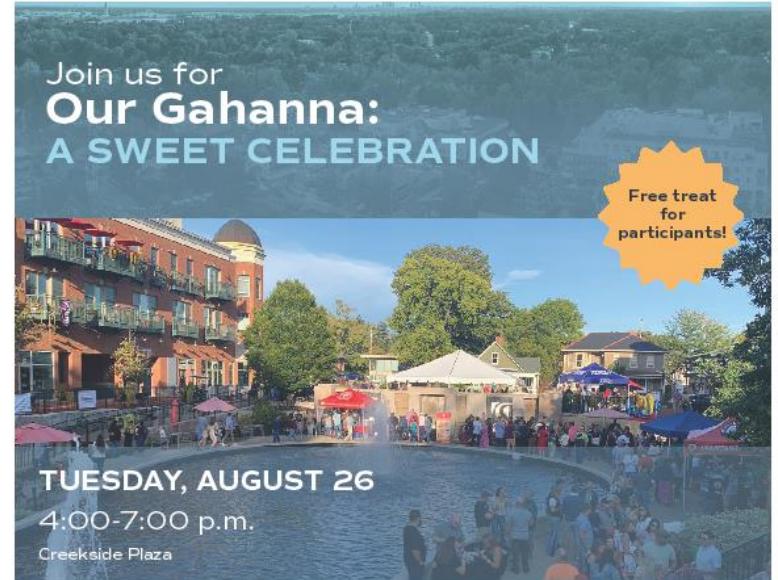


Outreach

- Process website: OurGahanna.com
- **10,000** project business cards
- **29+ City** email blasts
- **77+** Social media posts
- Postcards sent to all residences for each round
- Promotion at/to businesses (flyers/posters)
- Promotion on community gateway signs (rounds 2 and 3)



Learn more
get involved
[OURGAHANNA](http://OURGAHANNA.COM)



Join us for a Sweet Celebration as we unveil the Our Gahanna Draft Strategic Plan—a moment shaped by your voices and ideas! This event is a celebration of the community's collaboration and vision for the future of Gahanna. Over the past several months, residents like you have shared valuable input to help guide this important planning process. Now, it's time to see how your feedback has come to life. Enjoy sweet treats, connect with your community, and be among the first to explore the draft plan that will help shape Gahanna's future. Whether you've been involved from the beginning or are just curious about what's next for Gahanna, everyone is welcome.

Let's keep building a vibrant, inclusive, and forward-thinking Gahanna—together!



Can't make the event?

Catch the Our Gahanna Roadshow at locations across the City throughout September. Visit the project website to see where it's headed next!



OURGAHANNA.COM

Outreach

- Engagement tables/QR code boards at partner locations (YMCA, library, Creekside, Hunter's Ridge Pool, parks)
- Gahanna.gov events calendar and news flashes
- *Uniquely Gahanna* and *Explore Guide* ads
- Newsletters – City, Senior Center, School staff, Utility billing
- Outreach to all boards and commissions for all three rounds



The City of Gahanna is undertaking a process to update the Strategic Plan. This is a unique opportunity to help shape the future of our city. Your input is important to the process!

Scan the QR code or visit the website and complete the survey.



Learn more about the Gahanna Strategic Plan at ourgahanna.com



Cross-promotion at City Events

- Mill Street Market – Sep 2024
- Transportation Plan Jeff Speck Event – Oct 2024
- Columbus Business First Breakfast – Nov 2024
- Holiday Lights Celebration – Nov 2024
- State of the City – Mar 2025
- Herb Day – May 2025
- Economic Development Annual Event (Josiah Brown) – May 2025
- Gahanna Pride – Jun 2025
- Independence Day Fireworks – Jul 2025
- Gahanna Market – Jul & Aug 2025
- Creekside Live – summer 2025
- Cinema Under the Stars – summer 2025
- Touch-a-Truck – Sep 2025

Plan Overview

Plan Structure

Part I: Strategic Plan

- Introduction
- Process
- Plan Framework
- Goal Chapters
 - 1. Elevate our Unique Places
 - 2. Serve Our Community
 - 3. Connect Our Community
 - 4. Celebrate our Identity
- Implementation

Part II: Economic Development Strategy

- Introduction
- Process (ED specific)
- Existing Conditions
- Strategies
- Implementation

Goal 1: Elevate our Unique Places: Vibrant, inclusive, and connected places that reflect community identity, support livability, and foster pride.

Outcomes

- A. Advance the Creekside District as a vibrant area.
- B. Foster inclusive, accessible, and well-maintained parks.
- C. Foster strong and engaged neighborhoods.

Strategy Summary

- Improve access, walkability, and visibility in Creekside District
- Support businesses and vibrant spaces for dining and entertainment
- Align planning efforts and restructure district alliance
- Enhance park infrastructure, inclusivity, and recreation programming
- Strengthen neighborhood infrastructure, mobility, and housing diversity

Goal 2: Serve our Community. High-quality municipal services that are effective, collaborative, and responsive.

Outcomes

- A. Enhance internal operations.
- B. Maintain a high level of stewardship and safety.

Strategy Summary

- Embed Strategic Plan into budgeting, project evaluation, and departmental accountability
- Improve internal communication, collaboration, and employee development
- Modernize policies, procedures, and technology to boost efficiency and transparency
- Strengthen safety, sustainability, and emergency preparedness across the city

Goal 3: Connect our Community. A welcoming and accessible community that fosters a sense of belonging, promotes active living, and celebrates shared experiences.

Outcomes

- A. Advance a comprehensive mobility network.
- B. Foster an engaged and inclusive community.

Strategy Summary

- Implement mobility and trails plans to expand transportation options
- Explore inclusive rideshare solutions for older adults and underserved groups
- Promote community engagement through events, academies, and school partnerships
- Advance age-friendly initiatives to support healthy aging and inclusivity

Goal 4: Celebrate our Identity: Distinctive and vibrant places that elevate community pride and strengthen regional recognition.

Outcomes

- A. Elevate Gahanna's regional identity.
- B. Strengthen placemaking efforts.
- C. Enhance citywide communications and promotion.

Strategy Summary

- Align city branding and marketing with strategic goals and regional identity
- Enhance placemaking through gateways, wayfinding, and public art plans
- Transform underutilized areas into vibrant community spaces
- Improve citywide communication through coordinated marketing and public reporting

Economic Development Goals: Strengthen existing industry sectors to ensure a robust ecosystem. Use regional and local market conditions and trends to identify opportunities to nurture new and emerging economic sectors. Work with local stakeholders to deepen an employee-first workforce development model that focuses on existing and emerging economic drivers.

Outcomes

- A. Advance development and/or redevelopment of strategic areas.
- B. Cultivate a thriving small and local business community in priority areas.
- C. Align economic development tools to strategically attract economic base companies and other priority businesses.
- D. Strengthen collaboration and communication with businesses and community partners.
- E. Implement a sector-based approach to economic development.

Strategy Summary

- Identify and plan redevelopment in strategic areas, including mixed-use and flexible workspaces
- Align with regional partners and transportation agencies to support job centers and cross-jurisdictional growth
- Support small business growth through partnerships, targeted strategies, and structured programs
- Streamline development processes and update land use, infrastructure, and incentive plans
- Promote sustainable development and enhance coordination with the Community Improvement Corporation
- Collaborate with schools and workforce partners to support employer-driven initiatives
- Strengthen business engagement through advisory groups, roundtables, and expanded communications

THANK YOU!

