MEETING IN A BOX
REGIONAL FORUM SERIES 1
November 2011

planET
Communities coming together to build a stronger East Tennessee
Plan East Tennessee (PlanET) is a regional partnership of communities building a shared direction for our future. We seek ideas about protecting our valuable resources and addressing our challenges regarding jobs, housing, transportation, a clean environment, and community health. Our goal is to create long-term solutions for investments in our region and to define the next chapter in our rich history, leaving a legacy of optimism and opportunity for future generations.

PlanET is about creating a more prosperous future for our region. Community leaders like you are critical to this process, and we welcome your willingness to contribute. We need to reach all members of our regional community, and your assistance will help us ensure that everyone’s voice is heard as we move forward. Your meeting will supplement the Regional Forum series held in November 2011, giving residents who could not attend the opportunity to discuss issues in a group setting and provide input that will help shape the vision and policies of PlanET.

We appreciate your help!

Sincerely,

PlanET Community Leadership Team
Knoxville Regional Transportation Planning Organization
Knoxville - Knox County Metropolitan Planning Commission
Wallace Roberts & Todd, LLC and the PlanET Consultant Team

MEETING IN A BOX CONTENTS

- Process Overview
- Host Instructions
- Sample Invitation
- Meeting Agenda/Questions For Discussion/Project Map
- Participant Worksheets
- Group Worksheets
- Individual Feedback Sheet (Demographic Questionnaire & Comments)
- Project Schedule/Website Information/E-Mail Updates Sheets (Get Involved In PlanET!)
- Return Instructions
- Host Feedback Form
MEETING PURPOSE:
1. To encourage group conversation about East Tennessee today and the desired East Tennessee of the future
2. To identify existing regional assets and opportunities
3. To identify existing regional weaknesses and challenges

MATERIALS NEEDED:
1. Copies of meeting agenda, questions for discussion, and map
2. Copies of individual response sheet
3. Copies of group worksheet
4. Copies of meeting schedule and PlanET website information
5. Copies of demographic questionnaire
6. Pens/pencils
7. Return envelope

MEETING OVERVIEW

MEETING PROCESS SUMMARY

1 INVITE.
Identify 8-12 participants to invite to your meeting. (This is the best size for a small group discussion, but if you are comfortable, you can invite more people.) Send meeting invitation via e-mail or mail or call invitees.

2 REMIND.
Call and/or e-mail the people you invited 1-2 days before the scheduled meeting.

3 SET UP.
Select a location where all participants can comfortably sit in a circle. Sort copies of meeting materials into sets for participants. Have enough pens/pencils available. (OPTIONAL: 1) Determine who will photograph the meeting and obtain a camera. 2) Prepare light refreshments, if desired.)

4 FACILITATE.
Lead a small-group discussion, making sure the meeting stays on topic and all questions included for discussion are answered. You are also a participant and can share your opinions as an equal member of the discussion, but make sure everyone has a chance to express his/her opinion. Try to make the meeting relaxed and enjoyable for all participants.

5 RETURN.
Collect all materials, including the individual response sheet and demographic information questionnaire from each participant, and make sure select items have a meeting code (see details under “Host Guide”). Package them together and return the response packet to the address provided on the return information sheet. Please recycle any unused materials!
1 GROUP LOGISTICS
These meetings are designed to encourage group conversation. If you are hosting a large meeting, we suggest that you break into small
groups and ask for a note-taker/recorder and facilitator for each group. Breaking into small groups is not required, but it means people
can join more fully in the conversation. Keep in mind, however, that very small groups may not result in a broad discussion. If you do
break into groups, please name/number the groups and note this on the response sheets.

2 GROUP DISCUSSION RULES
Each facilitator should review a set of “ground rules” for the discussion (below). You may want to write or print out these rules for the
group.

   1. Everyone should have an equal opportunity to talk and be present in the conversation.
   2. Focus on your group’s discussion.
   3. Listen, avoid criticizing, and respect limited time.
   4. Be honest, and try to understand other viewpoints.
   5. Try not to interrupt the facilitator or other group members.
   6. Avoid making things personal during the discussion.
   7. Turn off the ringer on your cell phone!

3 MATERIALS
Meeting in a Box is designed to be used with a variety of groups. The instructions and worksheets contained in this kit are intended to
provide a framework for your meeting, and the discussion questions included are the same as those asked in the Regional Forum 1 series meetings (November 14 - 17, 2011). You may choose to use the worksheets included, or you may feel more comfortable
using other materials, such as large “flip charts” or laptop computers. If you do use something other than the worksheets provided,
please make sure you include information from the worksheets (e.g., headings, parts of question prompts, etc.) and appropriate
identifiers (e.g., labels for groups that follow the requested coding). Be sure to turn in all materials when you return your Meeting in a
Box results.

4 WELCOME & INTRODUCTIONS
Take a few minutes at the beginning of the meeting for introductions. Ask people also to tell something about themselves other than
their name (e.g., their neighborhood, any affiliations, their interest in PlanET, and so on) so that everyone gets a better sense of who is
participating and why. Do not, however, spend too much time on this activity. Review the discussion “ground rules” and answer any
questions about procedure before beginning the main activities.

5 EXERCISES A & B
Answering these questions should occupy the majority of the meeting time. Give participants a couple of minutes to think about each
question and list answers on their individual response sheets before beginning to go around the group for answers. If your group prefers
a more free-flowing discussion, make sure everyone has a chance to speak and one or two persons do not dominate the conversation.

The first discussion (“Why Do We Love East Tennessee?”) will focus on assets and strengths. One person should take notes of the
roundtable discussion. (This may be done on notebook paper, using a computer, or using a large “flip chart.”) After everyone has had
a chance to state community assets/strengths, ask the group to prioritize the responses received (the recorder should read back his/her notes). Facilitators may need to have members vote on each item and then tally the votes to determine priority items. The notetaker
should capture the **THREE** highest-priority answers for the group on the group response sheet. Then continue the discussion, focusing on assets/strengths of the five-county region. When everyone has identified regional assets/strengths, ask the group to prioritize responses as before, noting the **THREE** highest-priority answers on the group response sheet. Repeat this process for the second question about challenges (“What Do We Need to Improve?”).

## 6 EXERCISE C

This question asks the discussion group to identify community leaders who should be contacted by the consultant team as part of the PlanET outreach program. If you have broken into small groups, you may do Exercise C in these groups or you may wish to reconvene as a single large group and work together. Use the prompts on the worksheet to help group members consider whether they know of others who should be specially included. Record the names on the Part 2 worksheet. It is not necessary to collect detailed contact information (unless it is readily known) but an affiliation or description of a person’s background/interest should be provided with his/her name.

## 7 WRAP-UP

If you have divided participants into small groups, reconvene the larger group. Remind everyone to look at the project schedule included with the handout set and encourage everyone to participate in future meetings or provide additional feedback through the PlanET website. If there are no questions/comments, ask participants to fill out the individual demographic questionnaires. Then collect all group notes, individual response sheets, group response sheets, and demographic questionnaires. Be sure to thank everyone for participating!

## 8 FINAL STEP

After the meeting, begin preparing materials for return. Sort the materials into sets as follows:

- **Meetings with one group:** Keep like items together (e.g., group worksheets, individual response sheets, and so on).
- **Meetings with more than one group:** Keep each group’s materials together.

Once everything is sorted, you are ready to package it up for return. Please include your host feedback form and a guest list with the package. **MATERIALS SHOULD BE RETURNED WITHIN SEVEN (7) DAYS.**

Please e-mail any meeting photos to Amy Brooks, PlanET Project Manager, at amy.brooks@knoxtrans.org.

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Please send or take all participant and group response materials to:

Amy Brooks  
PlanET Project Manager  
Knoxville Regional Transportation Planning Organization  
400 Main Street, Suite 403  
Knoxville, TN 37902  
(865) 215-4001

If you are unable to return the materials, the TPO will send someone to collect them at your convenience.

THANK YOU!
Use this template as a guide for your meeting invitations. You may want to include the language in e-mail invitations or reproduce the template itself for invitations sent by mail.

The PlanET Consortium is developing a plan that will create a “blueprint” for our region’s future. The plan will lay out a menu of ways to address the region’s needs—now and in the future—that will be based on what the Consortium hears from East Tennessee residents about what they love about the region, what needs improvement, and their ideas for the future.

We need you to be part of this process. Please join us to share your stories, thoughts, and ideas with other attendees and enjoy good company!

We’re looking forward to hearing from you!

Visit the PlanET website at www.planeasttn.org #ETstories

FOR MORE INFORMATION ABOUT PlanET, CONTACT:

Amy Brooks
PlanET Project Manager
Knoxville Regional Transportation Planning Organization
amy.brooks@knoxtrans.org
(865) 215-4001
**Meeting in a Box: Regional Forum Series 1 Assets and Challenges**

**Organization**

**Date:**

**Location**

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Photographs and/or video recording will be taken during this meeting. By participating in these events, permission is granted that Plan East Tennessee (PlanET) and its partners may use such photographs and/or video with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising, and web content. Please see a Plan East Tennessee (PlanET) staff member for any questions.
MEETING PURPOSE

- To encourage group conversation about East Tennessee today & the desired East Tennessee of the future
- To identify existing regional assets & opportunities
- To identify existing regional weaknesses & challenges

MEETING AGENDA

WELCOME AND INTRODUCTIONS

PART 1: EAST TENNESSEE TODAY

- **EXERCISE A**
  Why Do We Love East Tennessee?

- **EXERCISE B**
  What Do We Need to Improve?

PART 2: PlanET OUTREACH

- Who Else Should Be Part of This Discussion?

WRAP-UP

QUESTIONS FOR DISCUSSION

**EXERCISE A: WHY DO WE LOVE EAST TENNESSEE?**

- What makes YOUR COMMUNITY a great place to live and work?
- Why do you love East Tennessee? What needs to stay, endure, and/or be built upon in THE FIVE-COUNTY PlanET REGION?

**EXERCISE B: WHAT DO WE NEED TO IMPROVE?**

- Consider YOUR COMMUNITY in terms of its challenges and opportunities. What things are missing or need to be improved?
- Now think about the opportunities and challenges facing THE FIVE-COUNTY PlanET REGION. How can we make the region stronger?

**EXERCISE C: WHO ELSE SHOULD BE PART OF THIS DISCUSSION?**

Spend a few minutes brainstorming ideas for people and organizations that should be involved in future meetings and discussions about PlanET. Who should be contacted? What are the best methods for including them in PlanET? Who can help us spread the word about PlanET and upcoming meetings?
Exercise A

Why Do We Love East Tennessee?

A) What makes your community a great place to live and work?

My community is great because:

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

B) Why do you love East Tennessee? What needs to stay, endure, and/or be built upon in the five-county PlanET region?

We love East Tennessee because:

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

C) What are the TOP THREE community assets/strengths identified by your group? (these will be recorded on the group worksheet)

D) What are the TOP THREE things your group loves about East Tennessee? (these will be recorded on the group worksheet)
Exercise B
What Do We Need to Improve?

A) Consider your community in terms of its challenges and opportunities. What things are missing or need to be improved?

*In my community, we need to work on:*

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

B) Now think about the opportunities and challenges facing the five-county PlanET region. How can we make the region stronger?

*We can make the region stronger by:*

___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________
___________________________________________________________________________________

C) What are the TOP THREE community challenges identified by your group?
*(these will be recorded on the group worksheet)*

D) What are your group’s TOP THREE things that need to be improved to strengthen East Tennessee?
*(these will be recorded on the group worksheet)*
Exercise A
Why Do We Love East Tennessee?

List the THREE most important COMMUNITY assets and strengths identified by your group.

1. ___________________________________________________________

2. ___________________________________________________________

3. ___________________________________________________________

List the THREE most important REGIONAL assets and strengths identified by your group.

1. ___________________________________________________________

2. ___________________________________________________________

3. ___________________________________________________________
If the group cannot reach consensus, record any additional items or comments that should be noted.

______________________________________________________________________________
______________________________________________________________________________
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Exercise B
What Do We Need to Improve?

List the **THREE** most important **COMMUNITY** weaknesses and challenges identified by your group.

1. __________________________________________________________________________

2. __________________________________________________________________________

3. __________________________________________________________________________

List the **THREE** most important **REGIONAL** weaknesses and challenges identified by your group.

1. __________________________________________________________________________

2. __________________________________________________________________________

3. __________________________________________________________________________

If the group cannot reach consensus, record any additional items or comments that should be noted.

______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
Exercise C
Who Else Should Be Part of This Discussion?

Spend about 10 minutes brainstorming ideas for people and organizations that should be involved in future meetings and discussions about PlanET.

• Who should be contacted?
• What are the best methods for including them in PlanET?
• Who can help us spread the word about PlanET and upcoming meetings?

(We will use this list to make sure our outreach is thorough and inclusive in your community.)

______________________________________________________________________________
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PlanET will only be successful if a wide range of stakeholders become involved in the process. Please help us understand who is participating by providing us with some information about yourself.

**COMPLETION OF THIS FORM IS ENTIRELY OPTIONAL, AND YOU ARE NOT OBLIGATED TO PROVIDE YOUR NAME AND/OR E-MAIL ADDRESS UNLESS YOU CHOOSE TO DO SO.**

**OPTIONAL QUESTIONS:** Please answer as many questions as you’d like.

1. What is your zip code? _____________________

2. How long have you lived in East Tennessee? _____________________

3. If you are not a native, what brought you to East Tennessee? (*circle as many as apply*)
   - New job or transfer
   - College/university
   - Retirement
   - Family moved here
   - Other family lives in area
   - Other: _____________________

4. What is your gender? Male  Female

5. What is your age group?
   - Under 19
   - 19-24
   - 25-34
   - 35-44
   - 45-54
   - 55-64
   - 65-74
   - 75 or older

6. How do you identify your race/ethnicity?
   - African-American/Black
   - American Indian
   - Asian
   - Hispanic/Latino
   - Two or More Races
   - White/Caucasian
   - Other: _____________________

7. What is your household type?
   - Live alone
   - Live with spouse/partner only
   - Live with roommate/housemate
   - Live with spouse/partner and children
   - Live with children or parent only

8. What is your household income?
   - Less than $24,999
   - $25,000 - $49,999
   - $50,000 - $74,999
   - $75,000 - $99,999
   - $100,000 - $124,999
   - $125,000 - $149,999
   - $150,000 - $199,999
   - $200,000 or greater

9. What is your educational attainment?
   - Less than 9th grade
   - Some high school; no diploma
   - High-school graduate
   - Some college
   - Associate’s degree
   - Bachelor’s degree
   - Graduate/professional degree

10. Do you own or rent your home?  Own  Rent  Neither
MEETING FEEDBACK: Tell us what you thought about today’s meeting.

Please rate the effectiveness of this meeting:  Very Poor    Poor    Fair    Good    Very Good

How strongly do you agree with the lists of priority items that your group developed?

Not at All    A little    Neutral    Strongly    Very Strongly

Comments:
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

Please rate the effectiveness of the Meeting in a Box technique:

Very Poor    Poor    Fair    Good    Very Good

How can we make Meeting in a Box meetings better?
______________________________________________________________________________________
______________________________________________________________________________________
______________________________________________________________________________________

If you have additional comments about today’s meeting, please send them to:

Amy Brooks
PlanET Project Manager
Knoxville Regional Transportation Planning Organization
amy.brooks@knoxtrans.org

THANK YOU FOR PARTICIPATING!
GET INVOLVED IN PlanET!

<table>
<thead>
<tr>
<th>Project Stage</th>
<th>Dates</th>
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<tbody>
<tr>
<td>PHASE ONE</td>
<td>August 2011 - July 2012</td>
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<tr>
<td>Establishing a Shared Identity &amp; Vision</td>
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<tr>
<td>PHASE TWO</td>
<td>April 2012 – March 2013</td>
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<td>Engaging, Educating, &amp; Developing a Shared Direction</td>
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<tr>
<td>PHASE THREE</td>
<td>January 2013 – December 2013</td>
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<tr>
<td>PlanET Report &amp; Implementation Activities</td>
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</table>

PlanET began its public events with a Kickoff Celebration on October 11, 2011 and Regional Forum meetings in November 2011. There are many other ways to participate, including this Meeting in a Box, more public meetings (see below), social media such as Facebook and Twitter, and interactive features on the PlanET website. Send us your ideas and comments through the project website and be sure to check back frequently for details on upcoming events!

VISIT THE PROJECT WEBSITE: www.planeasttn.org

UPCOMING EVENTS

<table>
<thead>
<tr>
<th>REGIONAL FORUM SERIES 2</th>
<th>Shared Values &amp; Aspirations for 2050</th>
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<tbody>
<tr>
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<td>Early 2012</td>
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<td>Details TBD</td>
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<tr>
<td>REGIONAL FORUM SERIES 3</td>
<td>Imagining Alternative Scenarios for the Region’s Future</td>
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<td>Mid 2012</td>
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<td>Details TBD</td>
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<td>REGIONAL FORUM SERIES 4</td>
<td>Selection/Validation of the Preferred Scenario</td>
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<td>Late 2012</td>
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<td>Details TBD</td>
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<tr>
<td>REGIONAL FORUM SERIES 5</td>
<td>Framework Validation, Barriers to Overcome, &amp; Action Priorities</td>
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<td>Early 2013</td>
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<td>Details TBD</td>
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STAY INVOLVED!

Sign up to receive PlanET e-mail updates.

NAME: ___________________________________________________________________

E-MAIL ADDRESS: ___________________________________________________________________

CONTINUE THE DISCUSSION: Visit the PlanET MindMixer forum!

http://engage.planeasttn.org
1 COLLECT MATERIALS.
Gather all participant worksheets, the group worksheet(s), participant questionnaires/feedback forms, and the host feedback form.

2 ENTER MEETING ID CODE.
Assign a code to your meeting following the instructions below. Enter this code into the appropriate boxes on the participant worksheets and the group worksheet(s).

CREATING A MEETING ID CODE

FIRST THREE SPACES:  Your initials
NEXT FOUR SPACES:  Month and day of your event (e.g., “1114” for November 14th)

The code box will look like this:

RFS1-__-__-__

Enter this code in the upper-right corner box on the PARTICIPANT WORKSHEETS and the GROUP WORKSHEETS.

3 SORT ITEMS.
Sort items as instructed in the “Host Guide.”

4 PACKAGE & RETURN.
Package all materials together and return to the address below. Please include a list of meeting attendees. If you are unable to return the materials, please contact the TPO using the information below, and a staff member can pick up the Meeting in a Box materials at your convenience.

RETURN ADDRESS

Please return all PlanET Meeting in a Box items to:

Amy Brooks
Knoxville Regional Transportation Planning Organization
400 Main Street, Suite 403
Knoxville, TN 37902
(865) 215-4001
What did you think about Meeting in a Box?
We need your feedback to help us improve this outreach method.

1. How useful is the Meeting in a Box concept for broadening the range of public input? Please rate its effectiveness on a scale of 1 – 10.

   1               2               3               4               5               6               7               8               9               10
   Very Poor                     Poor                                Neutral                                Good                       Excellent

2. Were the Meeting in a Box materials easy to understand and use?

   Very Poor             Poor           Acceptable     Good          Very Good

3. How should we improve Meeting in a Box?

   ____________________________________________________________________________________
   ____________________________________________________________________________________
   ____________________________________________________________________________________

4. Please rate the following aspects of your meeting:

<table>
<thead>
<tr>
<th>Poor</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Excellent</th>
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<tbody>
<tr>
<td>Overall</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<td>Participant engagement</td>
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<td>2</td>
<td>3</td>
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5. Would you host a Meeting in a Box event again?  Yes  No

   If “No,” why not?  _________________________________________________________________

6. Would you recommend Meeting in a Box to others?  Yes  No

7. Do you plan to attend future PlanET events?  Yes  No

TURN SHEET OVER TO PROVIDE ADDITIONAL COMMENTS
Please include this feedback sheet in the return package.
If you would prefer to e-mail comments, please send them to:

Amy Brooks  
PlanET Project Manager  
Knoxville Regional Transportation Planning Organization  
amy.brooks@knoxtrans.org

Thank you for participating!