

THE STATEWIDE HISTORIC PRESERVATION PLANNING PROCESS

The Statewide Historic Preservation Plan is Pennsylvania's plan. The roles of PA SHPO are *leader, convener, partner, collaborator, contributor and champion*. In that capacity, PA SHPO established a planning process, **Community Connections: Planning for Preservation in Pennsylvania**, to identify goals, engage with communities and partners, and deliver a useful, implementable plan.

Planning Process Guiding Principles

The planning process began in January 2016 and concluded in May 2018 with the release of this plan. The following principles were adopted to guide this effort:

- Meet or exceed target participation goals from the 2012 planning process.
- Engage as many citizen and community voices as possible in the planning process. Seek out and encourage the participation of nontraditional and diverse audiences.
- Seek opportunities for traditional and nontraditional audiences to participate in the planning process. Establish and maintain relationships throughout the process to increase the likelihood of plan implementation beyond PHMC efforts.
- Promote participation and integrate feedback from PA SHPO, PHMC and preservation-minded constituents as well as broad, nontraditional and diverse public and private audiences.
- Use partnership invitations and involvement to lay the groundwork for long-term gain with agencies and organizations for which PA SHPO does not have existing, open or positive communication.
- Utilize partners' strengths and resources to encourage broad public and private participation in outreach efforts.
- Author a plan that is responsive to and reflective of Pennsylvania's communities and administration, straightforward, easy to understand, easy to use, and implementable. Communicate plan goals and action items in a way that is understandable to all audiences.
- Create a plan that is a tool for educating people about preservation and its values and benefits and is a respected resource for the preservation community.

The planning process to deliver this statewide plan involved several key steps and players, as outlined on the following pages.



ORGANIZATION AND KEY PLAYERS

PA SHPO Team

As the lead group in this planning process, PA SHPO was charged with finding the most effective and efficient way to develop and publish this plan while staying true to the guiding principles and maximizing our opportunities to engage others. A project manager was appointed to develop an organizational structure and approach. This resulted in the formation of a steering committee of five key PA SHPO staff members with interest and strengths important to developing the plan and leadership.

In addition to the steering committee and project manager, other PA SHPO staff members with an interest in helping develop the next statewide plan were invited to join one of four working groups. PA SHPO staff were also asked to provide comments on materials developed throughout the planning process.

Preservation Pennsylvania

As the statewide nonprofit preservation organization, Preservation Pennsylvania assisted PA SHPO with organizing, promoting and leading nine public Statewide Historic Preservation Plan Open Houses across Pennsylvania.

Plan Consultant

Gannet Fleming, Inc., a planning and engineering consulting firm based in Pennsylvania, assisted PA SHPO with engagement activities and the plan's implementation framework.

External Task Force

This group of external advisors included some of Pennsylvania's best and brightest historic preservation and planning leaders:

- Robert Armstrong, State Historic Preservation Board member and Preservation & Capital Projects Manager, Philadelphia Parks & Recreation
- Silas Chamberlin, Executive Director, Downtown York Inc.
- Mindy Crawford, Executive Director, Preservation Pennsylvania
- Lauren Imgrund, Deputy Secretary, Conservation and Technical Services, Pennsylvania Department of Conservation & Natural Resources
- Diane Kripas, Division Chief, Recreation and Conservation Partnerships Division, Pennsylvania Department of Conservation & Natural Resources
- Dennis Puko, Planner, Governor's Center for Local Government Services, Pennsylvania Department of Community & Economic Development

The External Task Force met with PA SHPO and the plan consultant at strategic points throughout the planning process to provide advice and feedback.

Planning Partners

To make sure that we were not only including our outside partners but also learning from them, PA SHPO focused on identifying, inviting, encouraging and engaging with myriad partners from diverse backgrounds

This key group was named the Planning Partners. PA SHPO identified these potential partners as those whose work often intersects with historic places in Pennsylvania at a significant regional or statewide level. Of the 150 invitations to regional and statewide organizations and agencies, 97 accepted the offer to join as Planning Partners. The Planning Partners were given the opportunity to participate in the planning process through the online public survey, facilitated workshops, action agenda crowdsourcing, and full plan review. The full list of participating Planning Partners is included in Volume 2.



POST OFFICE AND 30TH STREET STATION, PHILADELPHIA

EMPHASIS ON ENGAGEMENT

The foundation of any good planning effort is engagement, and good engagement created connections between the planners and the traditional and nontraditional communities for whom that they were planning.

PA SHPO placed a strong emphasis on continued active engagement and inclusion during the planning process, with a strong focus on reaching the audiences that are not typically included in conversations about historic preservation. This approach was the key to developing a plan that reflected the reality of historic preservation in Pennsylvania and what the public and Planning Partners need to make progress over the next five years.

The engagement process began in April 2016 with the release of the public survey and concluded with the release of the plan in May 2018. PA SHPO's emphasis on listening and engagement will continue as a core component of the plan's implementation through 2023.

EVOLUTION OF THE PLANNING PROCESS

Public Survey

The Planning Partners and any interested members of the Pennsylvania public were asked to take a short survey, either online or on paper. The survey was open from April through December 2016 and garnered 3,177 responses, with a minimum of two from each county.

The results of the unscientific (yet very informative) online and paper survey provided PA SHPO groups with a solid foundation of public thought and opinion about their communities, historic preservation, and challenges and opportunities for the future. The results of the survey can be found in Supporting Tools and Information and online at <https://phmc.info/PresPlan>.

Statewide Historic Preservation Plan Open Houses

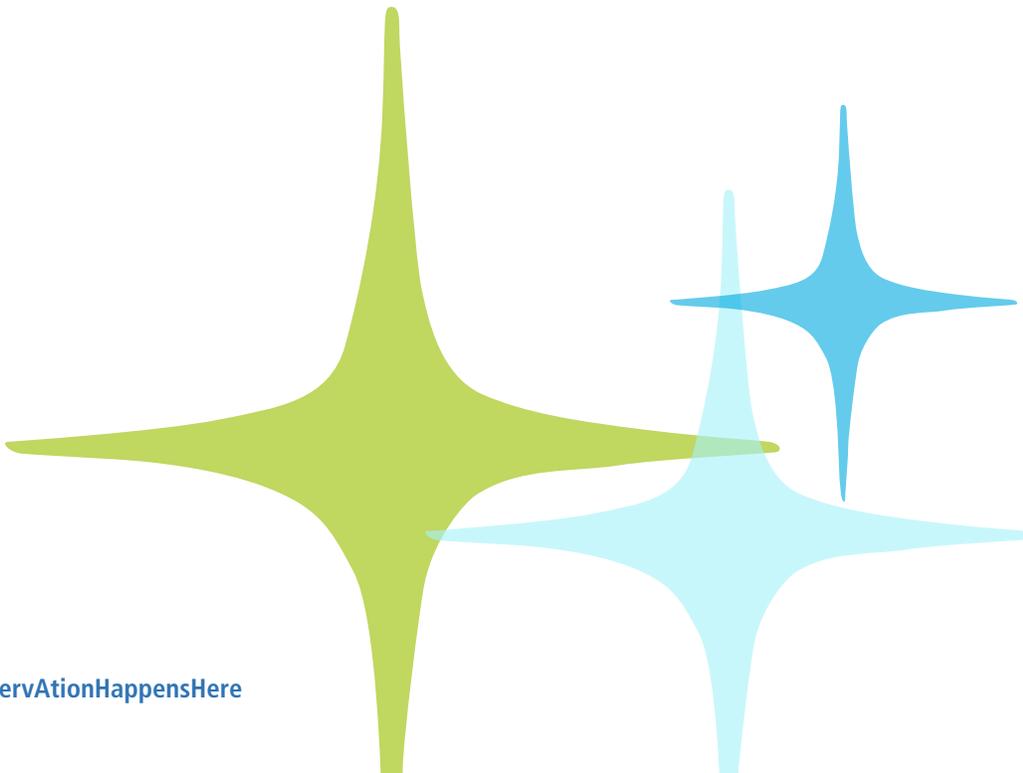
PA SHPO, in partnership with Preservation Pennsylvania, held nine free open houses in October and November 2016 to give Pennsylvanians a chance to learn about and be part of the effort to develop Pennsylvania's next preservation plan. The open houses were held in: Boalsburg, Lancaster, Galeton, Erie, Scranton, Bethlehem, Philadelphia, Pittsburgh, and Johnstown.

The public and Planning Partners were invited to drop by any open house between the hours of 3:30 and 7:30 p.m. and, if they were interested, stay for one of the scheduled one-hour discussions, led by Preservation Pennsylvania's executive director Mindy Crawford or PA SHPO's director Andrea MacDonald.

Focus Groups

Between June 2016 and August 2017, PA SHPO staff hosted small focus groups at regional gatherings and spoke at conferences and meetings about the statewide plan and the Community Connections process. The purpose of these events was to gather information from participants that would be added to the data collected from the survey and open houses.

Focus groups were included meetings with the American Institute of Architects Pennsylvania and Heritage PA; sessions at the Pennsylvania Downtown Center; a facilitated discussion with the Preservation Pennsylvania Board of Directors & Advisors and the Pennsylvania Historic Preservation Board; an interactive session with the Technical Advisory Committee for the Statewide Comprehensive Outdoor Recreation Plan; college classes of Philadelphia University and Shippensburg University; and special conversations in Adams, Fayette and Venango counties.





Data Analysis

PA SHPO started analyzing the information collected through the public survey, open houses, focus groups, current studies and articles, and demographic data from the last federal census in the spring of 2017. The goal of the data analysis was to identify the key issues that reflect the current state of historic preservation, historic communities, historic and archaeological resources, and urban and regional planning in Pennsylvania.

The analysis included several steps:

1. Regional clusters: PA SHPO divided Pennsylvania into 9 clusters to manage the amount of information generated by the public outreach and census. The regions were drawn to capture the known similarities in culture, history, historic resources and issues in a group of counties. Each cluster also corresponds to one open house location.

- Cluster 1: Southeast, Philadelphia Open House
- Cluster 2: Lehigh Valley/Lower Poconos, Bethlehem Open House
- Cluster 3: Northeast, Scranton Open House
- Cluster 4: Southeast Central, Lancaster Open House
- Cluster 5: Central, Boalsburg Open House
- Cluster 6: North Central, Galeton Open House
- Cluster 7: Southwest Central, Johnstown Open House
- Cluster 8: Southwest, Pittsburgh Open House
- Cluster 9: Northwest, Erie Open House

2. Census data: Using data from the last completed census and census projections, PA SHPO created demographic profiles for each cluster that examined data points for municipalities, current population, population trends, race and ethnicity, age, poverty, and homeownership. Key findings and conclusions interpret the data and a statement about the potential implications this data has for historic and archaeological resources.

3. Theme summaries: PA SHPO collated the feedback from each open house and survey responses from the corresponding counties in each cluster to develop a list of predominant themes. Ten themes, or trends, emerged: education, local/municipal issues, attitudes and perceptions, demographics, leadership, planning, economics, incentives, specific concerns and other. See “Preservation Trends, Challenges and Opportunities” for a discussion of the theme summaries.

4. Issue briefs: Using the theme summaries, the census data, and current studies and articles, PA SHPO and Gannett Fleming created 10 issue briefs that reflect current perceptions and concerns about what’s happening (or not happening) relative to historic preservation in Pennsylvania. These briefs name the challenges that will be addressed by the plan over the next five years. See “Preservation Trends Challenges and Opportunities” for a discussion of the issue briefs; see the “Supporting Tools and Information” section for each brief.

External Task Force Workshop

In late October 2017 Gannett Fleming designed and facilitated a priority goal setting workshop for the PA SHPO steering committee and External Task Force. The workshop included a review of the Planning Partner meetings, a discussion of the 10 issue briefs, and brainstorming about plan implementation strategies.

Planning Partner Workshops

Planning Partners were invited to attend one of four facilitated workshops in October 2017 (two in-person and two webinars) to review the issues briefs and discuss the challenges they face regarding historic and archaeological resources and historic preservation. As plan consultant, Gannett Fleming designed and directed these workshops.

The issues presented and discussed are those outlined in "Preservation Trends, Challenges and Opportunities" and included in the "Supporting Tools and Information" section. Partners were asked to agree or disagree with the issues, to comment on what additional perspective or context should be included, and identify the implications for Planning Partner organizations. The results of these workshops can be found in the "Supporting Tools and Information" section.



Developing the Action Agenda

In December and January, PA SHPO, with assistance from Gannet Fleming, developed the Action Agenda as one set of guiding principles and four goals that reflect what we learned from the engagement process about moving preservation forward during the next five years.

As part of the engagement process, PA SHPO distributed a draft Action Agenda to the Planning Partners, PA SHPO staff, State Historic Preservation Board, and PHMC Commissioners for review and input. Rather than developing a long list of specific tasks to assign to these groups and others, PA SHPO crowdsourced ideas for implementing the plan.

Reviewers were asked to enter at least one realistic, reasonable, practical, timely, and specific implementation task that they and other Pennsylvanians can do to carry out the Action Agenda. They were asked to consider the following:

- Is there something that you or your network are already doing?
- Is there something that you are able and ready to work on?
- Is there a related task that you have included in your strategic plan?
- Can you suggest a task that you think others could do?
- Is there a specific task in your strategic planning documents that matches up with one of our goals? If you have tasks 'assigned' to PHMC in your plan, please note that as well.

The responses were collated, edited for duplicate tasks, and incorporated into the final Action Agenda.

Review Process

Pennsylvania's Statewide Historic Preservation Plan went through a series of internal and external reviews beginning in December 2017. The review process began with editing and design from PHMC's Media & Marketing staff.

A final draft of the Action Agenda was provided for review and comment by PHMC Commissioners, State Historic Preservation Board, Planning Partners, Task Force, and PA SHPO staff in February and March 2018. PA SHPO provided full drafts of the final plan to the National Park Service and Governor's Office for approval.

Publication

PA SHPO issued the final plan in May 2018. The planning cycle for this plan is five years and will expire on December 31, 2023.