

# PORTSFUTURE

IMAGINING THE OPPORTUNITIES, GATHERING YOUR IDEAS  
THE FACILITY AT PIKETON, OHIO



# PORTSfuture Public Outreach Report

FEBRUARY, 2012



OHIO  
UNIVERSITY

## TABLE OF CONTENTS

Acknowledgements .....	3
List of Figures .....	5
List of Tables .....	7
List of Appendices .....	8
Executive Summary.....	9
Chapter 1.....	13
Chapter 2.....	15
Chapter 3.....	33
Chapter 4.....	59
Chapter 5.....	85
Appendices .....	100

## ACKNOWLEDGEMENTS

This material is based upon work supported by the Department of Energy under Award Number DE-EM0000357.

*Disclaimer:* This report was prepared as an account of work sponsored by an agency of the United States Government. Neither the United States Government nor any agency thereof, nor any of their employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed, or represents that its use would not infringe privately owned rights. Reference herein to any specific commercial product, process, or service by trade name, trademark, manufacturer, or otherwise does not necessarily constitute or imply its endorsement, recommendation, or favoring by the United States Government or any agency thereof. The views and opinions of authors expressed herein do not necessarily state or reflect those of the United States Government or any agency thereof.

### **Ohio University Project Team**

Ohio University (OU) is located in Athens, Ohio in the southeastern Appalachian region of the State. Established in 1804, it is the oldest university in the Northwest Territory, an area that includes that states of Ohio, Wisconsin, Indiana, Illinois, and Michigan. The University is comprised of 11 colleges and offers more than 250 baccalaureate majors, 188 Masters majors, and 58 Doctoral majors. In addition, OU is designated as a *Research University* by the Carnegie Foundation for the Advancement of Teaching. This classification identifies OU as a university with “high research activity” and places it in an elite group of universities in the U.S. that are committed to the advancement of knowledge through research.

In addition to the main campus in Athens, OU has 5 regional campuses throughout southern and eastern Ohio. More than 21,000 students are enrolled at the main campus, and the total enrollment for all campuses is more than 35,000 students. OU has earned the distinction as a Center of Excellence from the Ohio Board of Regents in: *Energy and the Environment, Health and Wellness, and the Scripps College of Communication.*

The Voinovich School of Leadership and Public Affairs is an academic unit at OU that conducts applied research and grants Masters degrees in Public Administration and Environmental Studies. The School is named after George V. Voinovich who was a 1958 graduate of OU, the mayor of Cleveland from 1979-89, the Governor of Ohio from 1991-1998, and a U.S. Senator from 1998-2010. The Voinovich School integrates scholarship, learning, and practice to solve environmental and energy problems; promote value creation, smart policymaking and innova-

tion in governments and nonprofits; build businesses and assist entrepreneurs, help develop the region's economy; and mold current and future strategic leaders in public and environmental affairs.

The Voinovich School's Consortium for Energy, Economics and the Environment (CE3) administers this grant. The CE3 is an interdisciplinary program that builds on the strengths of several entities at Ohio University including the Voinovich School, the Russ College of Engineering, the College of Health Sciences and Professions, and the College of Arts and Sciences by linking the University's science and engineering researchers with social scientists and policy experts. Together, these entities develop practical solutions to regional and national issues related to energy production and consumption, environmental assessment, and economic competitiveness. Furthermore, the Voinovich School has a long history of building public consensus to solve problems in Appalachia.

The Voinovich School collaborated with faculty from the Department of Social and Public Health (DSPH) in the College of Health Sciences and Professions. The DSPH offers baccalaureate programs in Health Services Administration, Long Term Care Administration, Child and Family Studies, Community Health, Environmental Health Science, Industrial Hygiene, and Social Work. In addition, the Department offers Master's degrees in Public Health, Social Work, Child and Family Studies, and Health Administration.

### **Project Team Members**

*Voinovich School:* Stephanie Howe<sup>1</sup>, Scott Miller, Anirudh Ruhil, Mike Finney

*Department of Social and Public Health:* Michele Morrone<sup>2</sup> and Tania Basta<sup>3</sup>

*With assistance from (all from Voinovich School unless otherwise noted):* Marsha Lewis, Sara Boyd, Robin Stewart, Phyllis Bohning, Lindsey Siegrist, Taeil Kim, Bob Eichenberg, Bob Gordon, Kyle Gumto, Nicole Yandell, Vlad Pascal, Roy Boyd (Dept. of Economics), Holly Craycraft, and the Voinovich School's Geographic Information Systems group, Matt Trainer, Steve Porter and Dave Simon.

---

<sup>1</sup> Project manager

<sup>2</sup> Report lead author

<sup>3</sup> Report co-author

## FIGURES

2.1 Population by County, 2006-2008 . . . . .	15
2.2 Unemployment Rates, May 2011 . . . . .	16
2.3 Number of Local Newspaper Articles Related to PORTS by Publication Year . . .	25
2.4 People and Organizations Cited in Articles . . . . .	28
2.5 Documents Cited in Articles . . . . .	29
2.6 Frequency of Values Identified in Articles . . . . .	29
2.7 Frequency of Topics Identified in Articles . . . . .	30
3.1 County Fair Display, Phase One, 2010 . . . . .	36
3.2 Number of Completed Contact Cards at County Fairs . . . . .	37
3.3. Number of Unique Website Visitors, 2010 . . . . .	38
3.4. Project Logo and Slogan . . . . .	39
3.5. Telephone Survey Response to: Are You Familiar with the PORTS site? . . . . .	50
3.6. Do you feel you know a lot about the PORTS site? . . . . .	50
3.7. Are you concerned about the future of the PORTS site? . . . . .	51
3.8. Could you list the names of any public or private organizations that currently operate at the PORTS site? . . . . .	52
3.9. Percentage of Respondents Aware of Specific Organizations . . . . .	53
3.10 Frequency of Use of Specific Sources of Information about the Community . . .	55
3.11 Survey Response to the Two Biggest Problems Facing the Community . . . . .	56
3.12 Importance of PORTS to future of community . . . . .	57
3.13 Preferred Future Uses of the Site . . . . .	57
4.1 Number of Unique Website Visitors, Phase Two (2011) . . . . .	62
4.2 Number of Facebook Hits, Phase Two (2011) . . . . .	63
4.3 Community Visioning Process . . . . .	65
4.4 Comparison of Opinions About Most Important Issue Between Kickoff Participants and Survey Respondents . . . . .	67
4.5 Comparison About the Importance of PORTS to Future of Community . . . . .	67
4.6 Comparison of Most Preferred Use for PORTS Site . . . . .	68
4.7 Comparison of Least Preferred Use for PORTS Site . . . . .	68
4.8 Participation in Visioning Teams . . . . .	72
4.9 Industrial Park Multi-Use Scenario . . . . .	80
4.10 Green Energy Multi-Use Scenario . . . . .	80
4.11 Education Center Multi-Use Scenario . . . . .	81
4.12 R&D Multi-Use Scenario . . . . .	81
4.13 Training and Education Scenario . . . . .	82
4.14 Greenbelt Scenario . . . . .	82
4.15 Transportation Scenario . . . . .	83
4.16 Nuclear Power Single Use Scenario . . . . .	83
4.17 Metal Recycling Scenario . . . . .	83

5.1 Billboard to Promote Public Voting . . . . . 89

5.2 Website hits during Phase Three, 2011 . . . . . 91

5.3 Format for Public Voting on Scenarios . . . . . 91

5.4 Voting by County Compared to Population . . . . . 92

5.5 How Online Voters Heard About Project . . . . . 94

5.6 Outcome of Public Voting . . . . . 95

5.7 Preferences in Jackson County Voters . . . . . 95

5.8 Preferences in Pike County Voters . . . . . 96

5.9 Preferences in Ross County Voters. . . . . 96

5.10 Preferences in Scioto County Voters . . . . . 97

5.11 Preferences in Voters Outside of the Region . . . . . 97

## TABLES

2.1 Milestones of Public Involvement at PORTS. . . . .	17
2.2 PORTS Future Use Ideas from 1995 Workshop . . . . .	21
2.3 Public Participation Ideas for PORTS, 2008 . . . . .	23
2.4 Major Topics Identified in Local Newspaper Articles . . . . .	26
2.5 Dominant Values Identified in Local Newspaper Articles . . . . .	27
2.6 Amount and Percent of Topics Noted in Articles During 5-year Intervals . . . . .	31
3.1 Quotas for 1,000-person telephone survey. . . . .	43
3.2 Survey Responses Related to Familiarity and Confidence in Information from Specific Organizations. . . . .	53
3.3 Survey Responses Related to Familiarity and Confidence in Information from Specific Local Organizations . . . . .	54
4.1 Summary of Phase Two Media Imprints . . . . .	60
4.2 Phase Two Speaking Engagements and Personal Visits . . . . .	61
4.3 Articles in Newsletters . . . . .	64
4.4 Demographic Information of Kickoff Participants. . . . .	66
4.5 The Five Steps of Community Strategic Visioning (Ames, 2006) . . . . .	69
4.6 Information Provided to Visioning Teams . . . . .	71
4.7 Summary of Ideas about the role the site plays in the future visions . . . . .	73
4.8 Draft Scenarios from Visioning Teams . . . . .	76
5.1 Summary of Results of Economic Analysis . . . . .	88
5.2 Summary of Media Impressions . . . . .	90
5.3 Comparison of Public Voting to Advisory Group Ranking . . . . .	94

## APPENDICES

*(Number of pages in parentheses)*

1. Demographic Profile of the Public Outreach Region (8)	101
2. List of PORTS fact sheets (3)	110
3. Key Informants Interview Guide (2)	114
4. Key Informants Interview Transcripts (41)	117
5. Sample Press Releases, Media Coverage and Marketing Materials from Phase One	159
a. Project Overview Handout (2)	160
b. Article in Ohio University newsletter (2)	163
c. Article in Chillicothe Gazette (1)	166
d. Phase One press release (1)	168
6. Focus Group Transcripts	170
a. Ross County (32)	171
b. Pike County (31)	204
c. Jackson County (34)	236
7. Telephone Survey (10)	271
8. Survey Results (18)	282
9. Slides from Kickoff Event (39)	301
10. Summary of Responses from Kickoff Meetings (7)	341
11. Visioning Team Materials (6)	349
12. PORTSfuture Visioning Team Scenarios (14)	356
13. Advisory Group Scenario Summaries (9)	371
14.1 The Economic Impact of Community-Generated Future-Use Scenarios for PORTS: Operational Phase (40)	381
14.2 The Economic Impact of Community-Generated Future-Use Scenarios for PORTS: Construction Phase (15)	422
15. Scenario Summaries for Public Voting (10)	439
a. Greenbelt	440
b. Warehousing and Distribution	443
c. Training and Education	446
d. Nuclear Power Plant	449
e. National Research and Development	452
f. Multi-use Education Center	455
g. Metals Recovery	458
h. Industrial Park	461
i. Green Energy Production	464
16. Paper Ballot (2)	467
17. Online Survey including Results (31)	470