Comprehensive Plan
101
Central Texas Planning Workshop
for Elected and Appointed Officials
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Why do you need a Plan?

- Identifies Challenges and Opportunities Facing your Community
- Creates Public Buy In to Tackle Challenges
- Outlines Prioritized Short and Long Term Goals
- Provides the Opportunity to Identify and Address Interrelated Issues and Challenges
- Allows for Consistency in Decision Making
Typical Plan Elements

- Demographics
- Existing Conditions Assessment
- Land Use (Required for Zoning)
- Transportation
- Public Utilities
- Parks and Recreation
- Community Facilities & Services
- Preservation & Urban Design
- Environment
- Public Safety
- Housing & Neighborhoods
- Downtown Revitalization
- Economic Development
- Public Health
Additional Elements

• Vision and Mission Statements
• Identification of Values
• Implementation Guide
  • Prioritized List of Goals
  • Specific Action Steps for Each
  • Timelines
  • Responsible Parties
  • Benchmarks
• Capital Improvements Plan
Planning Process

• Community Preparation
  • Reason for Doing the Plan
    • Is it just to have one, or is there a real desire to have a long term, guiding document
  • Is Community Ready for It?
    • Internal Relationships
    • Political Environment
  • Review Other Plans to See What you Like and Don’t Like
  • Internal vs. Consultant
    • Internal is less expensive, but staff may not have time and resources to do it
Planning Process

• Steering Committee
  • Representative of the Community
  • Provides ongoing oversight of the process to ensure Plan reflects community
  • Can Serve as On-going Oversight for Plan Implementation
  • Vision and Mission Statements
Planning Process

• Public Engagement – THIS IS CRITICAL
  • Surveys
  • Town Hall Meetings
  • Focus Groups
  • Interviews
  • Social Media
  • On-line Public Engagement Tools
    • e.g. MindMixer
Planning Process

• Plan Development
  ▪ Community Assessment
    ▪ Demographics
    ▪ Community Tour to Identify Challenge and Opportunities
    ▪ Review of Existing Plans and Projects
    ▪ Coordination with County, Regional Entities, etc.
Planning Process

- **Plan Goals**
  - For Each Plan Topic
  - Based on Public Input, Community Assessment, etc.
  - Short and Long Term
  - Should be Community-wide, not just for City Action

- **Implementation Guide**
  - Detailed Action Steps for Each Goal
  - Timelines
  - Responsible Parties
  - Benchmarks
Planning Process

- Draft Review and Discussion
  - Steering Committee takes lead
  - Presentation to Public
  - Use of Online Public Engagement Tools

- Adoption
  - Becomes Official Guide for City Action

- Regular Reviews and Updates
  - Yearly, 5 Year, 10 Year, When Major Change Happens
Planning Process

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Working the Plan

- Someone Needs to Own The Plan
  - Steering Committee, P&Z, Council Member, Staff, somebody
- Set Low Hanging Fruit
  - Small, quick victories to build support for bigger, harder projects
- Plan Needs to Be Incorporated into City Processes
  - P&Z Reviews in land use decisions
  - Staff uses in determining projects
- Plan Needs to be Part of Budget Process
- Other Organizations Engaged
- Celebrate Successes
Why Plans Fail

- No Clear Implementation
  - No Detailed Action Plan with Specifics, Benchmarks, etc.

- No Partnerships and Help
  - Plan Shouldn’t be City Responsibility, use EDC, ISD, Chamber, Civic Groups, others

- No Ownership
  - City Council, P&Z, City Staff don’t feel responsible
Questions and Discussion

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