CHARTER

Creating a
Community
Plan

TOWN OF

CARY

Proposed
Approach
and Process

July 25, 2012

Town of Cary Community Plan Update

Phase I Final Recommendations: A Charter To Create The "Community Plan"

Town Council Work Session
July 31, 2012

TOWN of CARY

Purpose of Work Session

- **Quick "Refresh"**

- **Conduct Last Step for Phase I**

- **Share Recommendations Of The Final Report – The Charter For Phase II**

- **Obtain Council Endorsement Of Recommended Scope & Approach**

TOWN of CARY

Today's Agenda

Presentation Of Final Phase I Report

- **Work Session Overview/Introduction**

- **Project Scope And Framework/Organization For Product**

- **Community Engagement And Outreach**

- **Funding The Process**

- **Next Steps**

- **Discussion & Wrap-Up**

Introduction

- **Phase I: Set Structure For Plan (“*Design*”)**
- **Phase II: Prepare The Plan (“*Construction*”)**
- **Key Phase I Events To Date:**
  - ✓ January Town Council Retreat
  - ✓ March Stakeholder Meetings
  - ✓ Intercity Visit – “Imagine Austin” Presentation
  - ✓ Planning & Zoning Board Meetings (2 X)
  - ✓ May 21 Planning Board Work Session
  - ✓ May 24 Town Council Work Session
  - ✓ **July 19 Chamber of Commerce Planning Conference**
  - ✓ **July 30 P&Z Board Work Session**

TOWN of CARY

2012:
The Comprehensive Plan

Vision (2004)

Land Use (1996-2012)

Parks & Recreation (2003)

Growth Management (2000)

Affordable Housing (2010)

Transportation (2008)
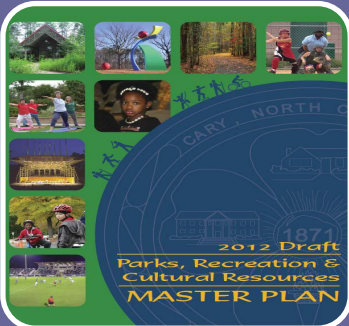
Open Space (2001)

Historic Preservation (2010)

2014:
The Cary Community Plan

Community Plan (2014)

- Built Environment
- Community Life
- Transportation & Mobility
- Natural Environment
- Economy & Fiscal Sustainability
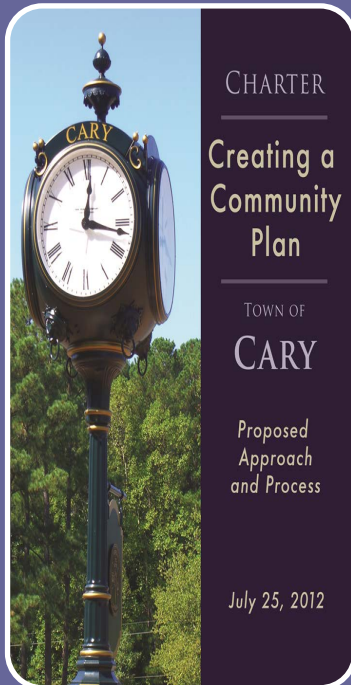
Policy & Implementation Linkages Only

Parks, Recreation & Open Space (2012)

2017:
A Complete Comprehensive Plan
(Parks Plan Fully Integrated Into Plan At Its Next 5-Yr. Update)

CHARTER

Creating a Community Plan

TOWN OF CARY

Proposed Approach and Process

July 25, 2012

Built Environment

Community Life

Transportation & Mobility

Natural Environment

Parks & Recreation

Economy & Fiscal Sustainability

May 24 Work Session

- **Obtained Council Direction On Two Main Questions:**

  - **<u>Product</u> – Do You Agree With The New And Transformative Approach, The New Direction For Cary's Community Plan?**

  - **<u>Process</u> – Do You Support The Community Outreach & Engagement Process?**

TOWN of CARY

Q1. Product

Which Is The Most Appropriate Option For Cary To Realize Its Potential?

Community Plan Topics	A	B	C	D
Plan Update Options				
Planning Topics Currently Addressed in Some Document				
Community Vision		●	●	●
Town-Wide Land Use Plan	●	●	●	●
Parks and Recreation		○	○	●
Public Art		○	○	●
Growth Management		●	●	●
Affordable Housing		●	●	●
Transportation		●	●	●
Open Space		○	○	●
Historic Preservation		●	●	●
Water Distribution System			○	●
Wastewater Collection System			○	●
Reclaimed Water System			○	●
Long Range Water Resources			○	●
Planning Topics Not Yet Addressed				
Redevelopment & Infill Strategies			●	●
Sustainable Neighborhoods			●	●
Community Facilities and Infrastructure			●	●
Energy Conservation, Renewable Energy			●	●
Fiscal & Economic Sustainability			●	●
Community Health and Safety				●
Green Infrastructure, Green Building				●
Waste Stream Reduction, Re-use				●

9

What Is The Right Level Of Outreach & Engagement For Cary?

Engagement Task by Component and Part		Update Options			
		A	B	C	D*
Component I	**The Preparation Component**				
Part 1	**Establish Leadership**				
1	Steering Committees	●	●	●	●
2	Process Committees		●	●	●
Part 2	**Prepare and Execute Communication Plan**				
1	Key Message Tactics			●	●
2	Prepare the Overview	○	●	●	●
3	Prepare Project Identity	●	●	●	●
4	Design and Launch Project Web Site		●	●	●
5	Create Social Media Platforms		●	●	●
6	Prepare Base Print Material	○	○	●	●
7	Prepare Media Plan		○	●	●
8	Create and Produce a Project Newsletter		●	●	●
9	Create and Produce Infomercials			●	●
10	Consolidate Communications Plans across Depts.				●
Part 3	**Prepare and Execute Outreach Plan**				
1	Affirm and Execute the Outreach Plan	○	○	●	●
2	Create Speakers Bureau			●	●
3	Attend Community Events		○	●	●
4	CEO Roundtable			●	●
Component II:	**The Engagement Component**				
Part 1	**Gather Ideas - The Generative Process**				
1	Conduct the Summit on the Future			●	●
2	Conduct Area Conversations		●	●	●
3	Deploy Meeting in a Box		○	●	●
4	Facilitate Web Input		○	●	●
5	Conduct Town Council Work Session(s)	●	●	●	●
Part 2	**Analyze Input - The Analytical Process**				
1	Conduct Conceptual Framework Meetings	●	●		●
2	Conduct Stakeholder Interviews			●	●
3	Facilitate Web Input		○	●	●
4	Conduct Town Council Work Session(s)	●	●	●	●
Part 3	**Ratify Plan Recommendations - The Deliberative Process**				
1	Open House 1	●	●	●	●
2	Open House 2		●	●	●
3	Facilitate Web Input		○	●	●

What You Told Us At The May 24 Work Session:

Scope & Approach

+

Outreach & Engagement

=

"C+"

Project Scope and Framework/Organization for Product

– **Direction from January Retreat**
  - Strategic, Overarching, Clear, & Flexible

– **Direction from May Work Session**
  - Integrated Policy Document
  - Incorporate Most Existing Comprehensive Plan Components

– **Two Main Changes Since May**
  - Merge with Transportation Plan (CTP) Update
  - Add Economic Development & Fiscal Sustainability

TOWN of CARY

Plan Framework And Organization

Option C+: **All Topics Except Parks & Recreation; Adds New Key Topics**

Be Prepared For Potential Additional Topics, Such As…

- Redevelopment & Infill
- Sustainable Neighborhoods
- Community Facilities And Infrastructure (Policy Level)
- Energy Conservation / Renewable Energy

Some Topics Remain In Separate Plans, But Are Cross-Referenced, With Placeholders For Later Inclusion, e.g.:

– Parks And Recreation Master Plan

– Water, Reclaimed Water, & Wastewater System Master Plans

– Long-Range Water Supply Master Plans

TOWN OF CARY

Plan Framework And Organization

	Proposed Structure for the New Community Plan	
	Plan Name, Element, or Topic	**Approach to Incorporating Topic into new Community Plan**
Vol. 1	Vision Element (2004)	●
Vol. 2	**Town-Wide Land Use Plan (1996)**	●
	Area Plans: 1. Southeast Area Plan (2004) 2. Town Center Area Plan (2001) 3. Northwest Area Plan (2002) 4. NW Maynard Area Plan (2003) 5. Southwest Area Plan (2004) 6. Walnut Street Corridor Plan (2002) 7. Carpenter Community Plan (2005) 8. Chatham-Cary Joint Land Use Plan (2012)	●
Vol. 3	Parks, Rec., and Cult. Resources Master Plan (2012)	○
	Public Art Master Plan (2012)	○
Vol. 4	Growth Management Plan (2000)	●
Vol. 5	Affordable Housing Plan (2010)	●
Vol. 6	Comprehensive Transportation Plan (2008)	●
~~Vol. 7~~	~~Open Space Plan (2001)~~; To be deleted in 2012	--
Vol. 8	Historic Preservation Master Plan (2010)	●
Additional Plans Already Adopted by Cary:		
Vol. 9	Water Distribution System Plan (2009)	○
Vol. 10	Wastewater Collection System Plan (2012)	○
Vol. 11	Reclaimed Water System Master Plan (2012)	○
Vol. 12	Long Range Water Resources Plan (2012)	○
Comprehensive Plan Topics Not Yet Addressed by Cary:		
	Community Facilities / Waste Reduction	●
	Redevelopment & Infill	●
	Energy Efficiency and Innovation	●
	Sustainable Neighborhoods	●
	Economic / Fiscal Resiliency	●
Key:		
●	Incorporate and update entire plan element into the new Community Plan. In the case of the Affordable Housing Plan and Historic Preservation Master Plan, both recently adopted, only targeted and strategic updates are anticipated.	
○	Do not incorporate existing document, but cite by reference, and summarize its goals, policies, and strategies, for integration with other plan elements and priorities.	

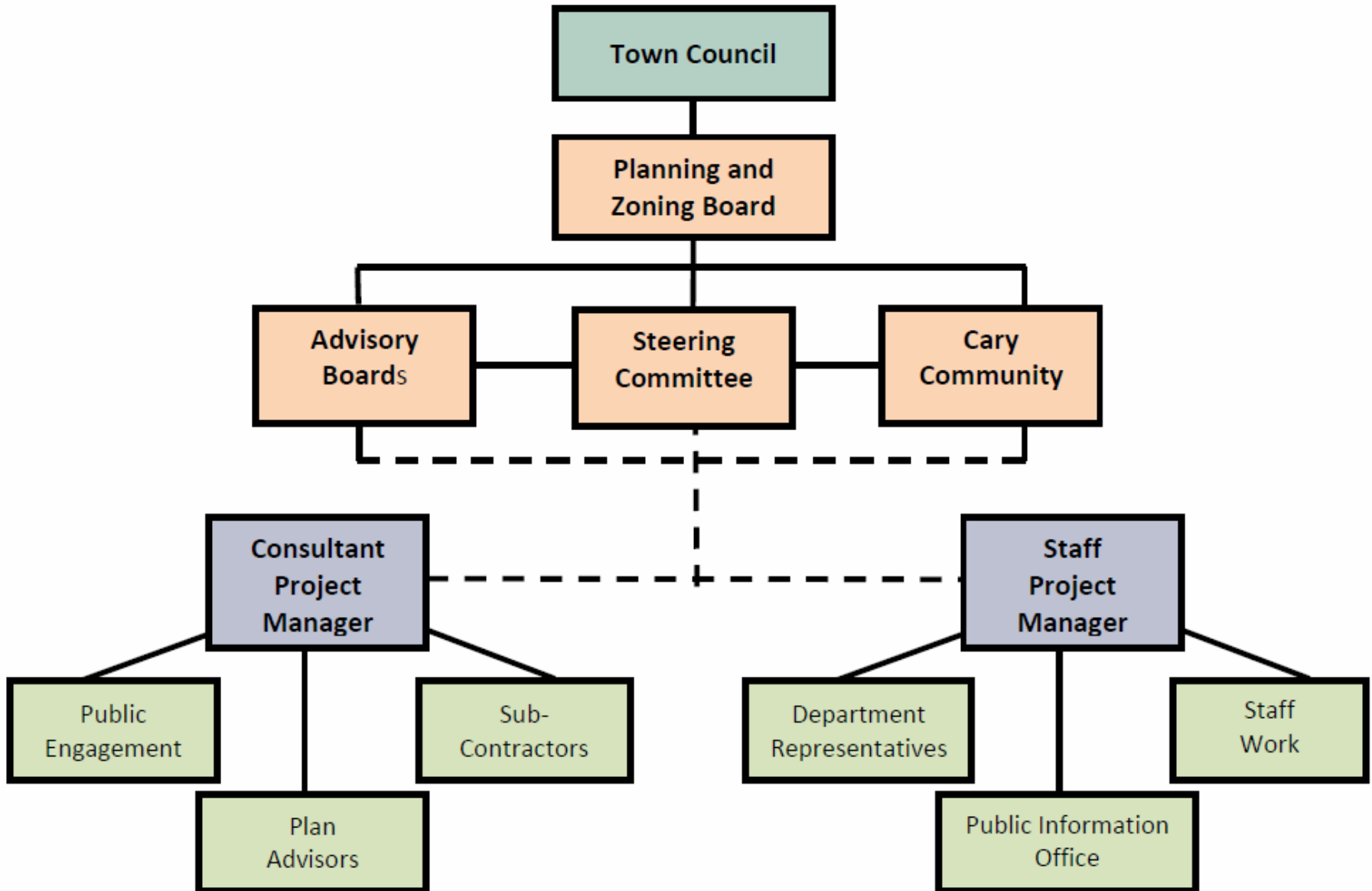# Key Recommendation: Coordinate With Scheduled 2013 CTP Update

- **One Steering Committee, A Unified Management Structure, & Coordinated Consultant Activities**

- **Opportunities For Shared Outreach Strategies**

- **Cost Savings, Elimination Of Community Confusion, And Better-Coordinated Policy Formulation**

- **A Single, Integrated Discussion With The Public On Topics That Are Inseparable**

TOWN of CARY

Key Recommendation: Economic Development and Economic & Fiscal Sustainability

- **Thoroughly Consider Long-range Fiscal & Economic Resiliency/Sustainability**

- **Economic Development & Redevelopment Policy**

- **Study Economic And Fiscal Impacts Before & After Redevelopment For Older, Underutilized Sites:**

  - Neighborhood Shopping Center
  - Large Community Or Regional Shopping Center
  - Housing Site
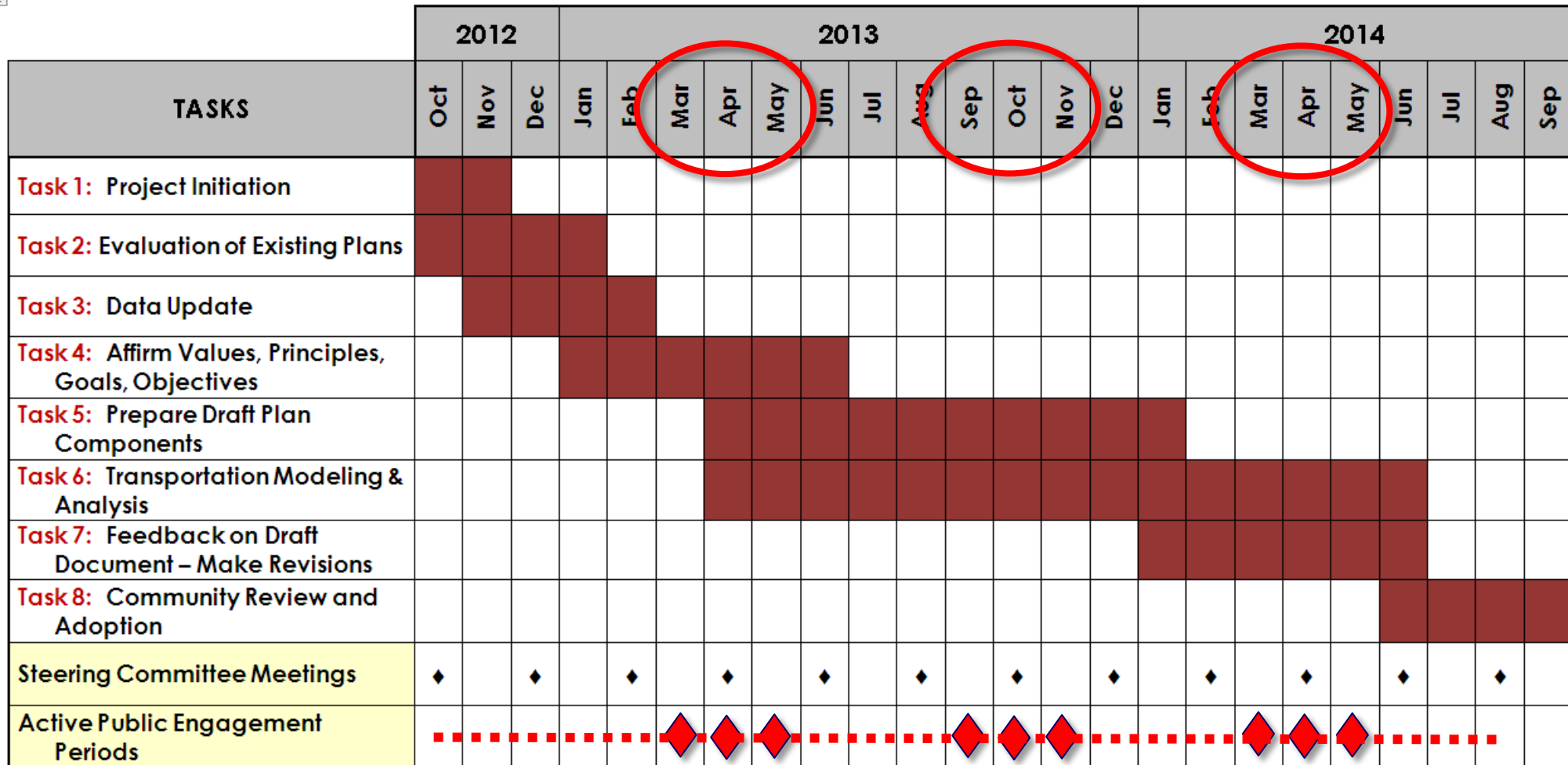 - Apartment Site

TOWN OF CARY

Management Structure

TOWN of CARY

Cary Community Plan – Draft Project Schedule

TASKS	2012			2013												2014								
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Task 1: Project Initiation	■	■																						
Task 2: Evaluation of Existing Plans	■	■	■	■																				
Task 3: Data Update		■	■	■	■																			
Task 4: Affirm Values, Principles, Goals, Objectives					■	■	■	■	■															
Task 5: Prepare Draft Plan Components							■	■	■	■	■	■	■	■										
Task 6: Transportation Modeling & Analysis							■	■	■	■	■	■	■	■	■			■	■	■				
Task 7: Feedback on Draft Document – Make Revisions															■	■	■	■	■					
Task 8: Community Review and Adoption																					■	■	■	■
Steering Committee Meetings	♦		♦		♦		♦		♦			♦	♦		♦		♦		♦		♦		♦	
Active Public Engagement Periods						♦	♦	♦					♦	♦	♦				♦	♦	♦			

Schedule & Timeframe
Public Engagement Timed To Seasons…

Cary Community Plan – Draft Project Schedule

TASKS	2012			2013											2014						
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Task 1: Project Initiation	■	■																						
Task 2: Evaluation of Existing Plans	■	■	■																					
Task 3: Data Update		■	■	■																				
Task 4: Affirm Values, Principles, Goals, Objectives				■	■	■	■																	
Task 5: Prepare Draft Plan Components							■	■	■	■	■	■	■											
Task 6: Transportation Modeling & Analysis								■	■	■	■	■	■	■	■	■								
Task 7: Feedback on Draft Document – Make Revisions															■	■								
Task 8: Community Review and Adoption																						■	■	■
Steering Committee Meetings	◆		◆		◆		◆		◆			◆		◆		◆		◆		◆			◆	◆
Active Public Engagement Periods						◆	◆	◆				◆	◆	◆				◆	◆	◆				

Community Engagement and Outreach

PROPOSED PUBLIC ENGAGEMENT PROCESS
Component I – The Preparation Component
– **Part 1 –** Establish Leadership
– **Part 2 –** Prepare and Execute Communication Plan
– **Part 3 –** Prepare and Execute Outreach Plan
Component II – The Engagement Component
– **Part 1 –** Gather Ideas – *The Generative Process*
– **Part 2 –** Analyze Input – *The Analytical Process*
– **Part 3 –** Ratify Plan – *The Deliberative Process*

TOWN of CARY

Engagement Philosophy

At The Retreat, Council Members Also Emphasized The Importance Of Making Sure That The Planning Process Used In The Creating The New Plan Is:

- *Inclusive*

- *Focused*

- *Inspirational and Unique*

- *Sustainable*

Community Engagement Process

Component I: Preparation

Parts

1. Establish Leadership
2. Prepare/Execute Communication Plan
3. Prepare/Execute Outreach Plan
4. Branding the Project

TOWN OF CARY

Component I – The Preparation

Part 1: Establish Leadership

1. Steering Committee

2. Process Committees

3. Staff

4. Consulting Team

5. Town Council, Planning & Zoning Board

6. Other Boards & Commissions

Component I – The Preparation

Part 2: Communications Plan
Objectives

1. Participation Matching Town Demographics

2. Participation Representing Town Geography

3. Solid Technical Research (Connect The Issues, Be Clear About Consequences)

4. Increase Pride That Participants Have For Cary

TOWN *OF* CARY

Component I – The Preparation

Part 2: Communications Plan
Tactics

1. Overview and Project Identity

2. Project Web Site

3. Social Media Platforms

4. Base Print Material

5. Media Plan

6. Project Newsletter

7. Infomercials
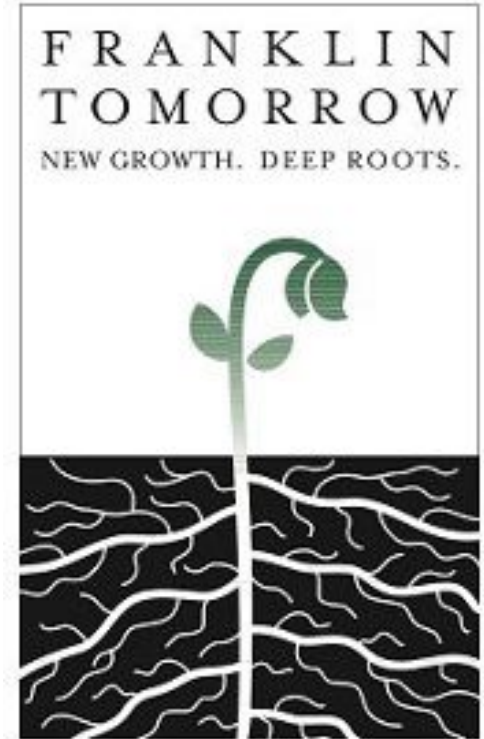
TOWN of CARY

The Morgantown Monongalia Metropolitan Planning Organization, City of Morgantown, and Town of Star City
INVITE YOU TO THE

COMMUNITY CHOICES
PUBLIC WORKSHOP

Greater Morgantown faces tremendous challenges that can only be solved by working together. We need your input to make the right choices and find the best path to prosperity in our region. Everyone who cares about the future of Greater Morgantown should attend this workshop!

Wednesday,
JUNE 6
6–9 pm

Mountaineer Station
1112 Van Voorhis Drive,
Morgantown

PARTICIPATE!
TELL US WHAT YOU THINK!
MAKE HISTORY!
YOUR IDEAS ARE WELCOME!

WE WANT TO HEAR FROM YOU!
Crossroads is a unique opportunity to bring residents of Morgantown, Star City, and Monongalia County together to envision and plan growth and mobility choices for the future.

For additional information contact Bill Austin at 304-291-9571 / baustin@labyrinth.net, or Chris Fletcher at the City of Morgantown, or Mayor Sharp at the Town of Star City. Visit us at www.CrossroadsMon.com or facebook.com/CrossroadsMon

CROSSROADS
It's time to chart our future.

EAST FRANKLINTON
COMMUNITY WORKSHOP

TWO-DAY EVENT
DEC. 13 & 14
435 WEST STATE STREET

Help shape the future of East Franklinton

Learn about efforts to establish a Creative District in East Franklinton and share your ideas for the neighborhood's future.

DEC 13, TUESDAY
6:30–8:30PM   PUBLIC WORKSHOP PART 1

DEC 14, WEDNESDAY
9AM–4PM   DROP-IN / OPEN HOUSE
6:30–8:30PM   PUBLIC WORKSHOP PART 2

W. BROAD STREET
COSI
W. STATE STREET   435 WEST STATE STREET
MCDOWELL
LUCAS
W. TOWN STREET
RICH STREET

More information?
Contact the City of Columbus Planning Office, at 614-645-8036 or visit http://development.columbus.gov/planning/efccdp.aspx
FACEBOOK: East Franklinton Creative Community District Plan

Component I – The Preparation

Part 3: Prepare & Execute Outreach Plan

- **Affirm and Execute the Outreach Plan**
  - Geographic
  - Civic
  - Demographic

- **Create Speakers Bureau**

- **Attend Community Events**

- **CEO Roundtable**

Town of Cary

Community Engagement Process

Component I: Preparation

Parts

1. Establish Leadership
2. Prepare/Execute Communication Plan
3. Prepare/Execute Outreach Plan
4. Branding the Project

Component II: Engagement

Parts

1. Gather Ideas – *The Generative Process*
2. Analyze Input – *The Analytical Process*
3. Ratify Plan – *The Deliberative Process*

Town of Cary

Generating…Ideas and excitement

Summit on the Future

CITIZENSUMMIT
Columbus Bicentennial 2012 Dream it. Do it.

January 29, 2008

Dear 2012 Citizen Summit Participants,

Thank you for joining the City, your neighbors and the leaders of the 2012 Bicentennial Commission for tonight's historic Citizen Summit. Your opinion and participation will help guide our work to build Columbus into a ...

... effort ever attempted in our community, and I look ... to the thousands of ideas that have been collected ... gether we are focused on building Columbus pride ... work and raise a family. In that mission, every idea is ...

... he national bestseller The Wisdom of the Crowds, ... of collaboration. His work has appeared in The ... Street Journal, Slate, Foreign Affairs and other major ...

... ypads to register your responses and reactions to a ... trategy will help our team understand what you and ... can turn our ideas, dreams, and expectations into ...

This Summit is a once in a lifetime experience and I thank you for joining us.

Sincerely,

M. B. Coleman

Michael B. Coleman
Mayor

(MBC/k/mb)

Participant Kit

CITIZENSUMMIT
Columbus Bicentennial 2012 Dream it. Do it.

Summit on the Future

Stakeholder Interviews

Area Conversations

Neighborhood Structure

Image Preference Dialog

Strong Places, Weak Places
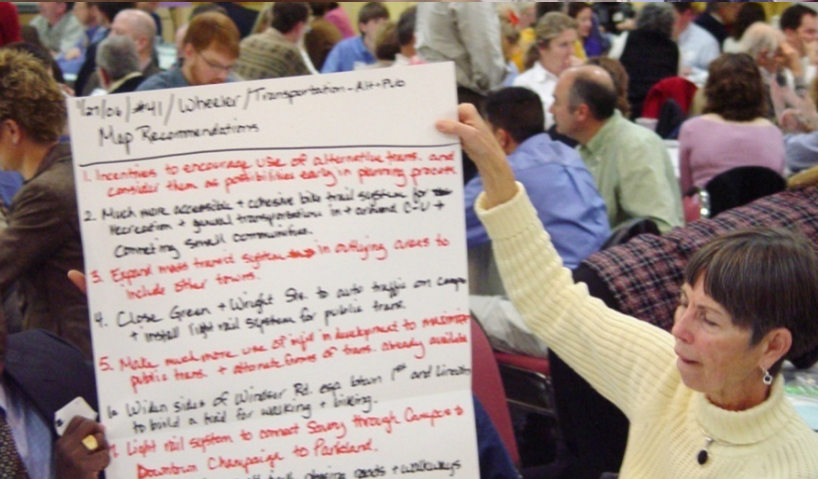
Asset-based Program and Policy Development

Critical Questions

WHO ARE YOU MEETING?
mindmixer

AGE PROFILE (%)

MINDMIXER CITIES

MINDMIXER USERS

15 - 19 years old | 20 - 24 | 25 - 29 | 30 - 34 | 35 - 39 | 40 - 44 | 45 - 49 | 50 - 54 | 55 - 59 | 60 - 64 | 65 - 69 | 70 - 74 | 75 - 79 | 80 - 85 | 85 +

USER AGES

42% UNDER 35

54% 36 TO 64

4% OVER 65
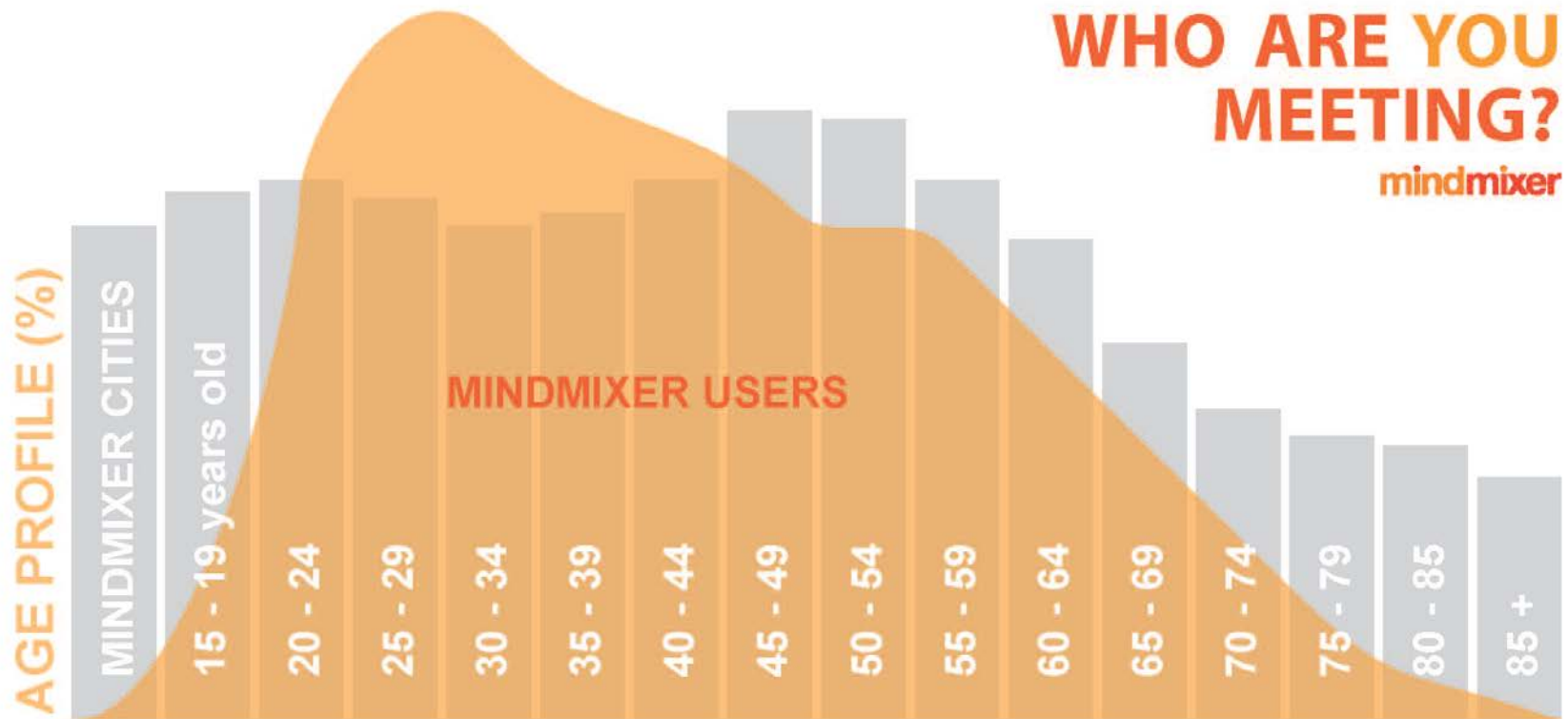
Open Houses

Resources for the Project

Board Leadership

- Town Council
- Planning and Zoning
- Other Advisory Boards
- Steering Committee

Staff Resources

Consultant Resources

TOWN of CARY

Anticipated Project Budget

Community Plan ($290K)

Transportation ($300K)

Public Engagement ($269K)

Economic Analysis ($50K)

Total Cost Estimate: $909,000

TOWN of CARY

Scale of Effort: Other Communities

Community	Population	Project Year	Plan Budget
Austin, TX	790,000	2012	$1,340,000
Dublin, OH	40,000	2008	$1,460,000
Cheyenne, WY	60,000	2007	$420,000
Ft. Collins, CO	143,000	2011	$951,000
Morrisville, NC	18,500	2009	$252,000
Boise, ID	205,000	2011	$499,000 *(Limited Transportation)*
Carson City, NV	55,000	2006	$376,000 *(No Transportation)*
Cary	142,000	2014	$909,000 *(Proposed)*

TOWN of CARY

Anticipated Project Budget

- **Comparison With Independent Planning Efforts Over Next Several Years: $896,000+**

    - 6 Area Plans = $546,000

    - CTP = $350,000

TOWN of CARY

Estimated Phase II Costs and Funding

Type of Consulting Service	FY13	FY14	FY15	Total
General Comprehensive & Community Planning	$109,000	$145,000	$36,000	$290,000
Community Outreach and Engagement	$125,000	$134,000	$10,000	$269,000
Transportation Consulting & Engineering	$50,000	$200,000	$50,000	$300,000
Economic Development and Fiscal Sustainability	$15,000	$30,000	$5,000	$50,000
TOTAL COSTS– Phase Two	**$299,000**	**$509,000**	**$101,000**	**$909,000**
Currently Appropriated	$150,000			$150,000
Anticipated from FY 2014 CIP (CTP Update)		$350,000		$350,000
Amount to be Requested*	$149,000	$159,000	$101,000	$409,000
TOTAL FUNDING—Phase Two	**$299,000**	**$509,000**	**$101,000**	**$909,000**

*The Planning Department typically requests and receives funding for planning projects annually through the budget process. Average annual funding over past five (5) years is $192,725.

TOWN of CARY

P&Z Board Comments
July 30, 2012

- **Unanimous Board Endorsement**

- **Discussion:**
  - **Inclusion Of Economic Development Strategy/Vision**

  - **All May 2012 Board Input Was Addressed**

  - **Reiteration Of Board's Desire For An Integrated, Complete Plan**

  - **Role Of PZ Board In Phase 2**

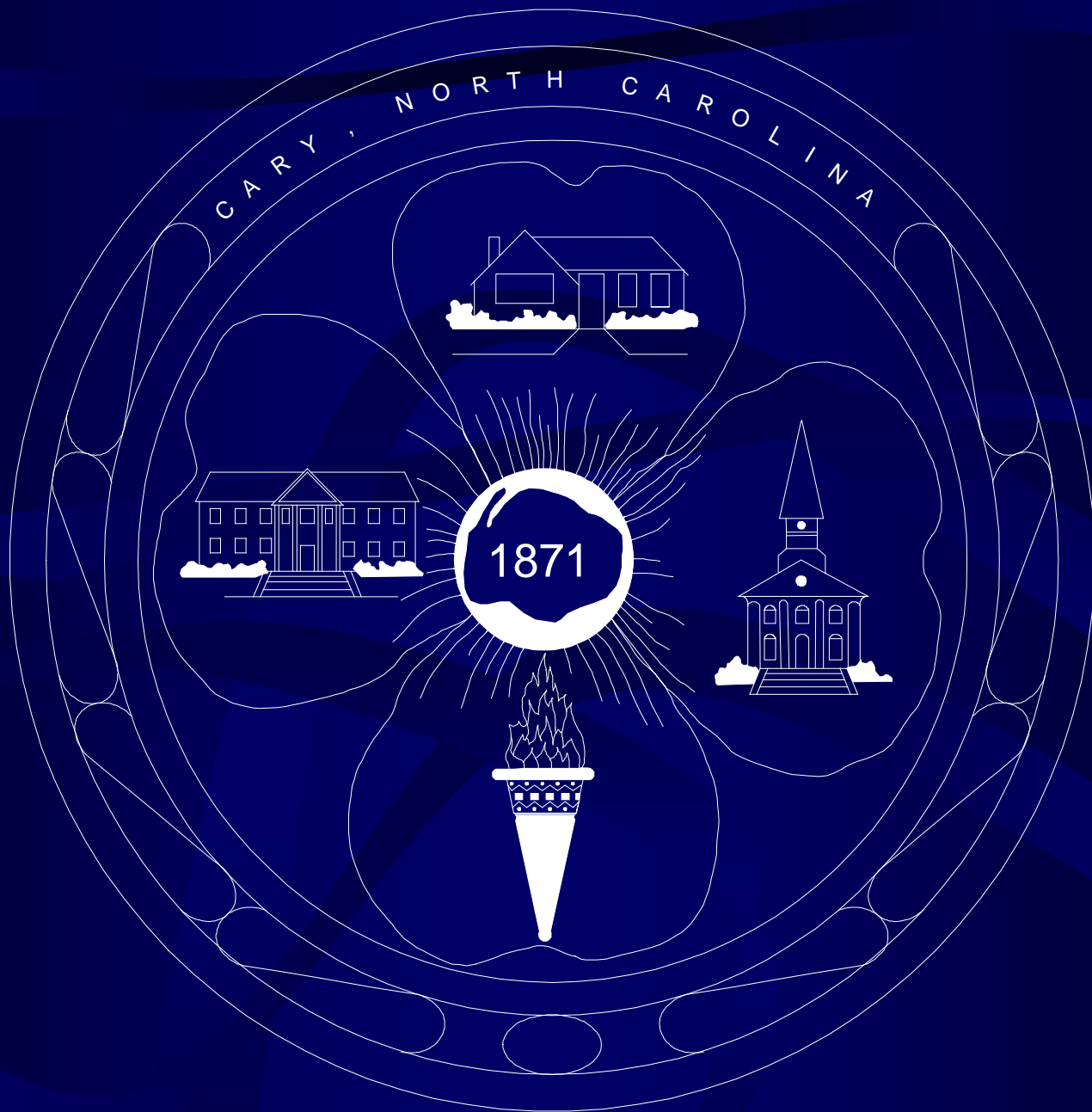 - **Future Plan Update Schedules**

TOWN OF CARY

Some Next Steps

- **Professional Services Contract**
  - **Develop Detailed Scope For Transportation Services Component**
  - **Develop Detailed Scope For Economic Development/ Fiscal Resiliency Component**
  - **Produce Detailed Workplan For Each Of The Eight Major Project Tasks**
- **Appointments To The Steering And Process Committees**
- **Mid-Year Budget Appropriation**

TOWN *of* CARY

Discussion & Direction

Sustainable Economy

Community Health and Safety

Water Resources

COMMUNITY VISION

Growth Management

Greenways   Open Space   Neighborhoods

Public Art

Land Use

Historic Preservation

Affordable Housing

Redevelopment   Transportation

Parks & Recreation   Energy

Public Water System   FISCAL HEALTH   Public Wastewater System

Reclaimed Water System

Environmental Management

CARY, NORTH CAROLINA

1871

Town of Cary