



# COMPREHENSIVE PLANNING REIMAGINED

What Do We Want and How Do  
We Get There

# WHY DO WE HATE IT?

No one cares.

It's just another state mandate.

It serves no useful purpose.

It sits on a shelf

We're setting ourselves up to be the punching bag for citizen groups and media.

It's a waste of time.

All talk, no action.

It doesn't matter what we do. The state will make it impossible.

No one reads it.

We're just going to get bogged down in controversial topics that will never be resolved.

# REFOCUS

## **PURPOSE**



*THINK GLOBALLY, NATIONALLY, REGIONALLY, LOCALLY*

*IDENTIFY CHALLENGES & SOLUTIONS*

*BEING OPEN TO FORMAT CHANGES*

*CITIZEN & MUNICIPAL ENGAGEMENT STRATEGIES*

# COMPREHENSIVE PLAN REALITY

- IT IS WHAT YOU MAKE IT
  - Deadline – plenty of time
  - Standards – certain items that need to be in it, beyond that you can add topics or re-format
  - Doesn't have to be inactionable or useless

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**Digital**  
**2000 - 2050**

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# Economic Disparity

## CHALLENGES

Larger

Lower

Middle

Income

Broadband

Declining

School

Population

Aging

Demographic

Regulatory

Impediments

Transitional

Economy

Infrastructure





**SOLUTIONS???**

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**STRATEGY WITHOUT TACTICS IS THE  
SLOWEST ROUTE TO VICTORY. TACTICS  
WITHOUT STRATEGY IS THE NOISE  
BEFORE DEFEAT.**

**~SUN TZU**

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# RECIPE FOR A MORE USEFUL PLAN?

Ingredients:

History

Current Status

Future Trends

Challenges

Solutions

Vision for the Future

Public Engagement Strategy

Guiding Principles

State Requirements

# INSTRUCTIONS

1. Ensure the History and Current Status is blended with a good understanding of Future Trends
2. Take the knowledge gained from #1 and in combination with a good public engagement strategy create your Vision for the Future
3. Use your Challenges and Solutions to formulate your Guiding Principles
4. Your collective Guiding Principles demonstrate your Vision
5. Build the Plan around your guiding principles, not state requirements

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***CITIZEN & MUNICIPAL ENGAGEMENT STRATEGIES***

# PUBLIC ENGAGEMENT STRATEGY

Never a 'one and done'

Community Conversations – small group settings with stakeholder groups

- Municipal
- Education – K-12 and College
- Millennials
- Business
- Lake Stakeholders
- Etc

Public Forums





# NEXT STEPS

Draft RFP for Consultant

Draft Public Engagement Strategy