

MEMORANDUM

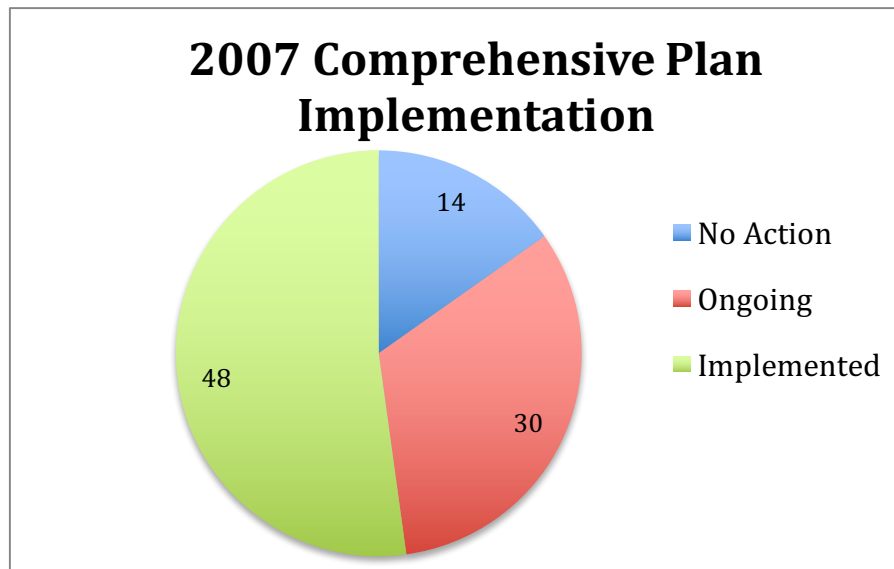
TO: Michael McGovern, Town Manager
FROM: Maureen O'Meara, Town Planner
DATE: August 1, 2016
SUBJECT: Town Council Goal: Develop a plan to update the Town's Comprehensive Plan

Introduction

A Town Council goal is to begin preparations to update the 2007 Comprehensive Plan. Most of the comprehensive plan has been implemented. Recent public comment indicates a robust public participation component should be the key feature of a new comprehensive plan. This memo incorporates the earlier memo and comments made by you and the Town Council Chair in a meeting earlier today.

Status of the 2007 Comprehensive Plan

The current comprehensive plan includes 91 implementation steps. (Attachment one is a spreadsheet listing the implementation steps and their status.)



Seventy-eight of the implementation steps, or 85% percent, have been implemented either as stand-alone actions or ongoing processes. Fourteen recommendations have not been implemented. Three of the 14 were discussed and a decision made not to implement. The remaining 11 tend to be identified as long-term priorities and no interest has been expressed to move them forward.

2007 Comprehensive Plan public process

Highlights of the process used to create the current comprehensive plan will be a helpful reference as a new comprehensive plan process is discussed.

- The committee was comprised of 12 residents, as follows:
 - 2 Town Councilors
 - 1 School Board member
 - 2 Planning Board members
 - 1 Zoning Board member
 - 1 Conservation Commission member
 - 5 Members of the public

- A statistically valid telephone survey (18 minutes in length) was conducted.

- The committee met 29 times over a 21 month period. (The original goal was an 18 month process.) During this time, 3 public forums were held.

- The committee created a schedule of meeting times so that the public could plan in advance to attend. All agendas, minutes and materials were posted on the town website and public comment time was provided at each meeting.

- Comprehensive plan committees are extremely susceptible to schedule "slippage," shortly followed by member attendance issues. The 2007 committee members committed early in the process to missing no more than 1 meeting. Except for an absence due to family medical issues, committee members were extremely diligent in attending meetings, and the committee agreed to add meetings when they fell behind schedule.

- After some initial start-up and survey development work, the committee began to draft the plan by chapter. As the committee developed preliminary chapters, each member of the committee drafted an article summarizing the chapter and preliminary recommendations which was published in the Cape Courier and posted on the website.

- The Town Council and Planning Board held a joint workshop to review the final draft. The Planning Board then held a separate workshop, public hearing, and forwarded a recommendation to the Town Council.

- The Town Council held 2-3 workshops, then held a public hearing and unanimously adopted the plan.

- Costs. There was no budget approved for plan development and it was understood that this would be an economical plan. The committee spent \$14,000 on a telephone survey. Staff obtained packaged data specific to Cape Elizabeth for 4 chapters from GPCOG for \$4,500. Mapping was done by the town planner with support from the GIS budget and printing of the plan was in the \$3,000 range. Support staff prepared some

minutes, but minutes responsibility was transferred to the planner for most of the process. Total estimated cost for the 2007 plan is \$22,000.

Development of a new Comprehensive Plan

The process of developing a comprehensive plan is as important as the written document. The process should provide for a community-wide conversation about the vision for the town's future. This conversation should be aspirational. The recommendations, however, should be grounded in a realistic path forward and measureable.

The development and collection of data in the areas of demographics, economy, housing, transportation, public facilities, fiscal capacity, recreation and open space, marine resources, water resources, critical natural resources agricultural and forestry resources, historical and archeological resources, regional coordination and land use is not only required by state regulation, but also necessary to create a comprehensive plan that provides a meaningful future direction.

The following framework is suggested to begin the discussion of how to create a new comprehensive plan. It assumes that the resulting plan will be consistent with state goals and therefore obtain state certification and that an expansive public participation process should be a main focus of plan development. The town planner would have primary responsibility for staffing the committee, writing the plan and preparing the maps. (During this period, the town planner's availability to prepare large ordinance amendment packages will be extremely limited) Consultants would be retained to conduct a statistically valid telephone survey, manage a public participation process and assist with some data collection. Part-time staff would prepare committee minutes.

Timeline	Action
September, 2016	Town Council adopts Comprehensive Plan Committee charge. A 9 member committee will be created as follows. (Once appointed, committee members representing the Town Council or boards will not automatically be replaced if their membership on the original appointing group ends): 5 members of the public 2 Town Councilors 1 School Board member 1 Planning Board member
December, 2016	Town Council appoints committee members
January, 2017	First Comprehensive Plan Committee meeting
February, 2017	Committee adopts Public Participation Plan. Elements to include: •Statistically valid telephone survey

- Retain public participation consultant to coordinate multi-pronged public information and participation process

March, 2017	Committee reviews state comprehensive plan regulation, existing comp plan, reviews draft telephone survey script
April, May 2017	Telephone survey conducted
June 2017 - January 2019	Committee meets at least monthly Holds public forums, other public participation events Reviews data and begins drafting comp plan by chapter Committee process <i>estimated</i> time to complete 24 months
February, 2019	Final draft comprehensive plan presented to Town Council
March, April 2019	Joint Town Council/Planning Board workshops with Comprehensive Plan Committee
May - July 2019	Planning Board workshop/ public hearing/ recommendation
August - September, 2019	Town Council workshop/ public hearing/ vote

Please note that the time frames are approximate. They assume that a more robust public participation process than with the 2007 plan will be used. Further, as was the case with the 2007 plan, more time may be needed to avoid scheduling final public forums during times of the year when public participation is usually low.

Budget

The following budget is suggested for discussion:

Telephone survey	\$25,000
Public Participation consultant/ related costs	\$15,000
Data development (4 chapters)	7,000
Minutes staff support	3,500
Printing	1,000
Contingency	<u>2,500</u>
TOTAL	\$55,000

Conclusion

The above process is presented to begin the discussion and should be adjusted to reflect the community's goals for the next comprehensive plan.