



A TALE OF TWO COMPREHENSIVE PLANS

(and what they teach us about the keys to
successful implementation)



TODAY'S DISCUSSION

- Compare/contrast the 2007 comp plan to the 2020 plan
- Provide advice for the implementable planning process on:
 - Assembling the right team
 - Preparing the team to lead and execute the plan
 - Overcoming roadblocks
 - Developing the tools to manage the process

2007

Traditional plan

Long on data

Uses jargon and technical concepts

Short on actionable steps

Heavily infrastructure and land use focused
(things an engineer or planner does)

Planner writes goals

2020

Implementable plan

Shorter

Uses more accessible language

Steps and metrics for each goal

Broader focus on other aspects
of the community's needs

Community writes goals

Greater emphasis on collaboration

Experience working together, well-established trust



2007 Plan



Enhanced communication with electronic signs, Savvy Citizen app, social media and text messages



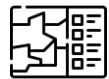
Community preservation through zoning revisions, draft ordinance, interpretive signs for preserved farms



Economic development enhancement through Dover Area Business Association, parcel promotion, and media placements to attract business investment



Acquiring land for construction of alternative routes that **lessen traffic** in borough



Zoning revisions



Establishing **growth management boundaries**



Increased investment in GIS by hiring dedicated staff, additional equipment, and dedicating time for field verification of data

2020 Plan





2007 Plan



Education: Established Regional Collaborative Committee to discuss educational initiatives, partner on economic development and recreational events



Infrastructure: Established capital improvement plan and developed GIS map of infrastructure assets



Recreation: Greater collaboration with borough on recreational programs, staff training, and bulk bidding



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Zoning revisions



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2020 Plan





Housing: BRIC grant for floodplain restoration, resiliency, and MS4 PRP credits

HPMG funds for home removal in flood-prone areas

Partnership with Habitat for Humanity to remove fire-damaged home and replace with new home

Township planning director working with County Blighted Property Committee



2007 Plan



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Zoning revisions



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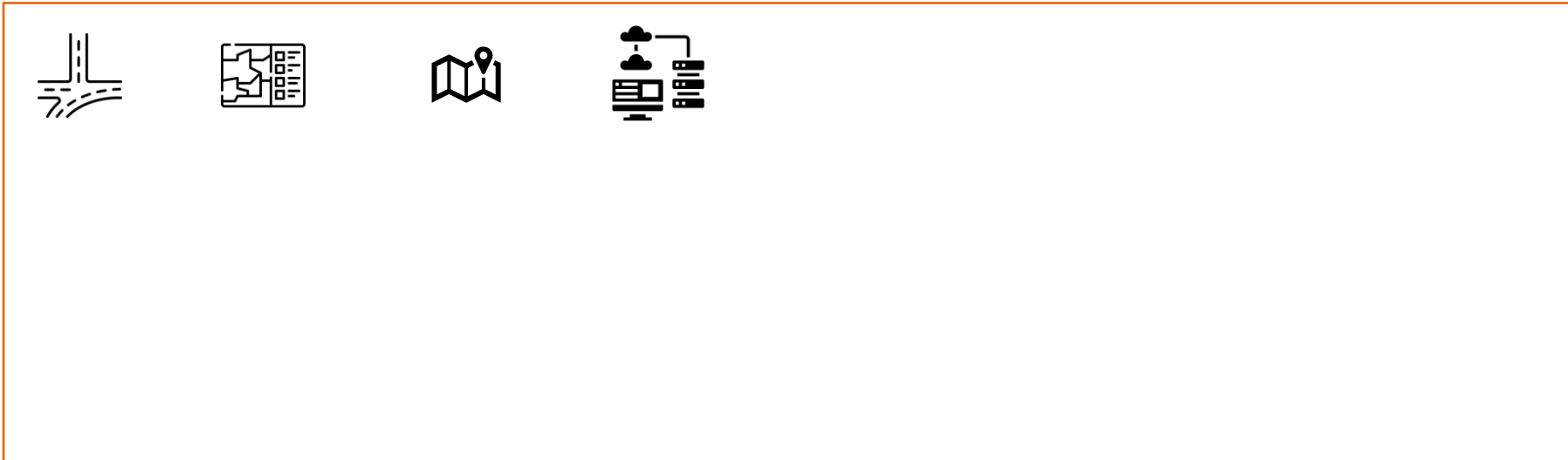
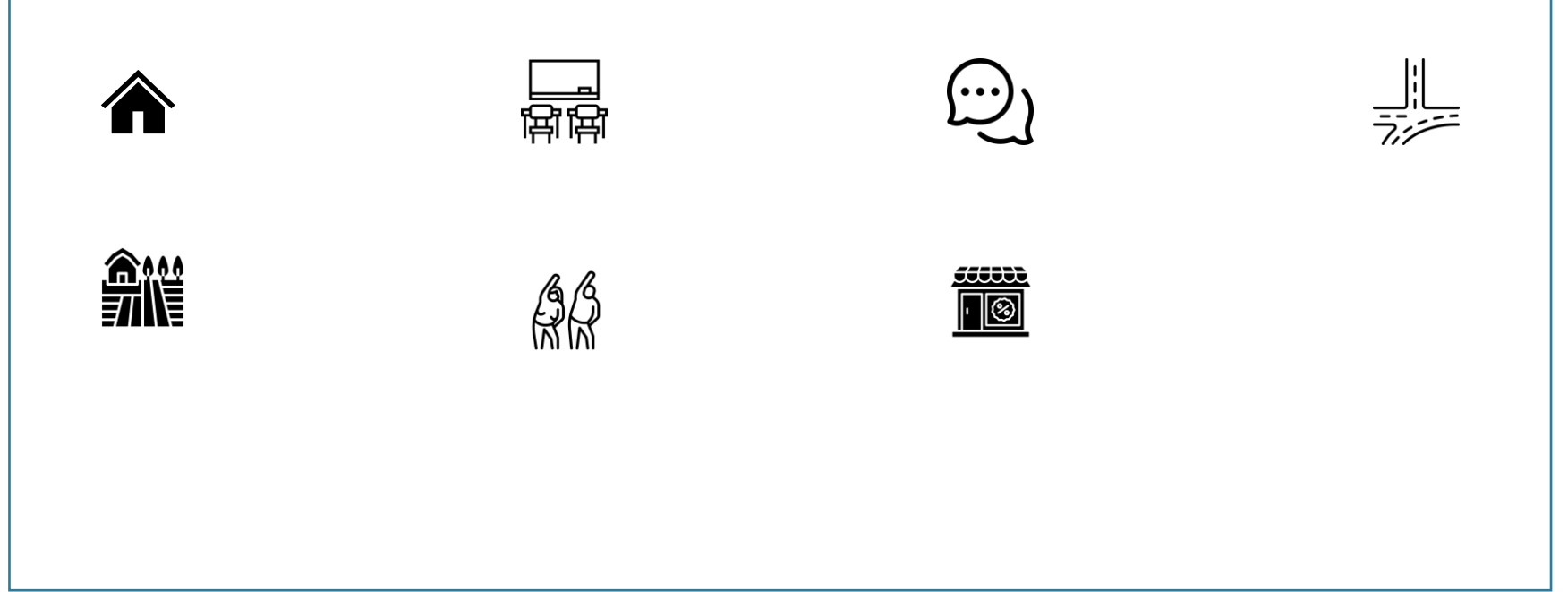


2020 Plan





2007 Plan

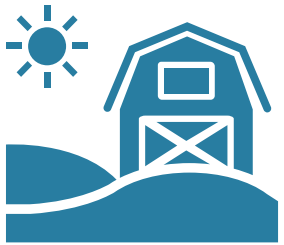


2020 Plan



ASSEMBLING THE RIGHT TEAM

- people who will be invested and champion implementation
- people who represent the diverse interests of the community



Farming



Education



Recreation
Organizations



Emergency
Services



Business

ASSEMBLING THE RIGHT TEAM

- people with a broad mix of knowledge and skills



Community
History



Technology &
Communication



Laws &
Regulation



Government
Workings



Engineering
& Land Use

ASSEMBLING THE RIGHT TEAM

■ people with influence



Planning
Commission



Elected Official
Support



Municipal
Staff



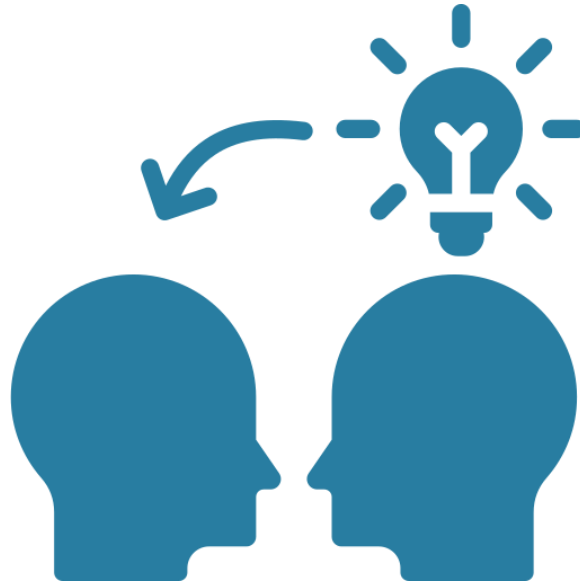
County
Representation

ASSEMBLING THE RIGHT TEAM

- Make sure you'll have capacity for the implementation phase



Do you need to hire
additional staff? Where?



Do you have a
succession plan?

PREPARING THE TEAM TO LEAD & EXECUTE

Build trust

- Address concerns and conflict points head on (annexation)
- Plan activities that promote connection and help people know each other better
- Emphasize common ground





**DOVER TOWNSHIP SUPPORTS
THE DEVELOPMENT OF THIS SITE.**

PREFERRED USES:

(SERVING PINCHOT VISITORS)

- 1. COMMERCIAL RECREATION**
- 2. SHOOTING RANGE**
- 3. WINERY/BREWERY**
- 4. FARMER'S MARKET**



PREPARING THE TEAM TO LEAD & EXECUTE

Educate them about the implementable planning process

- Invite leadership to presentations about implementable planning
- Provide them with copies of sample plans



PREPARING THE TEAM TO LEAD & EXECUTE

Educate them about government processes

- One-on-one in meetings when discussing ideas (multiple locations)
- On the web and social media via video, infographics
- Through email and app notifications

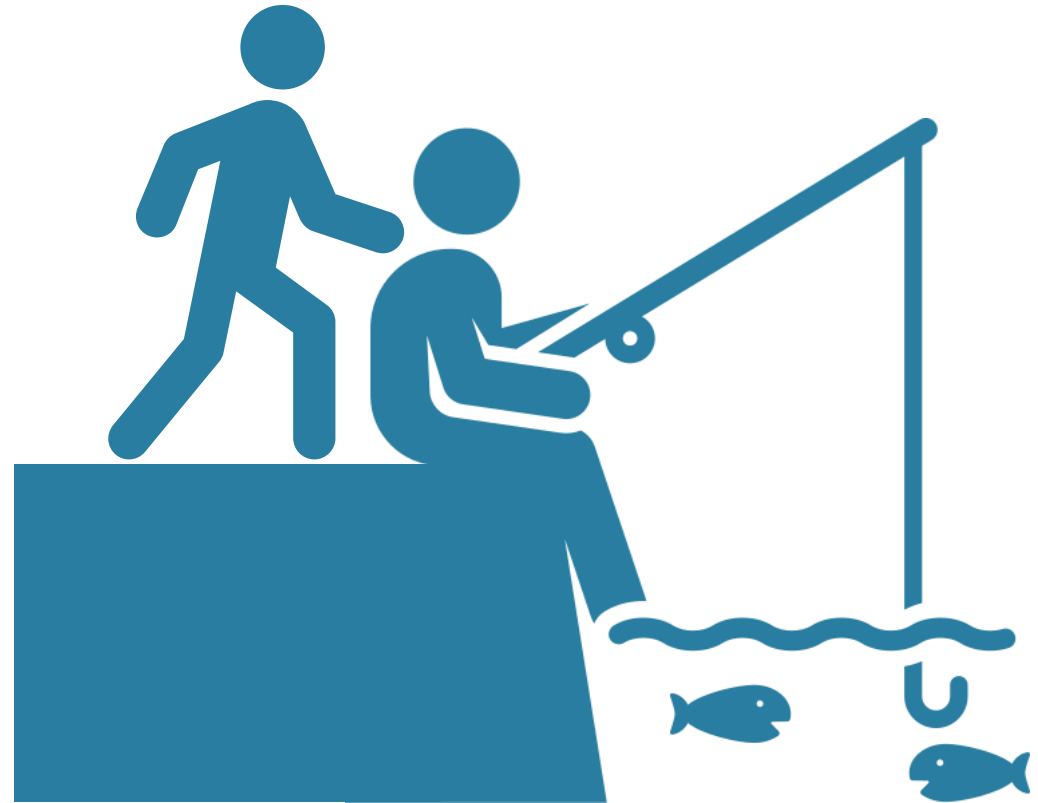


Creative public engagement is necessary at every stage, not just initial solicitation of feedback

PREPARING THE TEAM TO LEAD & EXECUTE

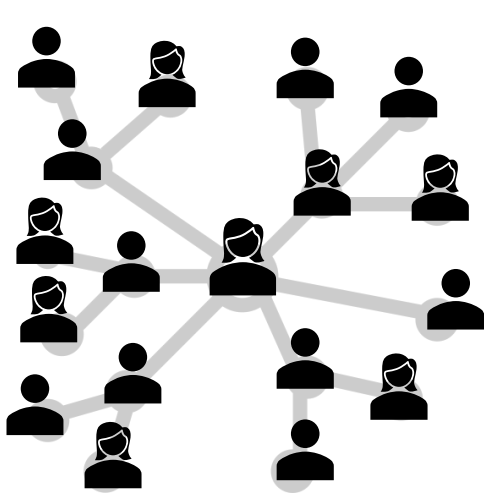
Teach them to be facilitators and drive the process

- Show them how to gather feedback in the community
- Empower them to be the face of the plan through presentations, videos
- Let them write the goals



PREPARING THE TEAM TO LEAD & EXECUTE

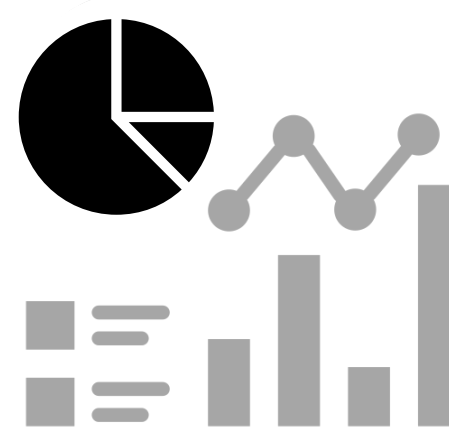
Educate them about change management for successful implementation



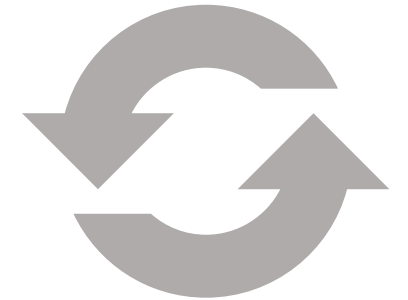
Structure



Communication



Measurement &
Assessment

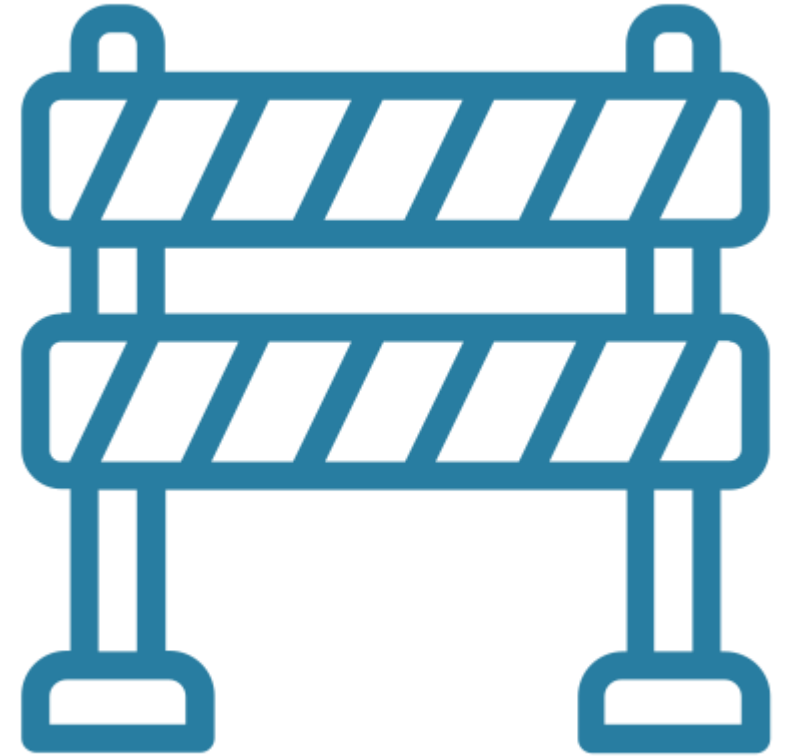


Adaptation
& Evolution

ENCOUNTERING ROADBLOCKS

Changes in leadership

- Be patient with the pace of progress, even when it's slow
- Rebuild trust
- Keep the lines of communication open
- Adapt plan goals, as needed



DEVELOPING THE TOOLS TO MANAGE THE PROCESS



Regular meetings
to discuss
progress/needs



Spreadsheet to
track progress



Communication
tools

WORDS OF ADVICE

- Build relationships and trust first.
- Listen when there is resistance and look for a mutually beneficial path forward
- Be flexible and adjust to change; you don't have to stick to the exact plan items.
- Focus on ways you can work together; don't get stuck.



Questions?



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