

## Work Program Elements

Three major tasks will be required to equip Amsterdam/Churchill with a community plan, all of which occur for each issue: collecting and analyzing information, involving the public in the process, and preparing the implementation documents.

### *Information*

The factual background of the Churchill/Amsterdam planning effort will be half the foundation for your plan policies. Some of the following information has already been gathered; other elements will follow as the process unfolds.

*Demographic Profile.* Given the fact that the Churchill/Amsterdam planning boundary is not a distinct political jurisdiction, information gathering will be fairly limited. Planning Staff can prepare census and GIS mapping information, and use capacity information from the Churchill community septic system, to help the working group and community have a reasonable understanding of demographic information.

*Public Facilities Inventory.* Much of this has happened at our four educational meetings. All notes will be synthesized into public facilities inventory document, along with policy questions, which can guide future work.

*Land Use Inventory.* The current use – grazing, farming, residential, commercial, public – of lands throughout the planning jurisdiction will be mapped. This inventory will include the location and size of existing subdivisions as well as the location of existing farms.

*Landscape Inventory.* This step will assemble the natural factors – watercourses, soils, wetlands, agricultural canals/ditches etc. - that may affect proposed developments in the planning jurisdiction.

### *Public Participation*

The other half of the foundation for your neighborhood plan is public involvement. The kickoff meeting introducing the process and soliciting public involvement will be held on November 15 and I have attached a draft packet showing the framework for that meeting. The kickoff meeting will be the first of several public meetings and will be used to guide all future work. Future meetings, such as *education forums* and/or *policy development forums*, during which more specific questions are asked and alternatives presented, will follow. Finally, alternatives of the plan will be presented for public comment.

I recommend the public participation plan consist of the following:

- Flyers, posters, press announcements, newspaper announcements of any meetings;

- Drafting an invitation letter explaining what the working committee is up to and the kickoff meeting/workshop that is sent out to a majority of landowners (funding was received by the planning board and this was done prior to November 15<sup>th</sup>);
- Obtaining a schedule of events that will be held in the community over the next few months and preparing materials explaining the process to have on display;
- Developing a simple presentation explaining the scope, purpose, and outcome of the kickoff meeting that can be delivered by members of the working committee at any gatherings that might happen at the school or community center;
- Developing a phone tree to issue personal invitations;
- Developing a strategy to include people who need to be involved but, for whatever reason, have not been.

### ***Implementation***

This is where the rubber meets the road and all the hard work pays off. Implementation of a planning process consists of three parts:

*Neighborhood Plan.* The Neighborhood Plan generally consists of the following elements: an introduction and preview, a vision statement, background information, and planning policies. As stated above, the factual background (including opportunities and needs identified by Phase I) and the public participation will form the basis of the planning policies. Ideally, the planning policies will be used to guide future development in Churchill/Amsterdam and the surrounding area. *In order to truly implement a community plan, however, two specific tools are needed:*

*Requirements.* Requirements can take a lot of different forms. The most common type of requirement is a set of development standards which new development or land use change would have to meet (also known as zoning). These standards could include setbacks from canals or ditches, landscape buffers between commercial and residential uses to help compatibility, lighting standards for new commercial buildings, density requirements for new subdivisions, requirements for central sewer/water, etc. Other types of requirements could take the form of plan policy. Examples include planned road connections, trail connections, or sidewalk connections which new development would have to build as a condition of their approval.

*Investments.* Investments require the residents of Amsterdam/Churchill, the County, or perhaps outside agencies (such as MDT or federal grant programs) to invest time, energy, or money. Investments could include adding a public water component to the public sewer system, sidewalks, or road improvements.

## **Responsibilities**

Seeing the planning process through to the end will be the responsibility of both the Steering Committee and Planning Staff. I see the breakdown as follows:

*Planning Staff:* The primary responsibility of the Planning Staff is to collect, analyze, and present information, and to provide a forum for the community conversation by helping design meetings. Specifically, this can be broken down as:

- Collect information and present it to the Working Committee and the community.
- Help the Working Committee develop a kickoff meeting and be (partly) responsible for summarizing information gathered at this and any other public meetings.
- Present all information to Working Committee at bi-monthly meetings.
- Help draft plan and policies.

*Working Committee:*

- Meet twice a month to oversee and direct all work by Planning Staff.
- Help develop and implement the public participation program (including help facilitating all public meetings).
- Be responsible for any funds received.
- Run a website (if you develop one).
- Be willing to speak about the planning process to members of the public.
- Ensure the planning policies and possible regulations developed through this process are truly in line with Amsterdam/Churchill values.