

# COMPREHENSIVE PLAN UPDATE

## PROCESS & OVERVIEW

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### WHAT IS A COMPREHENSIVE PLAN?

Comprehensive plans are important tools in helping a community define goals and implementation measures that will ensure growth and development is consistent with a shared vision of the future. A Comprehensive Plan is like a roadmap.

### WHY IS IT IMPORTANT?

Planning in this way can be difficult, but it is important for a number of reasons including:

- **Legal protection of Land Use Ordinances.** Only communities with consistent comprehensive plans can legally impose a zoning ordinances beyond Shoreland Zoning.
- **Eligibility for State Grants and Loans.**

### WHAT ARE THE STEPS INVOLVED IN THE PROCESS?

#### 1 ISSUE IDENTIFICATION

- **Data collection.** What are the trends and current conditions?
- **Analysis.** What does the data tell us?
- **Define the Problem.** It is essential to reach wide agreement on the definition of the problems in order to develop workable recommendations to solve them
- **Feedback and Engagement.** This is a continuous process. At each step the public is engaged to test ideas, seek information and/or provide information.

#### 2 GOALS/POLICIES

- **Goals and Policies.** A goal is an intention for which the community is striving, a policy is a statement on how to reach that goal.
- **Future Land Use Plan.** This an important graphical representation of the goals and policies.
- **Feedback and Engagement.** This is a continuous process. At each step the public is engaged to test ideas, seek information and/or provide information.

#### 3 IMPLEMENTATION

- The comprehensive plan will only be as good as its implementation. For Rockland, we want a document that does not just sit on the shelf
- **Ownership.** Commitment by City Staff and Committees to work toward implementation.
- Action items should be **Specific, Measurable, Attainable, Realistic, and Timely (SMART).**

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*“If you don’t know where you’re going, you might end up some place else.” - Casey Stengel*