



Comprehensive Plan Consultant Recommendation

Date: August 7, 2018

To: Davidson Board of Commissioners

From: PIO Cristina Shaul, Pat Coleman and Michael Flake, Comp. Plan RFP/Consultant-
Selection Committee Representatives

Re: Comprehensive Plan Consultant Recommendation

1. OVERVIEW

A comprehensive plan is the leading policy document and tool to help communities create a vision and guiding principles for decision-making for their town. The comprehensive plan's purpose is to directly inform decisions that we make as a community. It does so by helping us to understand our historical context, identify current or anticipated issues, evaluate options for how to best proceed, and establish a set of policies to accomplish our aims. The board of commissioners identified the comprehensive plan as a priority in their 2018-2019 Strategic Plan. Additionally, our last comprehensive plan was completed in 2010 – most communities update or create a new plan every five years. This is especially true for communities in high-growth areas like the Charlotte metropolitan region. This will be a community-centered process. The comprehensive plan process entails an extended community conversation that intentionally engages all stakeholders – residents/citizens, neighborhoods, businesses, the college, town government, non-profits, and institutions. To assist with public engagement, visioning, and plan composition, an experienced consultant was selected by a commissioner-appointed committee of citizens, staff, and elected officials. The committee received six responses, interviewed four firms via phone, selected three top choices, and interviewed two firms in person.

On August 7, that committee will present its recommendation and seek the approval of the Davidson Board of Commissioners.

Related documents and links:

PowerPoint

Clarion's RFP Response

All 6 RFP Responses ([link](#))

Draft Budget Amendment 2019-07

2. RELATED TOWN GOALS

2018-2019 Strategic Plan priority: "Land Use Strategy: Begin Comprehensive Plan process"

3. RECOMMENDED ACTION

The Comprehensive Plan RFP/Consultant-Selection Committee comprised of citizens, commissioners, and staff recommends the approval of Clarion as the consultant to help the Town of Davidson facilitate our comprehensive plan process.

Potential motion language: I move to authorize Town Manager Jamie Justice to proceed with signing a contract with Clarion and authorize the approval of Budget Amendment 2019-07 to appropriate the amount of \$85,000 for the first phase of this comprehensive plan.

4. PROS & CONS

Consider approval on August 7:

Pros: 1) The Town of Davidson should feel confident that an extremely reputable and capable firm was hired to facilitate the comprehensive plan process, after thorough work by a team of dedicated citizen/commissioner/staff committee members for the past several months.

2) The Town of Davidson will be able to commence the comprehensive plan process in September, since this is such a high priority.

Cons: Since transparency is a priority, more time for commissioners and citizens to digest this information and share input could be deemed beneficial.

Consider approval on August 28:

Pros: Commissioners and citizens can digest this information and share input.

Cons: A delay might elongate the process for starting the comprehensive plan process (but is workable).

5. NEXT STEPS

If this recommendation is approved, we will proceed to the contract stage with the consultant. We will begin the comprehensive plan process in September, and based on the preliminary schedule, will work through late 2019 until the new comprehensive plan is approved.