



Comprehensive Plan Consultant Recommendation

Date: August 28, 2018

To: Davidson Board of Commissioners

From: PIO Cristina Shaul, Co-Project Leader for Comprehensive Plan project

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.

The town's comprehensive plan was completed in 2010; most communities update or create a new plan every five to ten 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 -- Clarion Associates -- was selected by a commissioner-appointed committee of citizens, staff, advisory board representatives, and elected officials.

At the August 7 board of commissioners meeting, the committee recommended Clarion Associates as the consultant for this project. The Davidson Board of Commissioners requested a visit from Clarion Associates at the August 28 meeting before considering approval.

Related documents:

PowerPoint from Clarion Associates

Bio sheet on Clarion Team Member Matt Goebel

Budget Amendment 2019-07

2. RELATED TOWN GOALS

- 2018-2019 Strategic Plan priority: “Land Use Strategy: Begin Comprehensive Plan process”
- 2010 Comprehensive Plan: “The Comprehensive Plan should be updated at least once every ten years.” (pg. 14)

3. RECOMMENDED ACTION

The Comprehensive Plan RFP/Consultant-Selection Committee comprised of citizens, commissioners, advisory board representatives, and staff recommend the approval of Clarion Associates 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 Associates 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 28:

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: Not approving this consultant will delay the comprehensive plan process.

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/early 2020 until the new comprehensive plan is approved.
- We will also begin the application process to select citizens to serve on the Plan Advisory Group.