



## MEMO

To: Davidson Board of Commissioners  
From: Planning Director Jason Burdette, Senior Planner Trey Akers  
Date: June 25, 2019  
Re: Comprehensive Plan – Plan Advisory Group Activities Update

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### 1. OVERVIEW

Tonight's presentation provides an update on the *What's Next?* comprehensive plan process. Specifically, it details the work of the Plan Advisory Group (PAG) – a group comprised of residents, elected officials, and stakeholders that have met throughout the process to receive updates, provide guidance, and contribute to public engagement. Along with the Publicity & Outreach Committee (P&O), they have been instrumental in helping to spread the word and shape participation in the *What's Next?* process.

Background: 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 the community makes.

#### ***Roles & Responsibilities***

Last fall, the planning process officially kicked off and, as part of that launch, the Plan Advisory Group (PAG) convened to begin their role in facilitating this process. Their primary roles throughout the process have been:

1. **Ambassadors**: Members serve as plan ambassadors to the broader community. Along with the Publicity & Outreach Committee (P&O), they share information about the process with their neighbors and networks as well as encourage their participation in outreach events. They've also volunteered as representatives to help get the word out at events such as Christmas in Davidson, and they've served as table/station facilitators at the *Conservation on What's Next* and *Shaping What's Next* workshops.
2. **Input + Feedback**: PAG members also provide creative input and direction on a number of different topics, including:
  - Public engagement priorities + approaches: How word should be spread about events, how events should be designed, etc.

- Potential plan priorities: What topics should be considered along the way, from issues related to preservation and housing to open space and economic development, to many more.
- Background + engagement reports: What the current demographic data says about Davidson (*Community Snapshot Report*) and how participation should be guided to solicit greater input about relevant themes (*Exploring Our Planning Principles Public Engagement Report, Testing Policy Direction Public Engagement Report*).
- Draft plan vision, values, policies + action plan: Based on public feedback, what topics require further exploration and what tools might be available to the community in decision-making processes going forward.

### **Outcomes**

By the numbers, the PAG- and P&O-envisioned engagement activities illustrate the significant impact these groups have had:

- Phase 1 Public Engagement, Exploring Our Planning Principles (Fall 2018):
  - » 22 Community Events (Farmers’ Markets, College Events, Christmas in Davidson)
  - » 1,300+ Points of Contact
  - » 642 Surveys Completed
- Phase 2 *Conversation on What’s Next, Shaping What’s Next* Workshops (Winter-Spring 2019):
  - » 13,000+ Public Inputs (Cumulative)
  - » 650 Community Conversation Participants
  - » 150 Shaping Workshop Participants
  - » 64% of Shaping Workshop Participants = New to Process

These numbers testify to the community’s commitment to this process. The success of these efforts has been grounded in the PAG and P&O’s guidance, diversity of viewpoints, and volunteer efforts.

## **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. OPTIONS/PROS & CONS**

Not applicable.

## **4. FYI or RECOMMENDED ACTION**

This is an informational update. No board action is required.

## 5. NEXT STEPS

All members of the community are encouraged to participate in the following ways:

- Visit the project website for up-to-date information (including the Community Snapshot and the Public Engagement Reports) at [www.WhatsNextDavidson.com](http://www.WhatsNextDavidson.com);
- Sign up for the *What's Next?* eCrier to receive news and information at [www.townofdavidson.org/eCrier](http://www.townofdavidson.org/eCrier) (type in your email and click the “What’s Next?” list at the bottom).

Looking ahead, the coming months will focus on creating a draft plan and soliciting input from the PAG, advisory boards, elected officials, and the public. The anticipated framework is as follows:

1. PAG Review of Draft Plan Modules:
  - July 15 – Module 1
  - August 7 – Module 2
  - August 28 – Module 3
2. Joint Town/Planning/Livability Boards Work Session to Review Draft Plan (Date TBD)
3. Public Open House to Unveil Draft Plan (Date TBD)