

Agenda

- Welcome and introductions
- Smart Planning 101
- Guttenberg's planning process and timeline
- Community outreach plan
- Set Community Visioning dates for February and/or March
- Logistics for Visioning Sessions - location, incentive, engagement, etc.
- Set next Steering Committee meeting (progress report and survey development) for April
- Additional questions or comments from committee members
- Adjourn



Welcome & Introductions

- Tell us your name, affiliation and what you hope to see in Guttenberg as a result of this planning process.
- Is there anyone missing who should be at the table?
- Community Capitals Tool:

Financial Capital:

Bankers,
insurance,
investment,
accountants

Built Capital:

Utility reps, real
estate, public
works, builders,
inspectors

Natural Capital:

Environmental
advocates, farmers,
recreational
enthusiasts

**To ensure a diverse
Comprehensive
Planning Steering
Committee, consider
two or three
individuals to
represent each of the
Community Capitals.**

Political Capital:

Council members
and other elected
or appointed
individuals

Cultural Capital:

Historical society,
librarian, tourism,
artists and other
cultural performers.

Human Capital:

Social workers, health
care providers,
teachers, other
educators and care
providers

Social Capital:

Members of
community groups
and other
community
"leaders"

Iowa Smart Planning ...

- Is a tool for local comprehensive planning and subsequent decision-making
- Provides 10 planning principles as a guide to ensure a complete and equitable process
- Identifies 13 elements that may be included in a comprehensive plan
- Is part of the Land Use section of the Iowa State Code, signed into law in April of 2010



Smart Planning Principles

- Collaboration
- Efficiency, Transparency and Consistency
- Clean, Renewable and Efficient Energy
- Occupational Diversity
- Revitalization
- Housing Diversity
- Community Character
- Natural Resource and Agricultural Protection
- Sustainable Design
- Transportation Diversity



Smart Planning Elements

- Public Participation
- Community Characteristics
- Community Culture
- Community Facilities
- Housing
- Public Infrastructure and Utilities
- Transportation
- Natural Resources and Agriculture
- Economic Development
- Land Use
- Hazards
- Intergovernmental Collaboration
- Implementation Plan

The Process and Timeline

Phase One: Organization and Community Visioning – Completed 3/31/13

One meeting will be held with community steering committee to develop community outreach methodology and logistics for the comprehensive planning process.

Two sessions will be devoted to creating a community vision. Using an Appreciative Inquiry Approach, community members will be led through the first steps of *Discovery* and *Dreaming* to identify the community's vision for the future. Once an overarching vision for the community is developed, we will seek to identify a specific vision for each of the smart planning elements.

Phase Two: Collection of Background Data – Completed 5/31/13

Data and other relevant background information for each element will be collected for inclusion in the plan. GIS mapping will begin for land use maps, and others as required. One progress meeting with community steering committee will be held during this time. Community surveys will be developed and distributed.

Phase Three: Public Participation – Completed 7/31/13

A series of four public think tanks will be held to *Design* goals, strategies and specific actions that will help the community work toward their vision for each of the plan elements. Applicable data and information will be shared with participants so that they can make informed suggestions and plans for the future.

Phase Four: Plan Finalization – Completed 11/15/13

UERPC will compile data, maps and other background information and the goals, strategies and actions into a draft document. A final meeting with the steering committee will be held to review the draft for needed adjustments or additions.

Phase Five: Final Public Review and Adoption – Completed 12/31/13

Plan will be placed on UERPC and city website for final comment opportunities from the public. A public hearing will be held and the council will adopt the plan.

Community Outreach Plan

What is the best way to engage your community members?

- Newspapers
- Posters
- Table tents
- Mailings with city utility billings
- Community/organizational newsletters
- Social media
- Radio
- Personal invitations
- Do we need/have a budget?

Next Steps

- Select two Community Visioning dates for February and/or March
- Determine location and logistics of sessions
- Set next Steering Committee meeting for April

Any Questions?



Thank You!

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Guttenberg
Comprehensive Smart Planning
2013