

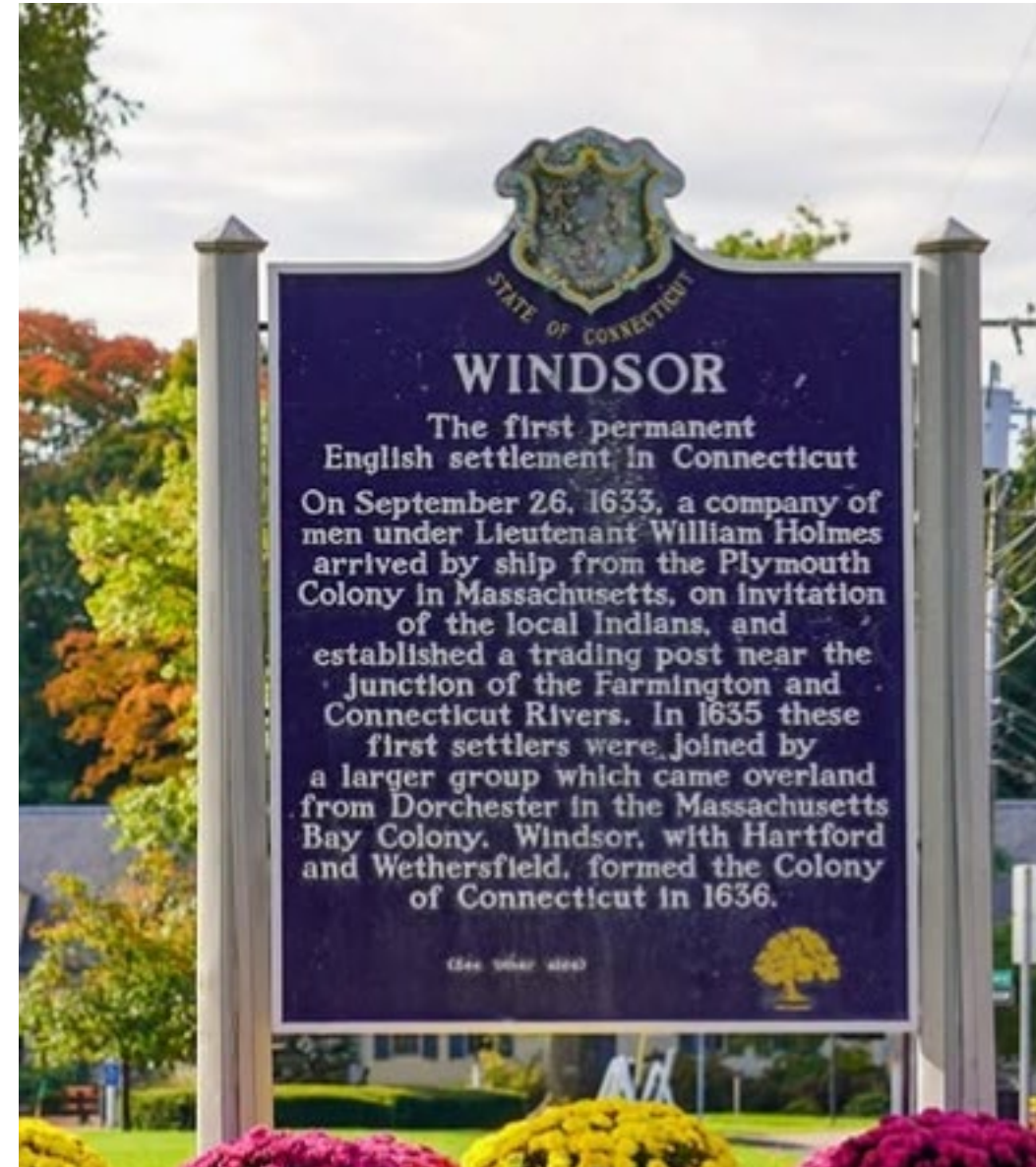


Plan of Conservation
and Development
Advisory Committee
Meeting #1
Dec 4, 2024



Agenda

- Introductions
- POCD Overview
- Project Scope
- Engagement Plan
- Project Schedule
- Visioning Discussion
- Logos & Branding



Introductions



Our Team



Francisco Gomes, AICP
Senior Advisor and
Land Use Specialist



Ken Livingston, AICP
Managing Principal



Rory Jacobson, AICP
POCD Project Manager



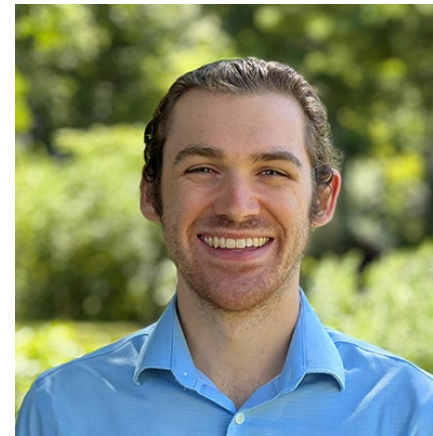
Christian Mazur
Transportation Planner



Nicole Detora
Community Planner and
Urban Designer



Stephanie Dyer-Carroll
Cultural and Historic
Resources



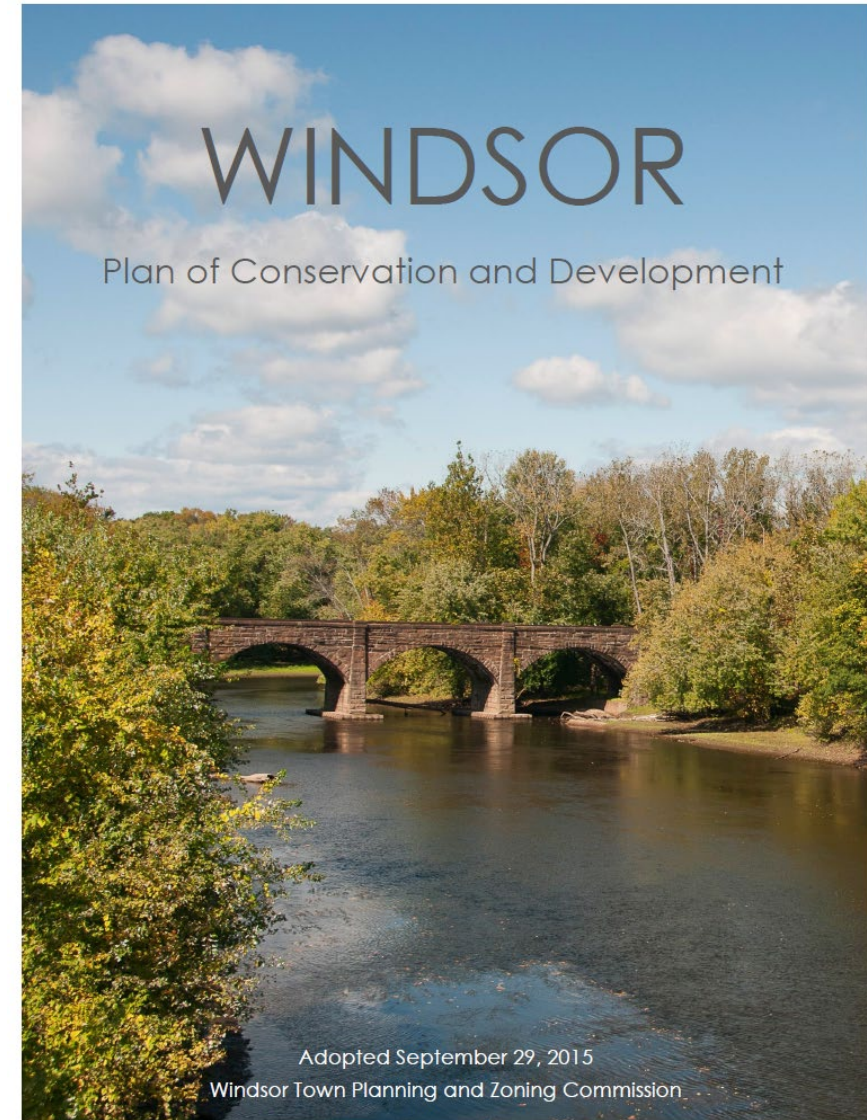
David Winslow
Environmental Planner and
GIS Specialist

POCD Overview



What is a POCD?

- A Plan of Conservation and Development (POCD):
 - Guides the Town in making policy decisions.
 - Is referenced by Boards and Commissions in considering applications.
 - Documents conditions in the community at a point in time and anticipates future conditions based on trends.
- Connecticut General Statutes requires each municipality to prepare or amend and adopt a POCD at least once every ten years.
- An adopted and up-to-date plan is a requirement for State funding and can be used to help secure grants.



The POCD Shapes the Future of:

- Housing Development
- Services and Facilities including Park and Recreational Facilities
- Transportation Infrastructure and Services
- Social Equity and Public Health
- Utilities and Infrastructure
- Environmental Resources
- Land Use and Zoning
- Cultural Resources
- Economic Development



Project Scope



Project Scope - POCD

- **Task 1 – Project Coordination**
 - Kick-off meeting
 - POCD Advisory Committee Meetings (12)
 - Monthly Project Coordination Calls
- **Task 2 – Community Engagement**
 - Social Media, News Coverage, Project Website Content
 - Online Public Survey
 - Stakeholder Interviews (10)
 - Focus Group Meetings (5)
 - Pop-up events (2)
 - POCD Workshop (2)
 - Public Presentation of POCD and Public Hearing for Adoption
- **Task 3 - Existing Conditions Assessment**
- **Task 4 - POCD Document**



Engagement Strategy



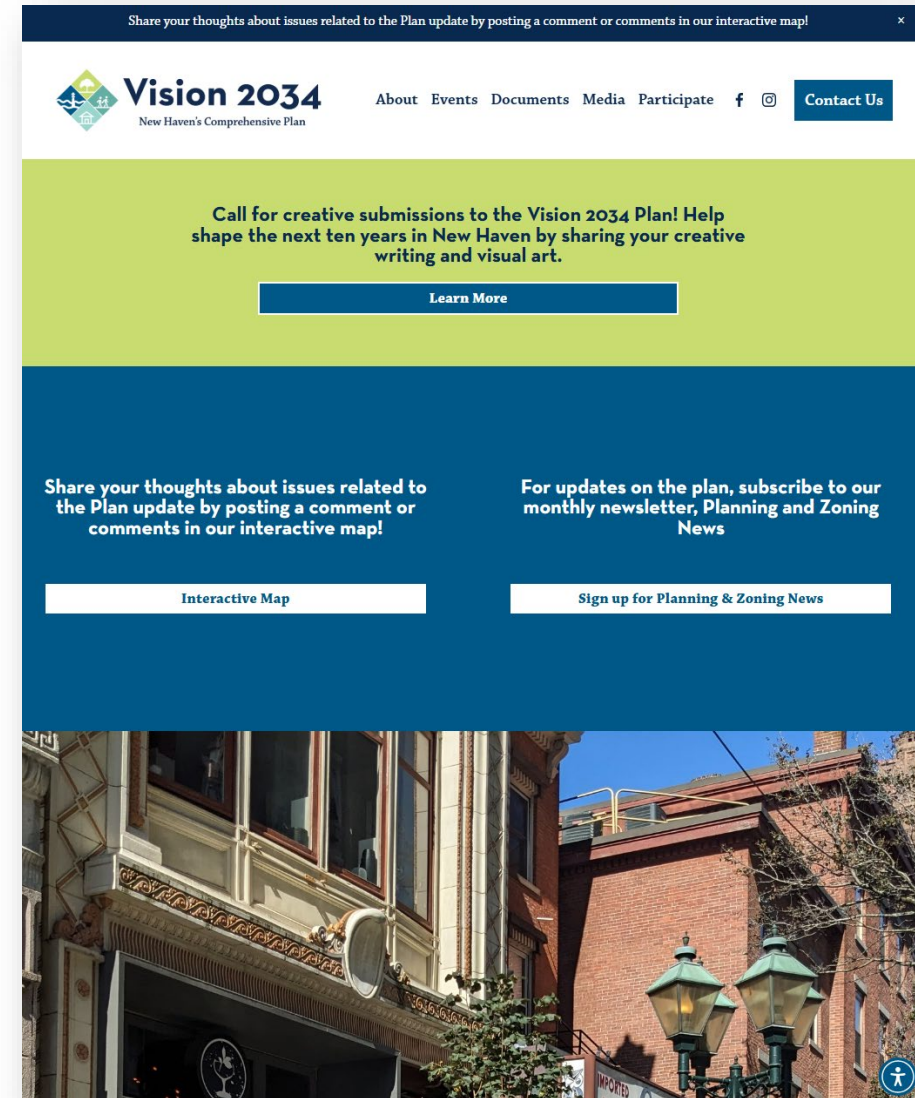
Engagement Strategy

- Establish a brand and identity for the Plan
- Invite residents and stakeholders to participate in the planning process through a variety of forums
- Develop plan recommendations with the community
- Create an exchange for input and promote participation
- Be active listeners



Website, Social Media, News Coverage

- A project webpage will be hosted on the Town's website
- Content for Social media postings
- Press releases in local media sources



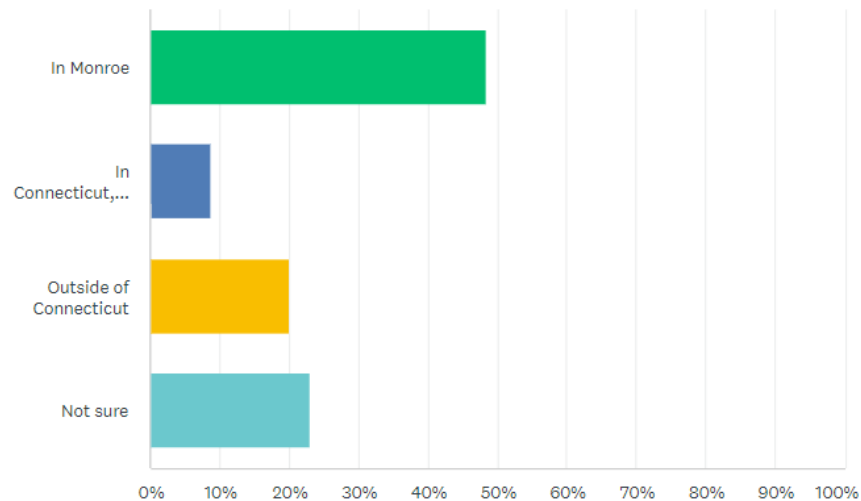
New Haven Vision 2034 website

- Targeted questions highlighting demographics, trends, and plan topics
- Anonymous input from residents who may not otherwise take part in the planning process

Online Survey Question Examples

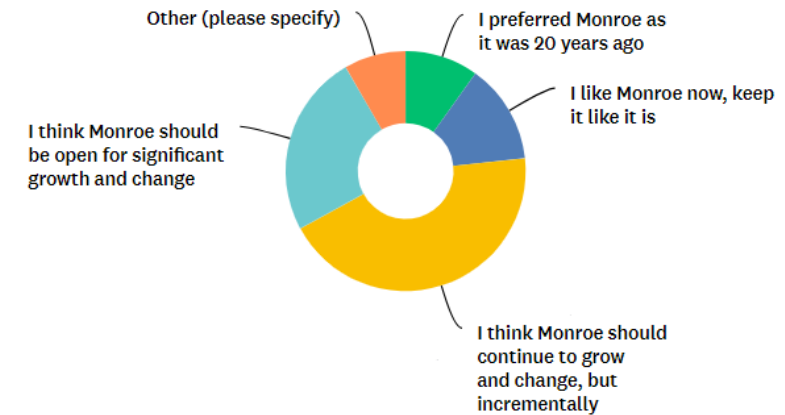
Where do you see yourself living 10 years from now?

Answered: 1,780 Skipped: 465



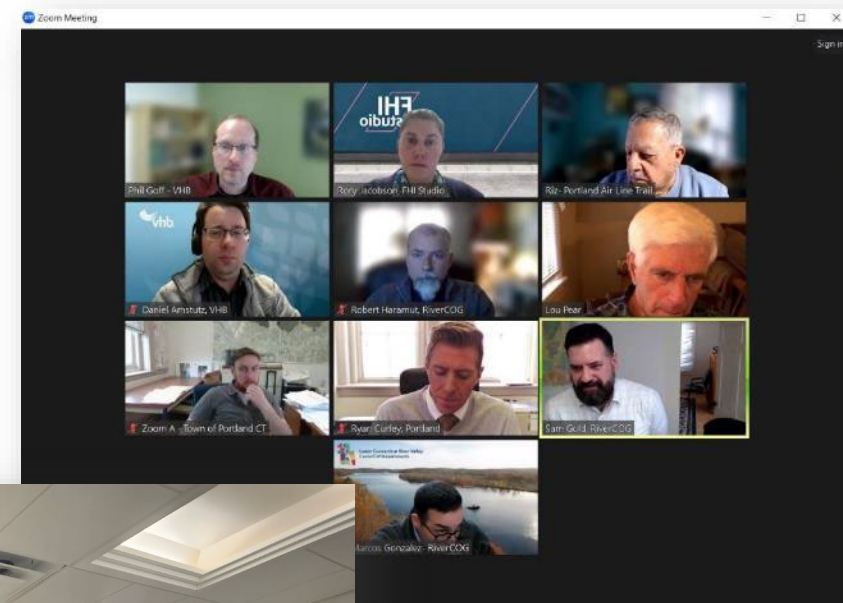
Please select the statement that best represents your thoughts about Monroe

Answered: 2,116 Skipped: 129



Stakeholder Interviews & Focus Groups

- Ten Stakeholder Interviews – 1 to 2 persons - virtual
- Five Focus Group Meetings – Under 12 people, typically organized thematically - *conducted virtually or in person*



We will conduct up to two pop-ups

Potential Events Include:

- December 18th – Winter Wonderland- Booked!
- Farmers' Markets
- Lions Club Spring Arts & Crafts Festival
- Spring Fest
- Others?



Public Workshop

- Presentation and interactive break out sessions aimed at bringing the community into the planning process.
- Advertised on website and social media, in the online survey, and during Pop-Ups.
- Two public workshops will be conducted.



Public Hearing and Adoption

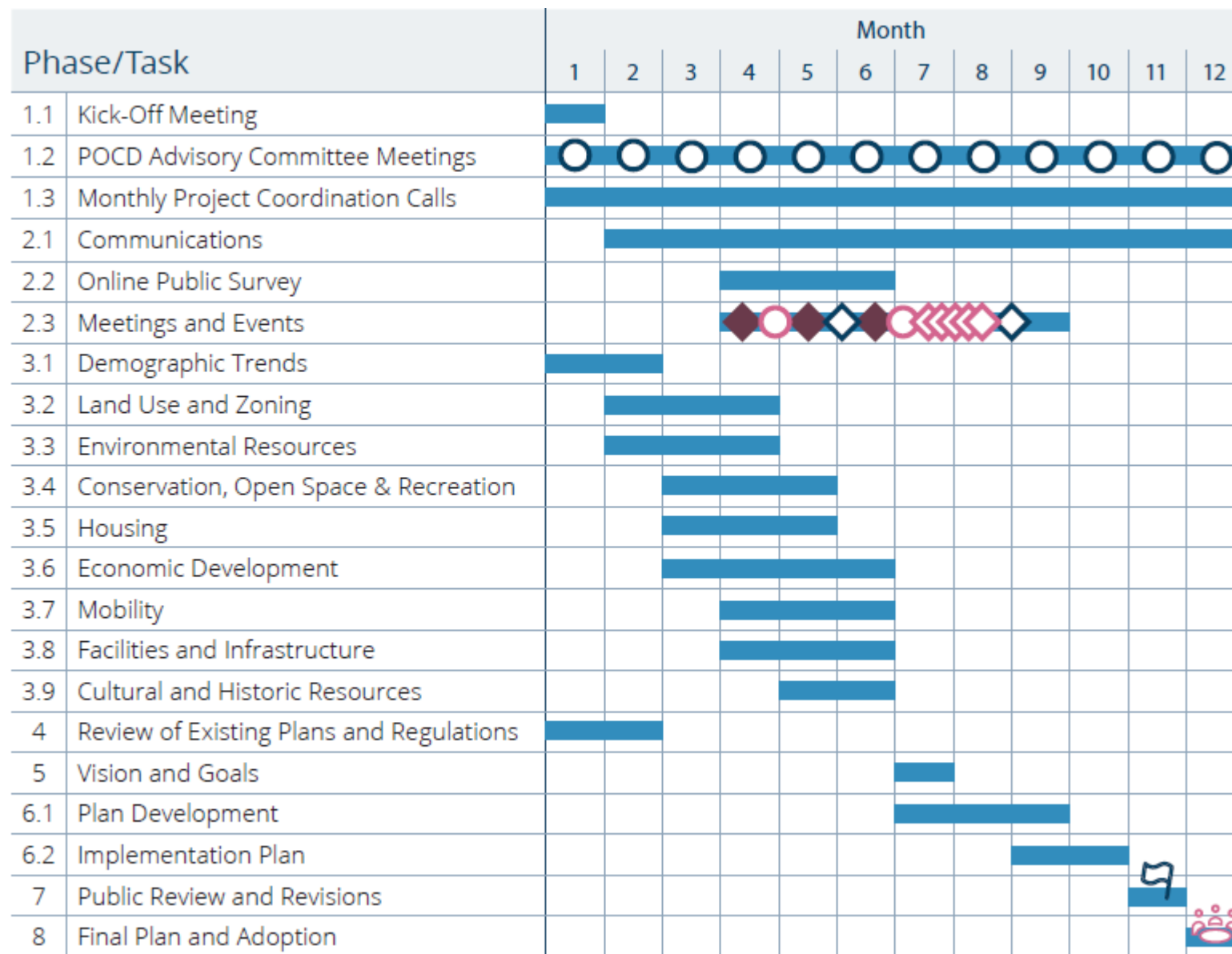
- Public Presentation of POCD
- Public Hearing for Adoption



Project Schedule



Project Schedule



- 12-month schedule
- November 2024 – November 2025

-  Advisory Committee Meetings
-  Stakeholder Interviews
-  Pop-Up Events
-  Workshops
-  Focus Group Meetings
-  Public Presentation
-  Public Hearings

Visioning



Visioning

What is a Vision Statement?

A vision statement is a formal declaration that outlines long-term aspirations and objectives for the future. It serves as an inspirational guide, providing a clear picture of what is to be accomplished over time. Vision statements are often designed to be motivational and to communicate values and purpose to both internal and external stakeholders. They help to align efforts and decision-making processes toward a common goal.



Implementation of the Vision

Vision

- Windsor's values
- What the Town will strive toward
- Desires and aspirations of the community

Goals

- Commitments towards achieving the vision
- Desired outcomes

Strategies

- Methods for achieving goals

Actions

- Specific steps taken as part of a larger strategy



- What do you like about Windsor? What's working?
- What are the issues in Windsor? What are your concerns?
- What ideas do you have to improve Windsor?
- What about Windsor do you want to be preserved?

Logos and Branding



Logos and Branding



Vision 2034

New Haven's Comprehensive Plan

PLAN **BOLD** • PLAN **SMART**

PLAN
BRIDGEPORT



CITY OF DANBURY

Plan of Conservation and Development



WETHERSFIELD

Rich Past. Bright Future!

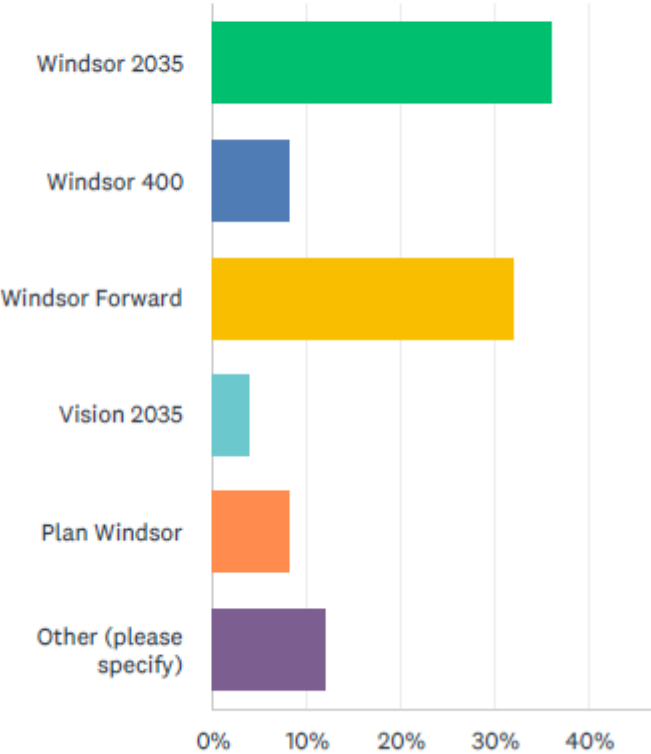
WEST HARTFORD



Logos and Branding

Which title do you like best?

Answered: 25 Skipped: 0



ANSWER CHOICES	RESPONSES
A future built together	4.00%
Shaping tomorrow	4.00%
Building our future	12.00%
Building the future together	20.00%
Celebrating Centuries, Building Futures Together	24.00%
The vision for tomorrow	4.00%
Shaping our future together	28.00%
Other (please specify)	Responses 4.00%
TOTAL	

Logos and Branding

1.



2.



3.



4.



5.



6.



9.



10.



7.



8.



Logos and Branding

1.



2.



3.



Logos and Branding

4.



5.



6.



7.



8.



Logos and Branding

9.



10.



Questions?

