



# Town of Oakland Public Workshop



Oakland Comprehensive Plan Committee  
June 21, 2018

# Agenda

- I. Intro to a Comprehensive Plan
- II. Review Progress of Committee
- III. SWOT Exercise
- IV. Blue-sky Visioning
- V. Community Survey



# Introduction to a Comprehensive Plan

- I. What is a CompPlan?
- II. Why write a CompPlan?
- III. Outline of a CompPlan



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# What is a Comprehensive Plan?

- A comprehensive, long-range plan intended to guide the growth and development of a community.
- Includes: economic development, housing, recreation and open space, transportation, land use, and community facilities, and the community's goals and objectives of these elements.
- More than a document - it is a process that brings the community together.
- **Always respectful of private property rights!**

***“What is our history, where are we now, and where do we want to go?”***



# Section Outline of CompPlan + Data Inputs

- I. **Preface** - include vision statement and record of public participation.
- II. **Historic and Archeological Resources** - include inventory of historic buildings and archaeological sites.
- III. **Natural Resources** - include inventory and analysis of water resources, natural resources, and agriculture/forestry resources.
- IV. **Inventory and Analysis** - include conditions of natural resources, population figures, employment statistics, housing profile (rented vs. owned, seasonal vs. year-round, etc.), analysis of transportation network conditions, and maps of recreation resources and public facilities.
- V. **Goals and Policies** - includes policies and strategies AND methods for implementation



# Policy Section of a Comprehensive Plan

- CompPlan policies should **provide a roadmap for future use and management of the community.**
- **Every town is unique!** Policies should flow from the issues raised in the inventory and analysis AND from state policy.
  
- ❖ The policies must, at the least, address statewide goals. It's up to the community to fashion policies the way it thinks best, based on conditions it has found in the community

## What is a policy?

A policy is a specific statement of principle or course of action. Whereas a “goal” is an intention for which the community is striving, a policy is a statement concerning how to reach that goal.

**For example,** to have clean water is a goal. To try to meet that goal, a community might adopt policies such as, “*The Town must (should) (shall) strengthen its best management practices*”; and, “*The Town must (should) (shall) support education on storm water management techniques.*”

# Policy Recommendations + \*Sample Policy Example\*

Water Resources Section - Example of Policy & Strategies

***Policy Recommendation Example 1.1: Protect, maintain and, where warranted, improve marine habitat and water quality.***

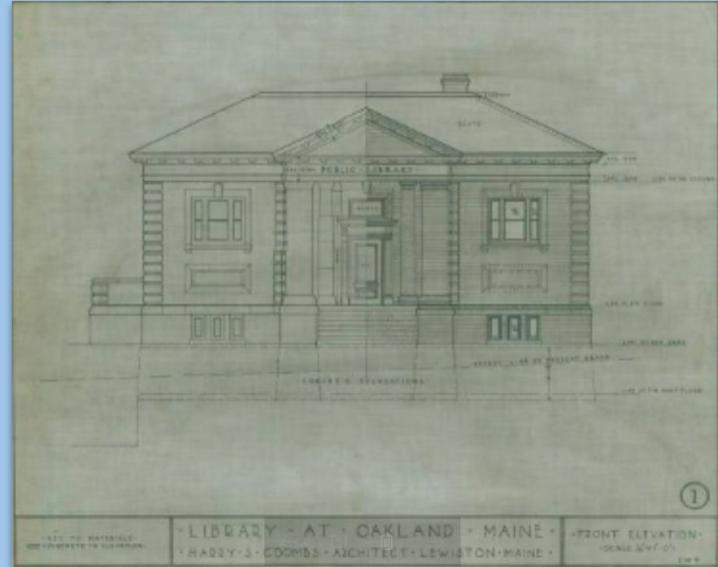
§ *Strategy E.1.1 Work with private landowners to close and replace existing overboard discharge systems and/or address point source pollution*

§ *Strategy E.1.2 Integrate alternative stormwater management techniques*

§ *Strategy E.1.3 Implement and educate the public on Best Management Practices (BMPs)*

# Summary

- The CompPlan process brings together community members around a shared vision for their town's future.
- Preparing for its future allows the community to take advantage of **funding opportunities to realize its goals.**
- **State and federal funding** opportunities include, but are not limited to:
  - Community Development Block Grant, Dept. Economic + Community Dev.
  - Non-Point Source Protection grants, Dept. Environmental Protection
  - Municipal Investment Trust Fund



# Progress of the Oakland CompPlan Committee

- I. Committee Roster
- II. Subcommittees:
  1. CompPlan Drafting
  2. Survey & Public Input
  3. SWOT Analysis



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# Oakland CompPlan Committee

Chairman: Bob Nutting

Vice Chairman: Laura Tracy

Town Official: Gary Bowman

Town Historian: Alberta Porter

Committee Members: Paula Callan, Dan Duperry, Mark Fisher, Donna Griffin, Shawn Marquis, Mark Rancourt, Cindy Reese, Kelly Roderick, Mike Rossignol, Dale Sturtevant, Chuck Sweigart

Planning Staff: Garvan Donegan, Elaine Theriault



# CompPlan Drafting Sub-Committee

- **Responsibilities:**
  - Review of the 1996 CompPlan for important components and/or applicable best practices.
  - Contribute to the drafting and editing of new plan.
- **Findings:**
  - The 1996 CompPlan was long and not user-friendly, but had several quality sections.
  - Adapt relevant data, including historical sections and municipal background
  - The new CompPlan will use positive language, include photos and stories, and move complex data to appendix in order to be shorter and more user-friendly.
  - Significant data updates are needed.



# Survey + Public Input Sub-Committee

- **Responsibilities:**
  - Create a community survey
  - Assist in coordinating and managing the delivery of the survey
  - Coordinate additional public input opportunities, including public forums
- **Findings:**
  - The community survey will be available **online** and in hard-copy.
  - Surveys will be available for pick-up and drop-off at the Town Office and library.
  - Significant attention has been paid to accessibility and ease of completion.

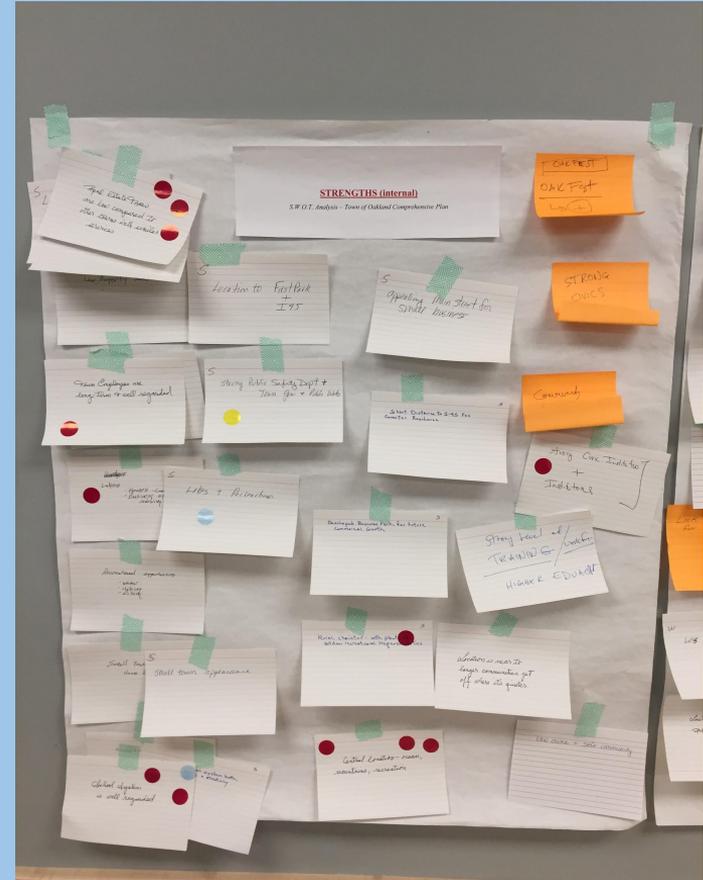
## Community Survey Sections:

- I. Community Priorities
- II. Growth and Development
- III. Economics
- IV. Demographics
- V. Comments and Questions

**Average time to complete: 9.5 minutes**

# SWOT Analysis Sub-Committee

- **Responsibilities:**
  - Create an analysis of Oakland's strengths, weaknesses, opportunities, and threats (SWOT)
  - Complete a stakeholder analysis to ensure relevant interests and stakeholders are reflected in the CompPlan
- **Findings:**
  - Completed SWOT analysis (next page)
  - Began interviewing key stakeholders



# SWOT Analysis by Sub-Committee

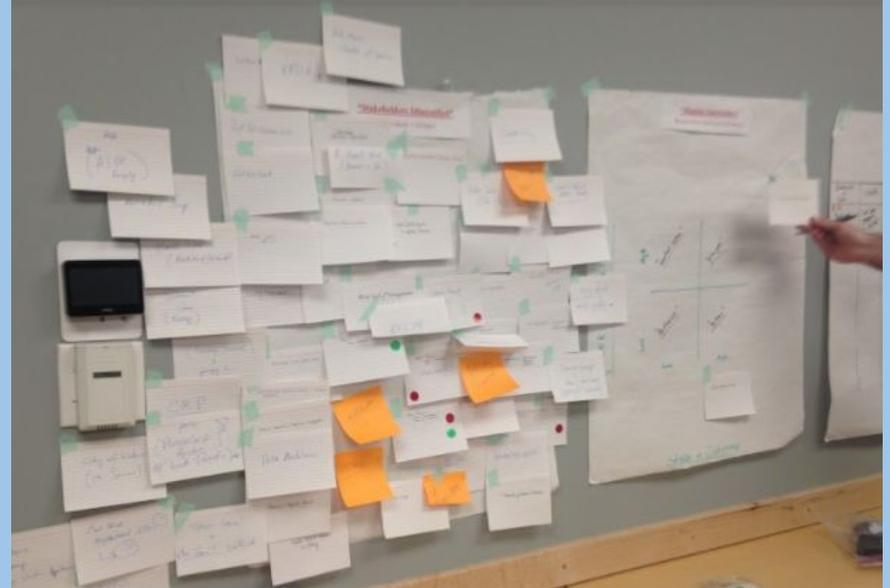
Strengths		Weaknesses	
<i>Priority</i>	<i>Theme</i>	<i>Priority</i>	<i>Theme</i>
1	<ul style="list-style-type: none"> <li>• Low property taxes</li> </ul>	1	<ul style="list-style-type: none"> <li>• Poor perception as “pass-thru” town</li> </ul>
1	<ul style="list-style-type: none"> <li>• Central, convenient location</li> </ul>	2	<ul style="list-style-type: none"> <li>• Lack of cultural events/activities</li> </ul>
1	<ul style="list-style-type: none"> <li>• High-quality school system</li> </ul>	3	<ul style="list-style-type: none"> <li>• Lack of trained workforce -&gt; lack of jobs -&gt; lack of youth</li> </ul>
Opportunities		Threats	
<i>Priority</i>	<i>Theme</i>	<i>Priority</i>	<i>Theme</i>
1	<ul style="list-style-type: none"> <li>• Dense, clustered downtown</li> </ul>	1	<ul style="list-style-type: none"> <li>• Changing old mindsets about growth</li> </ul>
2	<ul style="list-style-type: none"> <li>• FirstPark</li> </ul>	2	<ul style="list-style-type: none"> <li>• Inability to attract young workforce</li> </ul>
3	<ul style="list-style-type: none"> <li>• 4-seasons recreation/broadband/P3</li> </ul>	2	<ul style="list-style-type: none"> <li>• Lack of adequate labor skills</li> </ul>

**Notes:**

- 1) This is not a comprehensive list of SWOT Subcommittee's findings
- 2) Draft only - subject to further review, input, and analysis
- 3) Additional community input is forthcoming

# Summary

- The new CompPlan is intended for easy use by residents, business owners, officials, and developers.
- Community input will be solicited via multiple channels, including a survey and public forum(s).
- Oakland's strengths, weaknesses, opportunities, and threats, as perceived by the community, will inform the CompPlan.



# SWOT Exercise

Your turn!

STEP 1. Write down 3-4 strengths on one index card. (2 minutes)

STEP 2. Pass card to collector.

STEP 3. Moderator will announce each idea and add to SWOT chart.

STEP 4. Repeat for weaknesses, opportunities, and threats.

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**Strengths**

**Weaknesses**

**Opportunities**

**Threats**

# Blue-Sky Visioning

What should Oakland's future look like?



*Photo Source: Town of Oakland*

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**Downtown**

**Recreation**

**Lakes**

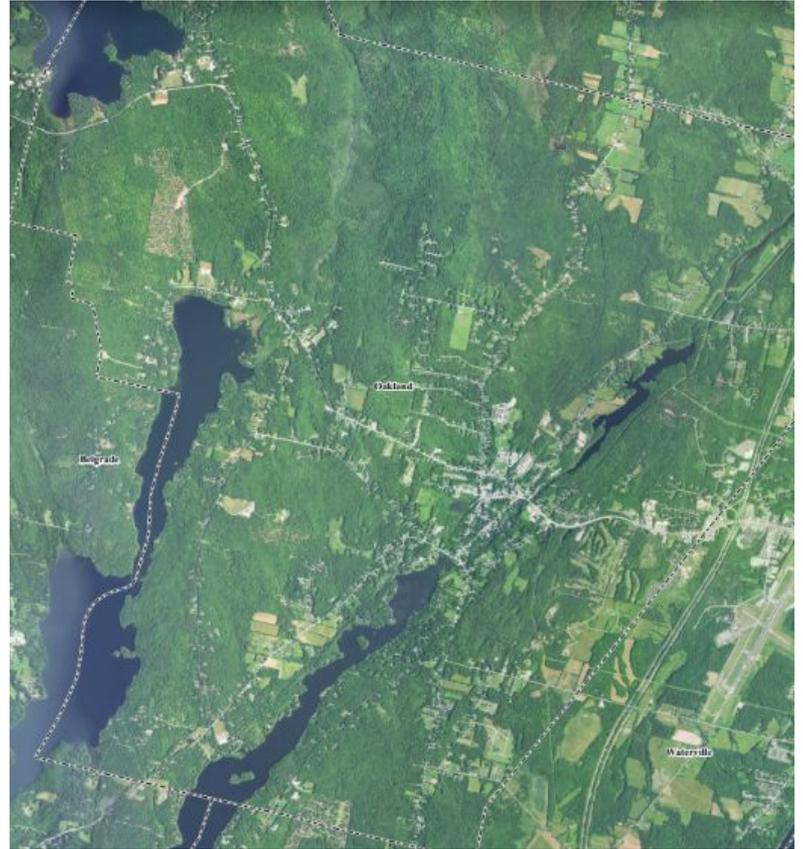
**Businesses**

**Services**

**Housing**

# Community Survey

Summer 2018 - October 2018



# Opportunities for Involvement

- Complete survey
- Monthly public meetings (find on Town website)
- Public workshops

<b>Comprehensive Plan Timeline</b>				
	<b>Q2 2018</b>	<b>Q3 2018</b>	<b>Q4 2018</b>	<b>2019</b>
Survey				
Public Meetings				
Public Planning Workshop				
Public Forum #2				
Complete CompPlan				

# Maps

Displayed maps include:

1. Aerial Map
2. Water Resources
3. Public Facilities



# Thank you!

For more information the Oakland CompPlan process:

<http://www.centralmaine.org/oakland-comprehensive-plan/>

Town Office: (207) 465-7357 | <http://www.oaklandmaine.us/>