

Oakland Comprehensive Plan

Full Committee

8.14.2018

4pm

Attendees: Gary Bowman, Mark Fisher, Donna Griffin, Shawn Marquis, Robert Nutting, Cindy Reese, Kelly Roderick, Mike Rossignol, Dale Sturtevant, Chuck Sweigart, Laura Tracy

Facilitator: Garvan Donegan, CMGC

Agenda:

1. Approve minutes
2. Debrief presentation by Amanda Rector, state economist
3. Review of public workshop (6/21)
4. Analysis of survey responses
5. Introduction to Community/CompPlan Goals & Policy Recommendations
6. Next steps

1. Approve minutes

Motion to approve minutes as written made by Laura, seconded by Dale; all in favor, no discussion, so moved.

2. Debrief of Presentation by Amanda Rector, State Economist

The presentation (which is available in the Google Drive) will inform the economy section of the CompPlan. Rector provided a state and regional overview of demographic and workforce data; where the data was available, she provided analysis of these trends in Oakland.

Of note, the statistics are based on 2010 census data, which may prove outdated as we near the end of the decade, and the 2016-2017 American Community Survey data, which is based on a representative sample of the population. We may want to note this in the CompPlan, and mention that the 2020 census will provide a more accurate base for projections.

Oakland experienced population growth between 2010-2018 and between 2017-2018, largely due to in-migration. Given Oakland's proximity to major service centers and its relatively low mill rate, it is an attractive place to reside. Oakland has a larger percentage of households with residents under 18 than both Maine and Kennebec County, though its percentage of households with residents over 65 is also higher than the state and county.

3. Debrief of Public Workshop (6/21)

The public workshop generated a fair and balanced discussion that was representative of the conversations had within the OCPC sub-committees. A subsequent press article was positive and accurately portrayed the event.

The SWOT analysis and Blue-Sky Visioning exercises focused on downtown vibrancy and cultural and recreational attractions that would make Oakland a destination. While the group identified the desire for more cultural activities, it recognized that Oakland currently offers many such events and may simply need to promote them more heavily.

Of note, the public workshop brought out voices in support of zoning / growth management measures. Perhaps the improvements to the downtown proper has highlighted those areas which are not congruent with the vision for downtown, and residents are searching for ways to realize the vibrant potential of Oakland's downtown. While the CompPlan is not zoning, and would not be as effective a plan if it tried to be, the future open space section may give rise to recommendations regarding which districts are congruent with desired uses.

4. Analysis of Survey Responses

Currently, OCPC has received between 225-250 completed surveys. As 3,000 surveys were mailed out, we are just under a 10% response rate. OCPC will promote the survey once school resumes via new media (e.g. Facebook ad buy).

Seasonal residents may not be aware that they are welcome to complete the survey, so future promotions of the survey should emphasize their ability to do so.

Survey responses are encouraging; they have yielded few surprises and most respondents are in consensus regarding support for proposed projects and the importance of town services.

5. Introduction to Community/CompPlan Goals & Policy Recommendations

The survey responses and committee discussions have yielded draft goals that will guide policy and strategy recommendations. OCPC members reviewed these draft goals and provided feedback that will be integrated into future revisions.

Renewable energy sources (e.g. solar, wind farms) have not been a major topic of discussion, but were identified as an important consideration for policies and goals.

The state has provided recommended policies and strategies, and OCPC plans to amend these recommended policies to fit Oakland's interests and specific conditions. Goals and policies are concise, and strategies allow for more detail.

6. Next Steps

- Continue to review & analyze survey data
- Community & Stakeholder Listening Meetings / Sessions (ongoing)
- Communications & PR
- Fall Public Workshop
- Craft Comprehensive Planning Document (ongoing)