



Comprehensive Long Range Plan CivicMoxie Scope Of Work

Preparation of a Comprehensive Long Range Plan (the Plan) for the community in partnership with the Comprehensive Long Range Plan Committee. The Plan is expected to be the basis for guidance, coordination and accountability to future decision makers regarding the long term land use and development of the community

This planning effort is envisioned as an opportunity to engage the community in an open, public process to define Concord's future. It shall result in a graphic plan for the community that includes strategies for implementation such as suggested zoning bylaw revisions, design guidelines, improvements to public ways, expanded transit opportunities, and so forth. The Contractor shall assist the Comprehensive Long Range Plan Committee with the assembly of realistic and actionable recommendations and initiatives; in setting sensible priorities that are responsive to citizens' input; and in devising an implementation plan with workable and responsible time lines.

Phase A: Data Gathering is expected to take four months and will include a Client/Team Kick-off Meeting and Site Visit (with a 'windshield' survey and physical characteristics mapping); a review of surrounding towns' plans, as well as regional and state plans, and summarize relevance for Concord; assisting the Town in its efforts to compile data by identifying additional sources as necessary; summarizing all data and information provided by the Town in a graphic and accessible format (including preparation of GIS base maps and other baseline graphics and data); preparation of a build-out analysis presenting current development and socio-economic trends extend to 2030.

Phase B: Analysis – Exploring Goals, Policies and Actions is expected to take six months and will include Meetings, Workshops and Coordination; working with the CLRPC and other key stakeholders to create a vision statement and outline goals for each of the topic areas (Land Use & Zoning, Housing, Economic Development, Open Space & Recreation, Historic Preservation, Sustainability, Municipal Services & Facilities, Transportation & Mobility); preparing materials exploring/illustrating how these goals translate to possible policies and actions; working with the CLRPC to use outcomes of public process to draft policies and actions and implementation recommendations. This will result in creating a preliminary implementation strategy by identifying potential implementation partners and funds to guide Phase B decision making.

Phase C: Output the Plan – Preparing draft and final Comprehensive Long Range Plan is expected to take six months and will include Meetings, Workshops and Coordination to use public workshop and focus group outcomes to prepare the draft comprehensive plan; and, submitting the draft plan to the CLRPC for review, revisions as necessary and public review.

Phase D: Communications/Outreach is expected to be ongoing throughout the project (16 months) and will include: collaboration with the CLRPC and Town to develop a public communications and engagement plan that will incorporate social media strategy, meeting/outreach calendar, etc.; meetings with the CLRPC (up to 13 meetings); conducting key stakeholder interview and summarizing all such interviews (up to 15 during Phase A & B); conducting Focus Groups with Town Departments and other identified stakeholder groups to discuss challenges, assets, goals (up to 6 During Phase A & B); creating and administering survey for survey monkey to gather preliminary information on best outreach, expectations, concerns during Phase A; administering updates and curating content, in consultation with the Town, to CoUrbanize online engagement



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platform, beginning in Phase A through Phase C; conducting three Formal Public Workshops (one in each Phase of the project and including preparation and summaries of outcomes).

Phase E: Project Management is expected to be ongoing throughout the project (16 months) and will include bi-weekly client project coordination calls; monthly project management tasks (client communications, team coordination, administration); team brainstorming and project coordination meetings.

All deliverables will be submitted as outlined in the Request for Proposals and below:

- A. A communication and outreach program for ‘Authentic Participation’ – A program to encourage public participation and generate a sense of ownership of the plan's vision, recommended actions and initiatives through workshops, survey or polls, engaging conversation, electronic media and other creative initiatives. Survey and/or polls should focus on testing specific recommended actions and initiatives formulated in this planning process; they must be organized, structured, analyzed, and compiled to provide report results with high statistical significance.
- B. A Comprehensive Long Range Plan with appendices - The final Plan will be a well-organized and succinct document with executive summary and a captivating display summary for use in various venues and events. The document should be easily read and understood by all decision makers and the general citizenry in the Town. It will contain - in appendices - detailed findings, statistical data, analysis and evaluation of survey responses or poll results, a description of the planning process, meeting notes, and back-up for prioritized recommended actions and initiatives. The Plan shall contain a consistent set of visions, goals, policies, objectives and actions that are based on evidence about community conditions, major issues and impacts. The final product from the Contractor shall also include a web-enabled (html ready) searchable document.
- C. Accountable Implementation – Prioritized recommended actions and initiatives for carrying out the Plan shall be clearly stated and responsible parties identified, along with metrics for evaluating progress in achieving desired outcomes. The Plan shall include creative and innovative strategies and recommendations that are coordinated internally with each other; vertically with state and federal requirements; and, horizontally with plans of adjacent communities to the extent possible.

The Plan should provide reasonably reliable guidance and predictability for future legislative and appropriation votes by the Town that will mark future plan implementation.