

PLANNING THAT MATTERS

(2 OF 3)

ENGAGING THE COMMUNITY





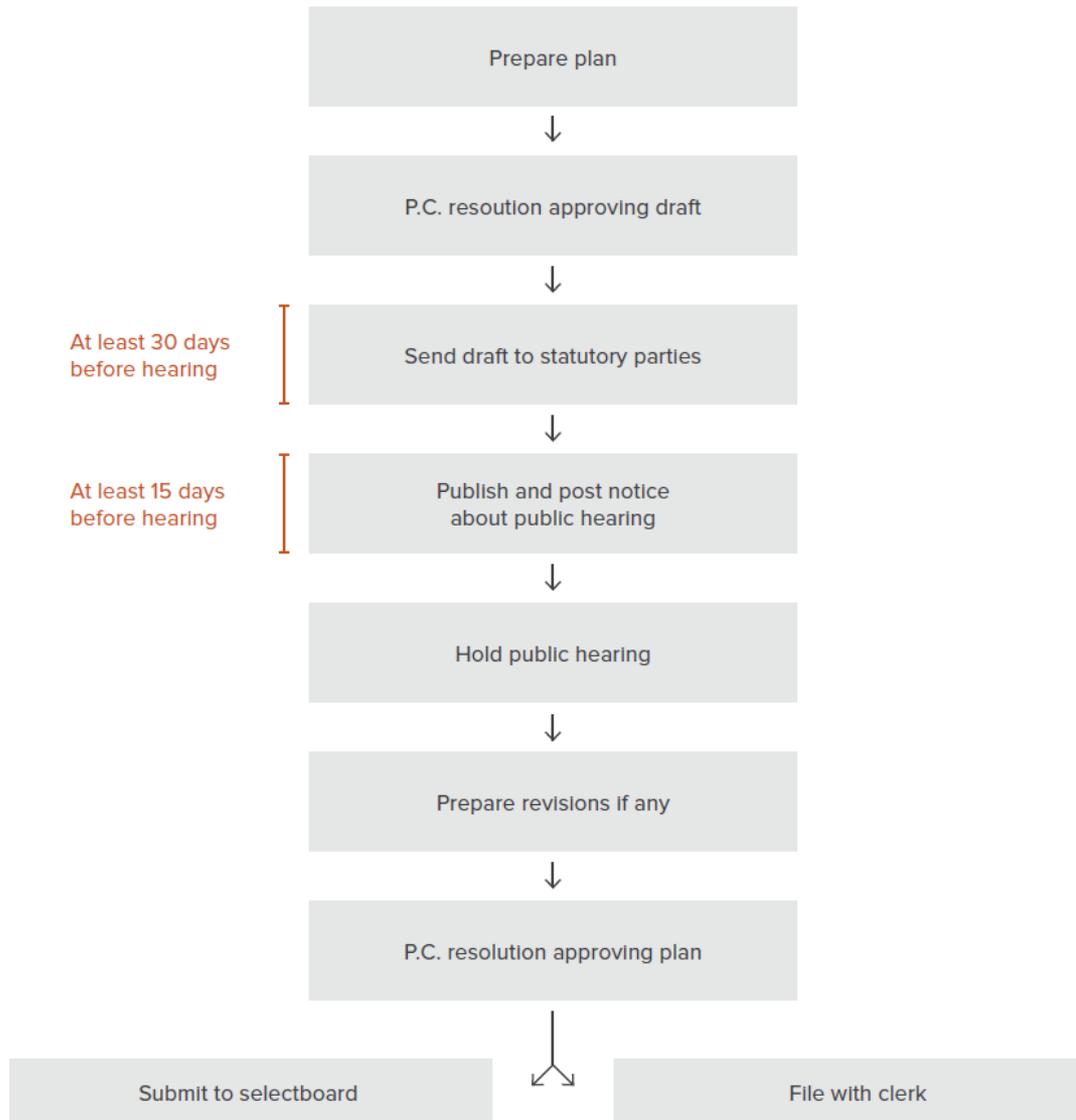




“When it comes to planning,
if you’re not doing it with
people- they think you are
doing it to them.”

Roger Millar, AICP
National Complete Streets Coalition

PLANNING COMMISSION STEPS



STATEWIDE PLANNING GOALS:

b) It is also the intent of the Legislature that municipalities, regional planning commissions, and State agencies shall engage in a continuing planning process that will further the following goals:

(1) To establish a coordinated, comprehensive planning process and policy framework to guide decisions by municipalities, regional planning commissions, and State agencies.

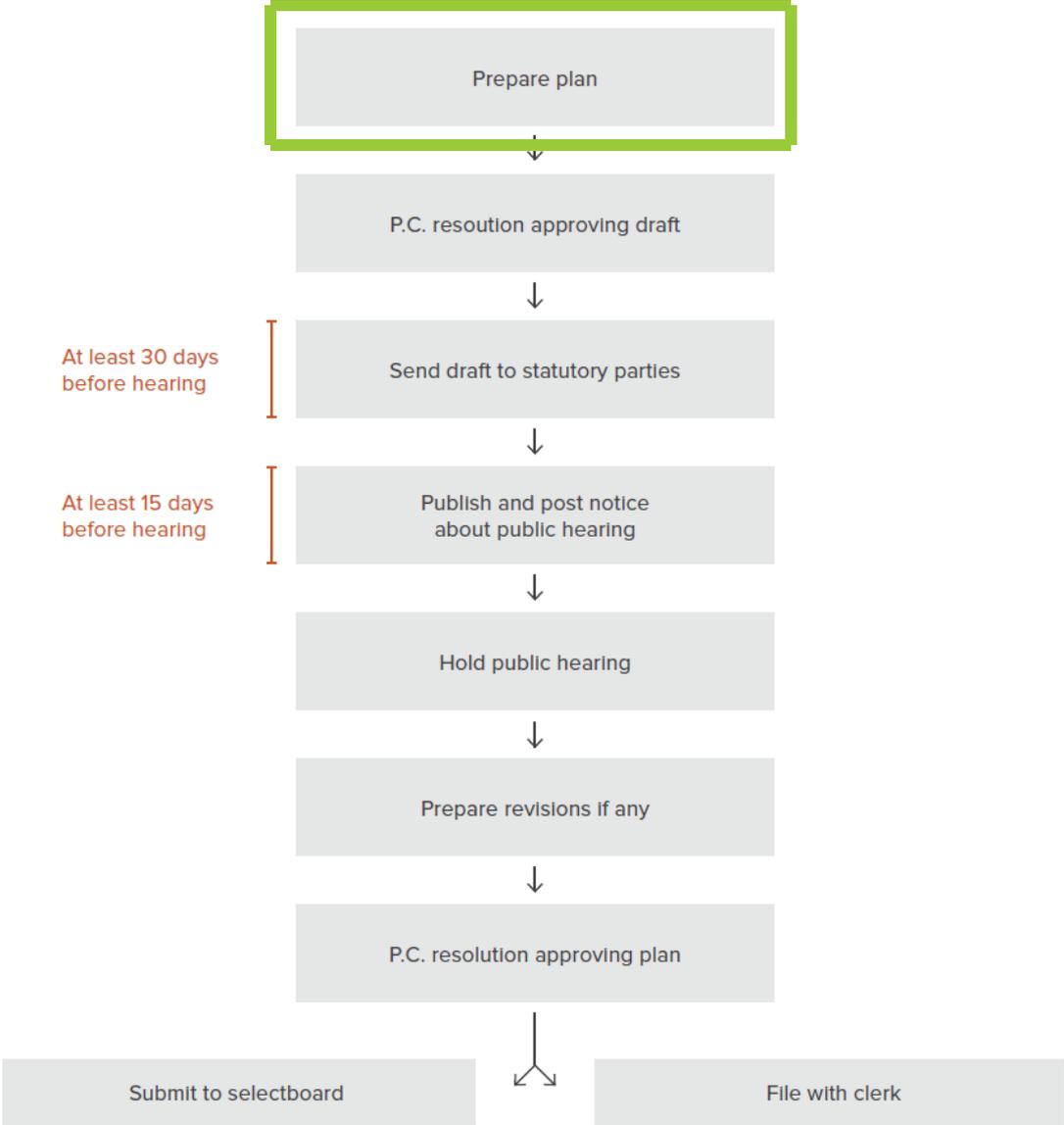
(2) To encourage citizen participation at all levels of the planning process, and to assure that decisions shall be made at the most local level possible commensurate with their impact.

(3) To consider the use of resources and the consequences of growth and development for the region and the State, as well as the community in which it takes place.

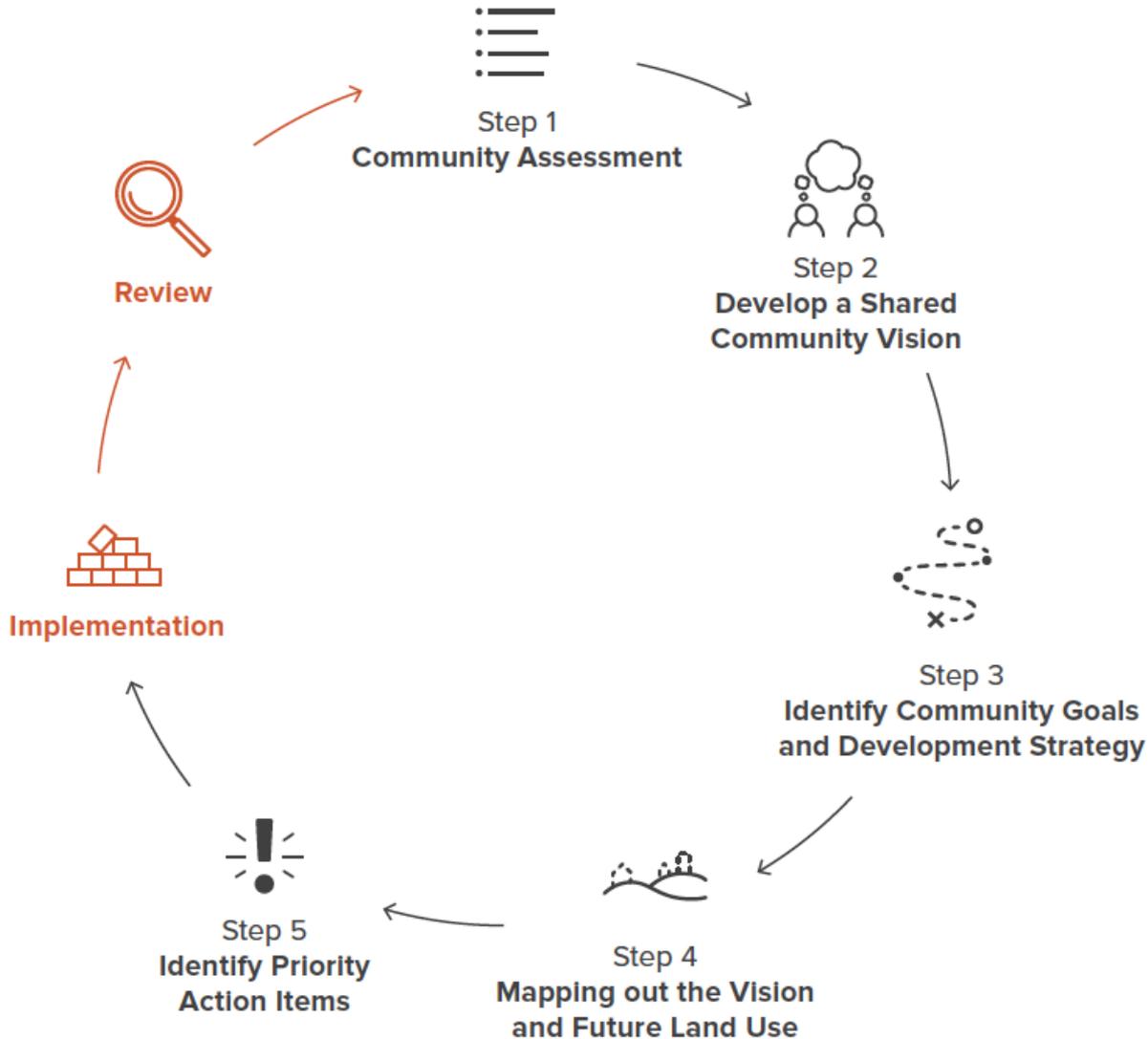
(4) To encourage and assist municipalities to work creatively together to develop and implement plans.

24 V.S.A. § 4302 (b)

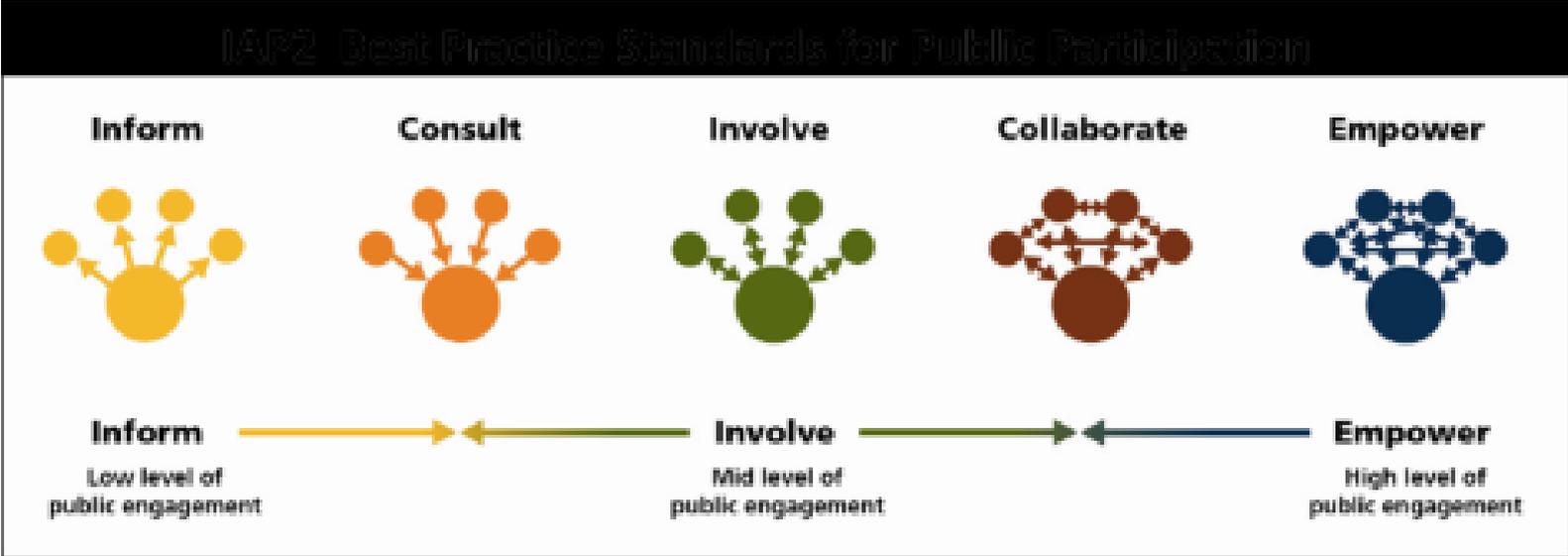
OPPORTUNITIES FOR PARTICIPATION



PREPARING THE PLAN



INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION



INFORM



Websites

Fact Sheets

Newspaper Articles

Television/Radio

Local Government

- Town Departments
- FAQ's
- Employee Portal
- Site Map

In Town Departments:

- Contact Information
- Town Departments List
- Administration
- Community Development
 - Community Development
 - Official Zoning Regulations
 - 2011 Essex Town Plan
 - 2016 Town Plan
 - Official Subdivision Regulations
- Planning & Zoning
 - Planning & Zoning Application Forms
 - Planning & Zoning Maps / Plans
- Essex Fire
- Essex Free Library
- Finance
- Parks and Recreation
- Police
- Public Works
- Real Estate Appraisal
- Town Clerk Office

[Printer-Friendly Version](#)

2016 Essex Town Plan

Every five years, Essex needs to update its Town Plan, a visionary document that sets a direction for the community's future. The plan touches on many aspects of the community, including education, the economy, parks and recreation, land use and development, and energy. With the next update scheduled for 2016, the Planning Commission has started the process of updating the existing plan.

Residents will vote on whether to adopt the Town Plan at Town Meeting in March 2016, and are encouraged to weigh in throughout the update process. Leading up to the vote, the Planning Commission and Selectboard will hold multiple workshops and public hearings for the Town Plan. If you would like to be informed about upcoming meetings and receive other updates related to the plan, send an email to gduagan@essex.org and ask to be included on email updates.

With the 2016 Town Plan, the Planning Commission and Community Development staff are working to create a concise, readable document with action items that can be accomplished in the near future. For comparison, the [current 2011 Town Plan](#) contains nearly 200 pages and features hundreds of goals and objectives.

Vermont law requires the five-year updates, and also requires town plans to include certain elements such as the sections on energy, education, natural resources, and land use. Goals and objectives contained in the Town Plan provide a work plan for local government and grassroots initiatives, and the plan can be used to pursue grant opportunities. The Town Plan also provides a framework for regulatory documents like the Zoning Regulations and Subdivision Regulations.

If you have questions about the Town Plan, please contact the Community Development office at 878-1343 or by emailing Community Development Director Dana Hanley (ghanley@essex.org), Town Planner Greg Duggan (gduagan@essex.org), or Zoning Administrator Sharon Kelley (skelley@essex.org). We hope you'll help shape Essex's future.

(Town Plan documents will be posted in an on-going basis)

[Public Hearing Notice](#) regarding the Town Plan, Thursday, August 13, 2015 [click to view](#)

INFORMATIONAL MATERIALS

[Timeline](#) (revised 01-09-16)

TOWN PLAN

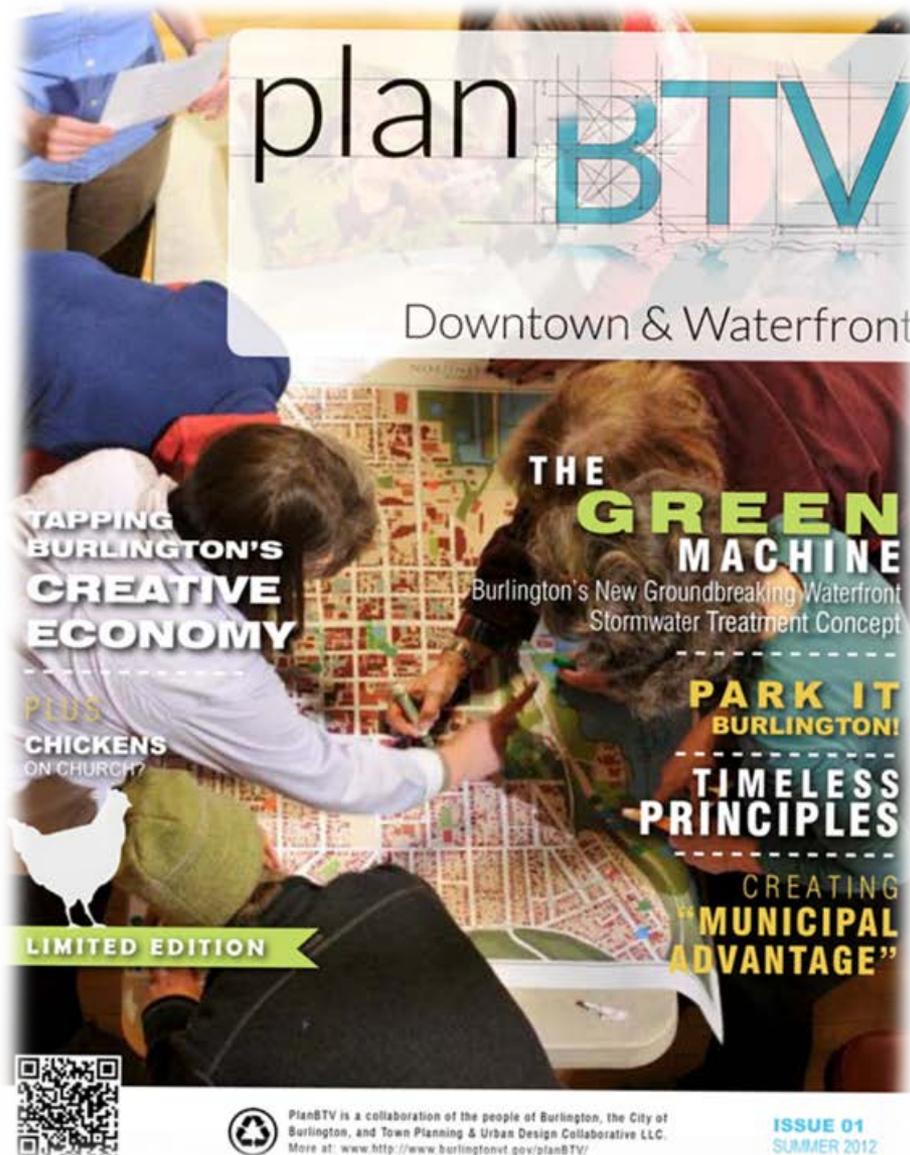
[DRAFT - 2016 Town Plan](#) (08-21-16)

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This is the official site of the Town of Essex, Vermont

Home | Living Here | Doing Business Here | Notices | Local Government | Town Departments | FAQ's | Employee Portal | Site Map

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Magazine about the planning process and proposals

CONSULT



Surveys

Focus Groups

Open Meetings

Walk and Talk



INVOLVE



Workshops

Committees

Advisory Panels

Microsites



COLLABORATE

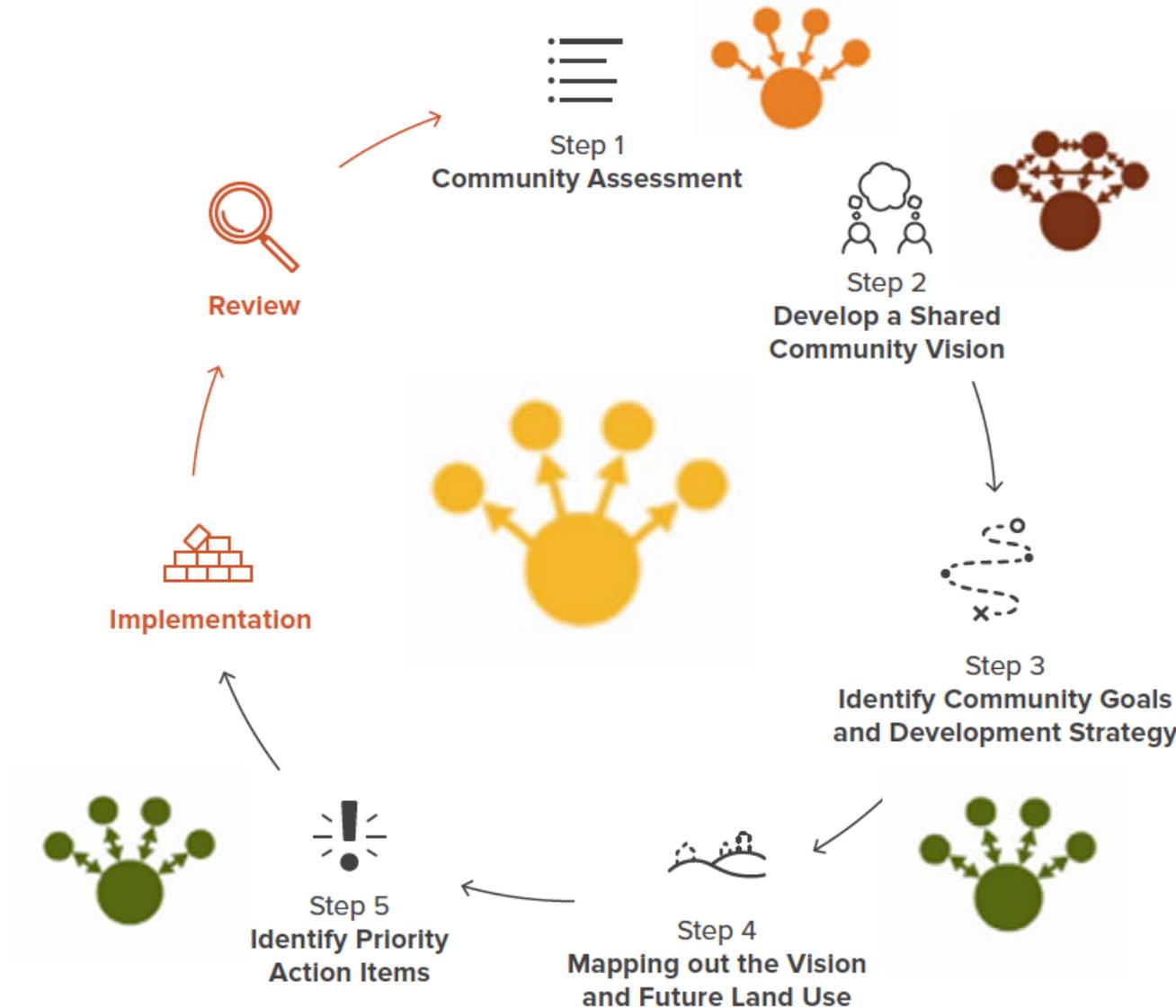


Deliberative forums

Design Workshops/Charrettes



PREPARING THE PLAN



VISION TO ACTION



Maintain

Evolve

Transform

OUTREACH FOR VISIONING



Smaller Vermont Town

1 MONTH

1. Communicate Assessment Findings and Engage Community (1 Month)

- Have available on webpage
- Articles in local media
- Post on Front Porch Forum



1 WEEK

2. Community Visioning Day and Week of Workshops

DAY 1 (SATURDAY)

Barbeque and Visioning Day

- Presentation of community assessment and overview of process
- Break into diverse working groups
- Re-Convene and present group



DAY 2-6

- Steering committee / staff / consultant works to consolidate input. Hold focus groups with any local committees and civic leaders. Working sessions should be open to all.

DAY 1 (FRIDAY EVENING)

Apple Pie Contest and Presentation of Work In Progress

- 6:45pm Pie Served
- 7:00pm Presentation of work in progress
- 8:00pm Pie Awards and Comments Questions



2 WEEKS

3. Condense and Refine for Plan Document

- Incorporate feedback and produce documents for plan

DECISION-MAKING WORKSHOP





Bigger Vermont Town/City

2 MONTHS

1. Communicate Assessment Findings and Engage Community

- Create social media accounts and webpage
- Articles in Local Media
- Post on Front Porch Forum
- Invite participation with flyer in water bills, and print on ice cream wrappers and drink coasters at local restaurants
- Hold speaker series with experts



1 MONTH

2. Gather Initial Input and Comments

- Hold School Art Contest. Students draw or photo what they value about their town.
- Gather Comments with Public Input Web Tool. Here is an example of such a tool from Burlington's PlanBTV process. <http://www.burlingtonvt.gov/public/map.php>



1 WEEK

3. Charrette

DAY 1 (TUESDAY)

Opening Presentation and Workshop

- Presentation of community assessment and overview of process
- Break into diverse working groups
- Re-Convene and present group

DAY 2-6

Set up studio in vacant downtown storefront where team will work and public may drop in.

- Hold themed working sessions:
- Civic leaders and Economic Development
- Infrastructure/Transportation
- Land Owners/Developers/Business Owners
- Environmental Concerns
- Arts, Culture and Creativity

DAY 4

Public Pin Up and Review

DAY 5

Multicultural Breakfast

DAY 7 (MONDAY EVENING)

Closing Presentation

- 7:00pm Presentation
- 8:30pm Comments and Questions



2 WEEKS

4. Condense and Refine for Plan Document

- Incorporate feedback and produce documents for plan



FOOD, FUN, CELEBRATION



MEET PEOPLE WHERE THEY ARE



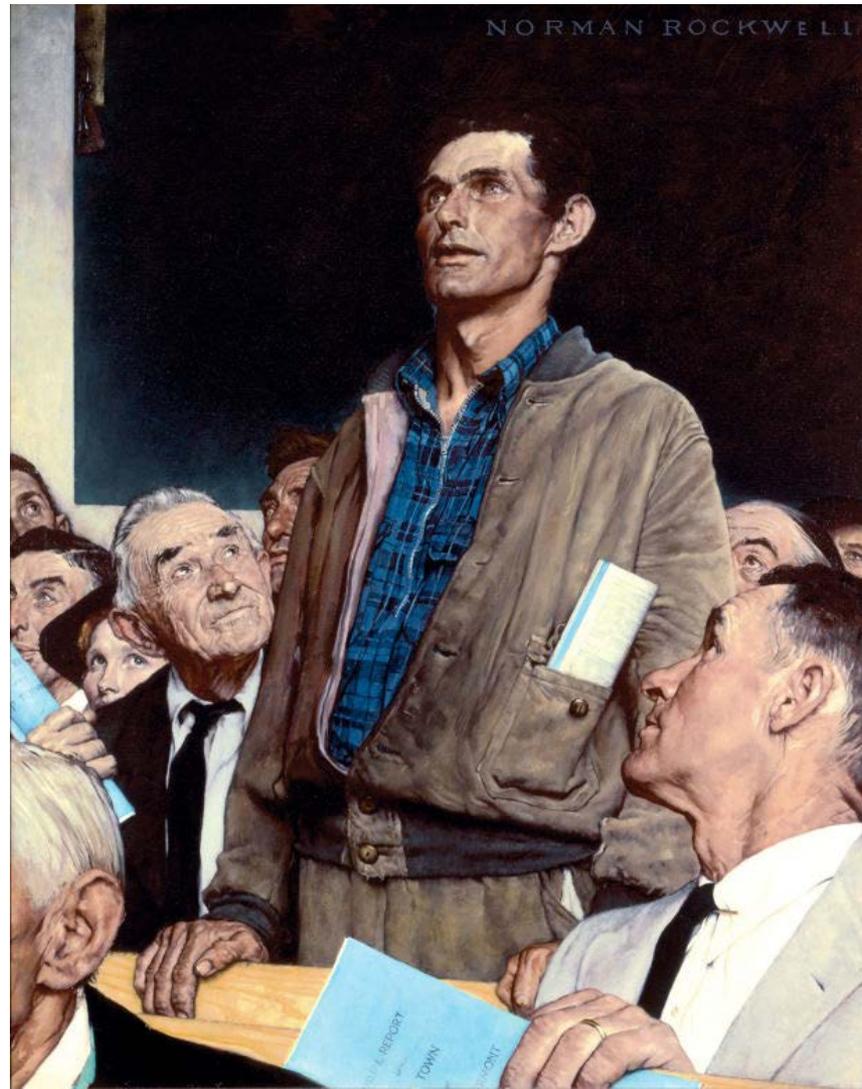
TALK WITH PEOPLE



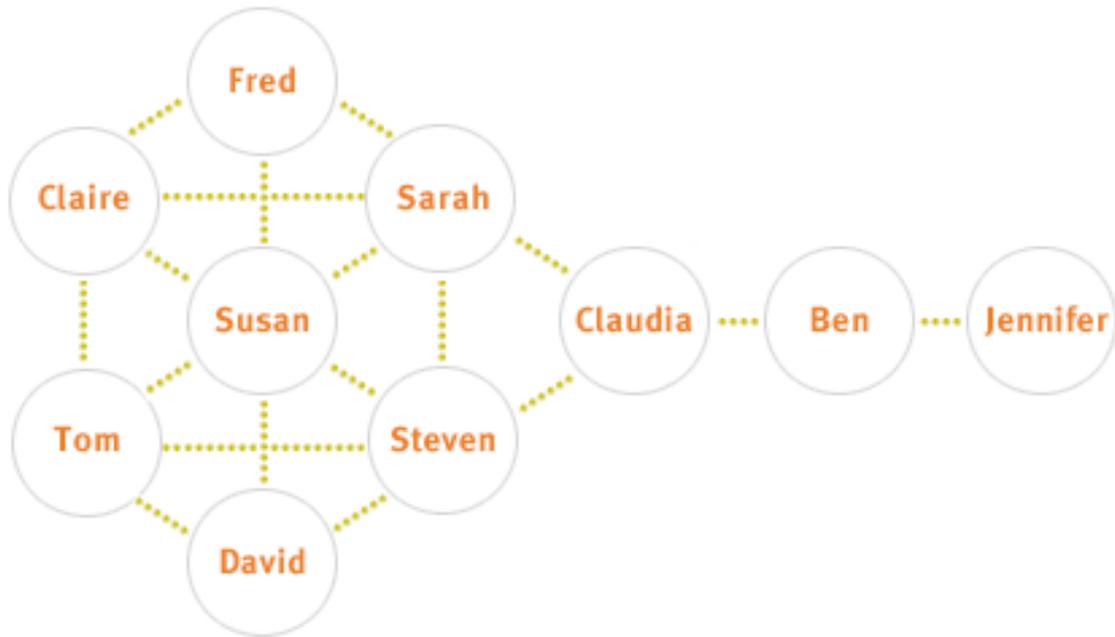
CULTURE OF COMMUNICATION



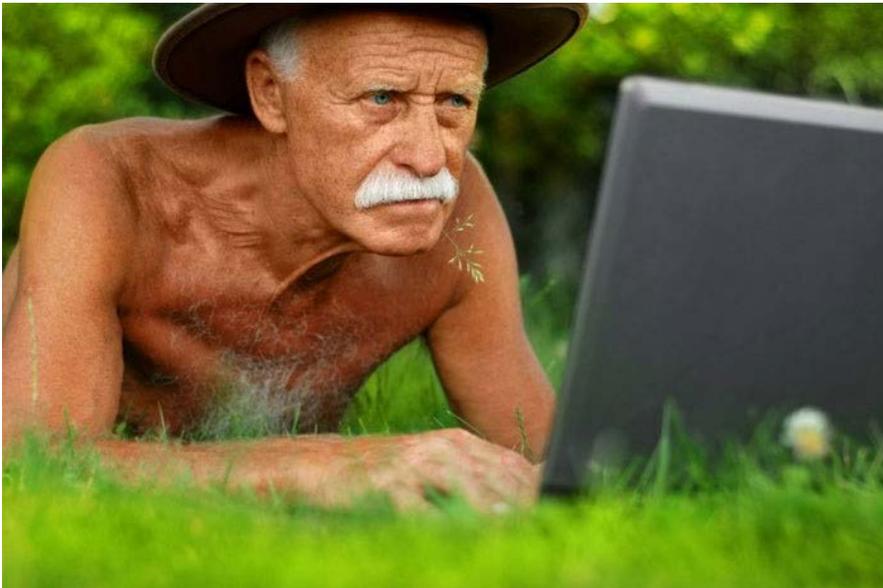
TOWN MEETING & OPEN MEETING LAW – NOT ENOUGH!



SOCIAL NETWORKS



WEB AND EMAIL OUTREACH





front porch forum™

The logo for Front Porch Forum features three stylized human figures in orange, blue, and green, standing on a horizontal line. Below the line, the text "front porch forum" is written in a lowercase, sans-serif font, followed by a trademark symbol (™).

SOCIAL MEDIA

Communicates that Town is:

- Trustworthy
- Accountable
- Transparent
- Welcoming



DIGITAL ECONOMY PROJECT



Stories About Municipal Websites



Creating and Managing a Municipal Website

Click Here to Download a PDF Version of This Guide This article was written with insight from Tess Gauthier, Project Coordinator from the Snelling Center for Government and based on a presentation given at the Vermont Connected Summit. One of the... more



How Towns Can Manage the New Open Meeting Law Changes

This article is written by Tess Gauthier, Project Manager at the Snelling Center for Government The Snelling Center for Government has created and redeveloped a total of 18 municipal websites through the Vermont Digital Economy Project. Recent... more



5 Tips for Creating a Successful Municipal Website

This article was written with the help of Tess Gauthier, Project Manager at the Snelling Center for Government As part of the Vermont Digital Economy Project, our partners at the Snelling Center for Government have now successfully implemented new... more



Richmond Vt's New Town Website Warns Townspeople of Severe Flooding

This article was written by Tess Gauthier, Project Coordinator at the Snelling Center for Government In the last newsletter, I provided an update of the Snelling Center for Government's work on 15 municipal websites as part of the Vermont Digital... more



New Websites for 15 Vermont Towns

This article was written by Tess Gauthier, Project Coordinator at the Snelling Center for Government The Snelling Center for Government (SCG) is building local government capacity and better engaging citizens in local affairs throughout Vermont.... more



Should Vermont Towns Use Facebook? Two Towns' Approaches

Our project has highlighted the role and power of social media, especially Facebook, in assisting both nonprofit organizations and small businesses in expanding audience, getting donations, and increasing sales revenue. It has also touted the role... more

USE “OLD” MEDIA

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Got A News Tip Or Story Idea? Share It With VPR News

In Bolton, A Pizza Party For Town Planning

By AMY KOLB NOYES • 1 HOUR AGO

SHARE [Twitter](#) [Facebook](#) [Google+](#) [Email](#)



A word cloud of terms related to town planning and community development. The words are arranged in a roughly cross-like shape. The largest word is 'RECREATION', oriented vertically. Other prominent words include 'TAXES' (horizontal), 'DEVELOPMENT' (vertical), 'RURAL' (vertical), 'SERVICES' (horizontal), 'WASHOUTS' (horizontal), 'ZONING' (vertical), 'CONSERVATION' (horizontal), and 'SMILIE' (horizontal).

Bolton is kicking off its five-year town plan update with a community pizza party September 30.

TOWN OF BOLTON

PLACES TO GATHER



COMMUNITY EVENTS



CULTURE OF COMMUNICATION HELPS



WHAT MAKES PEOPLE WANT TO ENGAGE?

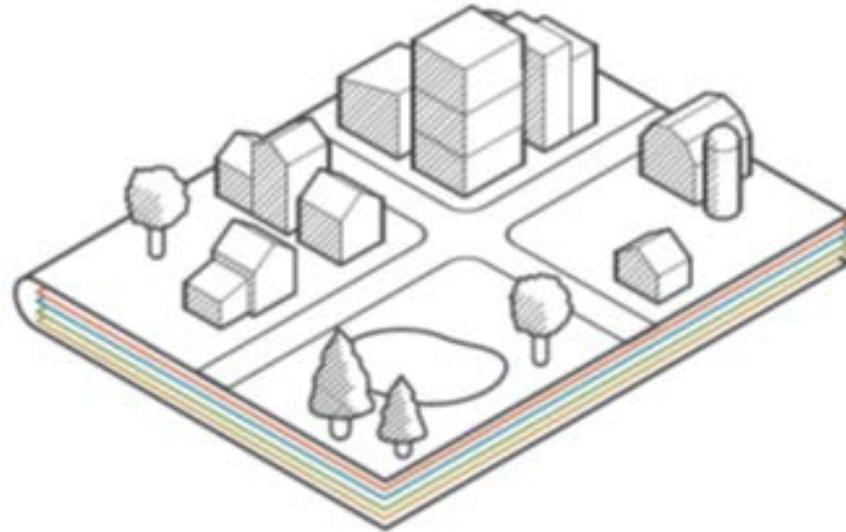


- They want to make a difference
- They know their efforts won't be wasted
- They want to be part of a successful enterprise
- They want to see concrete results
- They want to forge relationships
- They want to learn and be challenged

Does your town provide these opportunities?



THANK YOU



MORE STORIES? QUESTIONS?

FAITH INGULSRUD

VT DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

FAITH.INGULSRUD@VERMONT.GOV

(802) 828.5228