

# Comprehensive Planning Process

for the City of Stevens Point

<b>1</b> Organizing and pre-planning	<p>Initiate and organize the comprehensive planning process. Identify and begin to recruit the players and stakeholders to be involved in the process, the content in which the comprehensive plan will be conducted and the area to be assessed. Create the organizational structure to carry out the planning process. Determine the financial and technical resources needed for the planning process.</p> <p><b>Timeframe:</b> 1 to 2 months</p>
<b>2</b> Visioning	<p>Develop a shared vision regarding where the community wants to be in the definable future. This should be based on consensus among all the key stakeholders and should serve as the guiding focus for all planning efforts.</p> <p><b>Timeframe:</b> 2 to 4 months</p>
<b>3</b> Assessing the community	<p>Through sound research, profile and assess the local community.</p> <p><b>Timeframe:</b> 8 to 10 months</p>



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The above process was derived from the International Economic Development Council - Economic Development Strategic Planning model.

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## 4 Identifying issues and formulating realistic goals, objectives, and strategies

Through the identification of needs informed by the community assessment, frame the key issues most affecting the community. Based on this framework, develop strategic goals and objectives. Identify feasible options given the external environment and internal opportunities and constraints. Recruit and engage stakeholders – citizens from every sector of the community – to inform and review strategic goals, objectives, and options. These efforts culminate into the drafting of the comprehensive plan.

**Timeframe:** 2 to 3 months

## 5 Adoption and publicizing the plan

Physically adopt the plan and make the plan publically available for community stakeholders and external partners through a main web site and channel partner web sites, community and regional organizations, and other communications vehicles.

**Timeframe:** 1 to 2 months

## 6 Identifying, evaluating, and prioritizing projects

Identify potential projects to maximize or create opportunities, or minimize threats to achieve goals. Prioritize projects based on the best approach and return on the project. These projects should be in line with the strategies designed for reaching the goals. Determine the availability of resources to help in execution of projects. Develop benchmarks to measure future performance and define what is successful. Recruit and engage community stakeholders to inform and review the identification and prioritization of projects.

**Timeframe:** 1 to 2 months



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<b>7</b> Developing plans of action	<p>Set out the sequence of events and resources necessary to achieve the goals, including overhead, staff, information, and financial capital. This includes defining the physical steps to take to accomplish explicit goals and objectives.</p> <p><b>Timeframe:</b> 2 to 3 months</p>
<b>8</b> Implementing plans	<p>Carry out the action plans. This may require an implementation structure or modification of the organizational structure for the start-up planning steps.</p> <p><b>Timeframe:</b> Ongoing</p>
<b>9</b> Monitoring and evaluating outcomes	<p>Monitor and measure the effectiveness of the plan and related programs and adjust the plan to meet changing conditions. Make sure goals and projects remain realistic and are worthwhile, and still fit into the changing economy.</p> <p><b>Timeframe:</b> This is ongoing and should take place consistently, be it months, quarters, years, etc.</p>



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## 10 Retooling and adjusting

Adjust the plan regularly to meet changing conditions and outcomes.

**Timeframe:** This is ongoing and should take place consistently, be it months, quarters, years, etc.

## 11 Publicizing the progress and outcomes

Through the web site and other vehicles, keep stakeholders and partners informed on all the players and efforts associated with implementing and updating the plan.

**Timeframe:** Ongoing



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