Comprehensive Plan Update

Comprehensive Plan Committee Meeting

February 25, 2025

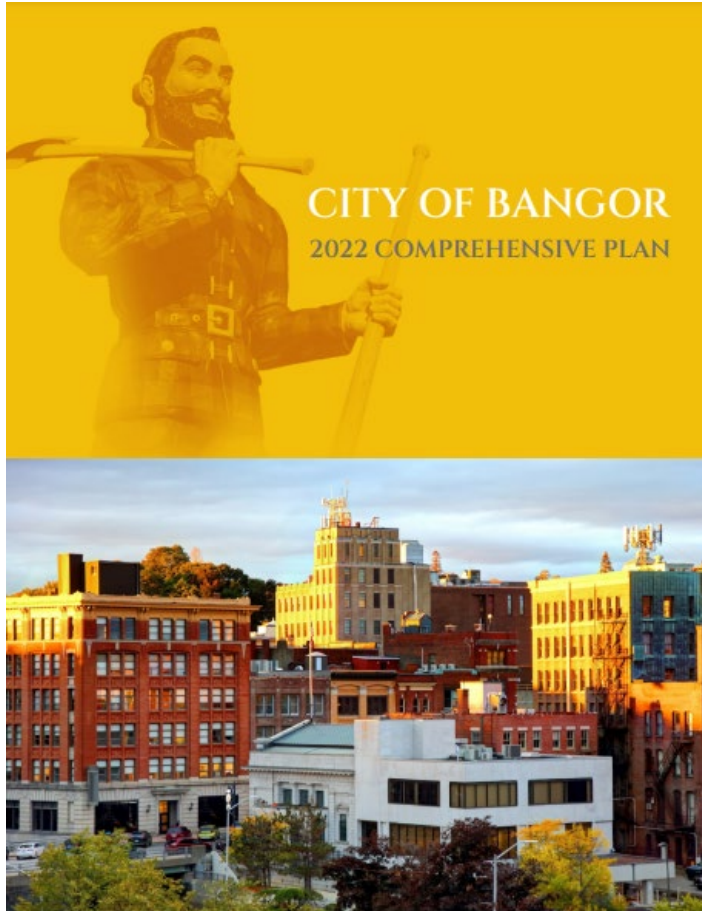# Agenda

01   Team Introductions

02   Recent Comprehensive Planning Work

03   Project Approach

04   Upcoming Project Tasks

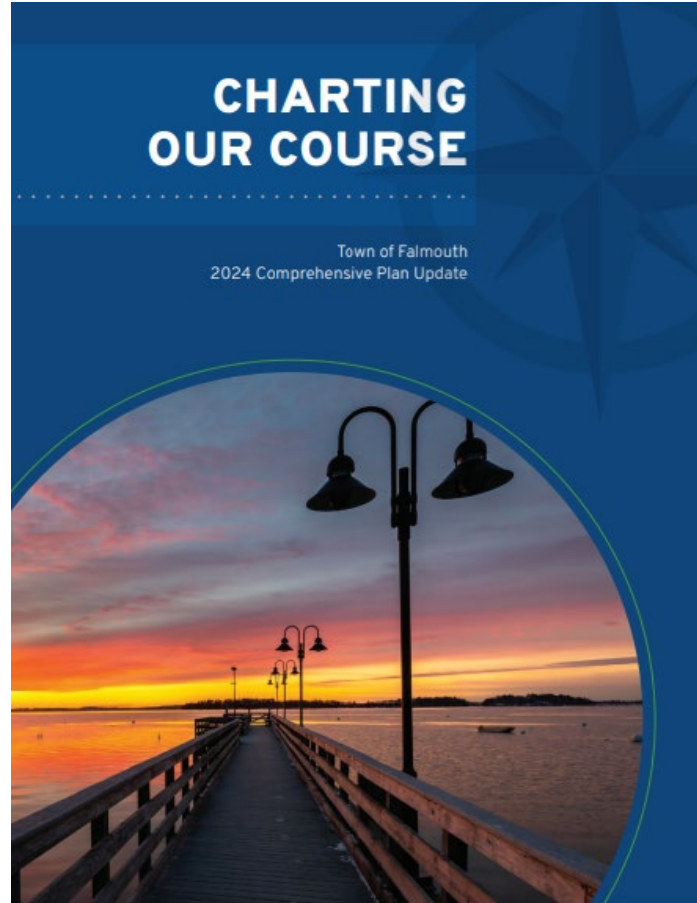**05**   Questions and Discussion

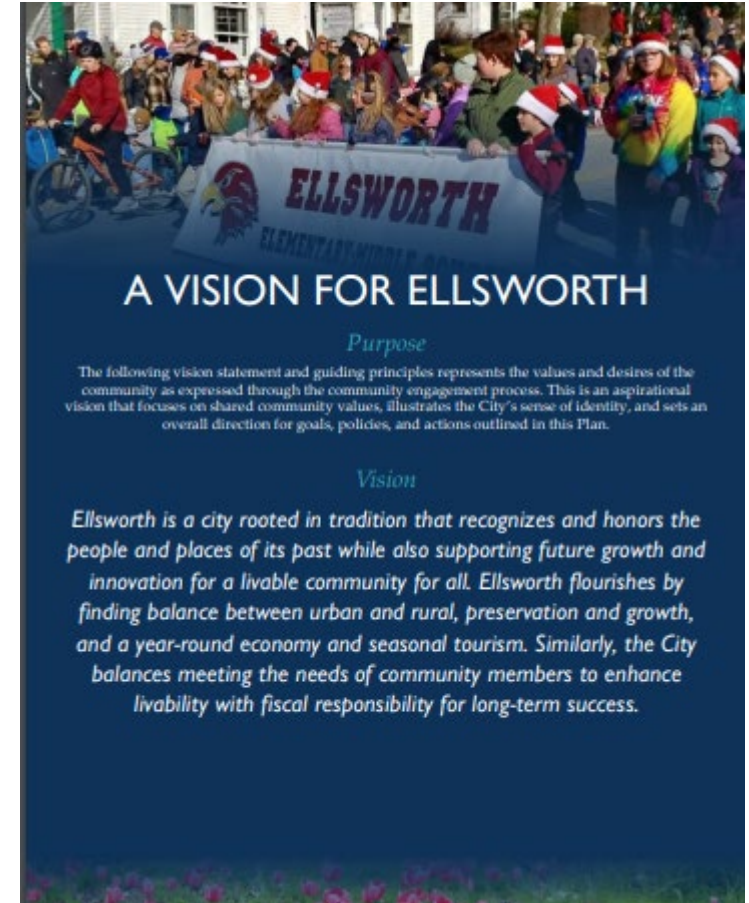# Our Team

Recent Comprehensive Planning work

City of Bangor

Town of Falmouth

City of Ellsworth

Project Approach

Project Management

We'll leverage our experience leading recent Maine comprehensive plans as well as proven project management methodologies and best practices to ensure a smooth process and successful outcome.

✓ Project Work Plan, Schedule, and Engagement Plan
✓ Biweekly Project Status Updates

Anticipated Timeline: Ongoing

Project Approach

Phase 1. Inventory and Analysis

Goal: Develop a clear, updated snapshot of Auburn today as well as existing projections for future growth. This will include extensive data analysis, mapping, and in-person site visits with City staff.

✓ Inventory and Analysis

Anticipated Timeline: March – June 2025

Example ArcGIS StoryMap

Population

The 2020 U.S. Census reported Clarke County's population at 128,671, which increased to an estimated 131,086 by 2023. The student population from the University of Georgia (UGA) is significant, making up about 30% of the overall population with 38,699 students in 2022.

According to the ACC Comprehensive Plan, the population could reach over 180,000 by 2050, depending on future household sizes (Figure 1.2).
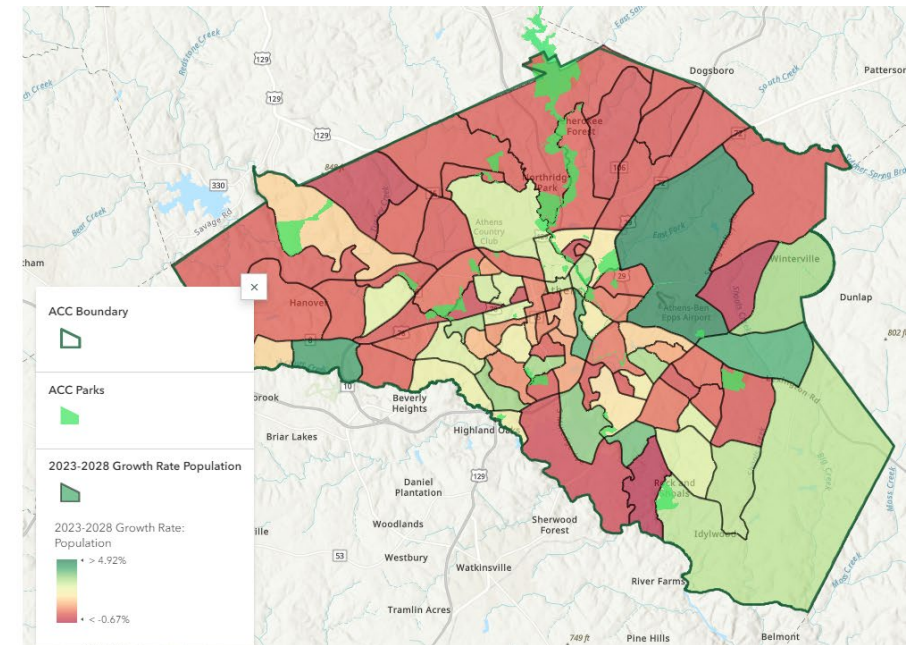
Potential Impact on Leisure Services:

- Increased demand for recreational facilities and programs.
- Higher usage leading to more frequent maintenance needs.
- Adjustments in staffing and funding to maintain service quality.

⊕ **See areas of highest growth (>1%).**

⊕ **See areas of lowest growth (<0%).**

Project Approach

Phase 2. Community Visioning

Goal: Conduct robust community and stakeholder outreach. This will include a mix of meetings, interviews, surveys, virtual tools, social media, and other engagement activities. This phase will culminate in the creation of a vision statement.

✓ Public Engagement Facilitation and Vision Statement

Anticipated timeline: March – August 2025

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Project Approach

Phase 3. Action Plan Development

Goal: Building on the vision statement, craft the goals, policies, and actions to develop a plan reflective of community needs and requirements to achieve its vision.

- ✓ Policies, Actions, and Future Land Use Maps
- ✓ Implementation Action Plan

Anticipated Timeline: September 2025 – March 2026

Project Approach

Phase 4. Final Plan Development

Goal: develop a high-quality, detailed, user-friendly Comprehensive Plan that represents the City's unique identity and vision for the future and meets the requirements for Maine DACF approval.

✓ Comprehensive Plan Update

Anticipated Timeline: March – June 2026

Upcoming Project Tasks

Project Tasks

- Project Work Plan, Schedule, and Engagement Plan

- Information Request

- Inventory and Analysis

- Community Engagement

Community Engagement and Visioning

The 2010 plan emphasize community-wide engagement, including youth engagement.

Proposed engagement activities:

- Social Pinpoint website

- Focus group meetings

- Community-wide survey

- Community and pop-up events

- ArcGIS StoryMaps

- Meeting-in-a-box

- Visioning events

- Future Land Use Workshops

- Social media and ongoing communication

Questions and Discussion

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