

“THE FUTURE OF ORLEANS”

ORLEANS PLANNING BOARD

ORLEANS COMPREHENSIVE PLAN - 2025

PLAN DEVELOPMENT and ENGAGEMENT

KICKOFF – March 28, 2023



Agenda

- What is a Comprehensive Plan and Importance?
- Why are we doing this?
- Planning Terminology
- Tenets of the Planning Process
- Planning Board Role
- Stakeholders
- Planning Process
- Alignment with other Initiatives
- Target Schedule



What is a Comprehensive Plan?

Excerpts from the Cape Cod Commission Description

- Provides a Vision for how to plan for growth and change.
- A source of information about existing and expected conditions that will change over time as the values and expectations of the community evolve.
- Preparing and updating a Comprehensive Plan helps to ensure that communities respond to changing needs in a sustainable manner.
- Serves as a guide and resource for elected officials, board members, and community residents for future decision making.



Why are we doing this?

- The current Orleans Comprehensive Plan is vintage 2006
- A lot has changed
 - Technologies
 - Environment
 - Demographics
 - Economic Upheavals and Disparity
 - Local Infrastructure
 - Housing Crisis
- Inflection Point
 - Change is inevitable for Orleans
 - Shape and Take Control of our Future



Planning - Terms of Art

- **Plan** - Roadmap that, when implemented, moves through change from Current-State A to Future-State B.
- **Comprehensive Plan** –Visionary thinking transformed into practical doing over a time horizon. Identifies the structures and resources needed to support achievement of the vision and goals.
 - Local Comprehensive Plan (LCP)
 - Orleans Comprehensive Plan (OCP)
- **Strategic Plan** - Same thing, in business terminology.



Planning - Terms of Art

- **Mission** - Defines the fundamental purpose of an organization - Now.
- **Vision** – A long-term view that defines what an organization wants to be.
- **Strategic Goals** - Pillars that support the attainment of the Vision.
 - Broad, Big Picture, Longer Term, General
- **Objectives** - A series of concrete steps to achieve goals.
 - Shorter Term – Translates Thought into Action



Planning - Terms of Art

- **Strategy** -How Objectives are achieved
 - Strategic choice: The process of thinking through what it would take to achieve a desired outcome and then assessing whether it's realistic to try. Good planning requires strategic choice.
- **Action Plans** - Doing
 - Description of what needs to be done
 - What, When, by Whom and Required Resources
- **Measures of Success** – Metrics of Action Plan Accomplishment



Planning Terms- Example

Vision

Healthy Ecosystem

Goal

Clean up Marine & Freshwaters

Objective

Remove Nitrogen

Strategy

Utilize Municipal Sewer System

Action Plan

Install and Operate Municipal Sewer System

Measures of Success

Achieve TMDL limits for Nitrogen



Tenets of the Comprehensive Planning Process

- The current OCP will need to be updated/redeveloped through a robust reflection, visioning and planning process.
- The resulting new OCP should consider the existing conditions (Mission) of the town and envision the future (Vision), then create meaningful and attainable strategic goals and objectives.
- The new OCP should contain the Long-Range Capital Investment Plan and Targeted Action Plans.
- The Cape Cod Commission has established a template to facilitate the development of the new OCP.



Tenets of the Comprehensive Planning Process

- The new OCP should address Natural, Built, and Community systems
 - Addressed by the Cape Cod Commission Regional Policy Plan.
 - Tailored to the specific needs of the Orleans Community.
- To initiate the process, The Planning Board desires to engage community Boards and Committees in the development of the new OCP by soliciting input from current members:
 - Reflect on goals and policies of the current OCP that are linked to their work.
 - Provide feedback on how they have progressed related to their charge. This reflection and feedback will lay a foundation for new or revised goals and objectives.



Planning Board Role

- Lead the Process.
- Ask For and Receive Input.
- Evaluate, Synthesize and Consolidate Information.
- Develop Plan Framework, Structure and Content.
- Obtain Stakeholder Feedback along the way.
- Publish and Promote Plan Utilization and Implementation.



Stakeholders

Who needs to Own and use this Plan?

- Residents/Taxpayers of Orleans
- Business Community
- Town Boards and Committees
- Town Staff & Departments
- Other Local/Influential Organizations



OCP Process – Step #1

Identify Strategic Goals and Supporting Objectives

Ask of the Board and Committee Chairs

- Review with your respective committee or board the relevant section(s) of the current OCP (which includes 9 sections) that best align with the group's charge and mission.

Identify: Goals and Objectives...

1. That have been thoroughly met;
2. That have not been fully met but are relevant and valued for continued work;
3. That are not relevant, unattainable and/or outdated that should be set aside;
4. Any new Goals and Objectives that, through their focused involvement in the goal area, warrant consideration for inclusion in a new OCP.



OCP Process – Step #2

Synthesize the Input from the Boards/Committees

- The Planning Board will synthesize the Strategic Goals and Objectives input to structure the framework of the Plan and additionally utilize this input to draft a Vision for review and feedback during a public outreach process.
- The Planning Board will incorporate relevant concepts from key documents such as the Economic Development Plan.



OCP Process – Step #3

Hire a Planning Professional

Responsibilities:

- Conduct a robust public outreach program.
- Craft final draft of the vision based on input.
- Review, verify and align Goals, Objectives and Strategies
- Draft targeted action plans for Planning Board validation or edits.
- Facilitate opportunity for Town Department Heads to review and input on action plan steps.
- Consolidate all data and inputs and align with the Cape Cod Commission LCP template.
- With Planning Board involvement, prepare a draft OCP.



OCP Process – Step #4

Finalize OCP for Public Presentation and Review

- Present to the Public for comment.
- Present to Select Board for comment and approval.
- Present OCP at Town Meeting for approval.



OCP Process – Step #5

Comprehensive Plan in Motion

A Living Document

- Publish and Promote the OCP.
- Plan Implementation, ensuring document is used by Boards, Committees and Department Heads.
- Periodic Review including Analysis of Progress and Reporting.



Alignment with Town Initiatives

Going forward, under the guidance and direction (umbrella) of the OCP, Town initiatives will connect and be in sync.

Examples:

- Economic Development Plan
- Community Housing Needs Study
- Long Range Capital Investment Plan (LCIP)



Target Schedule

- March 28 - PB Meeting with Board and Committee Chairs
- May 31 - Board/Committee response on Goals & Objectives
- June/Aug – PB Synthesizes input/identifies key visioning concepts
- Aug 2023/Aug 2024 – Planning Professional & PB Builds Comp Plan with Public input
- Fall 2023 TM – Funding Request to Complete the Plan
- Fall 2024 TM - Comp Plan Approval



Thank You for Your Help!

Q & A



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