



# Mecklenburg County

## Collaborative Community Plan Proposal

Board of County Commissioners

April 16, 2013



# Background

- In October 2011, the Mecklenburg County Board of Commissioner's Natural Resources Committee asked County staff to research the feasibility of a community sustainability plan
- In March 2012, City Council referred to the Environment Committee the question of developing and implementing a community sustainability plan
- Upon learning of the County's interest, the City Environment Committee requested City Staff work with County Staff on a proposal to move forward



# Benefits of a Collaborative Community Plan

- Fosters cooperation and collaboration among various community stakeholder groups for common prioritization, effectiveness and efficiency

Example = United Way, City of Charlotte, Mecklenburg County, Charlotte Regional Partnership, CPCC

Economic Security

Education and Youth

Health

Natural Environment

Housing



# Benefits continued

- Provides a forum for conversation and awareness with residents and private sector regarding larger community
- Increased options for grant funding toward community goals and priorities



# Background Continued

## Staff determined that:

- A Community Sustainability Plan should describe a community's vision for its quality of life, building upon existing plans and programs, potentially introduces new plans and programs, strives to break down silos, and sets goals and measures for the community
- The plan should consider all aspects of a community that impact quality of life
- City and County leadership decided to hire a consultant to conduct a feasibility study



# Feasibility Problem Statement

The Mecklenburg County geographic area has:

- Numerous localized plan and vision documents
- No unified Community vision or document that
  - brings the existing plans and programs together
  - establishes goals and performance measures that provide a beacon toward our future community
  - entails a robust community engagement approach to communicate between siloed efforts



# Feasibility Study Effort

- County and City contracted with ICMA<sup>1</sup> to conduct a Community Plan Feasibility Study
  - 18 Community stakeholder interviews
  - Studied 14 Counties and Cities with similar plans

<sup>1</sup> International City/County Management Association



# ICMA's Six Scenarios







# ICMA's Desired Outcomes

A Collaborative Community Plan would help ...

- Identify commonalities, overlaps and gaps with existing plans throughout Mecklenburg County
- Provide policymakers a strategy to organize and communicate common goals and values that produce a better quality of life
- Identify opportunities to highlight unique municipal identity and character
- Identify opportunities for partnerships that increase outcomes and eliminate duplicative efforts and tear down silos



# Staff Recommendations

- County and City staff agree on pursuing a hybrid of the ICMA Scenarios to include the following process recommendations
  - ✓ Phased approach
  - ✓ Establish multi-jurisdictional oversight committee
  - ✓ Citizen workgroups
  - ✓ Robust public engagement



# Phased Approach

- **Phase I : Collaborative Community Vision**

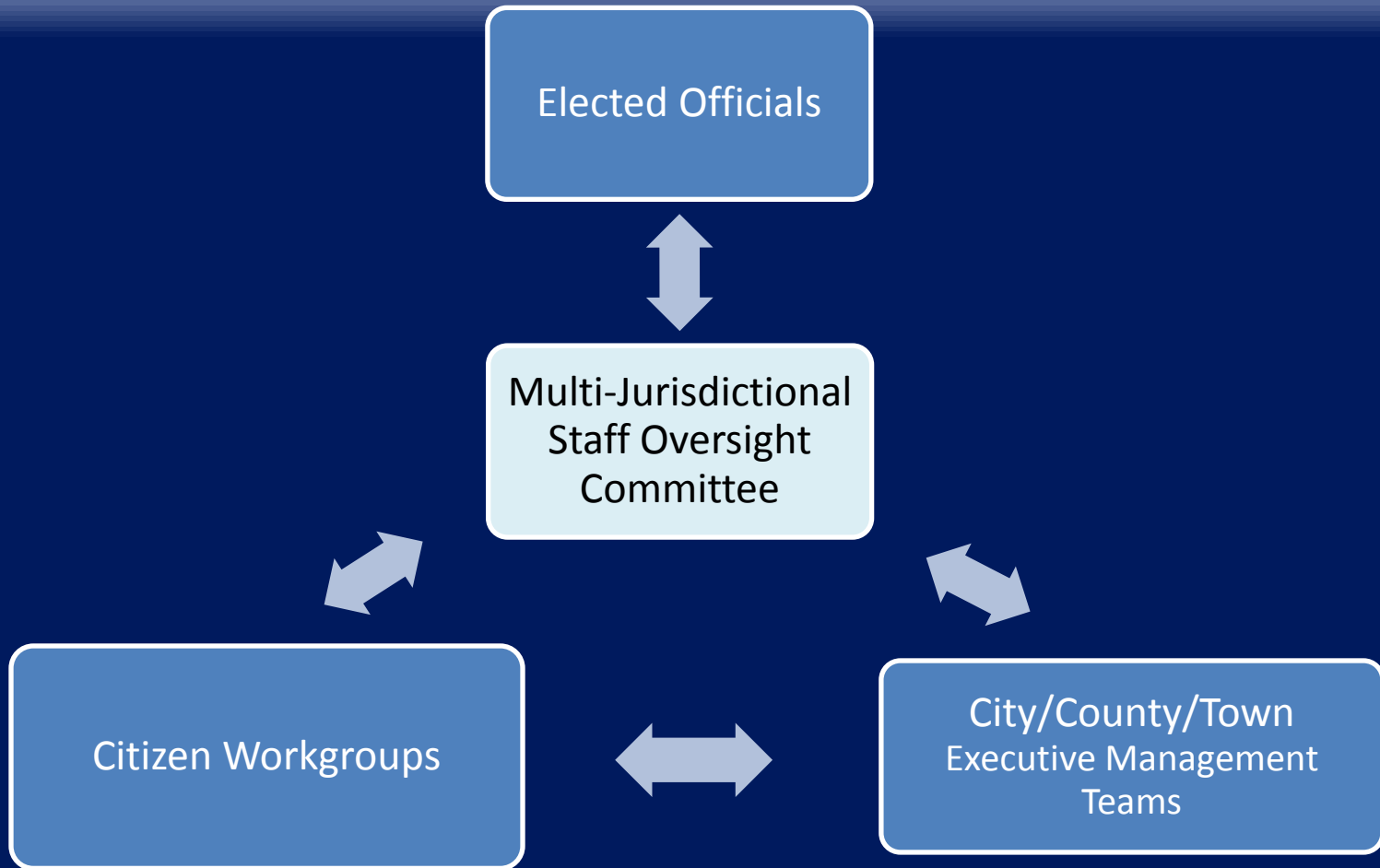
Create a Collaborative Community Plan Vision that will set the baseline and framework for analyzing existing plans and programs within Mecklenburg County.

- **Phase II : Collaborative Community Plan**

Using the Vision to develop community goals, actions and implementation plan moving forward. Allows for either reaffirmation or realignment of existing goals as well as development of new goals to address opportunities identified through the process.



# Governance Structure





# Multi-Jurisdictional Staff Oversight Committee

- Consists of:
  - 2 City Staff
  - 2 County Staff
  - 6 Town Staff
  - Foundation For The Carolinas representative
- Supported by:
  - Citizen Workgroup Chairs
  - County Community Plan and Sustainability Officer
  - City Energy and Sustainability Manager
  - Foundation For The Carolinas



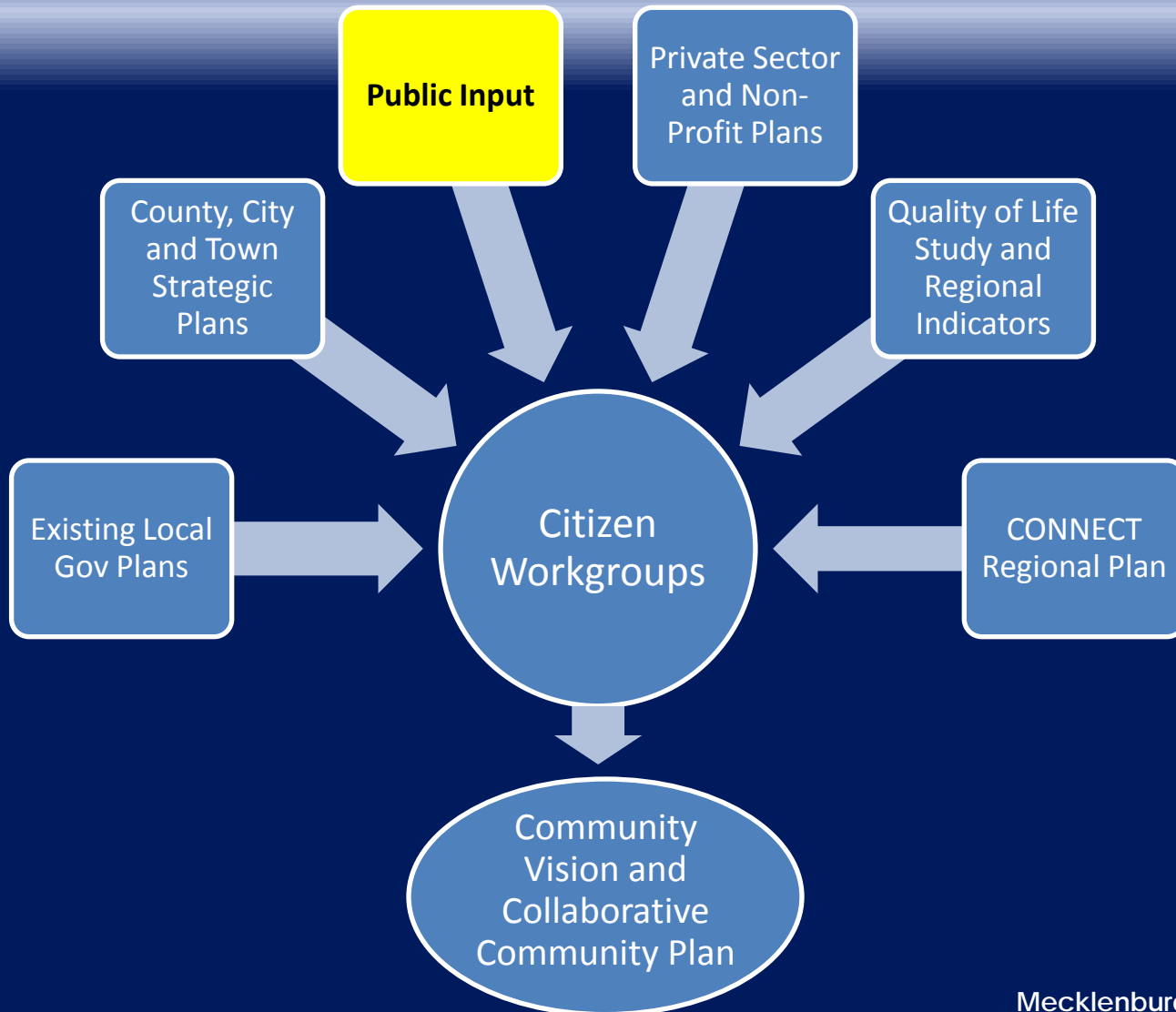
# Citizen Workgroups

- Open public application process
- 15 public members selected per workgroup
- 5-8 workgroup dimensions considering the Quality of Life Study dimensions

Energy  
Economic Security      Education and Youth      Safety  
Health      Transportation      Natural Environment  
Parks and Culture      Housing      Leadership

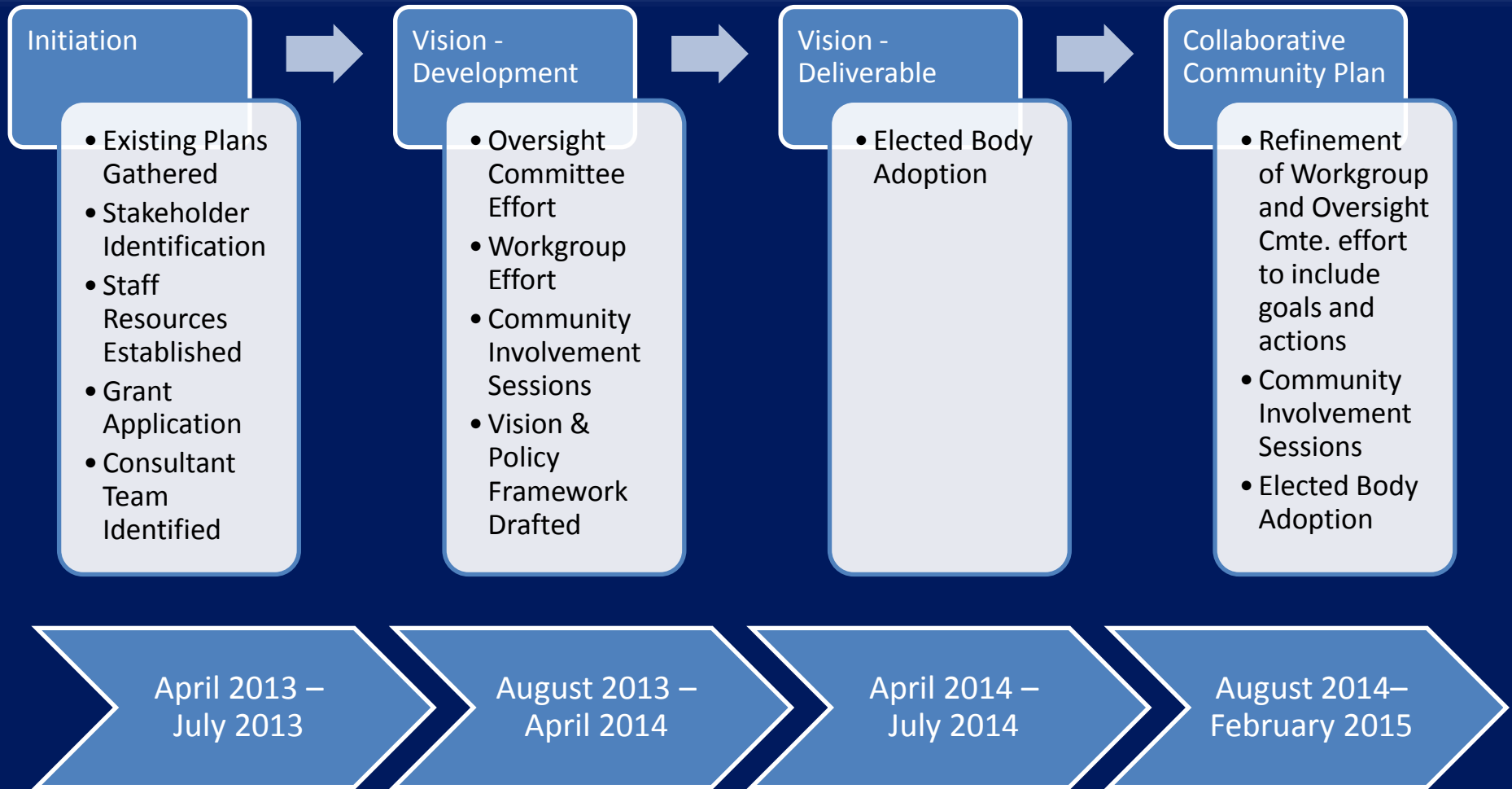


# Community Engagement





# Timeline







# Today's Action

- Approval of:
  - Phased approach toward the development of a Collaborative Community Plan
  - Support of partnership between the County, City of Charlotte, Mecklenburg Towns, and the Foundation For The Carolinas in this initiative
  - Agreement in submittal of a grant funding request to the Foundation For The Carolinas



# Regional vs Local

## **CONNECT Our Future**

- Regional (14 Counties)
- Topics = housing, transportation, economic development, environment
- Final Product = Regional Growth Framework with toolbox for local governments

## **Collaborative Community Plan**

- Mecklenburg County specific
- Topics of CONNECT Plus = education and youth, community character and engagement, health, safety, parks and culture
- Final Product = Vision and Action Plan with measureable goals and regular community reporting