

The Public Works Comprehensive Planning Playbook



Service Description

Comprehensive plans are essential for guiding the long-term growth of any community, city, or region. They provide a framework for informed decision-making that aligns with a community's vision, goals, and needs. [Public Works Partners](#) is your go-to partner for identifying and maximizing opportunities to shape the future of your towns, neighborhoods, or cities.

We bring extensive expertise in comprehensive urban planning, emphasizing equitable community engagement and social cohesion.

Our approach is grounded in a deep understanding of the civic landscape, including the people, institutions, and organizations that define it. We engage with the community to understand how residents value their environment and to capture their expectations, hopes, and concerns. This community-driven research informs our carefully crafted planning goals.

Our specialties include land use, zoning, transportation, public spaces, and sustainability. We turn insights, ideas, and aspirations into actionable plans, supporting the creation of comprehensive plans encompassing a community vision and land use and policy documents prioritizing achievable goals, policies, and programs. Each plan is tailored to meet current needs while remaining adaptable to future changes.

Collaboration is key to our process. We take an interdisciplinary approach, working closely with architects, engineers, economists, and other professionals to explore new opportunities and develop innovative solutions. Choose Public Works Partners for a dedicated team with expertise in Vision Plans, Comprehensive Urban Plans, Equitable/Ethical Justice Development Plans, Neighborhood Corridors, Downtowns, and Districts Plans, Redevelopment, Reuse and Feasibility Studies, Character Analysis, Zoning Codes, Design Guidelines, Public Realm and Placemaking Plans, Transit Mobility Plans, and Sustainability & Resilience Plans.

Discover more about our [Comprehensive Planning](#) services.

Our Success Drivers

01	Community-Centered Planning	We prioritize the voices of residents and stakeholders, recognizing them as the true experts.
02	Experience and Innovation	We apply best practices while addressing the unique needs and priorities of each community.
03	Inclusive Engagement	We go the extra mile to involve hard-to-reach groups, creating a more robust and informed comprehensive plan.
04	Adaptable Strategies	We design engagement strategies that adapt and respond to metrics developed collaboratively with our clients.
05	Welcoming Environment	We create an approachable atmosphere that encourages participation—cutting the jargon and always bringing snacks!
06	Multidisciplinary Expertise	We draw on our diverse experience across multiple areas to offer what other planning firms can't.

Overview of our Approach

Task 1: Assess



Understand the civic framework, including residents, institutions, agencies, and organizations. This insight helps us create a dynamic and effective roadmap for planning and engagement.

Task 2: Engage



Implement an engagement plan to uncover community values and listen to their expectations, hopes, and concerns. We provide expertise while actively listening and amplifying local priorities.

Task 3: Create Solutions



Transform insights from residents into a shared community vision and develop practical, achievable recommendations to achieve that vision in the final plan.

Task 1: Assess



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Key Activities

- Identify the optimal timing, participants, and resources needed for a comprehensive community plan.
- Define stakeholder participation at each stage, specifying who will be involved, where and when engagement will occur, and what to expect.
- Collect and analyze primary and secondary data, such as existing plans, surveys, and demographics, to understand current issues, their evolution over time, and residents' future expectations.
- Combine and synthesize this information into a detailed Community Profile.

Outcomes

Collaborate with the client to develop a clear engagement roadmap. Establish a foundational understanding of the local context and the journey that led to the current state.

Outputs

Typical deliverables include a community profile and existing conditions report, as well as a Public Engagement plan.

Task 2: Engage



Implement an engagement plan to uncover community values and listen to their expectations, hopes, and concerns. We provide expertise while actively listening and amplifying local priorities.

Key Activities

- Validate initial assessment findings through conversations with residents and key stakeholders, identifying and filling any data gaps to complete the story.
- Collaborate with the community to create a vision statement to guide the plan's goals and objectives.
- Decide on the plan's organization and structure based on the clients' and constituents' preferences for receiving information.

Outcomes

Craft a clear community vision to guide the plan's development and establish a structure for how the information will be presented and received.

Outputs

Outputs include an initial set of recommendations and a Comprehensive Plan outline.

Task 3: Create Solutions



Transform insights from residents into a shared community vision and develop practical, achievable recommendations to achieve that vision in the final plan.

Key Activities

- Once the vision is set, define specific goals and objectives to shape the final recommendations.
- Refine and validate these recommendations to ensure they align with the community vision.
- Create a realistic implementation schedule based on residents' priorities and client capacity.
- Integrate all elements into a final Comprehensive Plan ready for formal adoption.

Outcomes

Present the final comprehensive plan, reflecting the collaborative efforts of the client, residents, and team. This plan includes a community vision, land use and policy recommendations, and actionable goals.

Outputs

Final Comprehensive Plan

Do You Need A Planning Partner?

To schedule a consultation, contact **Moe Magali**, Director of Business Development at Public Works Partners, at mmagali@publicworkspartners.com.

MEET OUR EXPERTS



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