

# Steering Committee's Role in the Comprehensive Planning Process



The following are the key roles and responsibilities for the Steering Committee in the comprehensive planning process, in order to make the project visionary, efficient, successful, and community-responsive.

## **CRAFT** the Vision and Key Directions for Plan

- Help identify key community issues and opportunities
- Help develop and then refine a vision statement
- Provide ideas and support for key strategies and policy directions

## **OVERSEE** Public Participation Processes

- Follow public participation procedures throughout planning process
- Work with consultant to prepare for interviews, open houses, and public hearing
- Attend and represent the Committee in larger public forums
- Help relay and interpret issues from meetings and local residents to consultant

## **GUIDE** Land Use Plan and Redevelopment Opportunities Identification and Mapping

- Prioritize key sites and directions for infill development and redevelopment
- Direct consultant on preparation of the future land use map and redevelopment area mapping
- Work with consultant to resolve any existing or anticipated land use conflicts

## **SHAPE** the Comprehensive Plan Document

- Guide development of a strategy for growth and change in the City
- Work with consultant to formulate Plan recommendations
- Provide direction and review of individual Plan elements (e.g., land use, transportation)
- Review and comment on entire Draft Plan

## **RECOMMEND** Comprehensive Plan to City Council

- Incorporate suggestions, as appropriate, from public open house and hearing into Plan document
- Recommend City Council approval of Plan

## Comprehensive Planning Project Vandewalle & Associates Staff Introduction



**Mark Roffers**, AICP is the lead planner and principal-in-charge. Mark will oversee the entire process, guide plan preparation, and infuse the plan and the process with innovative solutions drawn from his extensive community planning experience. Contact Mark at [mroffers@vandewalle.com](mailto:mroffers@vandewalle.com).

**Rob Gottschalk**, AICP, ALA is the manager of V&A's efforts on downtown implementation, and is our team's economic positioning and economic development expert. For the comprehensive plan, Rob will be engaged in community visioning, the downtown plan and special area plans, as well as the economic development element. Contact Rob at [rgottschalk@vandewalle.com](mailto:rgottschalk@vandewalle.com).

**Jolena Presti**, AICP is the project manager and redevelopment team associate. Jolena will manage the consultant team, serve as the day-to-day liaison between the City and consultants, keep the process on-track and on-budget, and co-author the comprehensive plan and its components. Contact Jolena at [jpresti@vandewalle.com](mailto:jpresti@vandewalle.com).

**Chris Landerud** is the project designer. As an associate urban designer, Chris will prepare plans and maps to illustrate the community's vision and priorities, and key economic and design themes for the plan documents. Contact Chris at [clanderud@vandewalle.com](mailto:clanderud@vandewalle.com).

**Ben Webb** is the project GIS analyst. Ben will complete all mapping for this project including all existing conditions and future land use. Contact Ben at [bwebb@vandewalle.com](mailto:bwebb@vandewalle.com).

**Kristina Surfus** is the project assistant on the team. Kristina will assist with research, data assembly, public participation, writing and general planning assistance for all aspects of this project. Contact Kristina at [ksurfus@vandewalle.com](mailto:ksurfus@vandewalle.com).