

## **Amherst Master Plan 2020 Draft NRPC Proposal**

This proposal is for a comprehensive Master Plan update based on intensive public engagement that encompasses traditional Master Plan components organized under five themes: Community Character, Lifetime Community, Business Development, Infrastructure and Sustainability/Resilience. A brief outline of the proposed approach is provided below.

### **Public Engagement**

**Survey:** The starting point for developing the vision and goals of the plan would be a comprehensive on-line survey developed in coordinated with the Task Force using the PublicInput tool. Additional short surveys could be conducted throughout the process as needed. The PublicInput Project Page would also serve as the platform through which on-line and social media outreach is channeled, documents and drafts are posted for public review and comment, contacts are managed, and meeting notices and invitations are posted. A Public Input “kiosk” would be created to allow for input to be collected in the field and during live meetings. NRPC staff would manage public engagement throughout the process in coordination with the Task Force.

**Charrettes:** Two 2-hour charrettes would be held within the first six weeks (+/-) of the project start organized around the five Master Plan themes. Cost proposal assumes volunteer support to assist in facilitating small group brainstorming sessions with up to three NRPC staff at each session. Three additional public involvement sessions would be held in the middle and toward the end of the process to facilitate scenario planning and future land use development.

**Scenario Planning:** As noted above, the process anticipates up to three scenario planning exercises focused on land use, developed utilizing CommunityViz. CommunityViz allows for alternative land use scenarios to be visualized and analyzed in terms of impacts such as population, school-aged children, utility demand, traffic impact and other similar factors.

**Focus Groups:** Up to three additional focus group sessions are included to allow for deeper dives into specific subject areas as the planning process progresses.

**Task Force Meetings & Hearings:** Assumes one to two NRPC staff attending up to nine Task Force meetings and one final public hearing.

**Public Outreach:** NRPC staff would post Master Plan related materials on the PublicInput site, maintain a contact list (derived mostly from the survey), send out meeting notices and communications and manage social media communications throughout the planning process in coordination with Community Development and the Task Force.

### **Data Collection & Analysis**

Data collection and analysis would leverage NRPC’s extensive GIS data base and traffic model, leverage existing Town resources where available, utilize applicable data from state and federal sources and collect field data as necessary. Data collection and analysis would be undertaken in coordination with the Task Force and limited to the data necessary to inform the plan. Select data

would be expressed in maps and tables for presentation and incorporation in the final document. Supplemental data would be included in a technical appendix.

## **Master Plan Document**

The final product would consist of a Master Plan document based around the five themes of Community Character, Lifetime Community, Business Development, Infrastructure and Sustainability/Resilience.

1. Community Character (who we are and what we value)
  - a. Vision Statement
  - b. Goals
  - c. Civic Engagement
  - d. Natural Resources
  - e. Historic Resources
  - f. Land Use
2. Lifetime Community
  - a. Planning for all ages
  - b. Demographics
  - c. Housing Needs Analysis
  - d. Education
  - e. Community Services
  - f. Transportation/transit and other infrastructure support
3. Business Development
  - a. Economic Indicators (commercial valuation, employment, etc.)
  - b. Business Mix
  - c. Infrastructure needs
  - d. Economic Assessment (including scenario planning)
4. Infrastructure
  - a. Transportation (including streets & roads, traffic, congestion, bike/ped and transit)
  - b. Community Facilities (Town & School buildings, parks & rec, etc.)
  - c. Water
  - d. Sewer
  - e. Stormwater
  - f. Solid Waste
5. Sustainability/Resilience
  - a. Environmental threats and challenges
  - b. Carbon Impact Analysis
  - c. Alternative Energy
  - d. Electric Vehicle Infrastructure
  - e. Waste Reduction, Recycling & Composting
  - f. Alternative products, practices and sourcing
  - g. Disaster Mitigation

6. Implementation

The implementation section would include a Future Land Use Plan based on the goals and objectives of the preceding sections and results of the scenario planning exercises. This section would also outline a series of goals coupled with measurable, outcome-based recommendations organized under the overall themes of the plan in matrix form. Each objective would be associated with a timeframe for implementation and be assigned a primary responsible party together with other parties with shared responsibility. Objectives could also be assigned a relative level of difficulty and cost. Where appropriate, objectives would be linked to the Town’s Capital Improvements Program (CIP).

The final document would be heavily visual, emphasizing graphics, maps and images to convey content, but avoiding expressions of data not directly relevant to goals, objectives and analysis. The document would be created in print and digital formats, with the latter including links to largescale maps not easily discernable. Text would be written in plain English with limited use of acronyms and jargon.

**Cost Proposal**

Total Cost:	\$59,300
NRPC Discount:	-\$4,500
Cost to Town:	\$54,800

**Phasing:**

FY20 (Public Engagement)	\$15,000
FY21 (Plan Development)	\$39,800

Cost proposal includes all data collection and analysis, public outreach, document preparation, development of up to 44 maps for incorporation into final document; two large-format, detailed, poster-sized maps for display; one configured ArcGIS Online viewer interactive map; and NRPC staff attendance at up to 18 public input sessions, task force meetings and public hearings. The final Master Plan document will be delivered in digital form along with one camera-ready copy. Additional standard maps: \$450/map. Additional Meetings: \$500/meeting.