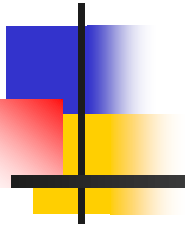


Community Assessment & Planning



Presented by

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The Assessment-Planning Process





Two Focuses of Assessment

1. **External -- Is this community a good match for a specific business?**
2. **Internal -- What do we need to do to improve our community?**

Internal Focus of Assessment



- **Prepare the Community for development**
- **Identify its strengths and weaknesses**
- **Identify potential threats to development**
- **Identify infrastructure issues**
- **Identify social issues**
- **What or who can be attracted here, now?**
- **How can we eliminate or lessen the impact of negatives and capitalize on strengths and opportunities?**



Objective And Subjective Factors

Objective Data

- Factual
- Impartial
- Impersonal

Subjective Data

- Impression
- Attitude
- Feeling

Internal Assessment Factors Include



- Community readiness
(comfort/complacency)
- Leadership
- Infrastructure
- Issues needing attention
- Assets for development
- Competitiveness
- Quality of life



Assessment Techniques

- Asking questions
- Listening
- Observing
- Focus group interviews
- Attitude surveys
- Key informant interviews
- Subject focused surveys
- Public meetings
- Community workshops

Assessment Factors



Labor

Housing and Apartments

Healthcare

Building Availability

Site Availability

“Can Do” Spirit

Business Climate

**Transportation
Infrastructure**

**Transportation For
Moving Goods and
Supplies**

**Transportation For
Business Travel**

Education

Quality Utilities

Quality City Services

Cost of Living

Quality of Life



Data Analysis -- SWOT

- Internal To The Community
 - Strengths
 - Weaknesses
- External To The Community
 - Opportunities
 - Threats



Strengths

- Available industrial sites/buildings
- Intact main street and owners willing to rent for repairs and renovations
- Successful fair
- Historical buildings, rich local history
- Close proximity to Interstate
- Local Internet access
- Good local schools (teachers and parental involvement)
- Many talented citizens with interest in starting own businesses



Weaknesses

- Poor city finances
- Declining tax base
- Aging population
- Distrust among races
- Lack of housing
- Unskilled work force
- Poor “curb appeal”
- Poor self-image (community)
- Perception of crime problem in low income areas



Opportunities

- Capital improvement funding available through EDA and State
- Baby boomers looking for safe and quiet retirement communities
- Absentee property owners willing to sell properties at below market prices
- Low interest redevelopment money is available
- Major industries are looking for sites in the region



Threats

- Mill (major local employer) aging and owned by non-US company
- Federal welfare cuts will impact large group of citizens in poverty
- Nearby communities increasing pay for school teachers
- Absentee landlords own many main street buildings
- EPA threatening action due to sewer and water system deficiencies
- West Nile Virus
- Terrorist Attacks

Economic Development Planning



- Project Planning
 - One event, initiative, program, or project.
 - Example: Market the industrial park to target industries.
- Strategic Planning
 - Long-Term involving multiple initiatives, programs, and projects within 3-5 Goals
 - May involve public-private partnership of several agencies
 - Examples: Job Creation, Education, Infrastructure, Quality of Life



Successful Economic Development Planning

- Mission – What is the mission of the group? What does it hope to accomplish? Is there role conflict with another organization?
- People – Who are the key stakeholders from the community and partnering organizations that will be on the planning committee? Will this be a public-private partnership? How will community outreach be conducted?



Successful Economic Development Planning

- Process – How will an environmental assessment be conducted? Who will be involved in the planning dialogue? How will activities be communicated to the public? How will implementation be managed?
- Product – What will the planning document look like? What are its components? For example, Mission, Vision, Goals, Objectives, Tasks.

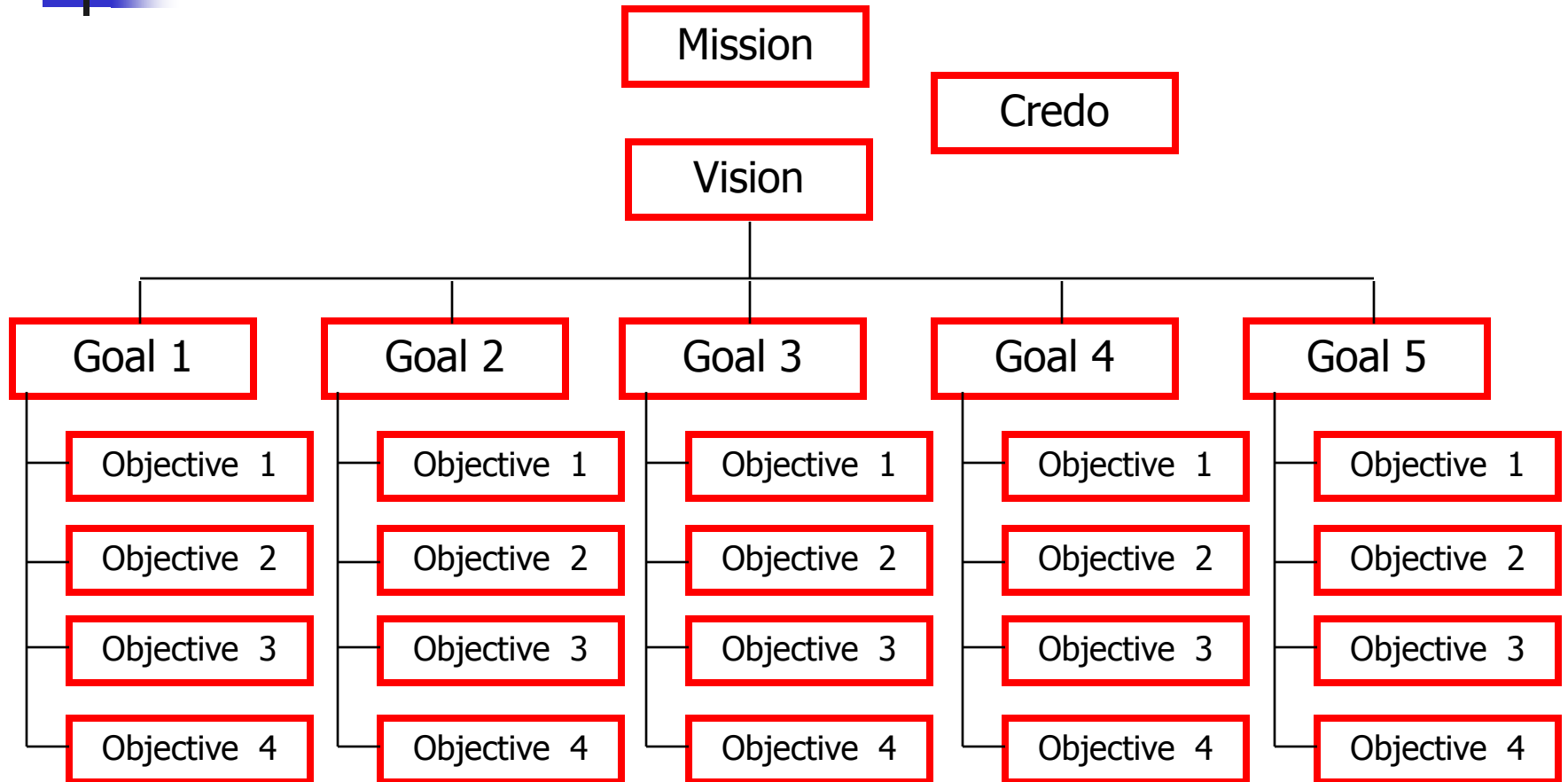
Common Community Critical Issues



- Economic Development (Recruitment, R&E, Competitiveness)
- Tourism Development
- Workforce Development (K-12 and higher)
- Recreation/Quality of Life (Cultural activities, beautification/curb appeal, etc.)
- Social Infrastructure (Housing, drug abuse, crime, teen pregnancy, etc.)
- Physical Infrastructure (Roads, water, sewer, etc.)
- Leadership Development (local, regional, state, teamwork, etc.)



Plan Components





Sample Mission Statement

Mission Statement

The Phillips County Strategic Planning Committee is a public-private partnership that will create and harness community spirit and unify community organizations and citizens so that together we create, promote, and support development efforts that result in the greatest possible benefit for all citizens.



Sample Vision -- A Community

WEST BATON ROUGE PARISH VISION

To be a caring community built on a Parish-wide, strategic plan that realizes the potential for balanced, quality growth and development, where people live, work, conduct business and achieve economic prosperity.



Example of a Community Goal

Goal III -- Education -- Take actions and support initiatives that improve Frederick's educational system so that children and adults can reach their full potential as productive citizens.

Goal Team Chair: John Doe



Format For Effective Objectives

By *date* (1), *action* (2), **result** (3).

(1) By December, 2005,

(2) create a computerized available site and building database that contains descriptions of all property available for development within and near Hammond

(3) so that the property can be marketed and investor inquires promptly answered.



Objectives

Objective III A 05 – Site and Building

Data Base: By June 2005, create a computerized available site and building database that contains descriptions of all property available for development within and near Hammond so that the property can be marketed and investor inquires promptly answered.



Objectives

Responsible Group: Hammond Chamber of
Commerce Economic Development Committee

Sponsoring Group: Hammond Chamber of
Commerce

Objective Team Leader: Marvin Thompson,
Chairman Chamber Chamber ED Committee

Budget: \$ 10,000.00



Tasks

- By January 2005, identify the data needed for the database and develop a data collection form.
- By February 2005, hire a contractor to write the program for entry and accessing of site and building data.
- By March 2005, meet with commercial realtors and property owners to describe the program, its benefits, and to disseminate the data collection forms.



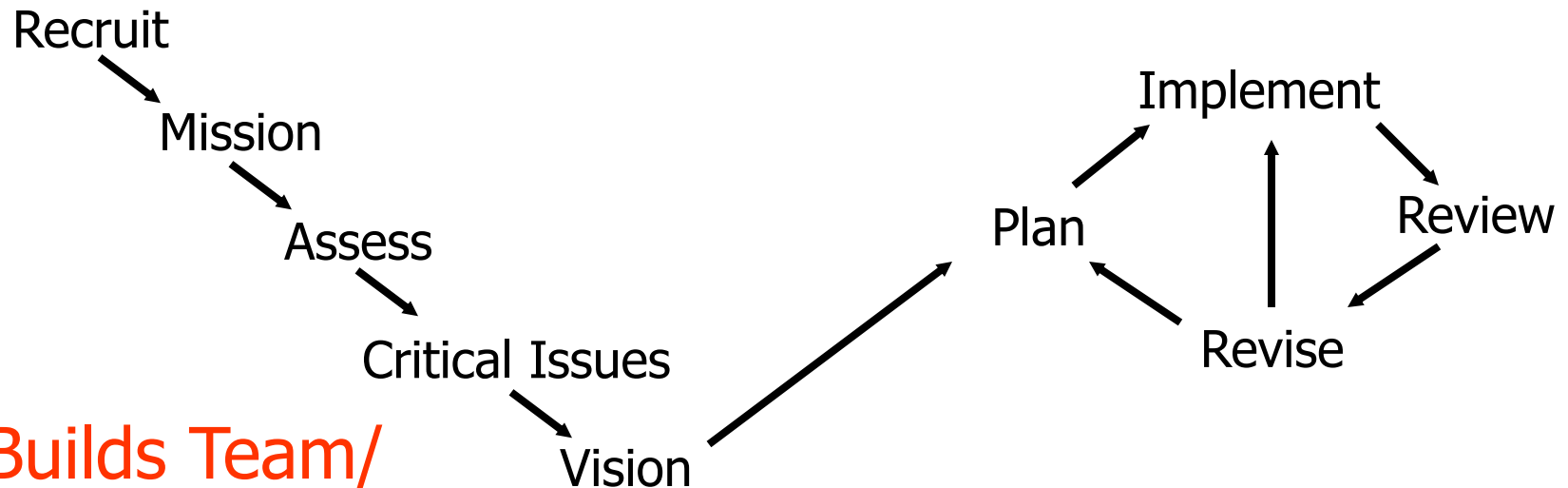
Tasks

- By April 2005, purchase and install computer for storage of database and locate it in the Chamber office.
- By May 2005, complete collection of building and site data collection forms and begin entering the information into the database.
- By June 2005, complete initial entry of data into the database and keep the system updated through ongoing maintenance.

The Strategic Planning Process

Organize

Plan



**Builds Team/
Develops
Commitment**