

Master Plan Update & Economic Development Strategy Timeline

Updated 2017-08-28

Event/Activity	Consultant	Start Date	Duration (days)	End Date	Notes
Parking Inventory	CWA/City staff	28-Jul	7	3-Aug	
Compile results and submit to CWA	City staff	7-Aug	2	9-Aug	
Compile existing building sq. ft. and uses for parking study area and submit to CWA	City staff/City assess	9-Aug	21	30-Aug	
Present draft parking study to staff	CWA	30-Aug	14	13-Sep	
MP Update and ED Strategy Kickoff Meeting - Joint Planning Commission/City Council	CWA & HWA	5-Sep	1	5-Sep	
Check in calls with client	CWA & HWA	Every 2-3 wks			
Development of survey questionnaire (EDS), with assistance of City staff and stakeholders.	HWA	5-Sep	21	26-Sep	CWA will have opportunity to include additional questions.
Apple Daze Booth Activity development	CWA	25-Sep	11	6-Oct	Includes consultation with HWA, one round of testing with staff
Present draft parking study to city council	CWA/City staff	25-Sep	1	25-Sep	
HWA electronic field survey released. Runs for 3-6 weeks.	HWA	26-Sep	21	17-Oct	
Apple Daze Booth	Both?	7-Oct	1	7-Oct	
MICommunity Remarks activities up that mimic Apple Daze Booth activities	CWA	7-Oct	20	27-Oct	interactive on-line mapping tool
Economic and demographic base analysis	HWA	17-Oct	14	31-Oct	
Conduct 3-5 one-on-one interviews with business leaders -	HWA	17-Oct	14	31-Oct	Prior to Consensus Building Worksession. CWA will be invited to attend these converstions.
Review of EDS survey results	HWA and staff	31-Oct	1	31-Oct	Results presented to council 11-13
Preliminary indsutry sector and cluster anlaysis	HWA	31-Oct	1		
Economic trends analysis	HWA	31-Oct	1		
Worforce assessment	HWA	31-Oct	1		
Walking Tours (CWA)	CWA	1-Nov	13	14-Nov	
Consensus Building Session (HWA)	HWA	6-Nov	1	6-Nov	CWA will be introduced as part of this session. CWA Will have opportunity to present themselves, the purpose of the Master Plan, and seek feedback where appropriate.
Joint meeting of City Council and Planning Commission for Master Plan Goals and Objectives Review	CWA	4-Dec	30	assuming 1 month	Depending on the date, HWA could prenet draft EDS and Implementation Plan at joint meeting.
Draft MP Update	CWA	4-Dec	13	5-Mar	
Economic growth strategies and recommendations: - Economic growth SWOT analysis - Draft economic development strategies and implementation plan	HWA	18-Dec	42	18-Dec	Will review with CWA prior to sending to the city and stakeholders for review.
Community wide implementation workshop	CWA	1-Jan	30	1-Feb	
Stakeholder feedback on draft EDS (city review)	HWA	15-Jan	30	15-Jan	city council review Jan 15
Revise draft EDS	HWA	29-Jan	16	31-Jan	
Present final EDS and materials to city staff and council	HWA	31-Jan	12	13-Feb	02-13 council meeting
Joint meeting of City Council and Planning Commission on Implementation	CWA	1-Mar	30	1-Apr	
Public Hearing	CWA	1-Apr	30	1-May	
State-mandated adjoining community review of Master Plan	CWA	1-Apr	63	27-May	
Master Plan adoption	CWA	4-Jun	1	4-Jun	

HWA will provide the following information to CWA:

Field Survey (CWA will see survey ahead of distribution and be able to add questions pertinent to Master Plan Update)

Economic and Demographic Base Analysis

Preliminary Industry Sector and Cluster Analysis

Economic Trends

Workforce Assessment