

## Shaping the region's future in the 21st century

Welcome to our eleventh quarterly update on the regional comprehensive planning process. Since the last edition of Rapport, staff has continued to work with Technical Advisory Committee members and Commissioners on Milestone Report #3: Goals and Strategies for Action.

### Major Phases of the Regional Comprehensive Planning Process



### What's New? Milestone Report #3: Goals and Strategies for Action

Milestone Report #3 is being produced for four reasons.

- Promote a well reasoned and balanced discussion on how to achieve our identified goals and set out the preferred policies and strategies for action.
- Identify potential partnerships that will play a role in implementing the recommended policies. These will include the public, private and not-for-profit sectors.
- Develop immediate, interim and long term outcomes, which will enable East Central to monitor and evaluate the effectiveness of the adopted policies over time. We need to know how we are doing. Although there is no bottom line as such, we need to be able to let our member counties and communities, as well as state departments such as DOT and DNR know that their money is being well invested.
- Make explicit the links between different policy areas, and the tensions within and between those areas.

### Five Step Process

The Technical Advisory Committees have been following a five step process.

#### Step 1: Establish Policy Alternatives

It is clear that there is no one right answer to the issues that have been identified in Milestone Reports #1 and #2. Staff, Technical Advisory Committee members, and Commissioners are discussing alternatives ranging from intervention, in the form of regulation and/or incentives, through to market forces.

#### Step 2: Select Preferred Way Forward

In selecting the way forward a key question that we are asking is "Does the will exist among the players to achieve something?" We are selecting strategies for

action which seem realistic.

We are also introducing the concept of desirable but difficult to achieve policies - what might be good, but in the current climate, unlikely to run. We feel that these "visionary polices" may serve as a stepping stone to action in the future.

#### Step 3: Identify Partnerships

We are identifying potential organization(s) in the public, private and not-for-profit sectors that might be best placed to implement policies/actions in terms of expertise, time and dollars. East Central has worked hard to get the "players" to participate in the Technical Advisory Committees. Where action/policies will be brought forward by East Central, we will be assessing our work program to determine where changes are necessary. For example, we are already aware that we will need to broaden our Community Facilities remit to move beyond the current focus on sewer service area planning to include consideration of other utilities such as gas, electric and telecommunications.

#### Step 4: Set Target Outcomes: Immediate, Intermediate, and Long Term

We are focusing on identifying the desired outcomes of our policies over time. In addition, to setting out the long term outcome/goal we are also working to establish immediate and intermediate outcomes. The purpose of this is so that we can determine more clearly whether we are moving toward the goal or away from it.

#### Step 5: Highlight the Links Between Policy Areas

The focus here is on making explicit the inherent tensions and contradictions within and between policy areas. A key component will be on providing guidance on prioritization.

**Make sure that your view is represented in the ongoing discussions - let us know what you think! Write, call or email.**