

### Inner Core Committee FY13 Sustainable Communities Proposal

**Summary of budget, tasks, and desired outcomes:** Beginning on October 1, 2012 (pending approval of this proposal), the Inner Core Committee will undertake a series of tasks to articulate a Strategic Plan for the Inner Core Committee through 2015. The tasks outlined here will take place over one year, to be completed by September 30, 2013. Many of the tasks are concurrent.

The tasks associated with developing the Inner Core Committee Strategic Plan are the following:

Inner Core Committee FFY13 Sustainable Communities Proposal Tasks and Budget	Task Cost	Staff Hours	Staff Days	Budget @ \$75/hour	Materials, fees, travel
<b>Task 1. Communications</b>	<b>\$5,138</b>	<b>67.5</b>	<b>9.0</b>	<b>\$5,063</b>	<b>\$75</b>
1A. Articulate Inner Core Committee mission, priorities, and goals	\$2,813	37.5	5.0	\$2,813	\$0
1B. Develop consistent look and approach for web, email, and print communications	\$1,200	15.0	2.0	\$1,125	\$75
1C. Revise Inner Core Committee bylaws	\$1,125	15.0	2.0	\$1,125	\$0
<b>Task 2. Research</b>	<b>\$2,250</b>	<b>30.0</b>	<b>4.0</b>	<b>\$2,250</b>	<b>\$0</b>
2A. Research real estate, infrastructure, and transportation development projects	\$1,125	15.0	2.0	\$1,125	\$0
2B. Analyze demographic data and produce maps	\$1,125	15.0	2.0	\$1,125	\$0
<b>Task 3. Outreach</b>	<b>\$16,613</b>	<b>217.5</b>	<b>29.0</b>	<b>\$16,313</b>	<b>\$300</b>
3A. Visit each member municipality/organization	\$8,738	112.5	15.0	\$8,438	\$300
3B. Identify new partners and expand membership	\$2,250	30.0	4.0	\$2,250	\$0
3C. Host a lunchtime professional development series on outreach and effective meetings	\$5,625	75.0	10.0	\$5,625	\$0
<b>Total cost to develop a Strategic Plan for the Inner Core Committee</b>	<b>\$24,000</b>	<b>315.0</b>	<b>42.0</b>	<b>\$23,625</b>	<b>\$375</b>

#### Task 1. Communications

The Inner Core Committee Coordinator will work with Inner Core Committee Representatives, MAPC Staff, and other interested parties to hone the Committee's elevator pitch, brand, and rules of order. The outcomes of this task will be revised policies and procedures for committee operations, written documentation of strategic planning work that occurs over this one-year period, and templates for ICC electronic communications and print materials.

##### 1A. Articulate Inner Core Committee mission, priorities, and goals

- The Inner Core Committee will articulate an updated mission statement that better reflects the commonly understood purpose of ICC and what we would like ICC to be.
- The Inner Core Committee will articulate a set of principles for regional development and preservation. Building upon these principles, the ICC will identify its regional development, preservation, infrastructure, and transportation priorities.
- The Inner Core Committee will identify legislative priorities and strategies for working with the State Legislature and Governor's Administration to advance these priorities.
- The Inner Core Committee will develop a list of goals that it intends to achieve within the next three years (through 2015).

**1B. Develop consistent look and approach for web, email, and print communications**

- The Inner Core Committee Coordinator will develop a consistent and engaging style for web, email, and print communications that reflect ICC's mission. Part of more effectively reaching out to new constituents is tied to how we get our message out, including our branding, web presence, and e-communications.

**1C. Revise Inner Core Committee bylaws**

- The Inner Core Committee will revise its bylaws to reflect its update mission, goals, principles, and priorities. The new bylaws will also provide guidance on the committee structure, leadership roles, election process, annual work plan development, and more.

**Task 2. Research**

In addition to data obtained during visits with ICC members, the Inner Core Committee Coordinator and MAPC Data Services staff will conduct additional research to better understand the subregion.

**2A. Research real estate, infrastructure, and transportation development projects**

- The Inner Core Committee Coordinator will familiarize herself with major development projects in the subregion by reaching out to MAPC staff working on projects in the Inner Core, reviewing the MetroFuture in Action Map, the MAPC Development Database, and information available on the Internet.
- The Inner Core Committee Coordinator will work with MAPC Data Services to address gaps in the MAPC Development Database and Most Wanted Datasets.
- This information will complement information obtained during ICC meetings, visits to ICC members, and other direct communication with Inner Core communities. It will help to identify the ICC's regional development and legislative priorities as outlined in Task 1A.

**2B. Analyze demographic data and produce maps**

- The Inner Core Committee Coordinator will work with MAPC Data Services staff to analyze data and develop maps that illustrate key demographic characteristics of the Inner Core.

**Task 3. Outreach**

The Inner Core Committee will work to bolster participation in the committee, including strengthening existing/core municipal membership as well as expanding membership to new partners interested and aligned with ICC's mission.

**3A. Visit each member municipality/organization**

- The Inner Core Committee Coordinator (and possibly additional ICC members such as the ICC Chair) will visit all 20 member municipalities to learn more about current planning and development work as well as to troubleshoot challenges with ICC participation. These visits will strengthen MAPC's relationship with member municipalities and provide the ICC Coordinator with ideas for improving service delivery, future meeting topics, new partnerships, and more. These meetings will include appropriate municipal staff and board members, as well as any other parties that might be helpful to the conversation. The findings from these meetings will inform the Strategic Plan.

**3B. Identify new partners and expand membership**

- The Metro Boston Consortium for Sustainable Communities has engaged many new participants in the work of MAPC and the advancement of MetroFuture. Many partner organizations and

individuals who have participated in the Consortium are based in the Inner Core. Some of these partners and individuals may be a source of new Inner Core Committee participants.

- Membership in the Inner Core Committee should be expanded to better reflect the region's demographics.
- New partners that can help to advance the Inner Core Committee's priorities and goals should be cultivated.

### **3C. Host a lunchtime professional development series on outreach and effective meetings**

- In March 2012, the Inner Core Committee held a well-received workshop on outreach and effective meetings. One of the ideas that came out of this workshop was to convene regular, facilitated problem-solving sessions for professional planners, community organizers, and others who endeavor to effectively reach out to diverse populations in their planning and community development work. This effort could build off of the outreach and engagement track at the November Consortium meeting. We may be able to work with APA-MA to co-sponsor and provide lunch for these sessions.

### **Project Objectives**

#### **Process Benchmarks**

- The Inner Core Committee webpage will be up-to-date and well-utilized. It will be updated at least monthly and will receive at least 20 visits per month.
- The Inner Core Committee will issue a newsletter twice a month using Constant Contact email marketing software.
- The Inner Core Committee email list will grow from about 170 email addresses as of September 2012 to 250 email addresses by December 2013.
- A series of maps that raise awareness of the demographic characteristics of Inner Core municipalities will be produced and publicized on the ICC webpage and at ICC meetings.
- Maps illustrating ICC municipal designations or positions on relevant state programs – Green Communities, Gateway Cities, Community Preservation Act, and others, will be produced.
- The ICC Coordinator will visit all 20 ICC municipalities, where she will meet with the ICC Representative as well as other municipal or community representatives.
- A lunchtime professional development series – at least 3 sessions through December 2013 – will engage new partners as well as build upon the skill set of existing members.

### **Policy Outcomes**

- The Inner Core Committee will have a clearly articulated mission, publicized on the ICC webpage and used on other ICC communications.
- The Inner Core Committee will have a list of regional development, preservation, infrastructure, and transportation priorities it will use as a basis for collective advocacy and decision making (such as, but not limited to, writing Transportation Improvement Program comment letters or support letters for municipalities or organizations seeking state funding).
- The Inner Core Committee will have a set of goals it seeks to accomplish by the end of 2015.
- The Inner Core Committee will adopt new bylaws.
- MAPC will have up-to-date development data from all Inner Core municipalities by December 2013.
- New member positions will be adopted by the ICC.