



CTAP PLANNING CONFERENCE

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Track II Tools & Techniques

PUTTING IT ALL TOGETHER: MASTERING THE PLAN AND YOUR REGULATIONS

"...RESUSCITATE THE ... PROCESS AND GET THAT PLAN OFF THE SHELF..."

Philip B. Herr, Principal, Herr Associates

FOUR STAGES AND TEN ACTIONS

- ❖ BEFORE plan-making
- ❖ DURING plan-making
- ❖ FOLLOWING plan-making
- ❖ RESUSCITATING the Plan.

BEFORE PLAN-MAKING

- Gain collaborator commitments
- Prepare to learn as much as to educate

PLAN: a statement of intent agreed to by those whose actions it is intended to guide.

TRANSACTIONS are an even more important product than is a PUBLICATION.

DURING PLAN-MAKING

- Search for *independencies* as much as for *interdependencies*.
- Identify and seek implementation of Early Actions.
- Confirm commitments to a dynamic Plan, not something chiseled in stone.
- Recruit new people and fresh ideas.

Nearly everyone plans. Comprehensive planning is distinguished by:

- A longer-range perspective than most.
- A broader inclusion of topical concerns than most.
- A wider geographic target than most.

That kind of *planning* (verb) is the hoped-for outcome from *making* (verb) the *Plan* (noun).

FOLLOWING PLAN-MAKING

- Identify and encourage Initiators and Developers.
- Be accessible (both products and people).
- Be alert to opportunities for “piggybacking.”

Plans function in two modes:

- ACTIVE: initiating efforts which otherwise would not be made (so soon)
- PASSIVE: shaping through informing efforts which would have happened anyhow.

RESUSCITATING THE PLAN

- Make the Old plan into a New plan: respect but build onto what has been done.
- Anticipate the next Plan.



Do you honestly believe we have enough information to justify a decision?