

CTAP Planning Conference

PUTTING IT ALL TOGETHER

- **Resuscitating the process...**
- **Getting the Plan off the shelf...**

DILBERT by Scott Adams



www.unitedmedia.com
S. Adams



July 7 © 1997 United Feature Syndicate, Inc.



FOUR STAGES TOP TEN ACTIONS

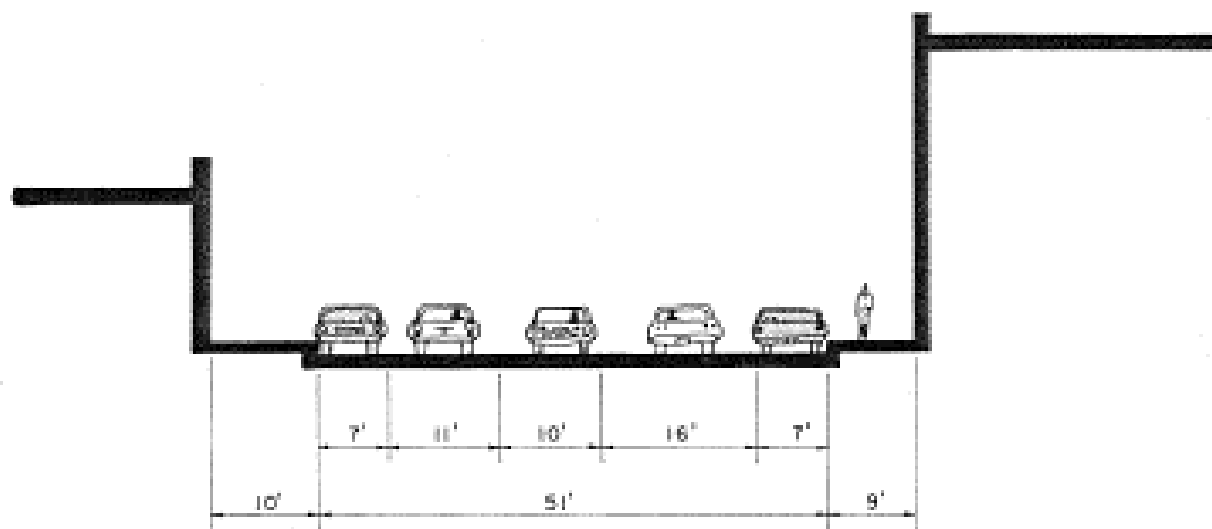
- ❖ **BEFORE plan-making**
- ❖ **DURING plan-making**
- ❖ **FOLLOWING plan-making**
- ❖ **RESCUSCITATING the plan.**

S U M M A R Y R E P O R T

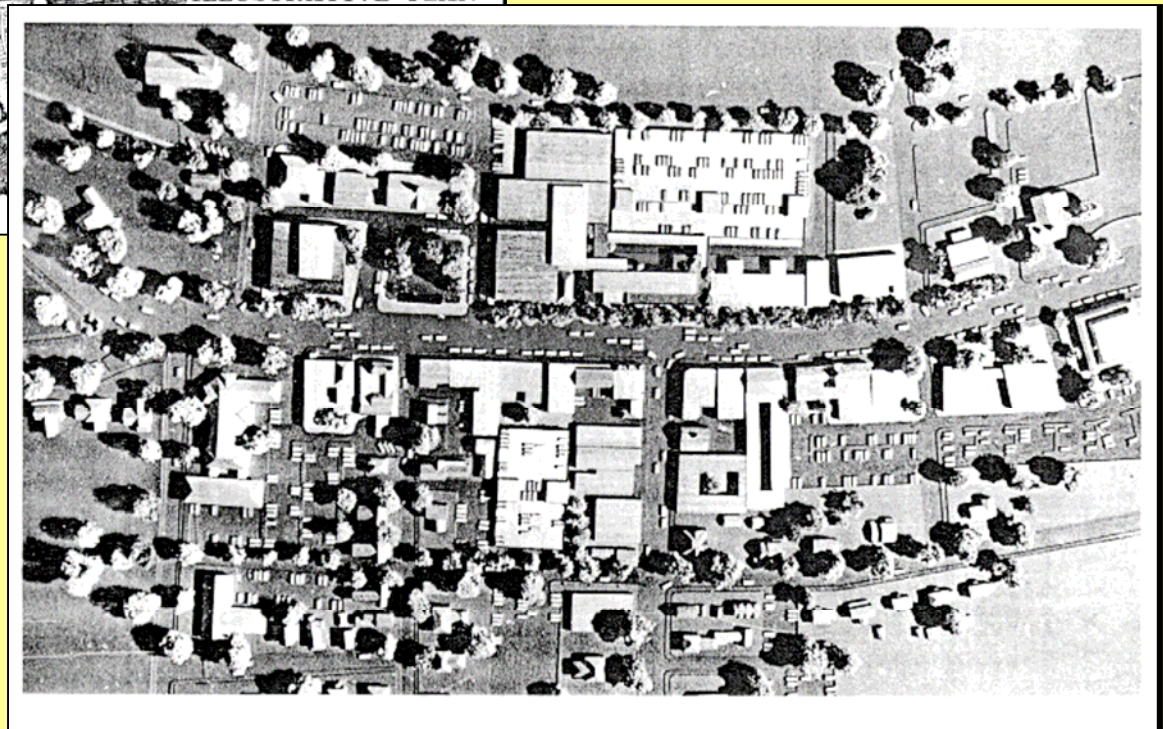
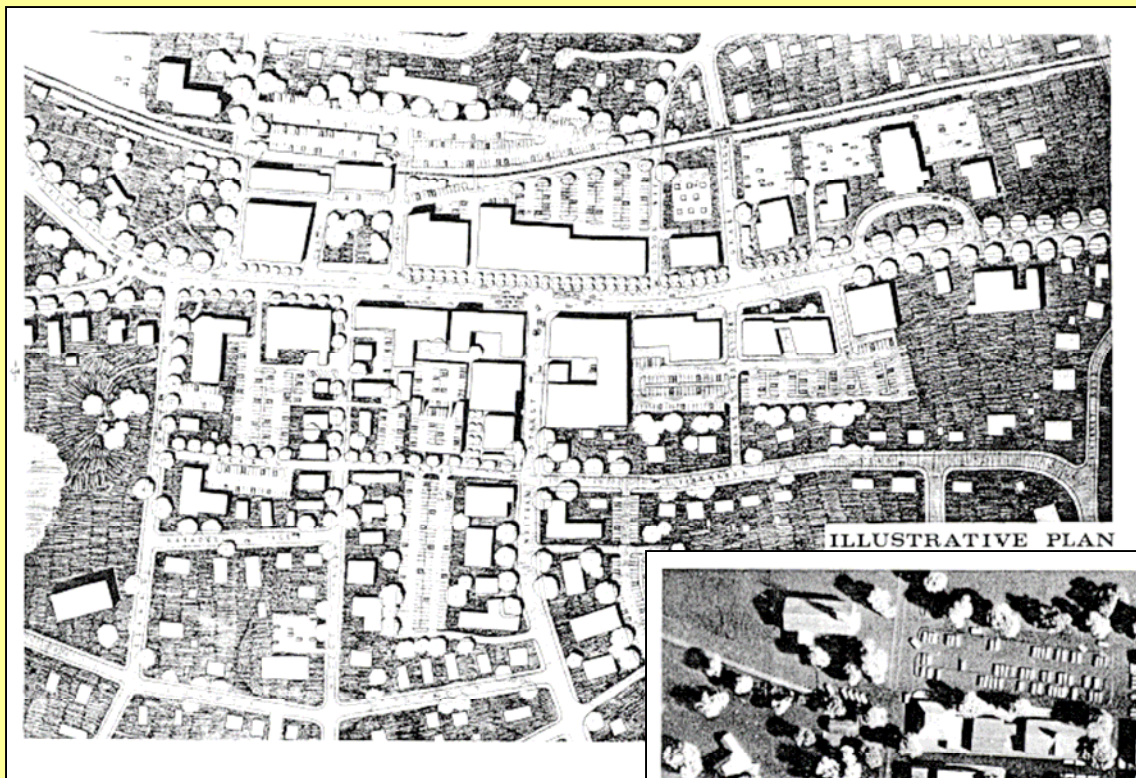


A P L A N F O R
L E X I N G T O N
C E N T E R

MASSACHUSETTS AVE. AT HUNT BLOCK



EXISTING (1964)

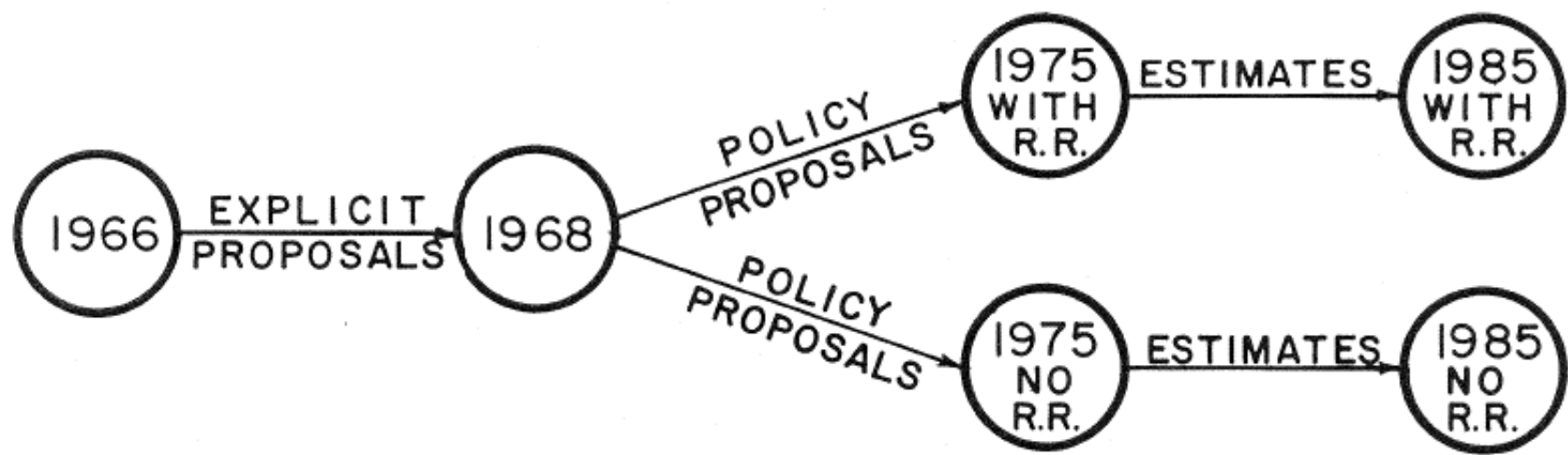


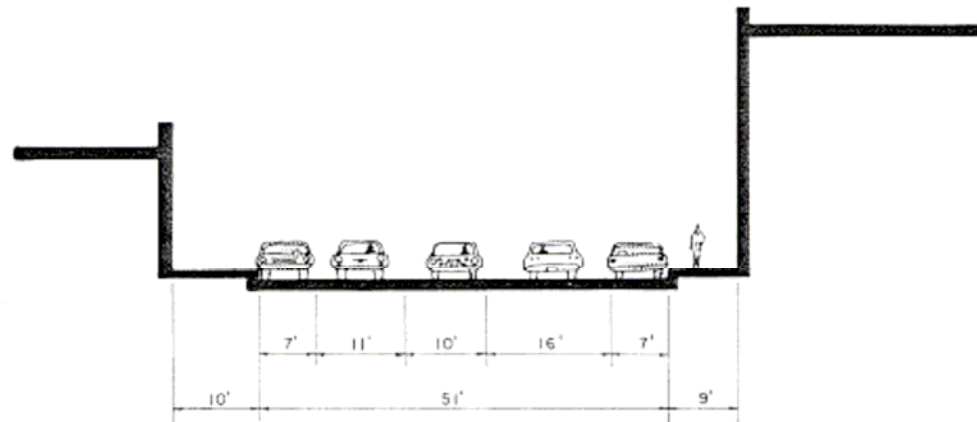




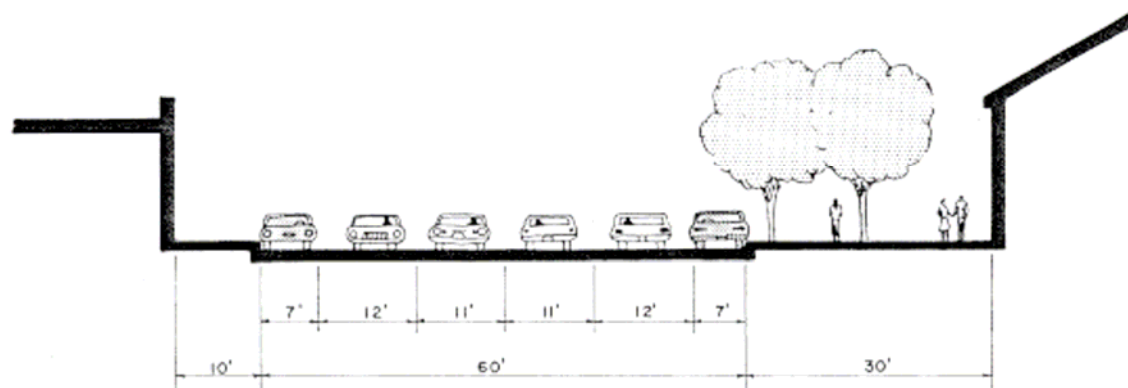
EAST SIDE TOWARD WALTHAM STREET
LOOKING NORTH

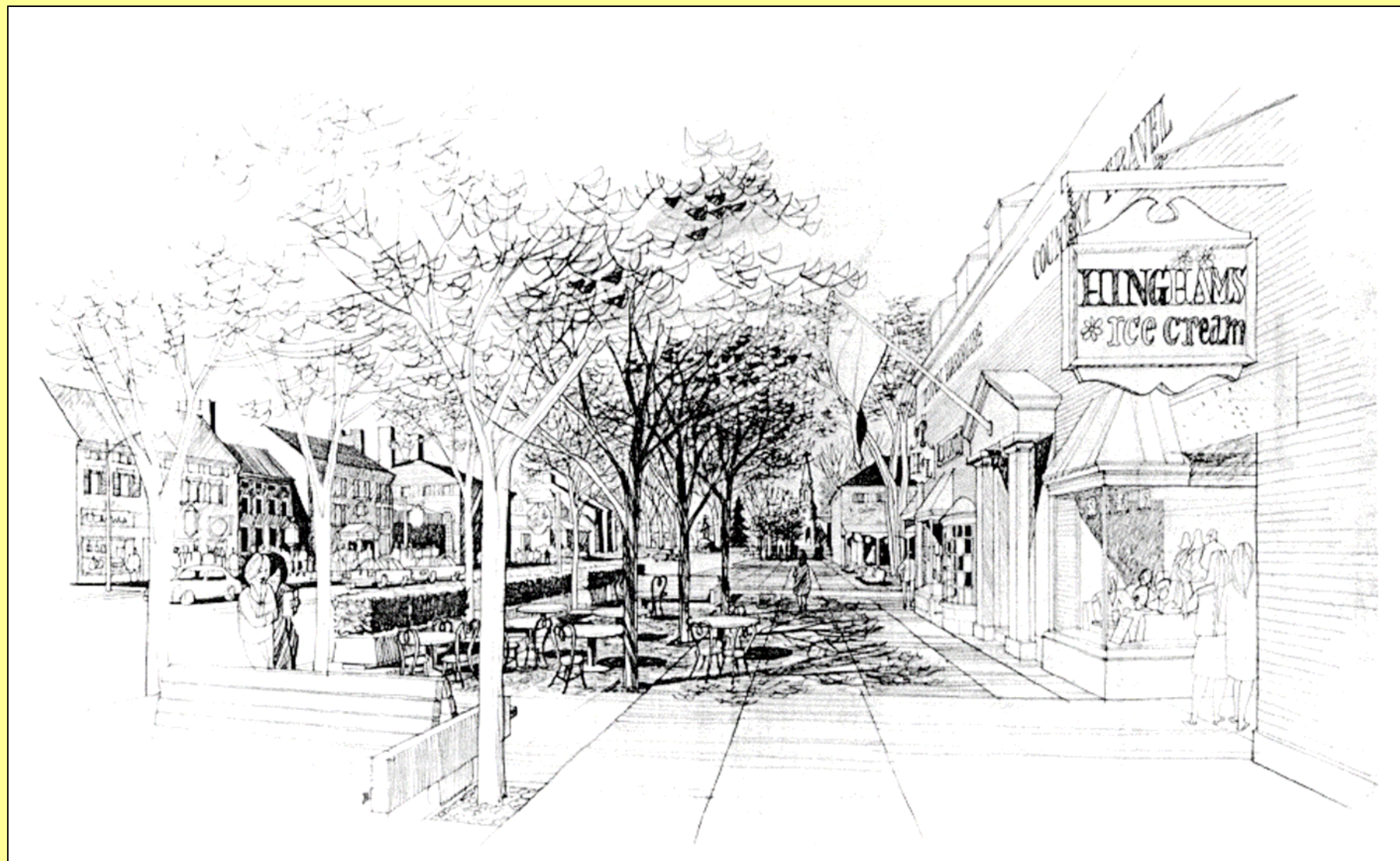
STUDIES OF
PARKING STRUCTURE WITH RELATED COURTS
LEXINGTON, MASSACHUSETTS





EXISTING (1964)









GUESS: what
importantly
contributed to
the Plan's
success in
getting actions?

BEFORE PLAN-MAKING

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



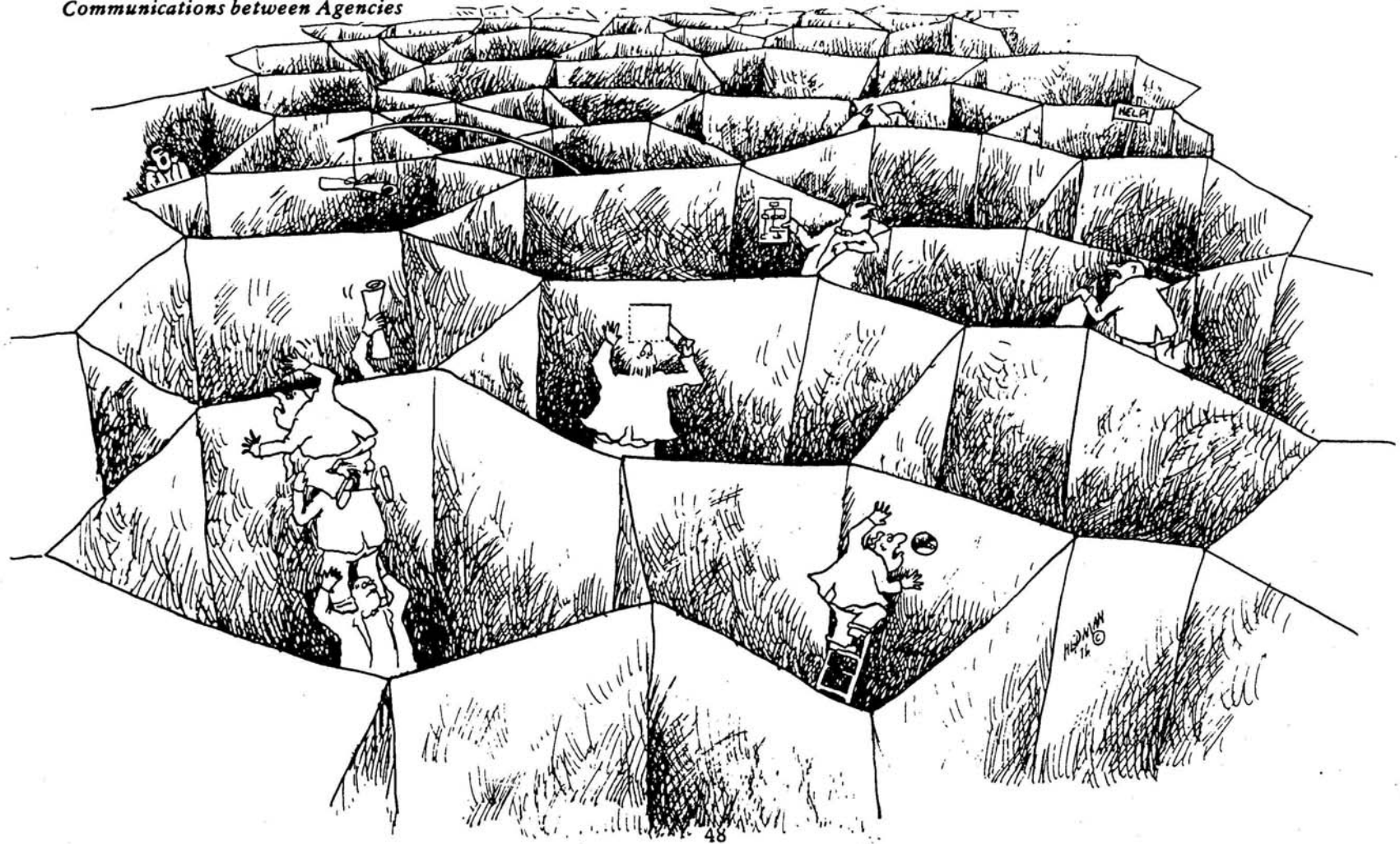
**PLAN: a statement of intentions
agreed to by those whose actions
it is meant to guide.**



**TRANSACTIONS are more
important than PUBLICATIONS**

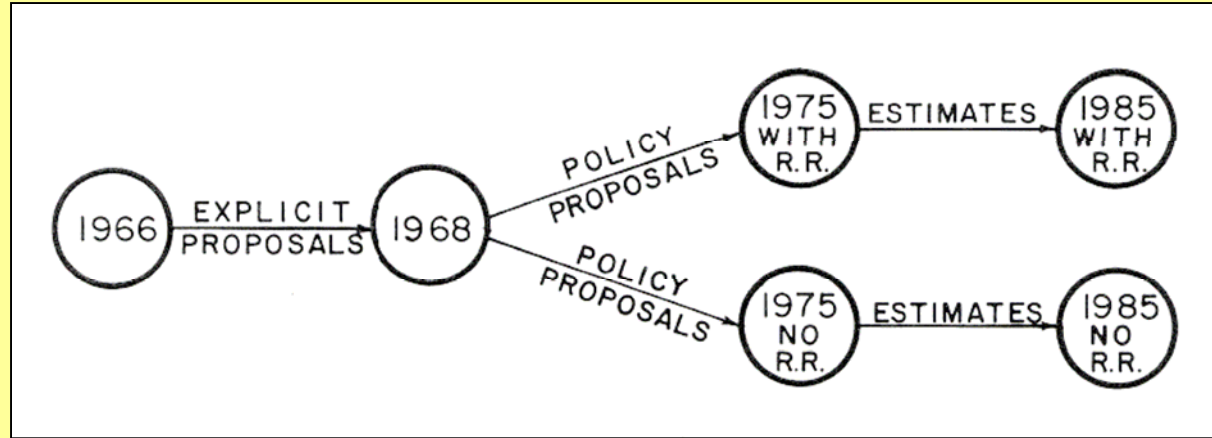
A real PLAN is not an ANTHOLOGY

Communications between Agencies



DURING PLAN-MAKING

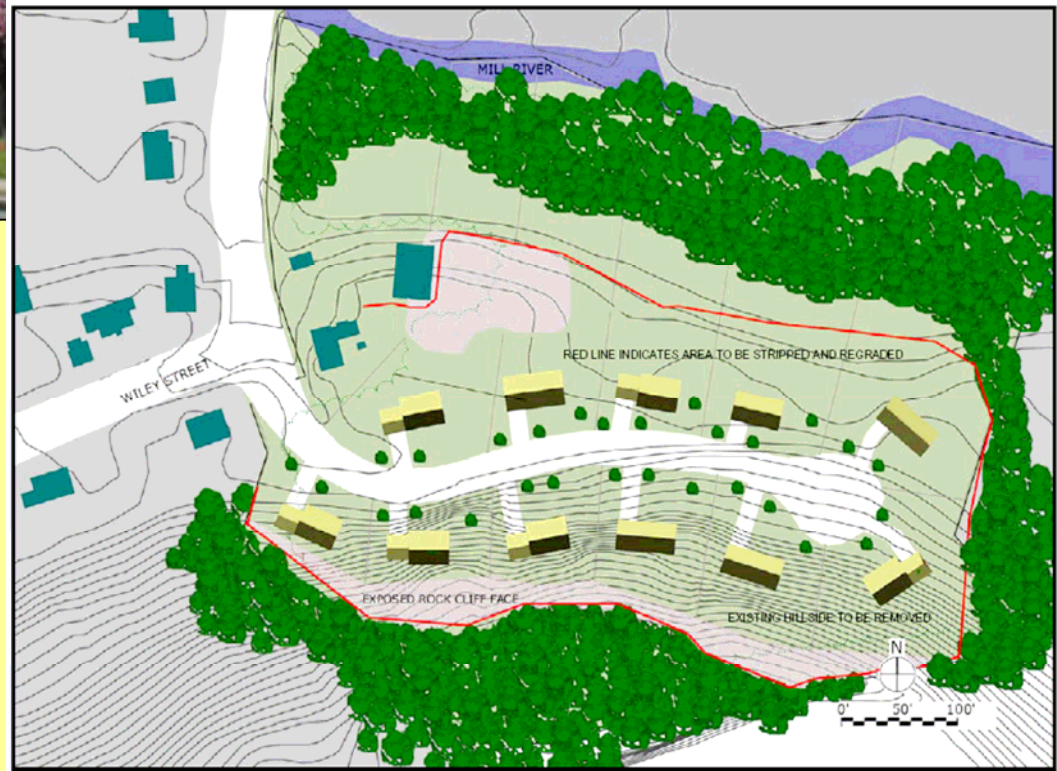
- **Search for independencies**
 - **Undertake early actions**
- **Build commitments to a dynamic Plan**
 - **Recruit new people, fresh ideas**





FOLLOWING PLAN-MAKING

- **Recruit initiators & developers**
- **Make your people & products accessible**
- **Be alert to “piggybacking” opportunities**



How plans get implemented:

- **ACTIVE:** initiating efforts otherwise not likely to be made.
- **PASSIVE:** shaping by informing efforts which are likely anyhow.

RESUSCITATING THE PLAN

- **Make the Old Plan into a New Plan**
 - **Anticipate the next plan**

Comprehensive planning:

- **Longer-range than most**
- **Topically broader than most**
- **Wider geographic target than most**

