



FORWARD 2045: STATUS UPDATE AND NEXT STEPS

SEPTEMBER 13, 2022



OVERVIEW

- *Legacy 2030 Update* was adopted in 2012
- Forward 2045 will be a new plan not an update
- City-County Planning Board will serve as the community steering committee
- Staff Steering Committee has been formed

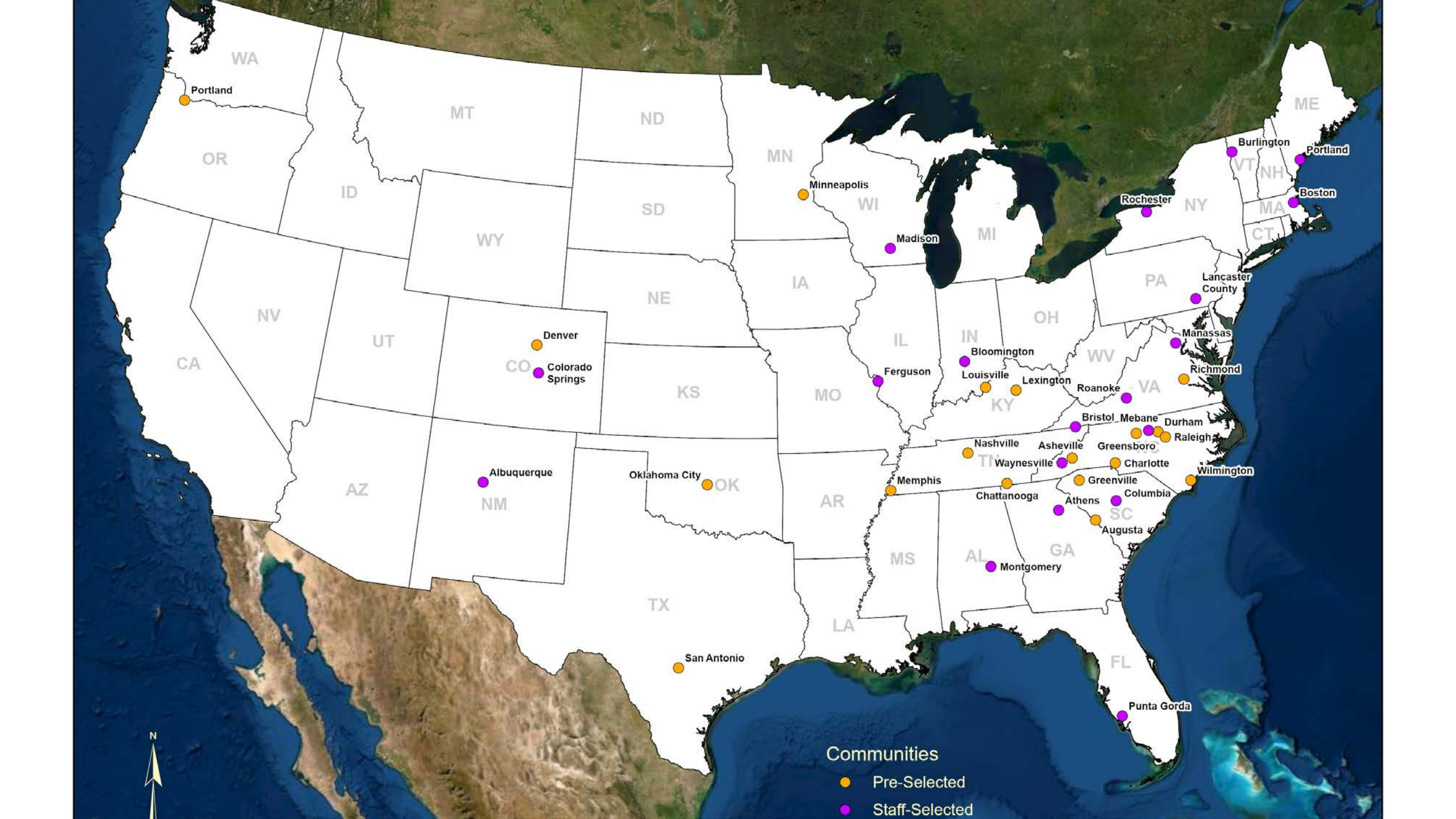
LITERATURE REVIEW

Each staff member reviewed
two recently adopted
comprehensive plans

- National, Regional, or State Examples
- Staff Choice
 - 2017 - 2020 Adoption

Criteria for Review

- Content/Organization
- Outreach
- Aesthetics



Communities

- Pre-Selected
- Staff-Selected

WHAT WAS LEARNED – MAIN POINTS



We don't want a massive document. Aiming for approximately 100-page document.



Good use of vibrant colors with pictures/graphics.



Clear, concise language – not wordy or having a lot of “planner-speech”

Easy to read and understand for the non-planner

WHAT WAS LEARNED – MAIN TOPICS

Equity

(Interwoven throughout document from policies and action items to the photos)

Affordability

Housing

Resiliency

Adaptability

Logistics for Economic Development

Accessibility

Livability

Sustainability

Tourism

Current history
(move past Moravians and RJ Reynolds)

WHAT WAS LEARNED – ITEMS TO INCLUDE

- Solid Introduction/Executive Summary
- “What is a comp plan?/How to use the comp plan/Role of the comp plan/Finding your way” user’s guide
- Top 5/6 Projects or Items
- Quotes from the community outreach/Ways to personalize the plan
- Pop-out boxes with additional information, examples, or success stories

PROGRESS UPDATE

1. Staff Steering Committee Formed
 - Logo Design
 - Swag/Marketing Ideas
 - Survey Platform Research
 - Development of Survey Questions
2. Data Analysis and Topic Research
 - Socio-economic data
 - Historical Timeline
 - Planning Topics/Trends
3. Preliminary Schedule Developed

FORWARD



2045

WINSTON-SALEM / FORSYTH COUNTY

PRELIMINARY SCHEDULE

Administration: Currently Underway

- Research
- Swag Items/Marketing
- Website and survey development
 - Continued maintenance

“Soft” Public Outreach: Fall 2022 – Late Winter 2023

- Tables at events and locations
- Stakeholder meetings
- Survey Release – late fall
 - potential for additional surveys through 2023
- Other Input Collection

PRELIMINARY SCHEDULE

“Formal” Public Outreach: Spring 2023 – Spring 2024

- 3 sets of public meetings
 - Vision and Goals: in-person and webinar (spring 2023)
 - Land Use/Growth Management: in-person workshop (summer 2023)
 - Draft Plan: in-person and webinar (winter/spring 2024)
- Additional times allotted for targeted outreach if needed
- Potential to do another survey to discuss more specific topics

Plan Development: Summer 2023 – Summer 2024

- As input is gathered, start developing recommendations
- Finalizing layout and design
- Photography
- Editing recommendations as needed based on input
- Adoption – Summer 2024