



Chicago Metropolitan Agency for Planning

233 South Wacker Drive
Suite 800
Chicago, IL 60606

312-454-0400 (voice)
312-454-0411 (fax)
www.cmap.illinois.gov

MEMORANDUM

To: Planning Coordinating Committee

Date: March 3, 2010

From: Bob Dean, Principal Regional Planner

Re: GO TO 2040 Outline and Organization

With the endorsement of the preferred Regional Scenario in January, work has begun on the writing of the *GO TO 2040* plan. It is expected that there will be several versions of the plan produced, including the following:

- A version of the plan that will be targeted to a *general audience* and receive the broadest distribution. This will be richly illustrated, and will communicate the main points of the plan in a way that is clear and easy to understand.
- Another version of the plan that will contain *detailed recommendations and implementation actions*. It is designed to communicate the plan's recommendations to policy and planning professionals and staff.
- A series of *action sheets* that will be targeted to different groups or organizations. These will be very short (1-2 pages) stand-alone pieces that describe what each group can do to help to implement the plan.
- All of the above information, plus more, will also be available *online*. It is expected that many people will interact with the plan online, and design of an interactive website is underway.

General audience version

This version will be printed in significant quantities (more than 15,000 units) as the primary publication by which most people will be exposed to the plan's priorities and recommendations. It will be graphically rich, with renderings that illustrate important concepts and help readers visualize what it will mean to implement the plan. The text will be the most accessible expression of how *GO TO 2040* can improve quality of life across the region, with language targeted at residents and policy makers -- as opposed to planners -- to make a

compelling case for why they should become advocates for the plan. It will include guidance for the public and stakeholders, explaining what they can do to help turn the *GO TO 2040* vision into reality.

Detailed version

This will be considerably longer and designed for a more technical audience, though it will still be understandable to the general reader. The focus of the document will be on the recommendations of *GO TO 2040*, and it will recommend specific implementation actions in the twelve priority areas that are being presented individually to the Board. The bulk of the document will be spent detailing these recommendations, which will also address major transportation capital projects. Plan sections are expected to include the following:

- Chapter 1 will be an introduction to the plan and description of its purpose.
- Chapter 2 will describe current conditions, identifying the problems or issues that the plan seeks to address through its recommendations.
- Chapter 3 will describe the overall context of activities that the plan supports and illustrate the interrelationship of the topics that it covers. Like the Preferred Regional Scenario, this chapter will be organized by level of geography, and will include sections on the individual resident or business; site or parcel; municipality; county, COG, or corridor; region; state or megaregion; and nation. This section of the plan will contain many local examples, and in the online version of the plan can be expanded to function as a “library” of best practices.
- Chapter 4 will be the largest chapter, and will contain details on the plan’s priority recommendations. This will include a demonstration of the importance of each issue, an explanation of the outcomes that the plan is trying to achieve in each area, and recommendations for specific, directed implementation actions.
- It will also include a number of appendices, including a summary of public engagement, documentation of technical analysis methods, a baseline indicators report, the transportation financial plan, and demonstration of conformity with air quality regulations (which is required for federal purposes).

A draft is scheduled to be released in June. Drafts sections will be released in pieces to CMAP’s committees and stakeholders during the spring. This will allow an opportunity for comments and edits before its release.

Action sheets

These documents are meant to serve as fact sheets about *GO TO 2040* but also identify actions that would help to implement the plan. A series of these will be produced, each targeted for a different audience. Obvious audiences include local elected officials and state elected officials, for example; other important audiences will be identified over the coming months. A number

March 3, 2010

Page 3

of action sheets, particularly those targeted to stakeholders that are primarily responsible for plan implementation, will be prepared prior to the plan's adoption in October; others will be developed in the following months.

Website development

The interconnections of the issues covered in *GO TO 2040* are best suited for online presentation. It is difficult to present the plan in a linear, written form because of these interconnections, but illustrating these links is much clearer online. An interactive website is under development, and an initial version of it will be ready for use when the draft full plan is released in June. A final, fully interactive website will be ready for launch in October.

ACTION REQUESTED: Discussion.

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