



Chicago Metropolitan Agency for Planning

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MEMORANDUM

To: Council of Mayors Executive Committee

From: CMAP Staff

Date: September 10, 2013

Re: New Quarterly Municipal Newsletter

CMAP's Local Planning program helps local governments implement GO TO 2040 recommendations to improve livability within their communities and to encourage a future pattern of more compact, mixed-use development that focuses growth where transportation infrastructure already exists. The plan recommends that local governments pursue opportunities for development of this type, while recognizing that the interpretation and application of these concepts will vary by community. The Regional Technical Assistance component of the program includes projects that are conducted at a regional level, rather than working with an individual community. Projects in this area have a broad, region-wide audience and include:

- On-line Case Studies Library
- Municipal Survey
- Model Plans, Ordinances, and Codes toolkits

In FY13, the primary communications outlet to share these products with their intended local government audience (primarily city/village managers and planners) was via the Weekly Update newsletter and CMAP website. In FY14, CMAP will initiate a more targeted communications strategy to inform local governments of Regional Technical Assistance program products. This month, CMAP will launch a quarterly e-newsletter for municipalities to 1) inform them of Regional Technical Assistance program products and 2) inspire them to implement GO TO 2040 recommendations through utilization of these products.

The brief newsletter will highlight the connection between Model Plans, Ordinances, and Codes toolkits and the Local Technical Assistance (LTA) program -- CMAP uses toolkits as the basis for LTA projects. The newsletter will also describe the connection between the biennial Municipal Survey (to be released in spring/summer 2014) and Model Plans, Ordinances, and Codes toolkits -- survey analysis helps determine local government demand and topic interest for toolkits. This newsletter will not cover *everything* of note from CMAP to a municipal audience, but rather will focus on products created through the Regional Technical Assistance program. The newsletter will also include the offer to mail printed toolkits by request.

The inaugural newsletter will highlight the recently released [community data snapshots](#), as well as two recently released toolkits on [climate adaptation](#) and [arts and culture](#).

ACTION REQUESTED: Informational

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