COASTAL COMMUNITY PLANNING AND DEVELOPMENT TRAINING
COURSE AT A GLANCE

TARGETED PARTICIPANTS

This course is designed for those who would like to participate, or are currently participating, in planning and development activities in their community who need a basic knowledge of planning processes as well as alternatives to conventional patterns of growth and development. This course is designed for those in the initial stages of planning alternative growth options for their communities. The training is most productive when attended by a broad spectrum of community members. The range of participants could include local elected officials and related personnel (e.g., council members, commission members, etc.); developers; business leaders; realtors; community groups; members of civic organizations; coastal resource managers; and concerned citizens. Alternatively, the training can also be designed for participants from a broader region, where groups of participants (ideally 3 to 5) work with others from their geographic area throughout the two-day training.

COURSE OVERVIEW

This two-day course will actively engage participants in learning about alternatives to *how* and *where* growth and development will occur in their communities. It will provide them with the background, examples, strategies, and resources to support alternative development efforts in coastal areas. Through group discussions and engaging activities, participants will continuously apply the knowledge and skills learned in this course to their communities.

GOAL

The Coastal Community Planning and Development (CCPD) training will enable participants to understand, plan, and guide efforts to implement alternative growth and development approaches in their coastal communities.

LEARNING OBJECTIVES

✓ Participants will learn to recognize the drivers of conventional development and understand the consequences to coastal communities to continuing this development pattern.

✓ Participants will learn about alternatives to conventional growth and development, including the defining principles and the economic, social, and environmental benefits to coastal communities.

✓ Participants will be able to assess the current state of growth and development in their communities.

✓ Participants will become familiar with useful tools and resources available to further alternative growth efforts.

✓ Participants will understand the purpose, process, and product generated by creating a collective vision for how and where coastal communities will grow.

UNIT 1: UNDERSTANDING CONVENTIONAL DEVELOPMENT: DRIVERS AND CONSEQUENCES

Content—Review the historical and current drivers of development, as well as the consequences of conventional development patterns. National and local development trends will also be covered.

Activity—Identify the characteristics of conventional development. Then *consider your own community* and establish causal links between characteristics and consequences.

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UNIT 2: IDENTIFYING ALTERNATIVE GROWTH AND DEVELOPMENT PRINCIPLES

Content—The principles of alternative growth and development patterns will be discussed, as well as their applicability to coastal communities.

Activity—Identify alternative growth and development principles within *your own community*, choose the location or proposed location, and identify the combination of principles already in place.

UNIT 3: IDENTIFYING BENEFITS OF ALTERNATIVE GROWTH AND DEVELOPMENT

Content—The environmental, social, and economic benefits of alternative development patterns will be presented in this section.

Activity—Participants will understand important benchmarks by reading and discussing case studies of communities that have won the Environmental Protection Agency's "Smart Growth" Awards. Participants will identify the principles implemented, benefits documented, and strategies used by award-winners to achieve their visions. Consider and discuss the applicability of a particular case to *your own community*.

UNIT 4: IDENTIFYING TOOLS AND RESOURCES TO AID PLANNING AND IMPLEMENTATION EFFORTS

Content—The purpose of this section is to provide a general overview of the types of tools and processes that are available to coastal communities to assist in implementing alternative development strategies. The tools will be organized and presented in terms of a six-step process for implementation.

Activity—Read and discuss actual case studies of communities effectively implementing alternative growth strategies. Learn the six-step implementation framework, types of tools, and where in the planning process each tool is appropriately used. Then consider the usefulness of these tools to *your own community* and their place in the process of implementation.

UNIT 5: ASSESSING LOCAL REGULATIONS

Activity—Use a coastal development "scorecard" to assess *your community's* status along the continuum of alternative growth and development.

UNIT 6: STAKEHOLDER ANALYSIS

Activity—Participants will conduct a stakeholder analysis to identify the individuals or groups that must be involved in a collaborative smart growth planning process in their community.

UNIT 7: VISIONING EXERCISE

Activity—Use a base map of *your community* or project area and work with others to create an understanding of community values and a vision of the type and location of future growth and development.

UNIT 8: IDENTIFYING OPPORTUNITIES AND NEXT STEPS: BEGINNING A COMMUNITY ACTION PLAN

Activity—Engage in group discussion to identify the actions needed to allow alternative growth and generate appropriate strategies for achieving them.

WE LOOK FORWARD TO SEEING YOU THERE!