

CHAPTER 2

OUTREACH PROGRAM

(RESEARCH CHAPTER – NO ACTION NEEDED)
- PRESENTED 17 MARCH 97 -

MARCH 17, 1997

CHAPTER 2 OUTREACH PROGRAM

EXECUTIVE SUMMARY

AN ACTIVE STRATEGY FOR INVOLVING THE MEMBERS OF THIS COMMUNITY IN THE DEVELOPMENT OF THE COMPREHENSIVE PLAN HAS BEEN EVOLVED. IT IS DESIGNED TO ENCOURAGE INVOLVEMENT AT ALL STAGES OF THE PLANNING PROGRAM BY ALL INTERESTED CITIZENS.

THIS SECOND CHAPTER COVERS THE ORGANIZATION OF THE PLANNING PROGRAM AND THE PUBLIC OUTREACH PROCESS. IT CITES THE NEED FOR GOOD COMMUNICATIONS AND PUBLIC RELATIONS. THE NEED FOR GOOD PUBLIC RELATIONS AS THE RESULT OF FURTHER PUBLIC INPUT IS COVERED.

THE TOWN'S CURRENT VISIONING EFFORT IS DESCRIBED AS WELL AS PUBLIC MEETINGS ALREADY HELD. THERE IS A SUMMARY OF THE RESULTS OF VARIOUS OUTREACH QUESTIONNAIRES BETWEEN 1991 AND 1995. AND FINALLY THERE IS A DESCRIPTION OF PACKAGING THE PLAN AND METHODS OF UPDATING IT.

MARCH 18, 1997

CHAPTER 2

PUBLIC OUTREACH, TOWN "VISION", AND GROWTH POLICY

- LONG SUMMARY -

CHAPTER 2
- PUBLIC OUTREACH, TOWN "VISION", AND GROWTH POLICY

I. ORGANIZATION OF THE PLANNING AND PUBLIC OUTREACH PROCESS

**THE DEVELOPMENT AND PROCESS OF PREPARING THE YARMOUTH
COMPREHENSIVE PLAN**

In the period between Sept. of 1989 and July 1991 some basic work on a Yarmouth Master Plan had been done by the Planning staff, outlines were prepared, a questionnaire was sent to departments, and a "sketch plan" was prepared and distributed.

When the Cape Cod Commission came into being in April 1991, that agency's staff started work on guidelines for Local Comprehensive Plans. By July of that year town contacts with the Cape Cod Commission and the plan outline had progressed far enough so that several towns were interested in undertaking the program. Yarmouth adjusted its work outline to match the Commission's and a preliminary proposal was prepared.

There then followed a long period of negotiation over the extent, detail, timing, and financial support for the Comprehensive Plan Program, a hiatus that was further compounded by the absence of the Town Planner due to illness.

It was finally decided to divide the work program into two 2-year phases using the standard guidelines of the Cape Cod Commission. The Commission provided a standard formula amount of \$66,212 for financial assistance for the first phase. The Memorandum of Agreement with the Commission was signed by the Yarmouth Board of Selectmen on October 20, 1992. At approximately the same time Yarmouth was named a "pilot" community representing its own particular size and community character on Cape.

The Board of Selectmen adopted, with formal votes, support for the program and naming the Planning Board as the official "Local Planning Committee" shortly thereafter.

Our program was unusual in that a large portion of the first phase was to be prepared by the existing planning staff with consulting services for outreach coastal resources, recreation and open space and transportation planning. The first new staff member, a contractual planning aide, was hired on Dec. 8, 1992.

Since a tremendous amount of planning material has been gathered over the past three years, one major challenge is how to get it into a useful and understandable format. We have decided therefore to use "long summaries," of which this report is

one, to present a Comprehensive Plan of tolerable length to the general public. It might be referred to as the "Readers's Digest Version" of the Comprehensive Plan.

The vast array of technical back-up material will continue to be available at the Planning Division in Town Hall. In addition a "study plan," a simplified future land use and transportation map on one side and brief text on the other, is being prepared for public distribution and discussion. And finally, "executive summaries" of each chapter (1-3 pages) are being prepared as handouts. We must also increase our use of graphics and cartographic displays - since it can truly be said a colored map is worth 10,000 words.

II. CRITICAL NEED FOR GOOD COMMUNICATIONS AND PUBLIC RELATIONS

It was immediately recognized that a complex program such as the comprehensive plan needed a very good communications process. In 1965 the Planning Board undertook a master plan program under the old Urban Planning Assistance Program (701). A consultant prepared the plan, and it was presented to Town Meeting, although the usual process would have been to have the Planning Board hold a hearing and adopt it as an advisory document. The result was an overwhelming rejection and the resignation of the Planning Board on the stage of Dennis/Yarmouth Regional High School! As a result the need for good communications and outstanding public relations has reverberated across the years!

Now we must present the final plan documents to Town Meeting for their approval! We have had an active outreach program, using an outreach consultant, and have used radio, TV, handouts, summary reports, and numerous graphics and cartography. The presentation program will be described in the following sections.

A PROGRAM OF MEETINGS, HEARINGS, DISCUSSIONS AND EXTRACTION OF IDEAS AND QUESTIONS

For the preparation of the "vision" statement alone, there were a series of 11 sessions held. That public input clearly helped the acceptance of the document. To supplement these meetings there were draft handouts prepared and distributed so that people had a document to review and comment about.

It is expected that a similar series of meetings will be needed for each of the plan elements which include policy statements and proposals. The process requires many hours and will continue to require hours. It is expected "long summary" documents will be prepared for each element. They are already in process of preparation. Yarmouth probably is going into more detail with its plan than many other communities, but in the long run that will be highly beneficial for us.

INVOLVING OTHER OUTSIDE AGENCIES

This program is not intended to be one exclusively aimed at governmental agencies. Government has to be an active partner in municipal planning activities with the business sector, the retirement community, tourist oriented businesses, the golf interests, and on and on, through the list of various concerned persons that reflect the town as it is and as it should be.

The Yarmouth Chamber of Commerce has been invited to all public discussions on the plan, the outreach program, and the "Vision Statement," so as to try to involve the business community. Three special meetings on the VISION Statement alone were held to accommodate the business interests.

Other non town agencies that have a major stake in the Plan include the Yarmouth Conservation Trust, especially in the open space and conservation planning work. The Yarmouth Housing Authority is vitally concerned with housing issues and is working closely with the Fair Housing Committee, and hopefully will receive block grant funds for upgrading of some of their buildings from the Town.

At the local level, church groups, neighborhood associations, the League of Women Voters, are all in different stages of being contacted and involved.

Other important outside agencies include the Cape Cod Economic Development Council, Cape Cod Chamber of Commerce, the state's Department of Housing and Community Development, and of course the Cape Cod Commission.

III. PUBLIC RELATIONS/PUBLIC REVISIONS, AND A REVISION OF THE "VISION" TO RESPOND TO PUBLIC INPUT

The "VISION" Statement that came out of the first round of public outreach sessions went through at least five discernible drafts. These were the result of the first five meetings and six following public meetings, including the public hearing, and meetings for the business community. At that time the wording underwent major tightening and the text shrank from 7 pages to one. On April 27, 1994 Town Meeting endorsed it on a voice vote with only scattered nays. (see following page "Vision Statement".)

Between October and November 1994 an additional round of four public meetings was held to discuss data and criteria that could be used to measure progress towards adopted Town objectives. These sessions were held at different locations. One session was oriented towards town department issues, another at Thirwood Place, towards senior citizen issues.

During the entire course of the Comprehensive Plan Program, our work on the plan elements has been leading towards goals and policies for various specific subjects as well. Parts of those more detailed statements will no doubt be incorporated into the original "VISION" statement to give it specificity.

Certainly with each update of the Comprehensive Plan, a new, revised, and probably expanded and clarified statement will be prepared.

EXPANDING TO THE GOALS AND POLICIES, AND OBJECTIVES OF THE INDIVIDUAL ELEMENTS

As noted above, the individual elements will also have goals and policies, action items, and hopefully measurable objectives. These are designed to give some sort of overall policy guidance when reviewing projects and to "developments of regional impact." (DRI's)

Town Meeting has already acted on two zoning/land use items (in April 1995) that were spin offs of the land use planning work. One was an addition to the Industrial zone, another an upgrading of industrial areas to residential in an inaccessible area. Other action items, especially zoning will be forth-coming regularly now.

There will be a regular meeting/hearing process for the presentation of each plan chapter, as well as a publication process, especially using the "long summaries" and the Executive Summaries". Local groups and neighborhood associations will be individually contacted to make use of their ideas. We very probably will be the only plan on the Cape that will try to include "measurable objectives" to determine progress towards desired goals.

Still, the Comprehensive Plan for Yarmouth will essentially be a physical plan for development and change in Yarmouth, with physical land and building proposals featured.

RELATIONSHIP TO THE REGIONAL GOALS OF THE REGIONAL POLICY PLAN AND THE NEED FOR FLEXIBILITY

The goals, policies, minimum performance standards and development review policies of the Cape Cod Commission's Regional Policy Plan have been a starting point for the Yarmouth Comprehensive Plan. This provides a similar structure for the local plan and the regional one. But, beyond that there have been numerous additions and deletions of items to fit our local situation. In addition there has been some adjustment of wording, and in several places clarifications have been added. The Yarmouth plans have many more local action items of course, and some regional coordination ones. Development review policies and minimums needed for flexible performance standards are also used, while, as noted above, measurable objectives have been prepared.

It is perhaps interesting to note that the wording of the Regional Policy Plan in places is mandatory (shall), while the Yarmouth Local Comprehensive Plan is advisory (should). Although the Yarmouth Plan follows the RPP in a surprising number of instances, there are variations from the RPP as well. We have tried to indicate where we believe to be the most important of these variations in our text. Our Local Planning Committee is quite willing to justify these to the Cape Cod Commission, and to discuss

ways in which omissions and/or variations may be ameliorated. The Comprehensive Plan of Yarmouth is however, like those of other towns, designed to be a flexible document, subject to regular adjustment. We have not dealt with the recently adopted new version of the Regional Policy Plan at this time.

IV. TOWN "VISIONING" EFFORT

PREPARATION OF AN OVERALL 'VISION' STATEMENT

In order to expedite the process of preparing a "VISION STATEMENT" an outreach consultant was retained, Charlotte Kells, of Duxbury, who had worked with town officials, and other Cape agencies previously. The following is a synopsis of what took place and represents a synopsis of the Consultant's final report, titled, "PUBLIC OUTREACH PLANNING PROGRESS: Workshops & Questionnaires."

INTRODUCTION

A series of five, public outreach, comprehensive planning workshops, were held in the spring of 1993 using the consultant's services. The purpose of these workshops was to actively involve the town's people in the planning process, to elicit their visions and goals for the future of the Town of Yarmouth. The ideas gathered at these sessions were to be incorporated into the Town's Local Comprehensive Plan.

This section of the Outreach - Chapter 2 - describes the process used to collect data at the workshops, and it summarizes the results as they pertain to the elements of the Comprehensive Plan. Finally it draws conclusions based on the information collected, to indicate what the residents' vision and goals were for the Town going forward.

PUBLIC OUTREACH WORKSHOPS

Each of the first five three-hour long workshops was scheduled at a different time and place to accommodate the needs of the town's people. The first one was held in January 1993 for members of a cross-section of town committees and department heads at Town Hall to give them an idea of the outreach programs to come. The rest of the sessions were held in April and May 1993 at the following locations:

YarmouthPort Fire Station #1
South Yarmouth Library

Yarmouth Senior Center
Mattacheese Middle School

The total number of participants attending the five meetings was just over 125.

When people arrived at these workshops, their names and addresses were taken, and they were asked to sit at assigned tables with 4 to 6 other participants. It was important to have a heterogeneous mix of people by age, gender, and residence at each table. The Town Planner then introduced the program by explaining the purpose

of the workshop, briefly describing the elements of the Local Comprehensive Plan and how the information that was gathered would be used in the Plan. Then he introduced the Outreach Consultant who facilitated the program.

People were asked to introduce themselves to the others at their table. Next, they were given the following ground rules for working together: 1) Defer judgement, 2) Listen, listen, listen to each other, 3) no blame, 4) include all ideas, 5) have fun!. In the center of each table was a large sheet of white paper, plus crayons, and magic markers. Each group was asked to create a "tapestry" that might be hung in a museum, which would depict the Town of Yarmouth in the year 2013. They were to use pictures and symbols to capture their visions. Everyone was encouraged to participate. They were reminded to avoid "either/or thinking" and to create an open attitude to find ways to include all ideas. At the end of 20 to 30 minutes, they labeled any symbols or pictures on their tapestries that might be an idea. After hanging them on the wall, a representative from each table described that table's work to the whole group. People identified those elements that were common to all groups. Then everyone was given a 15 minute break to look closely at all the tapestries and to discuss the "visions" with each other.

After the break, small piles of post-it notes and pencils were put in the center of each table. People were asked to brainstorm silently, the goals that would take the Town Of Yarmouth to its "vision" of the year 2013. Each person was to put only one goal on each note and to make sure the goals were written to : 1) be specific, 2) be measurable, 3) begin with a verb. Examples were given so everyone would understand the instructions. After 10 to 15 minutes, people put their goals into the following categories: Education, Transportation, Housing, Economy, etc. etc. Individuals selected their favorite goals from each heading. Then, as a whole group, people came to consensus and selected two goals from each category to be put on wall charts labeled with those headings. After all the groups put their top two goals for each category on the wall, one person volunteered to read all the selected goals to the whole group.

People asked questions and made general comments about the visions, the goals, and the completed process. They seemed very pleased with the amount of ideas that were generated in such a short period of time. Many expressed a concern as to how these goals might be implemented in the current town budgeting condition. They feared the visions and goals might prove to be unrealistic. However, they said that they really enjoyed the process of working together and being able to give their input to the planning process.

The Town Planner closed each program by reminding people that data finding and idea generation were the first steps in the planning process. Implementation would come at a later point. He explained how all the ideas that were gathered would be

used to insure that the Comprehensive Plan really related to the citizenry.

The goals generated and prioritized during the first five outreach workshops are summarized as overall goals and are listed following under the general categories discussed at the meetings.

There were 9 summary goals as follows: -

- | | |
|--|----------------------|
| 1. Community Character/Historic Preservation | |
| 2. Economy | 6. Natural Resources |
| 3. Education | 7. Recreation |
| 4. Housing | 8. Regional Issues |
| 5. Infrastructure | 9. Transportation |

These general categories covered the full range of community issues, as can be seen, with no one grouping dominant. The participants had a truly comprehensive view of long range planning!

Under these 9 summarized goals there were some 54 "favorite goals" and overall some 880 ideas were received and tabulated. For a listing of the 54 favorites the Consultant's final report should be examined.

V. REVIEW AND SUMMARY OF OUTREACH QUESTIONNAIRES - 1991-1995

The first outreach questionnaire that was reviewed was by the Growth Policy Advisory Council in conjunction with the Yarmouth Planning Dept. in April 1991. It was sent to all residents in Yarmouth who got the Yarmouth Sun or who picked up copies of that weekly. Nine hundred fifty-eight (958) copies were completed and returned. The responses addressed many of the issues and concerns enumerated in the outreach sessions discussed above.

The various involved Town staffs, along with the Recreation Committee, prepared and distributed a second questionnaire in January of 1994. They were mailed to all residents with the 1994 Town Census. Over half of the 10,000 forms were returned, 5490 completed surveys! An astoundingly good return!

The third questionnaire that was evaluated dealt with community development and was mailed by the Tax Collector's Office as an insert in the tax bills sent in April 1994. A total of 3077 questionnaires were received back out of 15,500 bills mailed. That number represents about 19.9% of the Town's total taxable parcels.

Finally, a fourth questionnaire analyzed was sent to Town Department Heads by the Town Administrator in December 1995. All of the 28 sent were responded to.

The data collected from these four questionnaires has given the Planning Dept. valuable statistical information on the residents and their various suggestions for improving the Town's resources and services that are needed to go forward. The outline, following, represents only a small sample of the total data collected. However, it summarizes the residents overall goals which pertain to the general categories listed, and which fit in the elements in the Comprehensive Plan. It outlines generally what a majority of our residents support and/or recommend for the future: -

Community Character / Historic Preservation:

- * Improve appearance and congestion of Route 28 - make use of empty commercial space in new ways
- * Expand cultural and social services
- * Rehabilitate historic buildings
- * Build museum and offer historic tours

Economy:

- * Feel the business climate is generally good and improving
- * Redevelop current businesses, eliminate empty stores
- * Promote and support tourism
- * Build conference facilities
- * Need more clothing / department stores
- * Businesses want streamlining of permitting process!

Education:

- * Improve and continue the maintenance of quality of education

Housing; Government:

- * Develop assisted living facilities

Infrastructure:

- * Feel Town officials and business people are generally helpful and supportive
- * Town officials should educate the public about Town affairs
- * Support for the following in order of importance: Scenic park, harbor development, cultural uses, retail stores, clean industry
- * Build more sidewalks

Natural Resources:

- * Feel the natural environment is important to the economy of Yarmouth
- * Protect and conserve the Town's beaches, ponds, wetlands, and waterways

Recreation:

- * The top five future recreational priorities in order of importance are: walking trails, a youth center, saltwater beaches, bike trails, children play areas

- * Build new marina
- * Expand beach facilities

Transportation:

- * Institute bus and shuttle service
- * Alleviate congestion and summer traffic, particularly on Route 28

CONCLUSIONS:

From the results of the outreach sessions and the questionnaire data, the following conclusions can be drawn:

Community Character / Historic Preservation:

- * The theme that permeated the workshops, was basically, to keep the Town as it is. The townspeople want to maintain the rural, historic, and scenic character of the Town. They want to keep Route 6A quaint and historic, and beautify it by planting flowers and trees and by keeping it narrow. They want to preserve and rehabilitate old historic buildings, and perhaps build a museum that offers historic tours. Finally they want to renovate Route 28 and find new ways to ease traffic congestion, correct unsightly development, and fill vacant properties.

Economy:

- * People want to attract and support a healthy business environment. They want to draw clean industries here. Some believe streamlining the permitting process would help encourage employers to settle in the Town. However, they feel zoning laws and sign laws should be reinforced so that new businesses would not interfere with the character of the Town. Tourism should be promoted by selective advertising and improving the Town's facilities and resources.

Education:

- * There was strong support for quality education for the Town. Some of the residents want to increase spending to improve educational curricula, physical facilities, and teachers' salaries. Many people at the outreach workshops wanted a central public library system/ media center.

Housing:

- * The questionnaire did not actively solicit suggestions from the residents in regards to housing. However, there seemed to be strong support at the outreach workshops to build some affordable housing. They would like unused homes converted into low and moderate income housing for seniors and others. They want to maintain a code of architecture that is fitting of Cape Cod.

Infrastructure:

- * The residents would like to maintain the level of services that the Town provides.

In addition, they would like to improve police protection, street lighting, and build sidewalks and bike paths. Several times the suggestion was made to install all utility wires underground. There was concern for preserving the Town's natural resources with a better sewage disposal system and recycling program. It was felt that Town Officials could do more to educate the public on Town affairs and to encourage people to participate and support the community through "volunteerism."

Natural Resources:

- * In every vision "tapestry" created at the outreach sessions, the color green stood out. Over and over again people said it was important to them to preserve the natural resources and the beauty for which the Cape is known. It was stated that preserving the natural resources is a smart economic decision. People want to protect and conserve the Town's beaches, conservation lands, ponds, wetlands, and waterways. Although the opinions in the 1991 Resident Questionnaire and in the 1995 Open Space and Recreation Survey seemed mixed about the residents' desire and need to purchase more open space lands, the participants at the workshops seemed to support this concept. Also, they want to impose stricter guidelines and plans for pollution prevention and clean up, and to ensure the preservation of the Cape's natural resources going forward.

Regionalism:

- * There was not much mention of regionalism in the questionnaires, but at the outreach workshops, people expressed a need for a regional public transportation system to be built. They felt Yarmouth should collaborate with nearby towns for this system and for joint fire, police, environmental, and health services. They would like to see town governments on the Cape work together for long-term solutions to problems.

Recreation:

- * There seemed to be a lot of interest and support in the subject of recreation at the workshops and in the responses to the questionnaires. The fact that half the townspeople completed and returned the Open Space and Recreation Survey indicates the high level of interest in the Town. As mentioned in the Natural Resources section, most people want more focus on beach and waterway clean up, maintenance, and protection. They would like more playgrounds built for all age groups, and would like a recreational community center built for the Town. As mentioned above, the future recreational priorities in order of importance for the townspeople are: Walking trails, a youth center, saltwater beaches, bike trails, and children's play areas.

Transportation:

- * The main needs the residents expressed regarding transportation were: The

need to improve congestion and traffic on Route 28, to build more bike trails and side walks on busy streets, and to develop a convenient, punctual public transportation system.

SUMMARY AND QUESTIONS

From the data described above comes the creative question: In what ways might we preserve the historic character, Cape charm, and valuable natural resources for which our community is known while we actively promote and support a healthy economy for the businesses in Yarmouth? At the workshops and in the questionnaires, the residents had many ideas and suggestions as how to respond pro-actively to this question. More suggestions are always welcomed and needed. In the interim, the question continues to be asked and the outreach planning process continues to move ahead shaping the future for the residents of Yarmouth and for the Cape as a whole.

VI. PRESENTING THE "PLAN"

SUMMARY REPORTS: REFERENCE COPIES, HANDOUTS - PLUS THE STUDY PLAN

Since a tremendous amount of planning material has been gathered over the past 4 years, one of the major problems we face is how to get it into a useful and understandable format. We have decided therefore to use a "long summary" technique, of which this report is a part, in order to come up with a Comprehensive Plan of tolerable length that many members of the general public can relate to. It might be referred to as the "Reader's Digest Version" of the Comprehensive Plan.

The vast array of technical back-up material will be available but remain with our Planning Division. In addition a "study plan", a simplified future land use and transportation map on one side and brief text on the other, is being prepared for public distribution and discussion. And finally, "executive summaries" of each Chapter of 1-3 pages are being prepared as handouts for the public.

REQUIREMENTS OF THE CAPE COD COMMISSION ACT. CH.716 OF THE ACTS OF 1989

In spite of statements to the contrary, the enabling legislation for the Cape Cod Commission does not require that a town complete a comprehensive plan. It says that, "each municipality may by a vote of its town meeting adopt a local comprehensive plan." The incentives for doing that are technical and financial aid from the Cape Cod Commission (We are doing that) and authorizations for "development agreements" (which we may do), for impact fees (which we probably won't) and Districts of Critical Planning Concern (which are an unknown factor).

AUTHORIZATIONS OF CHAP.41, Sec. 81D G.L. - The General Enabling Legislation For Local Master Plans

Through all this the provisions of the general state enabling legislation still stand. The Planning Board could prepare a master plan, hold a public hearing, and adopt it as an "advisory" document. But since that would close the door to financial aid, technical aid, DCPC's, development agreements and impact fees, no Cape town has opted to use this approach. It is interesting to note that preparation of a "master plan" by a Planning Board is mandatory however, under the state enabling legislation.

UPDATING THE VARIOUS COMPREHENSIVE PLAN ELEMENTS

It has been said in the Regional Policy Plan that the Local Comprehensive Plan should be updated every five years . Our experience with the Yarmouth program has been that the updating needs vary radically from subject to subject, and that if done in reasonable detail the preparation takes longer than expected. If an average time frame is needed as a guide, 7-8 years is probably more realistic here in Yarmouth.

We will try to indicate in each plan element what its updating needs will be, as well as additional data that would be useful if developed by a future program.

BRINGING THE PLAN TO TOWN MEETINGS

The Cape Cod Commission legislation does require the local legislative body endorse a plan by majority vote and have the Cape Cod Commission certify that it is in "substantial compliance" with the Regional Policy Plan. Because of this , there is major concern for strong public relations to gain citizen acceptance, as is already outlined in this section. Each of the elements will be presented in "long summary" form to assist in their acceptance and be given to Town Meeting. Endorsements will be asked of those elements containing "policy" recommendations, just as it was for the 'Vision Statement' Those elements that provide technical back-up such as the Population Study and this element on "outreach" will not be submitted to Town Meeting for endorsement, but will be published and available to the general public.

And finally, a "composite plan" document, probably a colored map on one side of a sheet of 34"x44" paper and/or 16/18 pages of text on the other side, will be presented for Town Meeting adoption at the end of the program.

ADDING ADDITIONAL STUDIES TO THE COMPREHENSIVE PLAN

As we move through the work program several additional subjects have appeared to be useful additions to the local comprehensive plan program. A very significant one is the addition of an historic preservation element. Such an element does not exist in either phase of the Comprehensive Plan at the present time. It was originally omitted from the scope of services in 1991 when grave doubts about and potential opposition to the planning program were exhibited by the then Historical Commission. That attitude appears to have changed now.

Two other elements could well be considered for addition to the comprehensive planning program. One is an energy conservation element, which is part of many current comprehensive planning programs. The other is a social service planning element for such items as services for the elderly, children services, and various health services. There seems also to be some interest in this latter element, but such is not well defined.