To Mayor Hart, Ivins Planning commission and staff

After spending some time reading over the documents that the mayor attached to this memo, I would like to give one observation.
I thought the General plan writing guide was quite thorough, and would be a good template to follow, except for one additional item. After I retired from Hewlett-Packard, I spent several years as a planning consultant to major US businesses. When working with my clients, I found that it always helped to initially begin the corporate planning process with a development of a "Body of Facts", which allowed the planners to start with a solid foundation of data that we could all agree upon. The BOF really saves a lot of time, because you can quickly determine which ideas can be considered and which can be ruled out without a lot of discussion.
In the case of the Ivins General Plan, there are several areas of the proposed plan that are clearly designated as "the plan *shall include*....", which doesn't give much wiggle room as to what is expected. In addition, as you observed in the initial documents, the State government is also setting requirements for certain sections that if not included can result in significant reduction in funding of key local infrastructure. However, even with all this guidance, there was still not much included in the guide about analyzing the financial implication of the decisions that are being considered in the new GP, and I think this is a major concern. It doesn't do any good to propose a plan that you can't afford to implement.
Therefore, I would suggest that as part of the BOF, we add an analysis of the current financial State of the City, and develop estimates of the required city budgets based on the various alternatives that will be considered. Running a city is very similar to running a business. The product we deliver is the cultural and economic environment that results from the decisions and directions of the GP and the subsequent ordinances and regulations that result. What you want and what you can afford are often not in alignment, and it is always better to recognize this early in the planning process. This whole process is about planning for change, not trying to stop it from happening, and change usually requires additional expenses that must be anticipated.
So, I would welcome some dialog about this issue, as we prepared to dive into the process.

Thanks
Doug Clifford