Overall Format

Planning for the final deliverables to be a digital master plan formatted as an interactive story map and a PDF that includes the key content from the story map if necessary to print.

- Introduction
- Community Profile
- Vision
- Land Use*
- Community Character*
- Natural Resources*

- Economic Development*
- Housing*
- Community Services*
- Infrastructure*
- Age-Friendliness*
- Implementation Guide

Chapter Contents

Introduction
Acknowledgments, What is a Master Plan?, process documentation/methodology, major themes from outreach/executive summary

Community Profile
Data visualization for key data points and research items. Mostly charts/graphs. Question - is the Community Profile the only place you would anticipate using charts/graphs, or do you want to use them in the content chapters as well?

Vision
Contains overall Vision Statement, possibly with the key conclusions from outreach and research that led to that vision statement. Could also summarize goals from content chapters.

Content Chapters
All thematic chapters marked with a '*' above. Details/length may vary, but ideally the structure of each would be consistent. For discussion:

- Introduction – Short paragraph explaining what falls under each theme (could be eliminated if we want to be really concise, or moved to the plan introduction)
- Goals – 1-3 measurable goals to pursue that will advance that theme (could also be move to the Vision chapter
- Overview – Explains the key trends or outreach results related to each topic. Could be bullets or narrative. In story map format could either appear as a block or broken up and separated by images/maps.
- Strategies/Actions – Depending upon preference this could be one level of an outline or two. (i.e. each Goal has 1 or more Strategies to advance it, which is further divided into concrete Actions vs. each Goal having a series of concrete Strategies/Actions). In either case the lowest level should identify the person/board responsible for each.

Implementation Guide
Typically just reproduces the Goals/Strategies/Actions from other parts of the plan so they can be viewed in one place. May use an organization matrix to prioritize actions and clearly identify timelines and responsibilities.

Maps/Appendices?