

Town of Millville Comprehensive Plan

Comprehensive Plan Committee
Data Collection & Survey Meeting | April 9, 2018





Meeting Agenda

- › Introductions
- › Data Collection Update
- › SWOT Analysis
- › Community/Business Survey
- › Outreach Initiatives
- › Next Steps





DATA COLLECTION

Update as of 4-8-18

- › **Data** – Committee & Town
- › **State** – Pre PLUS information & OSPC Annual Report
- › **County** –Sussex County Draft Comprehensive Plan
- › **Mapping** – PDF documents
- › **Photos** – HOA photos obtained





DATA COLLECTION

Outstanding Items

- › **Existing Plan** – Additional Comments Needed
- › **Photos** – Town Events / Buildings / Parks
- › **Interviews** – Missing Any Organizations?
- › **SWOT Analysis** – Additional Input Needed





SWOT ANALYSIS

Homework Outcome

- › **Strengths** – characteristics of the Town that give it an advantage
- › **Weaknesses** – characteristics of the Town that place it at a disadvantage
- › **Opportunities** – elements that the Town could use to its advantage
- › **Threats** – elements that could cause trouble for the Town

RECEIVED 8 OUT OF _____

(5 Council Members, 6 Staff Members, Boards.....)

MILLVILLE COMPREHENSIVE PLAN
SWOT ANALYSIS

The image shows a SWOT analysis form for the Millville Comprehensive Plan. The form is titled "MILLVILLE COMPREHENSIVE PLAN SWOT ANALYSIS" and features the logos of Millville and KCI Technologies. It is divided into four quadrants: Strengths, Weaknesses, Opportunities, and Threats. The form is currently blank, with only the headers and numbered lines visible. The text "PARTNERS IN PROGRESS" is printed at the bottom of the form.

STRENGTHS
WEAKNESSES
OPPORTUNITIES
THREATS

PARTNERS IN PROGRESS



COMMUNITY/BUSINESS SURVEY

2008 Plan Outcome

Community Survey

- › **Method** – mailed to 450 property owners with Town taxes
- › **Outcome** – 121 completed surveys
- › **Length** – 27 questions

Business Survey

- › **Method** – mailed to 134 Town business license holders
- › **Outcome** – 22 completed surveys
- › **Length** – 27 questions



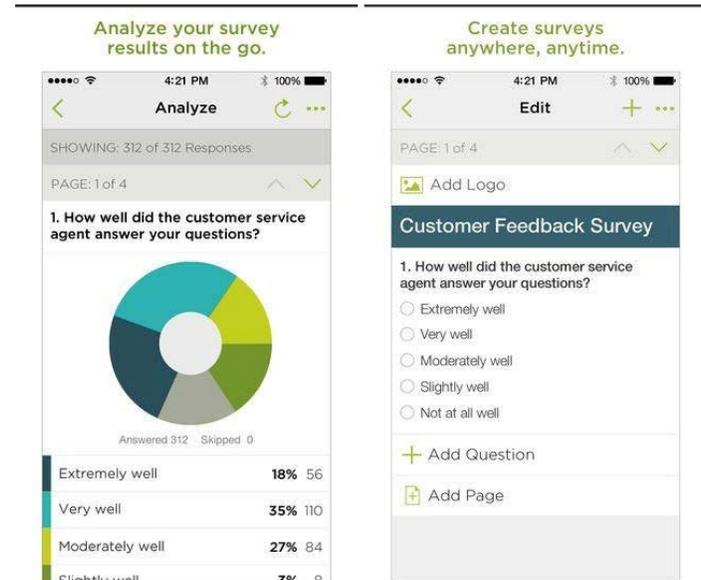


COMMUNITY/BUSINESS SURVEY

2018 Initiative

Approach Discussion Topics

- Review previous survey questions
- Modify/Update questionnaire
- Online Survey Recommendation
- Paper Survey (optional)
- Duration of Survey
- Survey Campaign Ideas
- Participation Goal





OUTREACH INITIATIVES

- › **Website Project Link**
 - Meetings / Presentations / Draft Document

- › **Local Newspaper**
 - Names / Frequency / Deadlines

- › **Chamber of Commerce**
 - Contact / Level of Activity

- › **The Mill Wheel Newsletter**
 - Frequency / Deadlines / Audience

- › **Annual Events**
 - Largest Attendance / Diverse Audience





Next Steps

› Committee Homework

- SWOT Analysis Collection
- Community Service Interviews
- Review Current Plan
- Town Photos for Plan
- Survey Launch Contacts

› KCI Tasks To Do

- Outreach survey
- Outreach event coordination
- Analyze staff data
- Continue drafting
- Prepare for next meeting





Thank you!

We are proud to serve
the Town of Millville!

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