

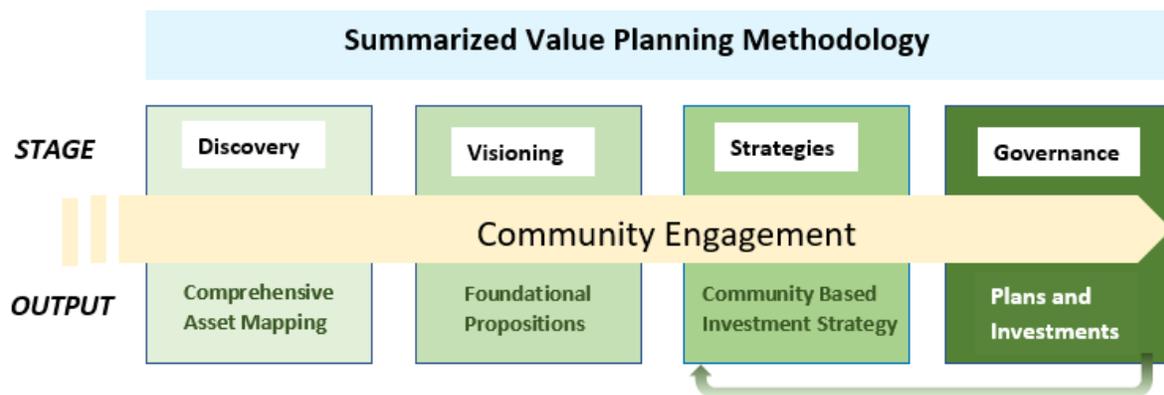
## Value Planning Methodology

**Value Planning™** is a specialized planning practice. It approaches the organization of infrastructure investments from the perspective of *contribution realization* – seeking to grow community wealth and add to a community tax base, not the tax burden.

It looks to *maximize the uplift in community value* that occurs from smart and strategically planned infrastructure investments (typically involving public dollars) that sponsor a strong, constructive development response from the private sector.

And it identifies the potential to return to the community a portion of the value uplift induced by the investment program to help fund public investments.

There are four main stages of a value planning project.



**Discovery:** a community engaged discovery process is used to develop a **comprehensive asset map**. The process involves mapping out all cultural, ecological, economic assets and policies focusing not just on what is in place but how these interact to fully describe the functionality, synergies and health of the local community. A consolidated and integrated mapping of the assets and their linkages provides a visualization tool useful for engagement efforts and fostering community led planning. The mapping links assets, levers, outputs and outcomes. It can be systematized to allow community-to-community comparisons, over time.

**Visioning:** the asset map is used as a common baseline to engage the community to develop a cohesive vision for the future and to identify and sort potential projects, propositions and policy suggestions – arriving a short list of those considered foundational. **Foundational propositions** are those not only highly desirable in their own right but have traction in the community, have identified champions and are strongly linked to other projects and propositions.

**Strategies:** the next step is to drive sustaining community value into the planning process by leveraging the authenticity of place, building on the identification of projects and initiatives that are foundational to enhancing the wealth generating capacity of the community. The foundational projects are the pivots to which other projects / propositions / initiatives are linked and which provide an integrating framework for community-based programming. The output is a comprehensive **community-based investment strategy** that integrates private and public sector

contributions; including recommendations for an implementation strategy that builds the tax base, not the tax burden.

**Governance:** the strategy is converted to a **community investment plan** through a sequenced development program, often catalyzed by initiating foundational public sector projects to leverage private sector response. Community commitment to the investment plan de-risks private sector investments. The development and stewardship of the investment plan is typically assigned to a community-based governance to administer public sector involvement, engage private partners, monitor progress and report. There are many models of governance structures that can be considered.

**Feedback:** monitoring of the progress on the investment plan allows for reporting of momentum towards the plan's achievement and allows the plan to be updated and tweaked as necessary as conditions on the ground evolve. The objective is to keep the community investment strategy *perpetual*.