

Ideas for Distributing Your Plan

Following are some common and innovative techniques to format and distribute your plan:

- Prepare a glossy, informational brochure highlighting main points from the plan.
- Prepare a short community video documenting the community's strengths, weaknesses and development history as described in the plan.
- Prepare and distribute a press release or other informational materials to local media and residents shortly after the plan has been prepared.
- Hang a copy of future land use maps and a summary of goals and objectives in local government meeting rooms.
- Place an electronic copy of the plan and plan summary on your local government website.
- Place hardcopies of the plan in local libraries, schools and government offices.
- Divide longer plans into two or more documents highlighting data and trends, important topics, or relevant policy recommendations.
- Publish the plan in a loose-leaf binder to facilitate easy updating.