



Big Town, Little Town

How Does This Work for Me?

1

The Building Communities strategic planning process is built assuming a population base of 5,000-75,000. (1) A population base of 5,000 persons is typically needed in order for a community to yield a sufficient number of high-scoring Key Success Factors (KSFs) to produce a reliable list of viable strategies (ones that score more than 70 points).

There may be situations where communities that do not exceed 5,000 population (2) may still have sufficient KSFs—or that are close enough to other communities with sufficient KSFs—that using the Building Communities planning process is warranted.

Conversely, implementing the Building Communities planning process in areas with populations greater than 75,000 (3) generates a different challenge. Such population bases frequently can yield a list of viable strategies that encompass nearly every option. While this is not necessarily a problem, it eliminates the beneficial aspect of Building Communities helping to “zero in” on the top viable strategies.

2

This problem can be overcome by identifying sub-regions within the overall planning area such as neighborhood associations, urban renewal districts, or other locally-recognized planning sub-regions.

3

Multiple strategic plans, each tailored to the key success factors and overarching desires of the area leadership, can be a powerful approach to using Building Communities in larger metropolitan areas.

