

City of Rockland

Community Development

Mission Statement

Community Development seeks to empower residents to establish a sustainable community and a higher quality of life by providing them with the skills/tools needed to effect positive change in Rockland.

Previous Year's Highlights

MacDougal School:

- Created and managed the MacDougal School administrative working group (AWG).
- Organized a presentation and working document for council from AWG regarding outcomes from public meeting.
- Wrote Brownfield grant and oversaw process of determining hazardous materials and removal fees.

Community Relations and partnerships:

- Built working relations with various entities in the city, county, and region in order to have sectors begin partnering on projects ie Rockland Main St, Midcoast Economic. Development District, Chamber, Knox County Health Collation, and farmers market.
- Helped create a monthly meeting between regional Development Directors, Chamber, Mid Coast Magnet, and Alliance.

Public Regional Transportation:

- Member of the steering committee working with others from Thomaston, Rockport, and Camden to determine the feasibility of some type of public transportation.

Food Insecurity Issue:

- Worked with General Assistance Director and local farmers to begin to create accessibility to local affordable food for people on SNAP.
- Partnered with the school system and YMCA to create a summer lunch program for Rockland kids.

Economic Development/ Education:

- Partnered with the Voc Tech School on projects including: Hospitality classes for food and Pre-engineering on a walking bridge design.
- Partnered with the University of Maine Augusta Architecture Program- senior projects explored Rockland.
- Worked with REDAC on its work plan.

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- Slowly connecting and touring individual businesses.
- Worked with 20 businesses since July to explore starting/expanding businesses in Rockland.
- Created an Industrial Park forum to increase relationships between City Hall and businesses.

Infrastructure projects:

- Updated all Phase II documents as mandated by DECD for CDBG contracts.
- Completed Environment Review and Phase II paperwork for Summer Street Interceptor, 12 downtown façade projects, and the Multifamily Rehab program.
- Administered grant funding for the streetscape project.

Goals & Objectives

Economic: Identify, create and/or improve economic tools necessary to develop and implement a macroeconomic plan.

- Cultivate cross-sector partnerships to identify and tackle economic development projects.
- Explore long-term options for Camden Street.
- Collaborate with Industrial Park businesses and property owners.
- Increase communication with Rockland Businesses.
- Pursue an agreement regarding Tillson Avenue master plan.
- Cultivate economic development that retains companies currently in Rockland
- Identify & recruit businesses that complement current industries and others that fill gaps.
- Work with School on educational/economic development programs and projects.
- Promote business loans & business education opportunities.
- Develop a highest and best use plan for vacant city owned property.
- Have all the data needed to develop a microeconomic plan for Rockland in 2014/15.

Environmental: Identify environmentally sound practices that protect, enhance, and sustain our environmental and coastal resources.

- Work with property owners on identifying & cleaning up Brownfield Sites.
- Support the creation of a trail system from Atlantic to Mechanic Street.

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- Identify funding options for the Harbor Park.
- Oversee the redesign of the park near the Ferry Terminal.
- Create an Urban Farming program.
- Identify energy efficiency programs to assist businesses and residents with cost savings.
- Draft an environmental section of a microeconomic plan.

Social: Increase support of and involvement by residents in developing a definition of Rockland's Quality of Life.

- Cultivate cross-sector partnerships to identify and tackle social development projects.
- Develop a community-based health improvement plan with Knox County Health Coalition partners.
- Deliver resources and services to promote affordable and sustainable housing.
- Implement the WALKLAND program.
- Feasibility study for regional transportation.
- Improve communications with the public.
- Draft a social section of a microeconomic plan.

Infrastructure: To provide the necessary guidance and vision to make the City as safe, convenient, and pleasant as possible by undertaking strategic planning and project vision development in order to link projects with economic development.

- Oversee the vision for the current phase of downtown streetscape improvements.
- Develop a master plan for the Thorndike Parking Lot Improvement Project.
- Oversee the Downtown Façade projects.
- Implement a strategic plan to determine future City projects and funding sources.

Development Office: Improve organizational capacity and work quality.

- Develop workforce plan identifying critical need, gaps, core competencies, and training.
- Provide reliable, valid, and timely information for internal and external decision-making.
- Improve the linkage between funding and project budgets

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5-Year Goals & Objectives

- 2 year work plan goal: To development the necessary tools which identifies Rockland's strengthens, weaknesses, opportunities, and threats. These tools will provide the necessary data to begin implementing best practices to insure community sustainability (For more details see: 2 year workplan).
- To begin addresses two simultaneous challenges: how do we re-energize our economy, and how do we restructure our economy to become sustainable. Both can be achieved through implementing a sustainable development plan (For more details see: Rockland and Sustainable Development memo).