

### Strategical Planning for the Modern Region and City

Resources for the city planner or the regional future thinker are rarely what seem the most natural and continuous at the present. This is one reason that the application of an open mind in its fullest attention to both detail and what may be different and possible constitute the hardest and responsible functions embedded in unique product and services mapping.

The challenge is to plan everything so as the future ecology will match at least three elements:

[1] Collaborators and entrepreneurs of both formal or public **and** private even fledgling hold in some creative basis that can together or in concurrent contribution make the city or region grow and evolve to full blossoming;

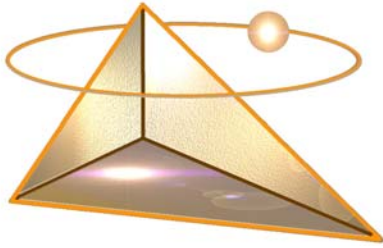
[2] Markets that exist now or that will be unfolded or cultivated in the future for the city /regional goods or services. The challenge is both to second guess or systematically predict which are the marketable outputs, manufactured resources or convertible skills that will win the region/city a potential of making a living and retain its uniqueness and quality of life - and how;

[3] Budgeting and operational expediency in funding private and public development - including such strategies as clustering, twining, private/public enterprise, etc.

Mapping and strategic planning appear to be intertwined and the road to take assumes planning which leads to realization of projects, outputs and subparts continuously followed by midcourse evaluation and formative evaluation that must come in order to determine that the planning indeed makes sense or that other solutions or even inaction make more sense in meeting the needed potentials.

This leads to re-planning and then to a new set of activities which in turn need to be formatively evaluated and so on. It is a never ending process.

This strategic planning can enjoy a properly executed analysis of SWOT - Strengths, Weaknesses, Opportunities and Threats - all in the current locale and in what could be relevant in the coming years.



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Oftentimes SWOT analysis is done with less than forthright inclusiveness and honesty because decision makers may find themselves in sensitive positions. This constraint must be removed in valid planning.

After that constraint is removed, several sources must be looked at for guiding significant boosters of local potential. These include:

Pools of local and outside entrepreneurs that can help bridge the potential with reality of the city/region;

Local resources that may have not been uncovered or utilized properly;

Community tradition or legacies that await their turn to be modernly reinterpreted for undiscerned or identifiable productivity;

A picture of ideal future or pooling of several such optimal but realistically reinterpreted future scenarios that can lead to present and near future efforts;

Research and Development, both local and elsewhere pertinent that can anchor the future to something local or transferable and/or reinforceable locally.

Recently available Technologies are identified to take stock of local resources such as multi-spectral photography and analysis using an Unmanned Aerial Vehicle (UAV).

Eighteen groups of data and variables are identified for early gathering to enrich the planning threshold not including items such as interfaith relationships that could also be critical for reliable analysis.

The notion of linear futures that simply depend on continuing from the past occupation and cultures is not what it takes to strategically plan a modern city or region.

### **For Further Application Contact:**

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