

Unity Comprehensive Plan Worksheet for adding strategies to our goals.

Goal: Retain our small town character, historic downtown, and identity as a farming community, while carefully growing as an economic hub for surrounding towns.

Strategy	Possible Partners	Probable Resistance
Extend sidewalks down Depot Street and add a bike lane.		
Start a small business association in Unity.		
Appoint an Ordinance Guidance Committee to help new residents and especially new businesses understand our building ordinances; give new people/businesses contact information for real people who can help them.		
Promote use of an online ride-sharing service like Uber or Lyft or Sidecar in lieu of taxi service.		
Lobby state to widen shoulder of road 139 between town and MOGFA to make a safe bike and horse/buggy travel lane on each shoulder. It would help farmers develop that part of town for farming, moving farm equipment etc.. It would really help with traffic during the Common Ground Fair, the largest event we have all year.		
Sponsor events that celebrate our downtown. For example, a First Night celebration that uses several downtown locations or a summer moveable feast that visits all the restaurants in downtown.		

Goal: Improve our economic future by building off our many strengths—including being a crossroads location, home to Unity College, and a growing center for sustainable agriculture.

Strategy	Possible Partners	Probable Resistance
Having several non-profits in town is a strength. Partner with them on appropriate projects.	UBR, SRLT, MFT, FOLW, churches	
Formally and actively support MFT's food hub project.	MFT	
Explore rent-to-buy solar roofs for public buildings. Explore a solar solution for street lights.	Revision Energy	
Use tax incentives through TIF to attract a small motel to town. Better yet, partner with Trillium and the college to build a small green motel on the lake.		
Organize a "distributed B&B" to house the influx of visitors to special events like Commonground. Let citizens make money by renting their guest rooms or cottages.	Air B&B	
Use the town website to promote local businesses and their special offerings.	A website Committee!	
Name our identity; brand our town. Create a town logo and new motto; redesign the website around them; change the welcome to Unity signs. Use them in press releases and email notices.	Jon Wadick	

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Goal: Attract businesses/employers that fit our character and identity, and that pay living wages which attract young families and enable all residents to thrive.

Strategy	Possible Partners	Probable Resistance
Use the new TIF committee as an Economic Development group.	UTAC	
Organize a Take a Student to Work Day. If we want young people to stay or come back to Maine, we could do more to integrate them into the town's few opportunities or those in the region.	UBR, RSU3	
Prepare a tax incentive package and a definition of "green business," and then appoint a search committee for green businesses who might want to locate in Unity or open a new location in Unity.		
Prepare a brochure sized guide to local building and business ordinances. Include the phone number and email address of the welcoming and guidance committee.		
Non-profit organizations are some of our largest employers in Unity. Maybe we should attract more of them. Renovate the historic town office into three small offices and create a non-profit zone.		

Goal: Adapt to more complex demands on local government, like road maintenance and municipal services, while retaining Town Meeting as our form of government.

Strategy	Possible Partners	Probable Resistance
Begin exploring a move to a town manager- selectmen form of government.		
Let more standing committees of volunteers share the work. UTAC is a good start.		
Amend the Land Use Ordinance to allow more permit decisions to be made by the planning board and as few as possible by the CEO acting on his own.		
Add a few needed ordinances: a recall ordinance, an ordinance to set time limits and standards on clean up after a fire or building tear down an ordinance to regulate outdoor furnaces.		
Local government is 80% tradition and 20% ordinances. Adopt, publish, and use a set of principles for transparency and accountability.	MMA, KVCOG	
Create a committee to run the town's website, unitymaine.org. Create sub-committees for business promotion, organization outreach, etc.		

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Goal: Engage more of our citizens in civic and community activities by increasing government transparency, communications, and volunteer opportunities.

Strategy	Possible Partners	Probable Resistance
Create more town committees (web, lake, roads) to directly involve more people in civic activities.		
Partner with local groups to celebrate Unity Day in the summer.	UBR	
Do a free summer picnic concert series in the park.	Unity College, UBR	
Fix our Farmer's Market: allow more vendors; schedule activities, music, taste tests, cooking demonstrations, yard sales.	UBR, MFT	
For every election at every level, sponsor a candidates forum.		
Get our community chorale to do a spring concert as well as the Christmas one.		
Organize a council of Unity churches; let the council help us get info out and volunteers in.		

Goal: Enhance public access to recreational and cultural facilities.

Strategy	Possible Partners	Probable Resistance
Select a town book of the summer and of the winter each year for adults to read and discuss.	UC Library	
Turn the historic town office into a children's library run by a volunteer committee.	Stephen King, UC Library	
Allow citizens to reserve the pavilion area of Field of Dreams and provide a phone number and email address to do so.	Unity College	
Bring back the speaker series to Unity Center.	Unity College	
Sponsor a fall outdoor movie series. (projected outside against the wall of a building)		

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Goal: Dramatically improve the water quality of Unity Pond, and protect and preserve the local aquifer.

Strategy	Possible Partners	Probable Resistance
Formally and actively support FOLW's initiative to restore the flashboard system at the outlet. Create an official committee to coordinate with FOLW.	FOLW	
Amend the Land Use Ordinance to say that all construction in the Shoreland Zone must go before the planning board, and not be permitted by the CEO only.		
Amend the Land Use Ordinance to say that when a property on the lake changes owners, the septic system must be upgraded to acceptable standards.	FOLW	
Allocate more money to the summer boat inspection program to prevent invasive species.		
Add local fines on top of DEP fines for violations of the Shoreland Zoning Ordinance.		
Sponsor an annual ice fishing derby to raise money for lake improvement projects.	FOLW, Snomobile club	
Partner with Greg Roussel's boat building program to build a Unity gigue (6 person rowing boat). Sponsor an annual gigue rowing contest on Unity Pond.	Greg Roussel, Jim Bahoosh	

Goal: Invest in the health of our citizens by building a "walking town" with all-season sidewalks and trails that connect common destinations like schools and stores.

Strategy	Possible Partners	Probable Resistance
Actively partner with local non-profits on trails efforts.		
Do a survey of townspeople to see what the most connections are (eg, Unity College to grocery, Unity to Mt. View) and prioritize trails or sidewalks for those connections.		
Find a way to clear the sidewalks after a snow storm. A 4 or six wheeler with a plow could do it.	Snomobile club, Unity College students.	
Start a bike share program.		
Improve and regulate signage so that signs for trails, public buildings, and new businesses never become a problem.		
Replant shade trees on Main Street, School Street and Depot Street.	UBR	
Add park benches near public buildings to support foot travel and cyclists.		