CITY OF CANBY VISIONING
VISIONING

- **Visioning** is simply a process by which a community envisions the future it wants, and plans how to achieve it.
  - It brings people together to develop a shared image of what they want their community to become.
- A **vision** is an overall image of what the community wants to be and how it wants to look at some point in the future.
VISIONING

• The Visioning Process

1) Creates a better understanding of the values of its citizens and uses them as a basis for planning for the future

2) Identifies trends and forces that are affecting the community

3) Articulates a big picture view to guide short term decisions and long term initiatives

4) Develops tools to achieve its vision
VISIONING

Visions assist a jurisdiction to develop a long range community plan or an "umbrella" vision for its existing plans and policies.

Examples: Corvallis "Future Focus 2010"

- Identified emerging trends,
- Summarized community values, and
- Offered a positive vision for the future
- Implemented over time
VISIONING

Traits of Visioning Process

1) Focuses on wide range of concerns
2) What is probable not just what is possible
3) Strongly geared to community values
4) Uses alternative scenarios to explore the future
5) Emphasizes the development of a shared vision
“Virtually every step forward in the progress of mankind has begun with a dream. Seeing something in the mind’s eye has been the first step to achieving it in reality.”
VISIONING

FOUR STEP MODEL

Each step focuses on a driving question involving different planning activities and results in specific products

All four steps don’t necessarily have to be used
VISIONING - Four Step Model

1. PROFILING THE COMMUNITY

- Identify characteristics
- Natural resources
- Population
- Demographics
- Large work force major employers
- Political and community institutions
- Housing, education resources
- Culture and recreational resources
VISIONING - Four Step Model

2. ANALYZING THE TRENDS

• Identify where the community is headed if current trends and activities continue

• Develop a probable scenario based upon identified trends to describe what the community will look like at some point in the future if it stays on same track
VISIONING - Four Step Model

3. CREATING THE VISION

- What does the community want to become?
- What does it want to look like?
- Develop a “preferred scenario” based upon identified community values.

While developing the scenario you must use imagination, but the process must also be firmly grounded in reality.

- Base effort on facts and trends so vision is realistic and achievable.
VISIONING - Four Step Model

4. DEVELOP AN ACTION PLAN

- Action Plan can be created to achieve it
- An Action Plan shall be as specific as possible
  - Goals, strategies, and actions
  - Actions, agendas and priorities
VISIONING - Four Step Model

KEY POINTS FOR OREGON MODEL

• Establish a Framework
  • You must develop some parameters and boundaries
  • Focus on aspects of the future that will affect the community the most and over which it has been most control
  • Develop the framework so the discussion is manageable, focused rather than random or wandering
VISIONING - Four Step Model

THREE ACTIVITIES INVOLVED IN ESTABLISHING A FRAMEWORK:

Set a Timeframe
- Set a year and period of time (10 to 25 years)

Determine a Focus
- Entire Community or limited to an area (downtown)

Identify Target Areas
- Define the major area of concerns to be addressed
- Corvallis used economy, environment, neighborhood, central city, education, human services, and cultural enrichment
- Five to ten target areas
VISIONING - Four Step Model

CHOOSING THE NUMBER OF FUTURE SCENARIOS

One Scenario or Multiple
- (compare probable to preferred)
- Choose one if using a broadly focused process

Multiple alternatives will be more detailed and works best when the focus of the process is more limited (narrower range of concerns considered)

Multiple alternatives approach usually involves an analysis and understanding of tradeoffs in one choice or another.
VISIONING

During the Session:

Develop a probable scenario for the community based on key trends

Develop a preferred scenario based on key trends and community values

The Preferred Scenario will serve as the basis of the Final Vision Statement
VISIONING

IMPLEMENTING THE VISION

Establish the Staff Pattern

Be Flexible – Things will happen along the way you don’t anticipate

Build Political and Community Support

- Develop Funding Partnerships
- Use Broad Base of Leaders
- Build Public Awareness
- Promote Community Ownership
- Don’t Center Process Around One Official or Leader
VISIONING

Communicate and Promote the Process

Communicate to educate the public and promote to get them involved

Use Tools

- Use a Name and LOGO if possible
- Newsletters and Special Publications
- Newspaper Articles
- Public Service Announcements
- Editorial Endorsements
- Public Meetings and Special Events
VISIONING

FOLLOW THROUGH

The most common criticism is the lack of successful follow through

Most common reason for failures:
- Never Develops Action Plan
- Doesn’t Implement Plan
- Doesn’t Get Stakeholders Involved
- Failure to Monitor Progress
VISIONING

INSURING SUCCESS

- Make sure the development process includes an Action Plan
- Make sure those who will carry out the action plan are involved in Vision Process
- Select realistic, measurable actions
- Set future date for revisiting and updating the Vision and Action Plan
THANK YOU!

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And
BOB WELLS