

Columbia City Council Mini-Retreat

February 18, 2006

The arrogance of success is to think that
what you did yesterday will be sufficient for
tomorrow.

C. William Pollard, Chairman and CEO
The ServiceMaster Company

Agenda Items

Community Visioning Discussion

Nonmotorized Transportation Pilot Program

2030 Sewer Master Plan Introduction

Community Visioning Discussion

This morning's goals:

Identify if there's a need

If so, describe what we have a need for

Look at examples from other communities

Visioning versus strategies for implementation

Outline some possible components

Consider possible next steps

So, What is Community Visioning

Systematic process for drawing a vision of a community's future

Means by which a community plans so they can improve or maintain a quality of life

Looking at the "big picture" and identifying desired outcomes a community wants to achieve

It is a product and a process

Community Visioning (cont)

A well-thought out strategic planning process can produce the best road map to approach the future...planning has as much value for a community as the plan itself

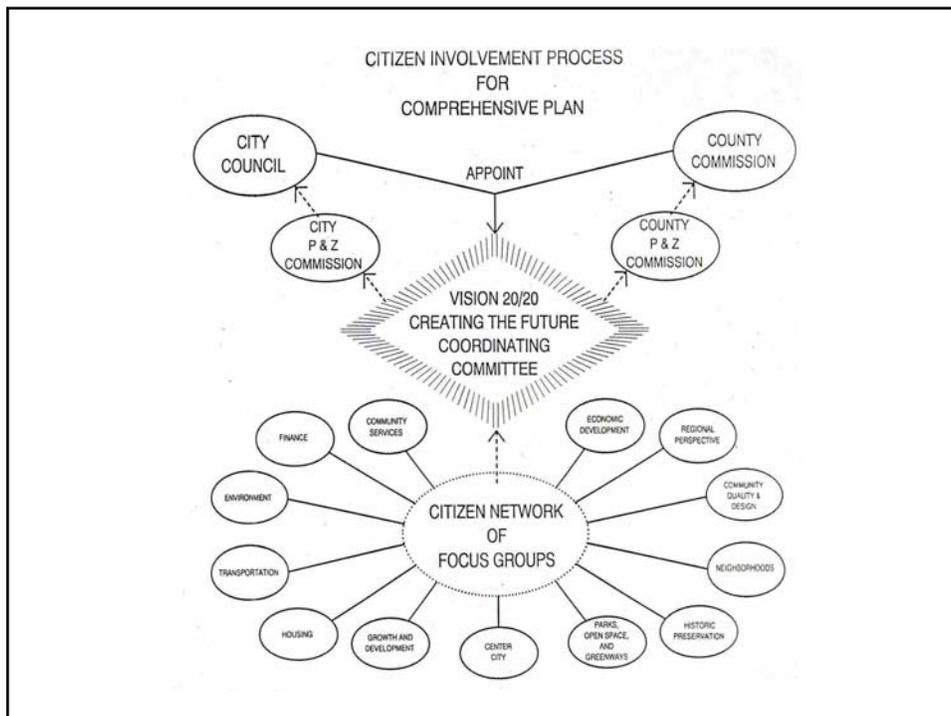
Strategic thinking requires looking forward critically at how future events could potentially impact the community...it ultimately means a very critical assessment of the direction of the community and its local government's programs

Three Examples

Springfield, Missouri

Chattanooga, Tennessee

Charlotte, North Carolina



Decision making style(s) used during the process

Top-down

Bottom-up

Group decision

Springfield, Missouri Process

“Vision 20/20 Creating the Future” (1994) and
“Vision 20/20” the Future is now (2004)

Make a Plan – Without a Vision the People
Shall Perish

Commit to Implement the Plan

Keep Citizens Informed of Planning and
Implementation Processes

Springfield, Missouri Process

Lessons Learned and Pitfalls:

Vision statement and action plans are directing Springfield's mission to this day. Seven successful tax referendums

Process needs to be citizen driven

Hire consultant and include staff and representation from Coordinating Committee in selection process

Arrange for specific building where Coordinating Committee and Focus Groups meet and see each other's action charts and completed projects

City Manager must keep all elected officials regularly informed of process

Immediately implement comprehensive communications/marketing plan

No time frame for completion and should not include funding issues

Chattanooga, Tennessee Process

"A strategy for good growth"

Identify and incorporate new and ongoing projects
(comprehensive plan, Chattanooga public arts,
downtown, and outdoor recreation

Commit to implement all projects

Keep citizens informed

Chattanooga, Tennessee Process

Lessons Learned and Pitfalls:

Acquire public early in the process

Once vision statement, goals and actions have been drafted take back to public for check “did we miss anything?”

Keep process transparent and citizen driven

Schedule public meetings early (3 strategically scheduled around town/region)

Build trust

Establish work or focus groups early on

Charlotte, North Carolina Process

“Planning for Our Future” or “Our Shared Future”

Citizen involvement and focus groups

Focus groups identified community issues

Developed goals and objectives to address issues

Focus groups also studied what they currently were doing

Possible Components of the Community Visioning Process

Announce, "Unveil," and promote community visioning by elected officials and various community leaders

Identify and announce Chair or Co-Chairs, and members of the Oversight Committee

Identify active participant groups, e.g., Chamber of Commerce, Smart Growth, Neighborhood Associations, Special Business District, Columbia Housing Authority, etc.

Determine where we are

Consider engaging consultant to assist with existing condition analysis

Components (components)

Identify stakeholder areas and focus groups; e.g., growth and development, environment, parks, trails, and open spaces, regional perspective, etc

Education committee members, staff and public

Designate staff person to oversee process

Consider using consultant to advise Oversight Committee

Hold initial strategic oversight committee meeting

Develop and agree upon visioning process

Components (cont)

Preparing to Plan: topics for early meetings

Planning process itself

Community engaging

Finalize visioning document

Develop implementation steps/process

Implementation Phases

Assessment/Evaluation

Start Over

Action Steps

Explore availability and cost of:

Consultants

Guide Process

Conduct/Oversee current condition
assessment

Suggestions

- Let's proceed with discussions about the process
- Prepare staff report regarding the options of hiring a consultant
- Invite representatives from other communities to Columbia to share their experiences
- Adopt resolution committed to conducting strategic/visioning planning process and implementation
- Review and plan for next citizen survey that will capture citizens vision for future of Columbia

Planning Process Brainstorming

Nonmotorized Transportation Pilot Program

Law authorizing the program

Press release – committee members

Sidewalk/Pednet overlay