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FOREST GROVE

Scoping the Community Vision Process



City Council Work Session
October 14, 2019



SSW CONSULTING

● AGENDA

- ▶ Introduction + Overview
- ▶ Community visioning overview
- ▶ Visioning stories from Oregon
- ▶ Scoping discussion
- ▶ Wrap-up + Next steps

● PURPOSE

Address Council objective
3.14: Develop core values +
update vision statement.
Action: Develop + scope process

● OUTCOMES

- ▶ Understand the basic principles of a community visioning process
- ▶ Council shares desired outcomes for a community vision update process
- ▶ Council provides direction to staff on the scope of the visioning process + the desired level of public outreach

**FOREST
GROVE** 
OREGON

COMMUNITY VISION
SCOPING DISCUSSION



SSW CONSULTING SERVICES



STRATEGIC PLANNING

Strategic Planning
Community Visioning
Communication Strategies
Public Engagement



FACILITATION SERVICES

Retreats + Team Building
Council/Board Goal Setting
Graphic/Visual Facilitation



ORGANIZATIONAL DEVELOPMENT

Organizational Assessments
TotalSDI Assessments
Leadership Training

COMMUNITY VISION

Serves as the road map for how a community wants to look, feel, and function



**SHARED
SOLUTIONS**

From people coming together to solve big challenges



**TRANSFORMATIVE
CHANGE**

Through connecting and engaging community members



THINK BIG

Allows people to imagine the future

“Change is the process by which the future invades our lives.”

-Futurist Alvin
Toffler

ANTICIPATORY DEMOCRACY



Futures research



Long-range planning

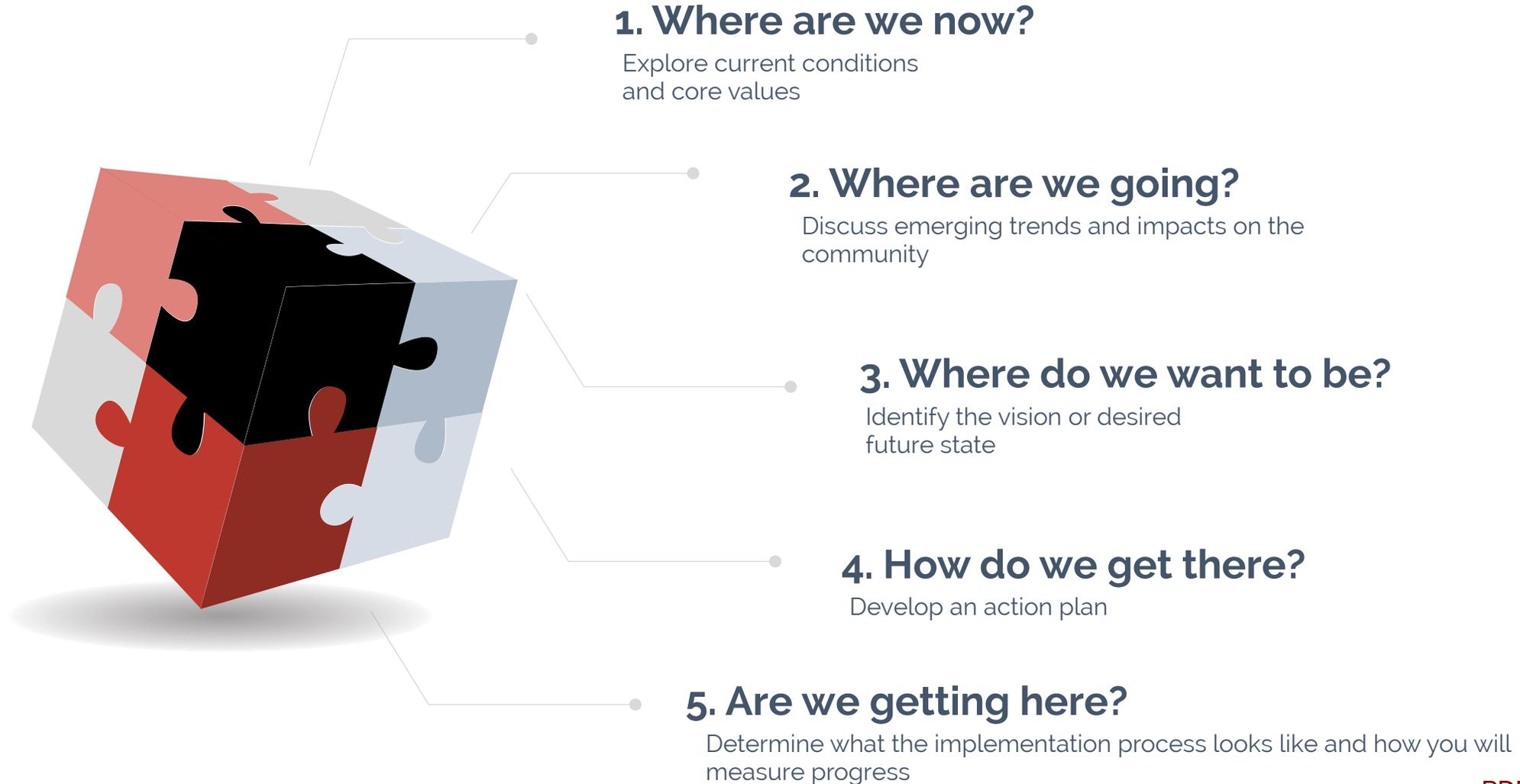


Grassroots public participation



Creativity

THE OREGON MODEL



VISIONING IN OREGON

Success stories from Tualatin, Hillsboro, and Lincoln City



TUALATIN TOMORROW

"We have seen unprecedented levels of community engagement, and each year our community continues to benefit from the partnerships forged through Tualatin Tomorrow."

-Former Mayor Lou Ogden



Vision

Initially adopted in
2006, updated in 2014

People Engaged

Over 1,000 through
focus groups, online
engagement platforms,
interviews, open
houses, community
events + more

Focus Areas + Actions

Eight Focus Areas
100 Actions

HILLSBORO 2035

"You can't go anywhere in Hillsboro, do a 360 degree turn, and NOT see the impact of our community vision"

-Mayor Steve Callaway



Vision

Adopted in 2000
Updated in 2005, 2010,
and 2015

People Engaged

Over 6,500 through
community events,
focus groups,
interviews, intercept
surveys, online
engagement + more

Actions Adopted

2015 – 90 actions
adopted
2010 – 185 actions
adopted

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IMAGINE LINCOLN CITY

"There has been outstanding participation from citizens around the Imagine Lincoln City project that lays out what we want our community to look like in 20 years."

-Mayor Dick Anderson



Vision

Adopted in 2018 in preparation for a Comprehensive Plan Update

People Engaged

Over 5,000 people engaged through open houses, community events, intercept surveys, interviews, focus groups, social media, + more

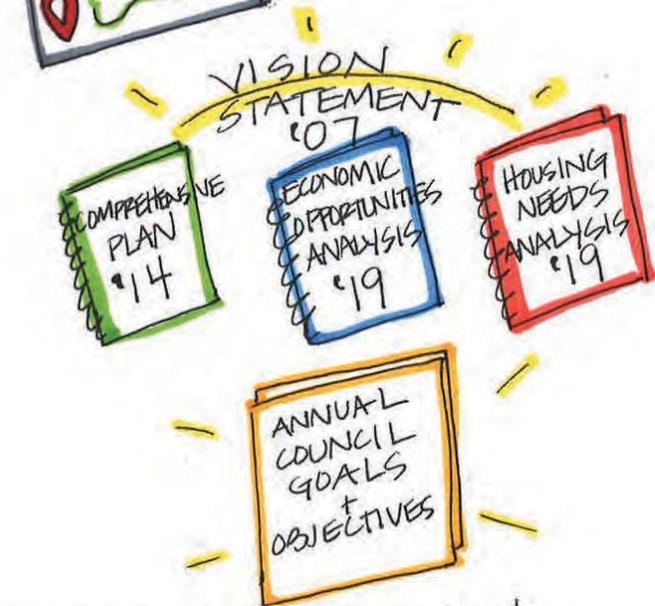
Goals + Initiatives

10 Focus areas
49 Initiatives

FOREST GROVE

What does our community process look like?

● WHERE ARE WE NOW + WHERE ARE WE GOING?



● WHERE DO WE WANT TO BE?
updated
VISION
statement



★ Tap into **EXISTING**
+ new **NETWORKS**

● HOW DO WE GET THERE + ARE WE GETTING THERE?



★ Identify **ACTIONS**
+ report annual
PROGRESS

★ **VALUES** embedded throughout

QUESTIONS + DISCUSSION



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