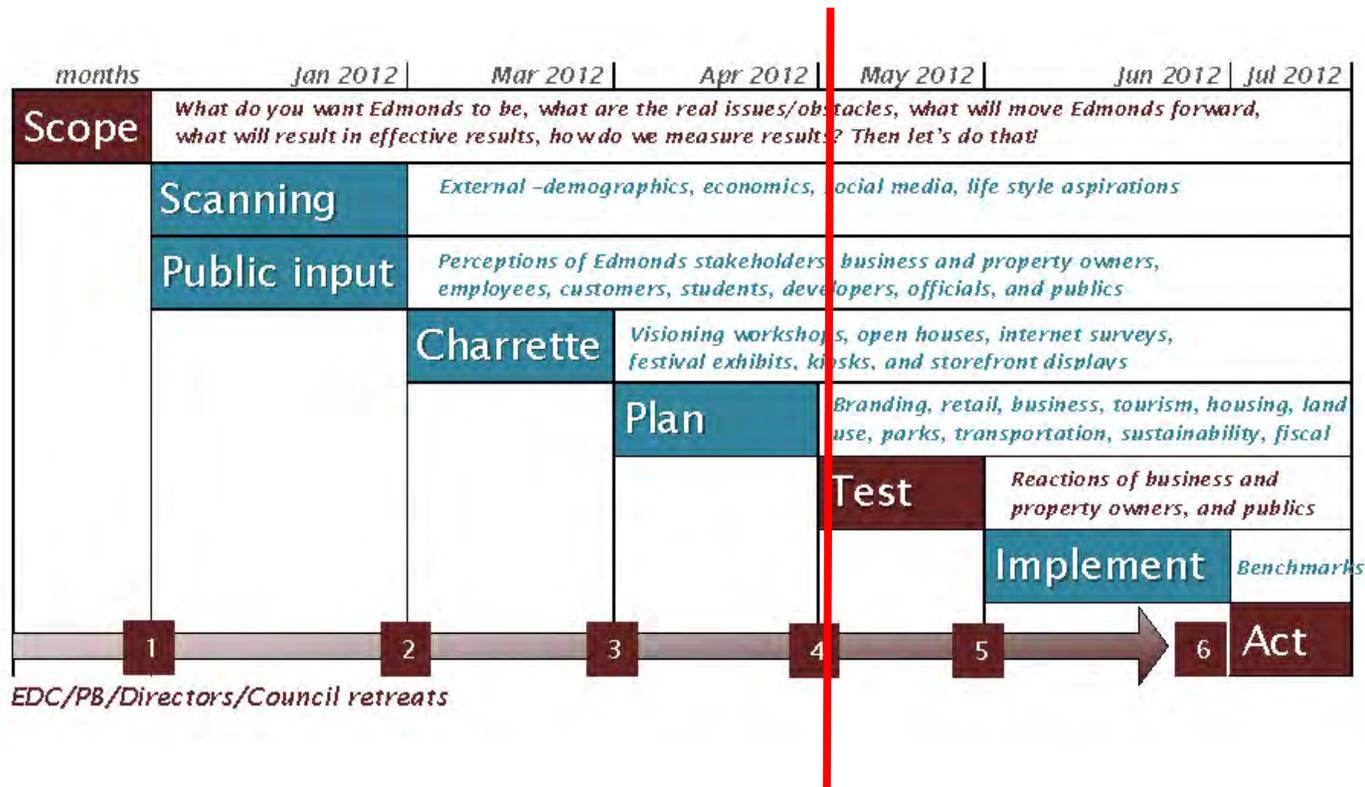


Agenda - Strategic Planning Retreat #5 6:30 pm Tuesday 22 May - Council Chambers

- 1: Strategic Plan - implementation
- 2: May 3rd open house survey – qualifications
- 3: May 3rd open house survey - results and refinements
- 4: Registered voter survey – process



1: Strategic Plan – implementation

Considerations

Responsibilities – a large number of the potential Strategic Plan actions will be assumed by parties other than the city (with city concurrence)

Financial implications – the 72 potential actions outlined in the survey will not compete for the same source of city funds - many of the potential actions will be accomplished by parties with funds other than the city

Rank order prioritization – it is not necessary, based on the above, to rank order the entire list assuming that there are not enough responsible parties or funds with which to implement all 72 potential actions were they all to be indicated to be of priority importance

Elimination – it is not necessary to eliminate an action if it scores a moderate to low priority if there is an interest group who is willing to implement the action without unduly using city funds or resources

Implementation process

Responsibilities – determine who will be affected and therefore who should be included in implementing a proposed action

Assign lead role – determine who will be the lead agent(cies) who be responsible for coordinating the work and parties necessary to complete a proposed action including agents other than the city

Schedule - organize the actions for each lead agent into a 6 year work program accounting for actions which can be accomplished immediately and those which will require longer, possibly ongoing, processes

Financing – budget the 6 year work program for each lead and supporting agent using non-city funds as well as city funds allocated from the Budgeting for Objectives (FBO) process

Performance – conduct annual performance measurements to determine progress and consider whether proposed actions need to be refined to be effective

Update – refine the Strategic Plan based on annual performance measurements and conduct a comprehensive reassessment at the end of 6 years prior to initiating an update to the Comprehensive Plan

2: May 3rd open house

Survey qualifications

Response – 89 persons completed the survey at the open house or by mail afterwards; 114 persons completed the survey on the internet for a total of 213 completed surveys

Previous involvement – 45% of survey respondents had not participated in previous surveys, focus groups, or charrettes and therefore, formed their opinions based on the open house exhibits or their reading of the survey on the internet

Source - 54% completed the survey on-line likely without benefit of the background exhibits or discussions with consultants or staff

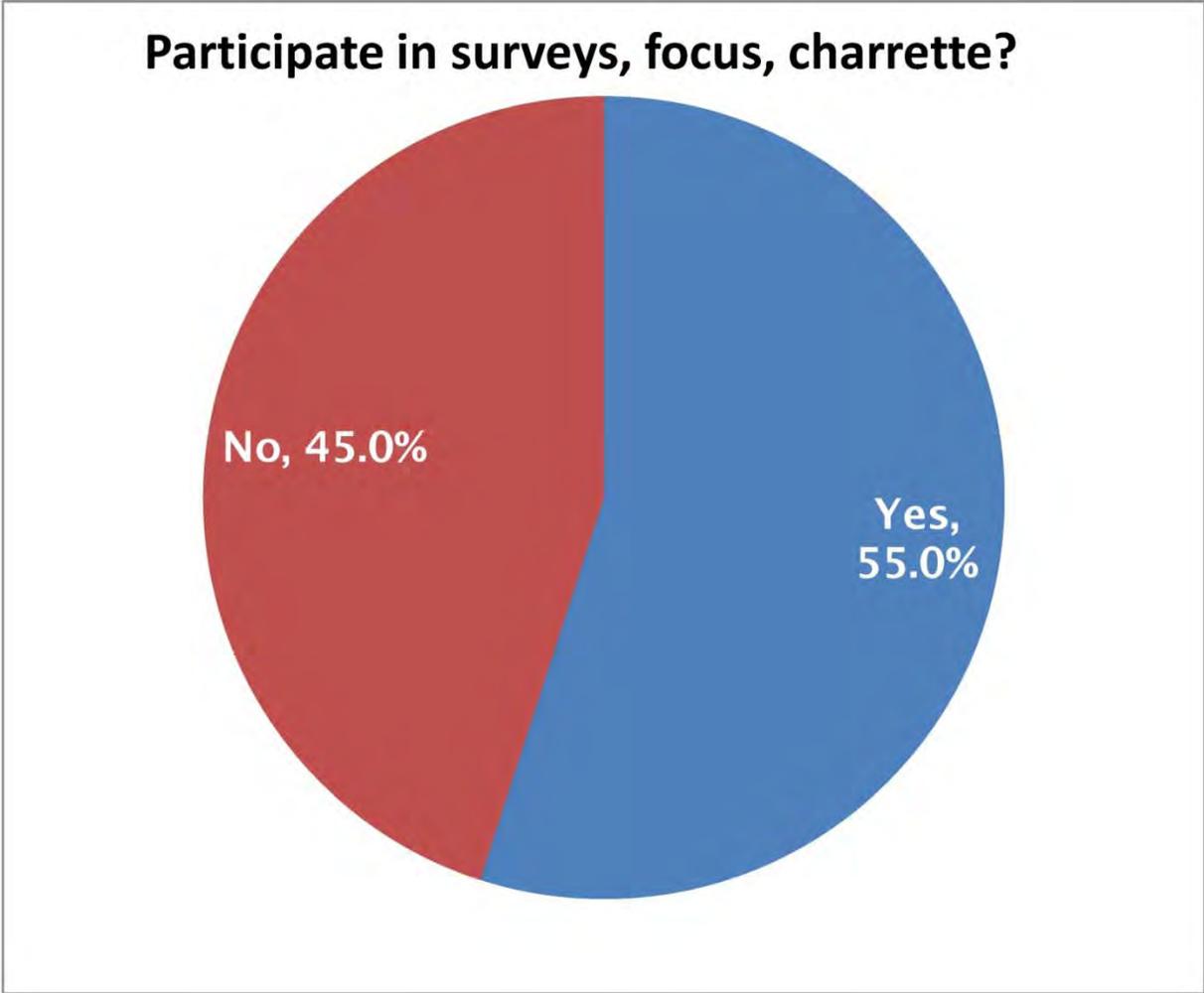
Representation – open house participants are not random representatives of the city at-large or even of registered voters but of persons who were interested enough to attend the open house and/or complete the detailed survey

Viewpoints – based on the written comments, survey participants reflected all opinions ranging from most positive to most negative

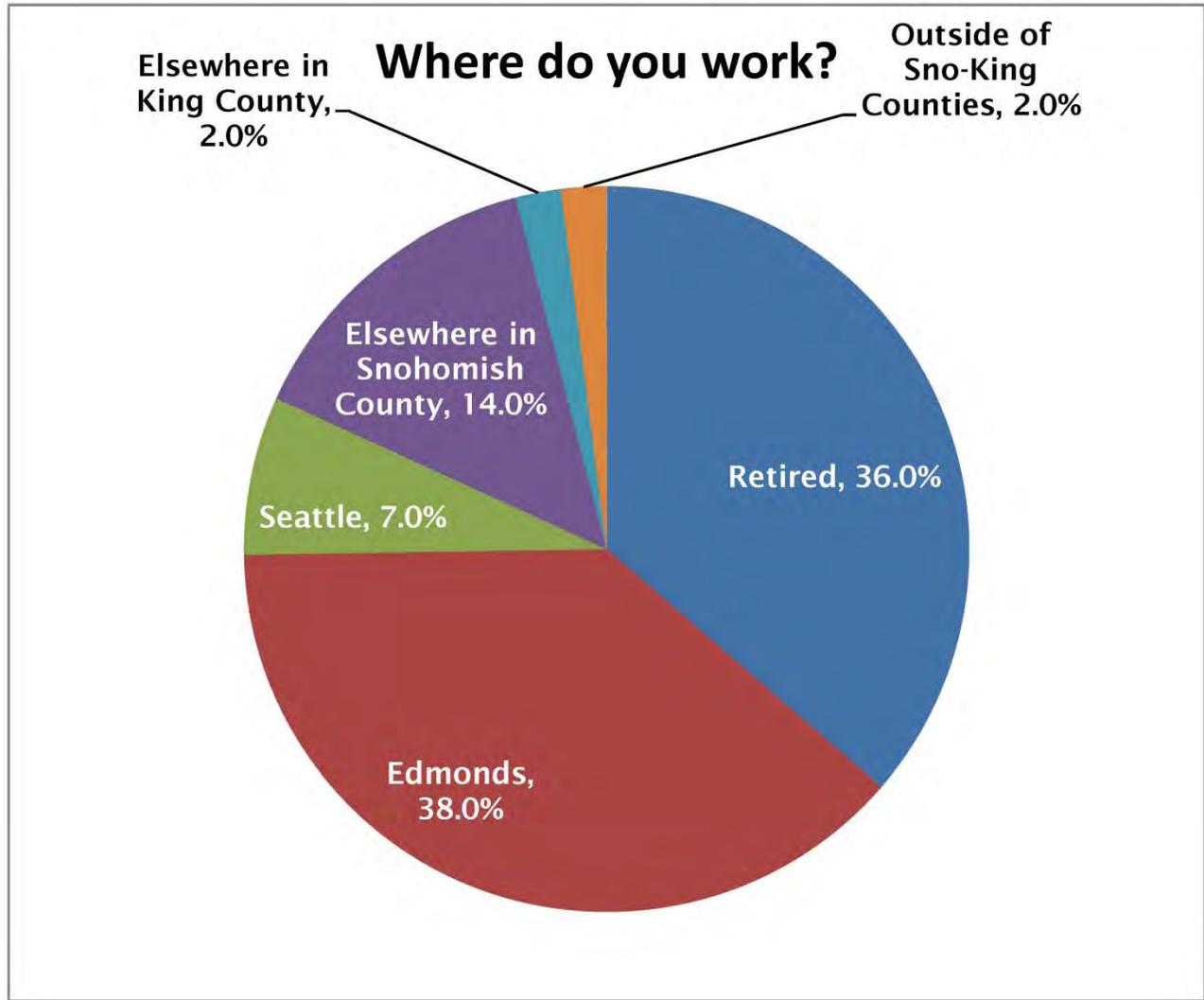
Question design – a few questions had multiple subjects and need to be refined prior to being used in the registered voter survey

3: May 3rd open house - results and refinements

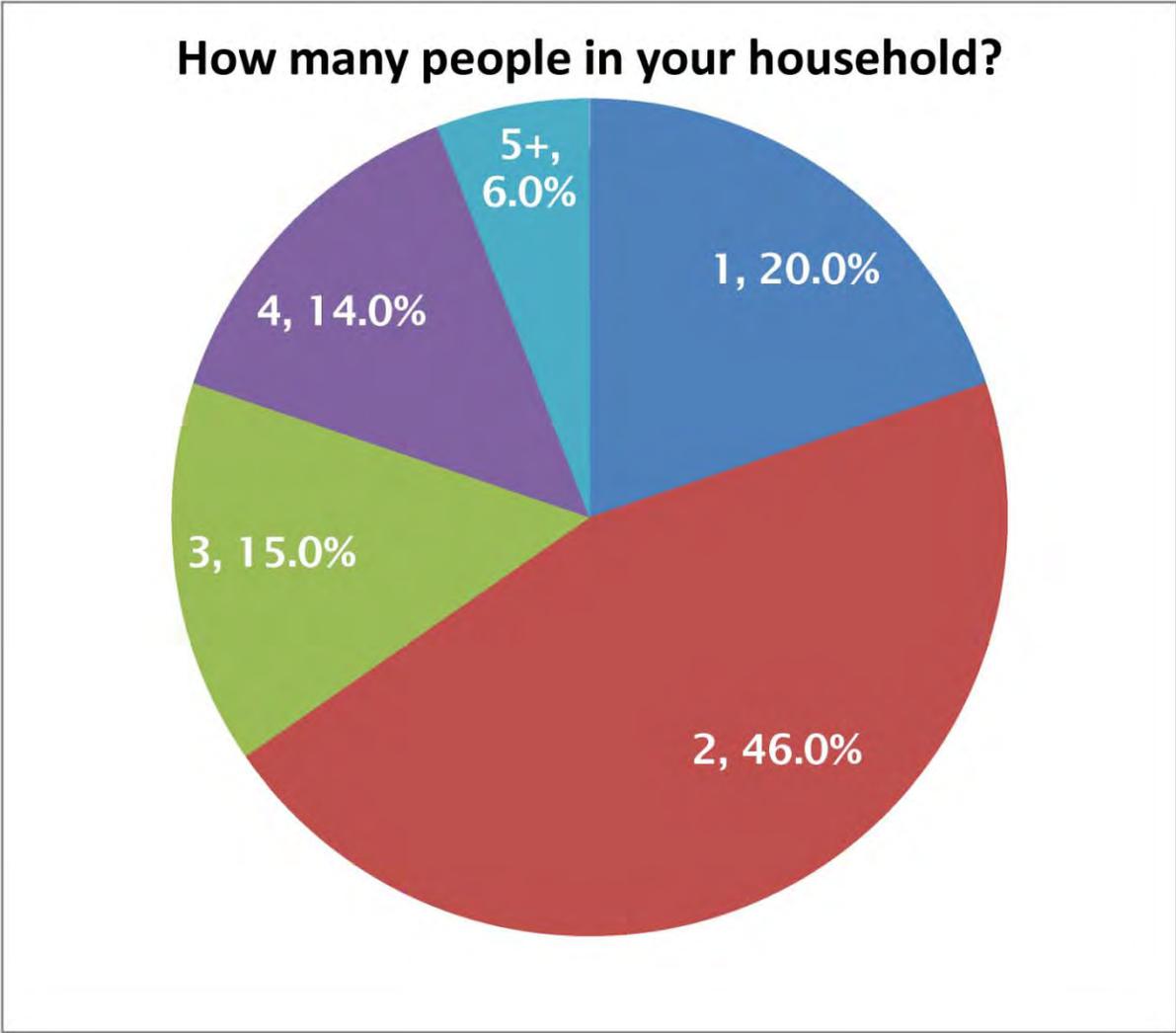
Characteristics



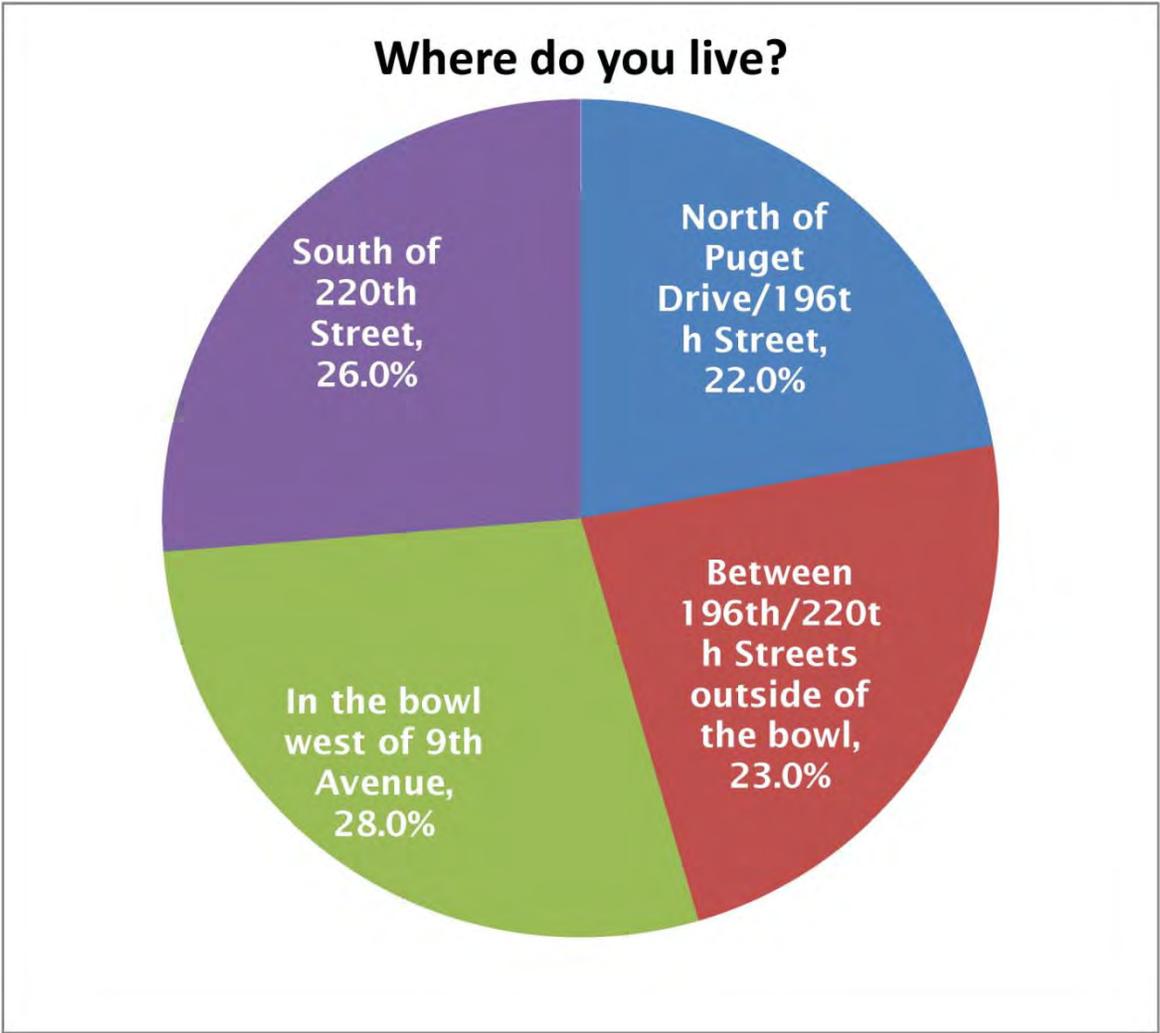
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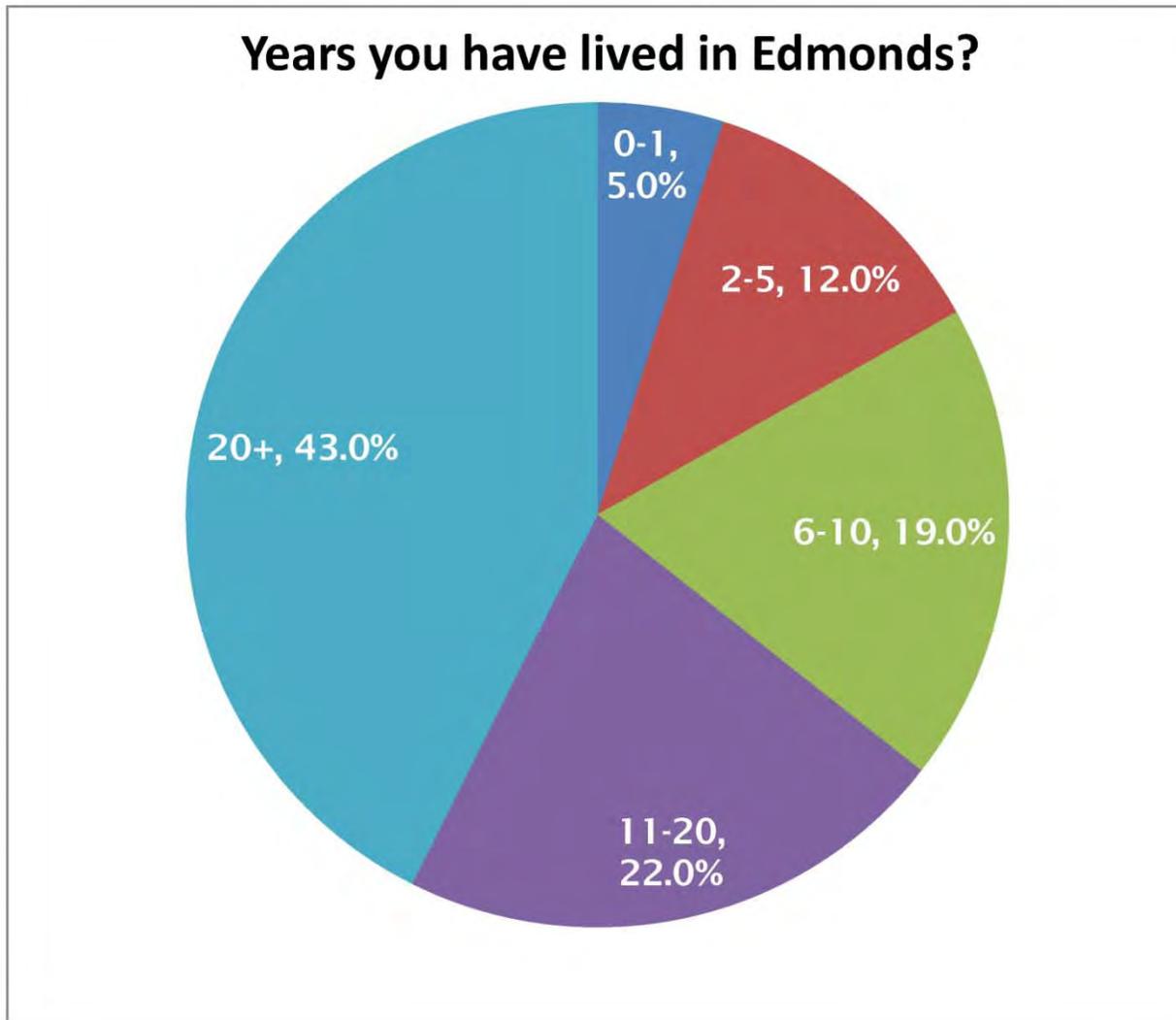
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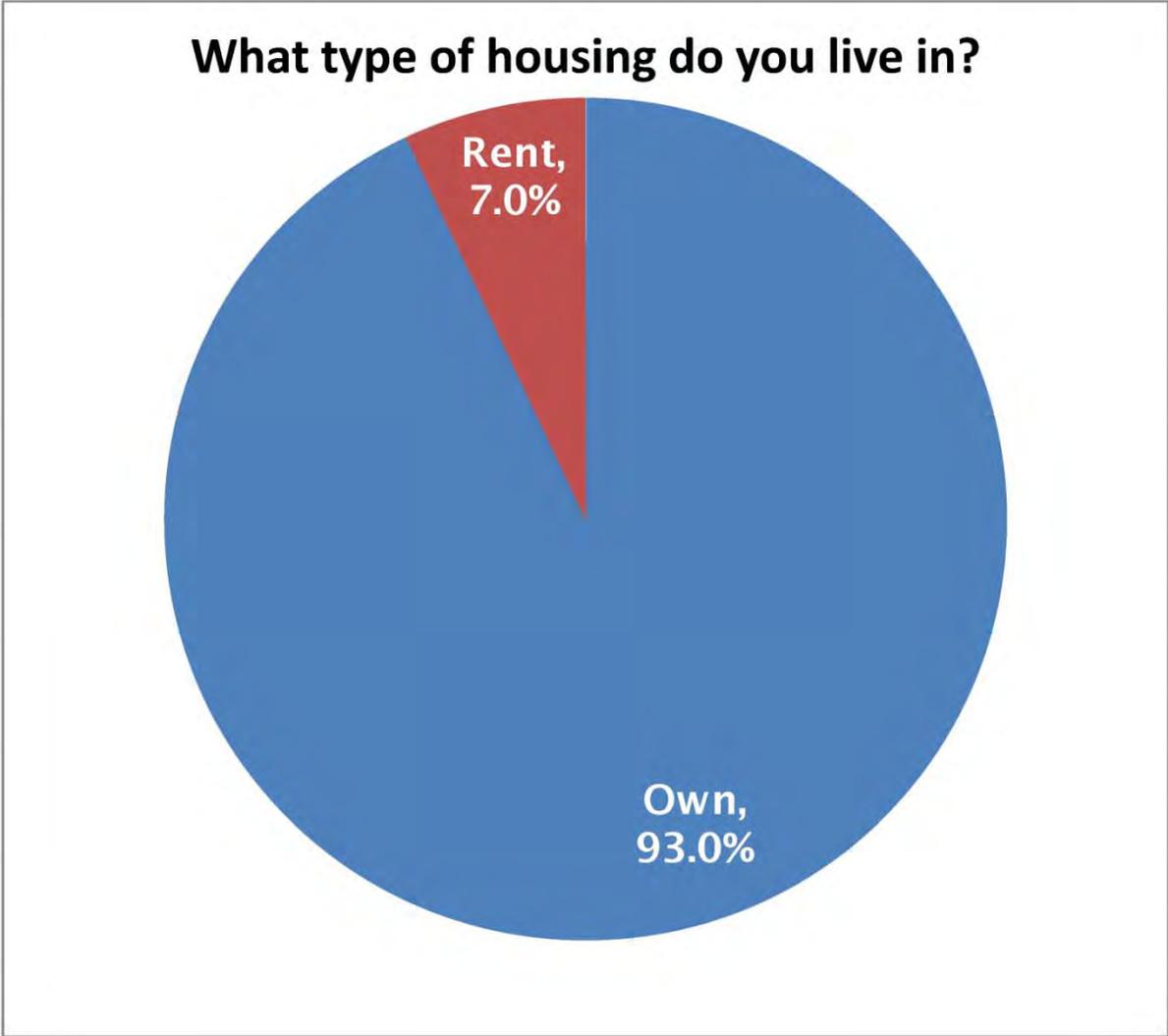
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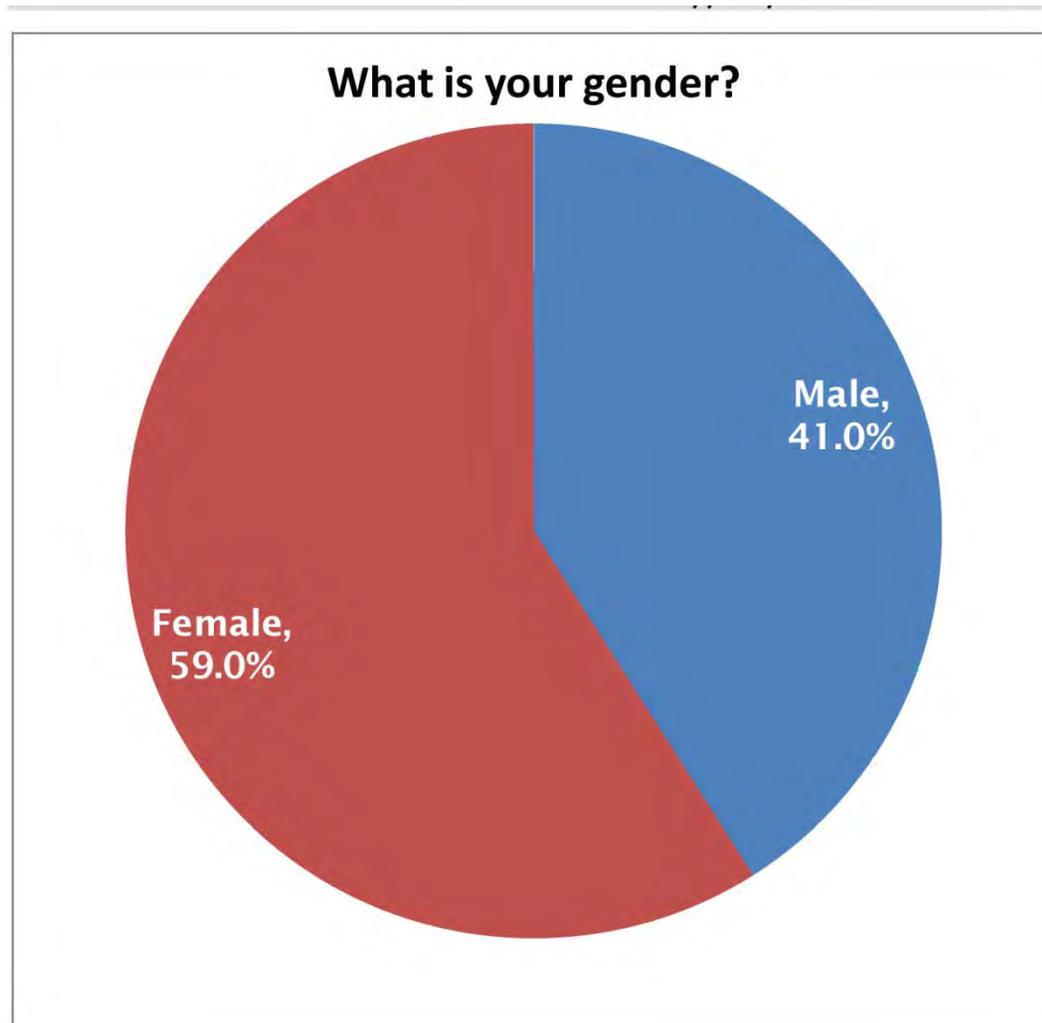
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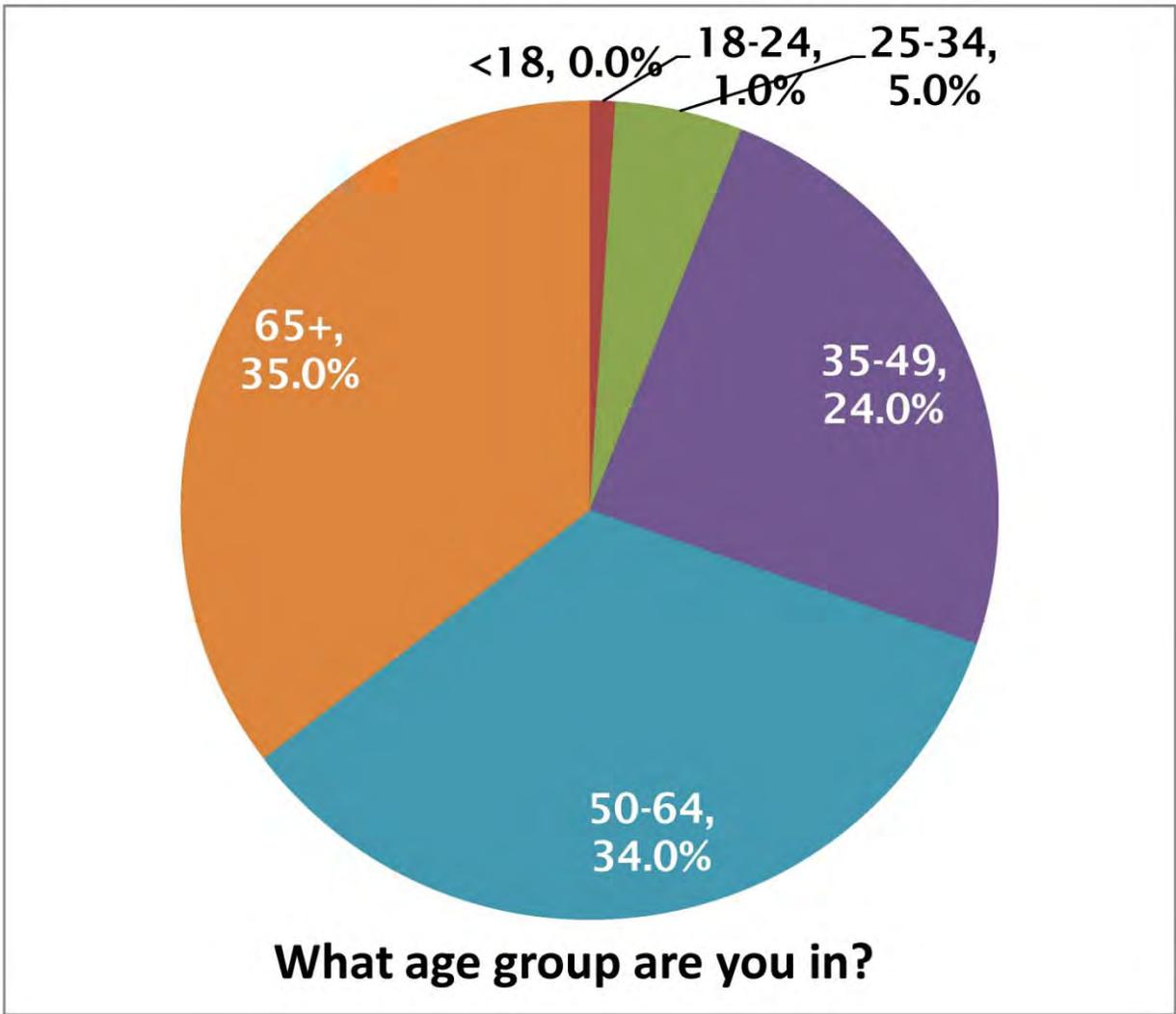
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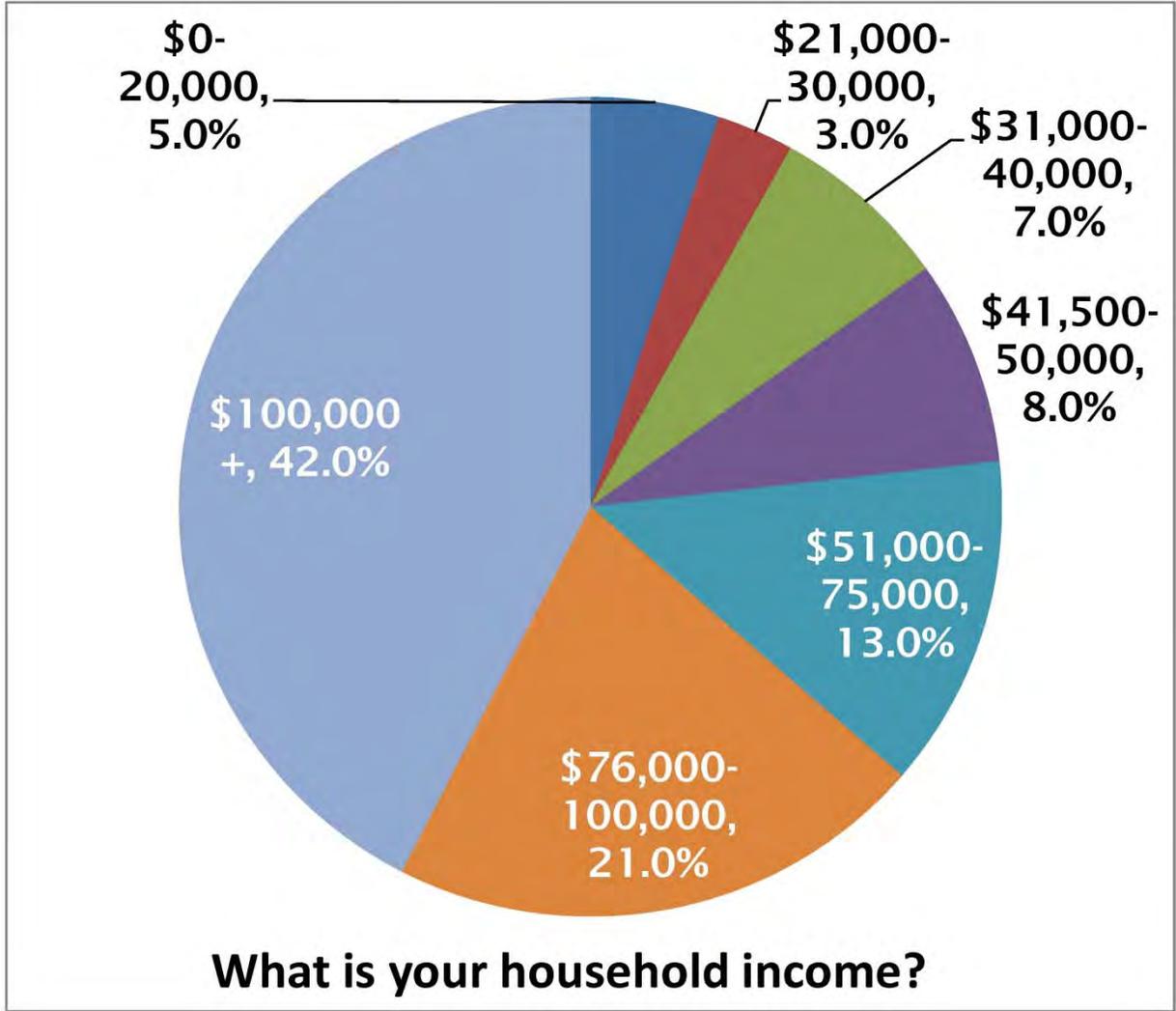
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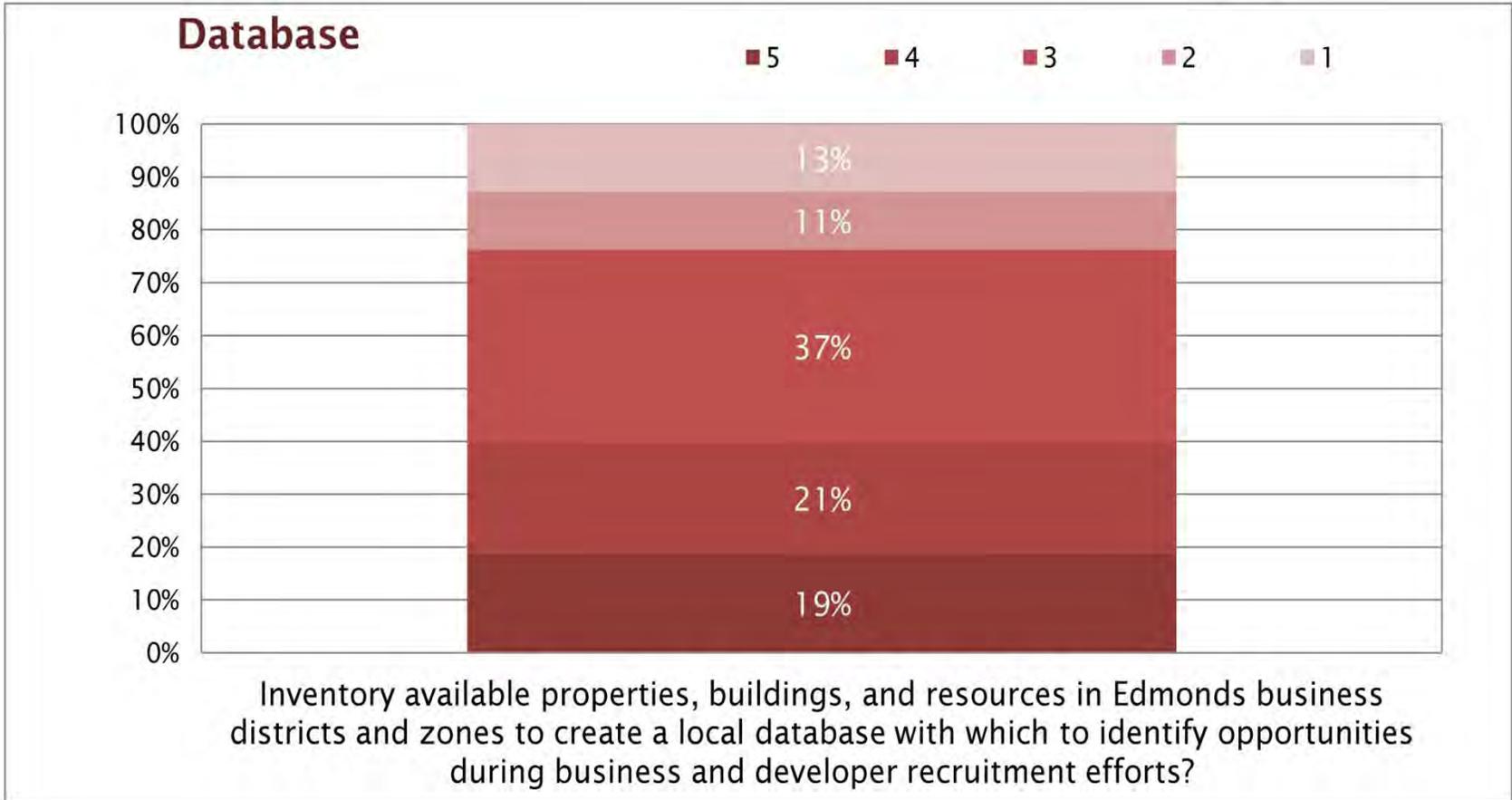
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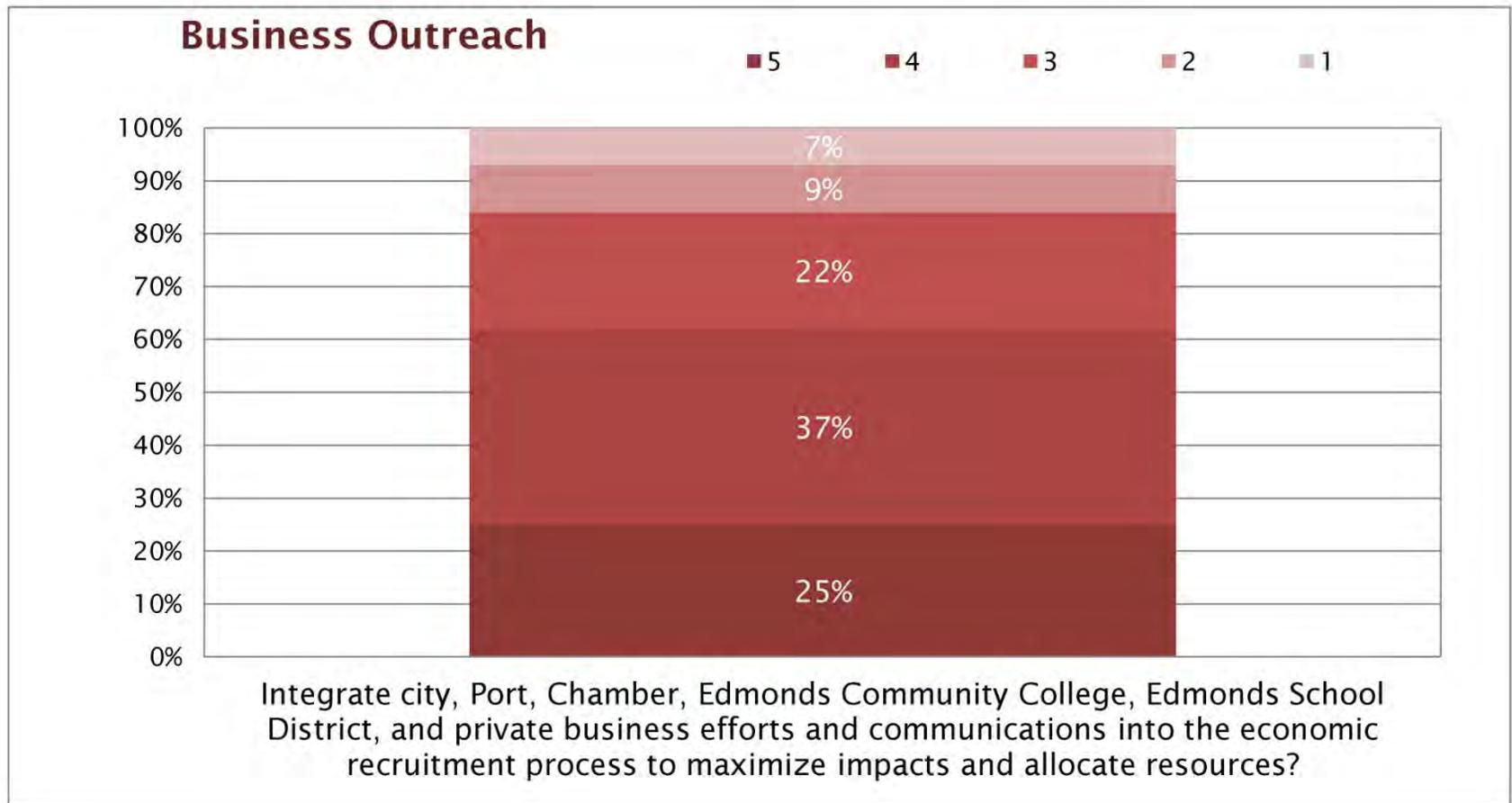
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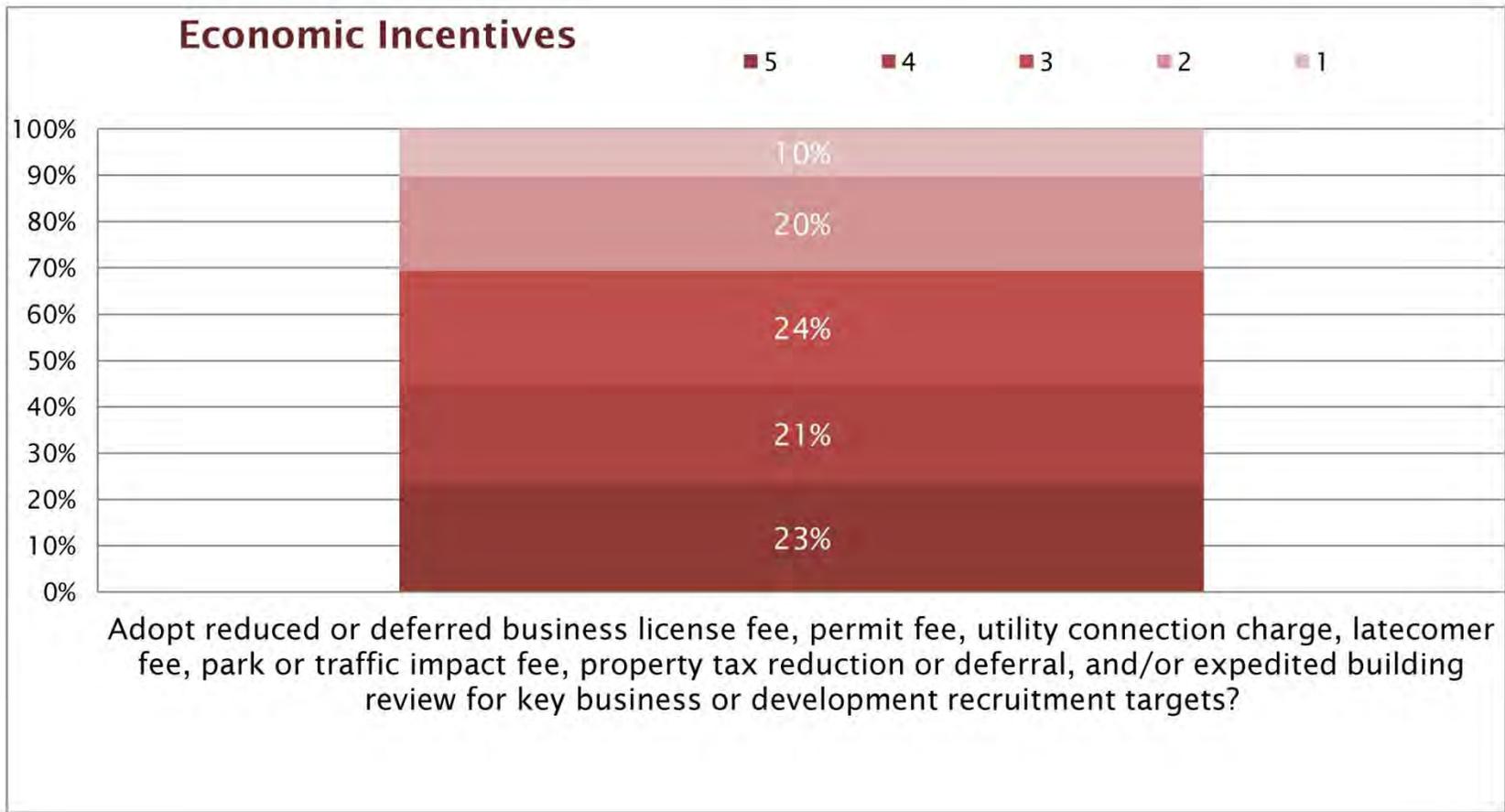
1: Economic development - employment



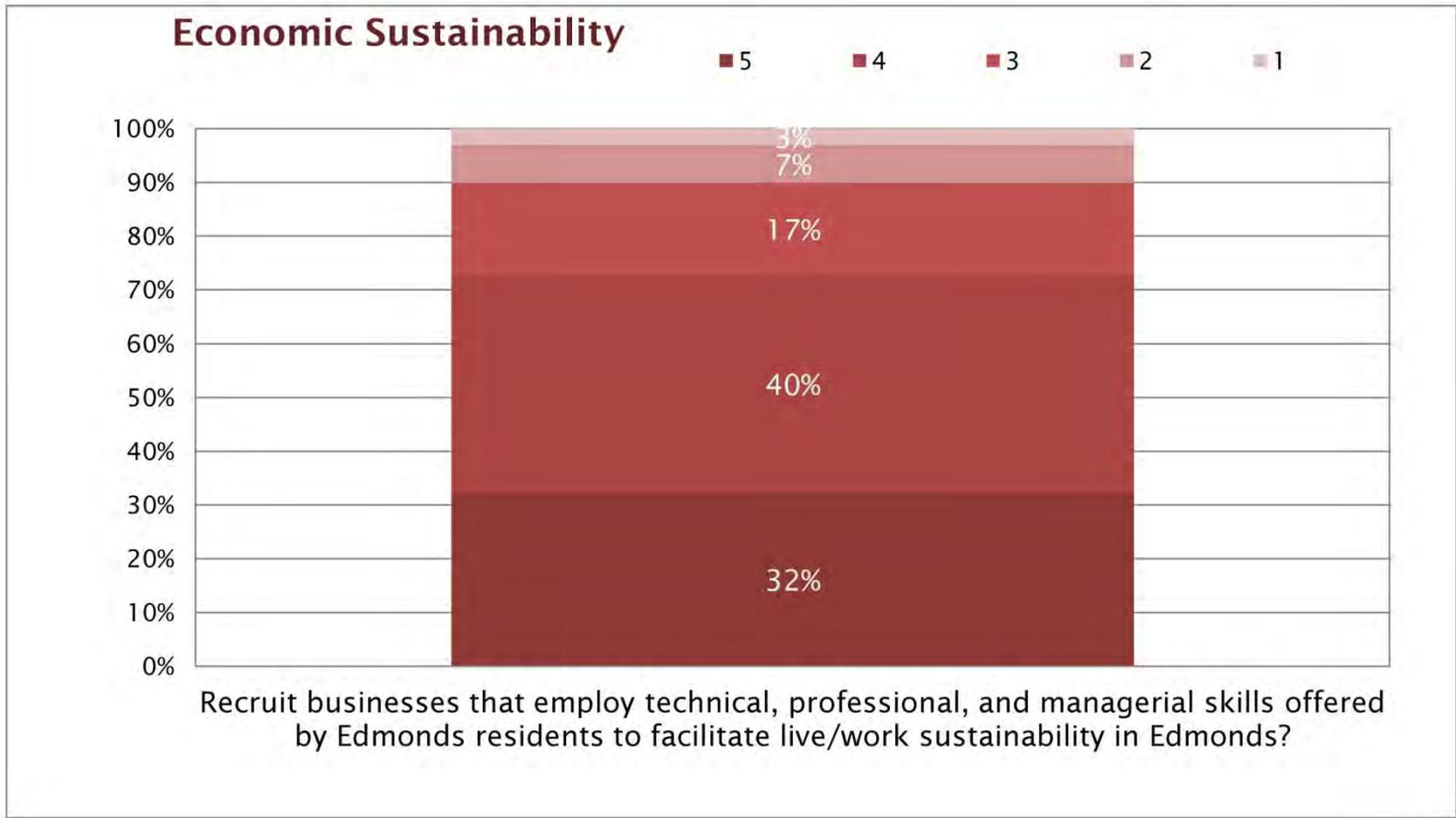
2: Economic development - employment



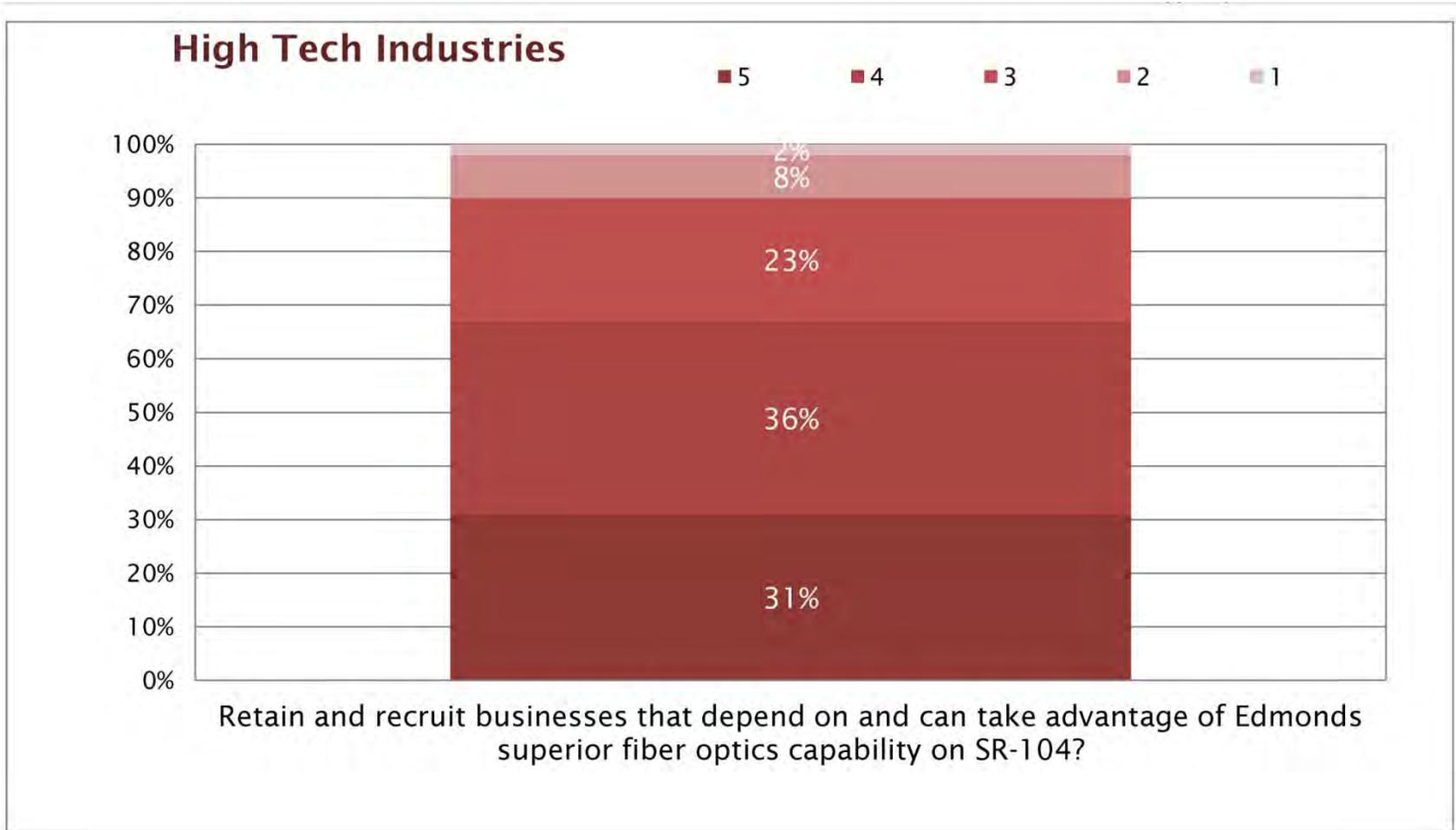
3: Economic development - employment



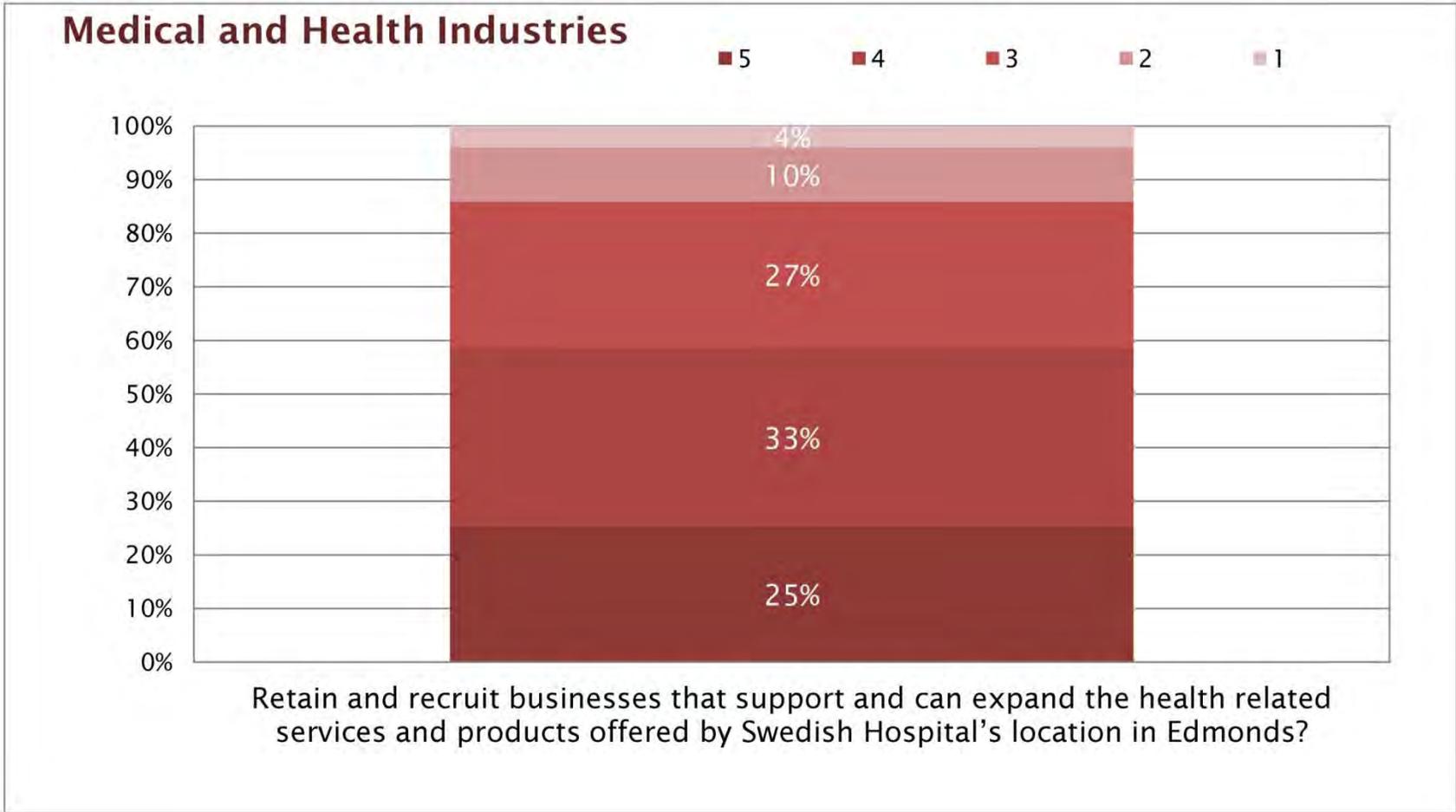
4: Economic development - employment



5: Economic development - employment



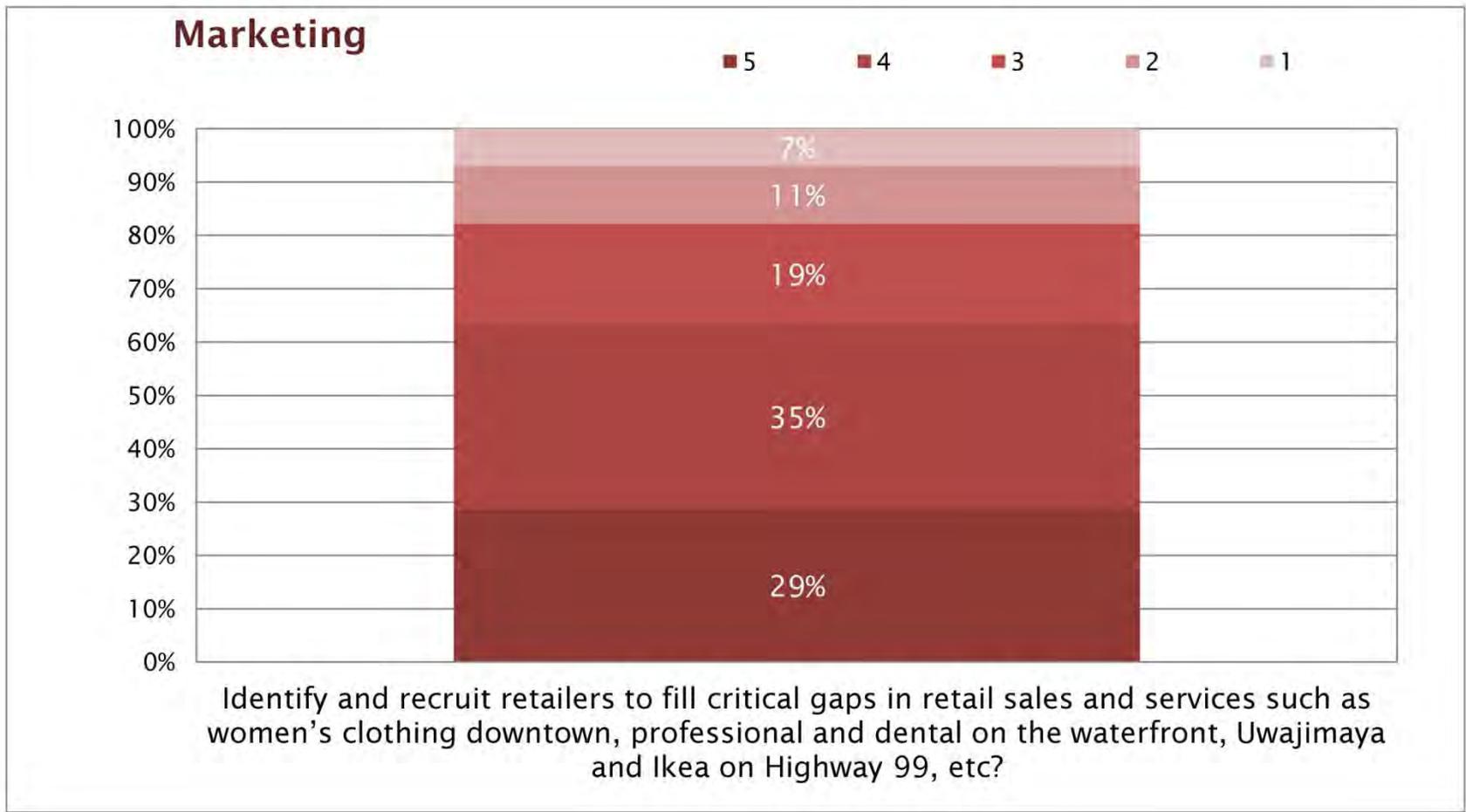
6: Economic development - employment



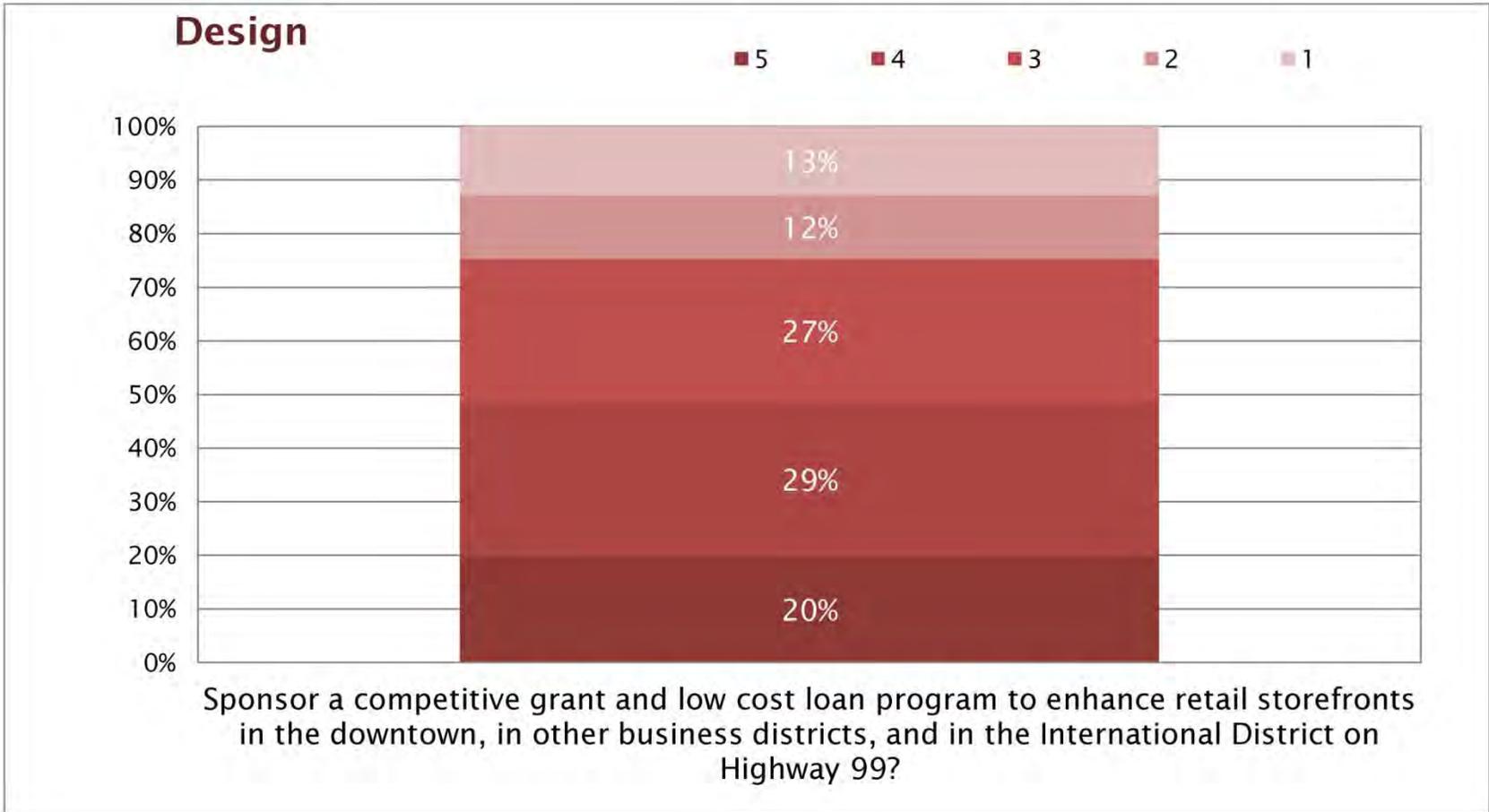
7: Economic development - employment



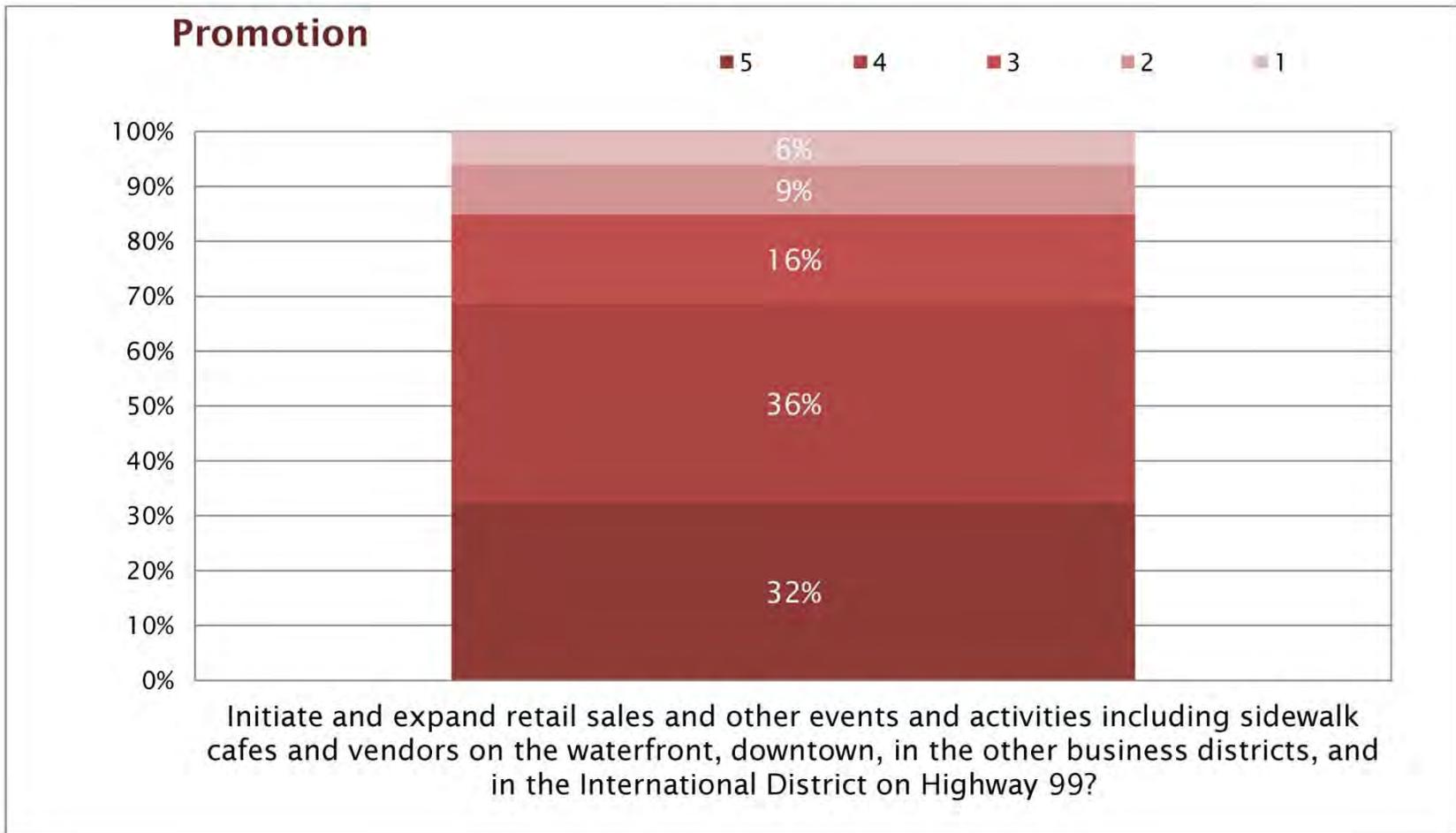
8: Economic development – business district



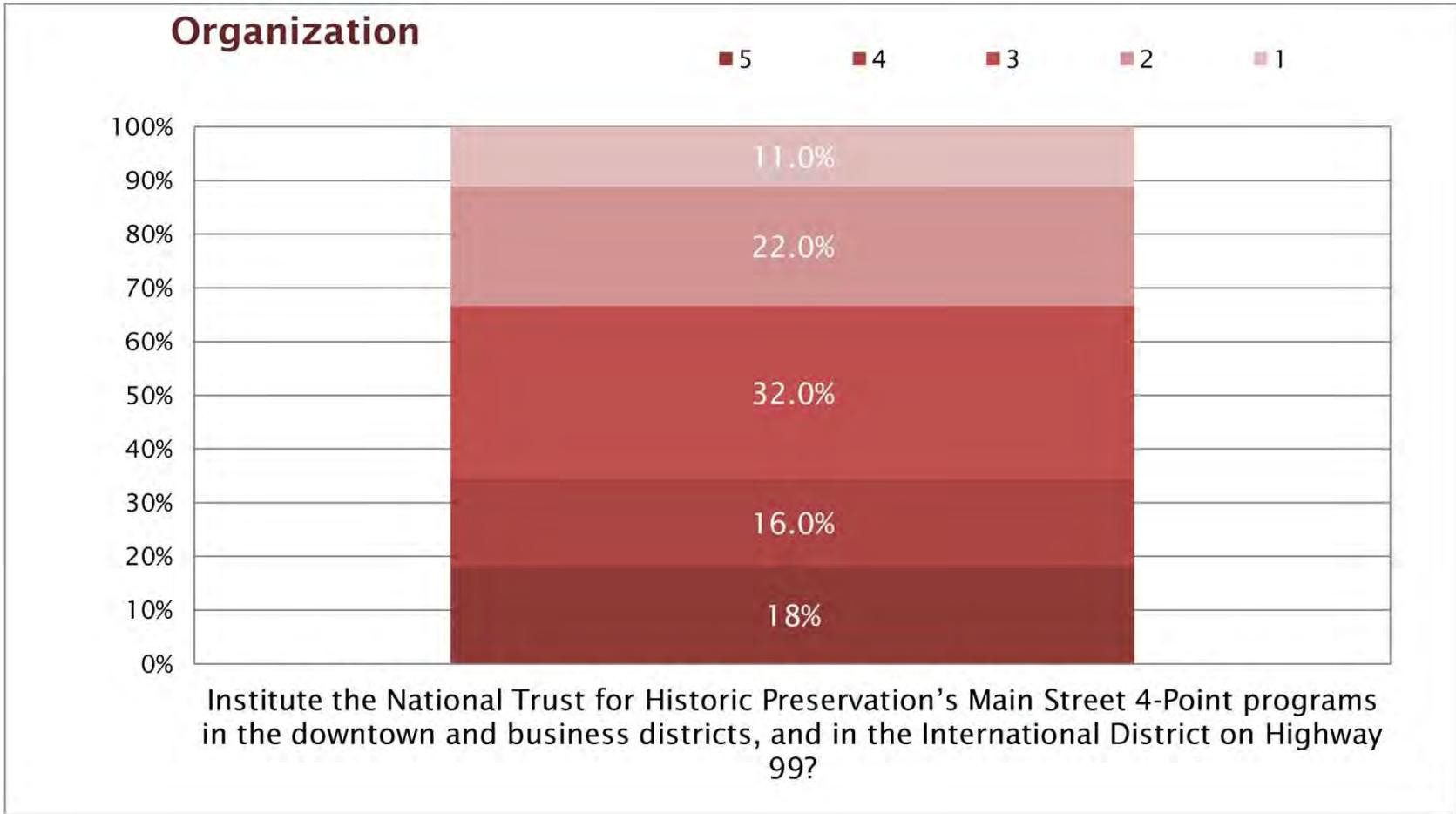
9: Economic development – business district



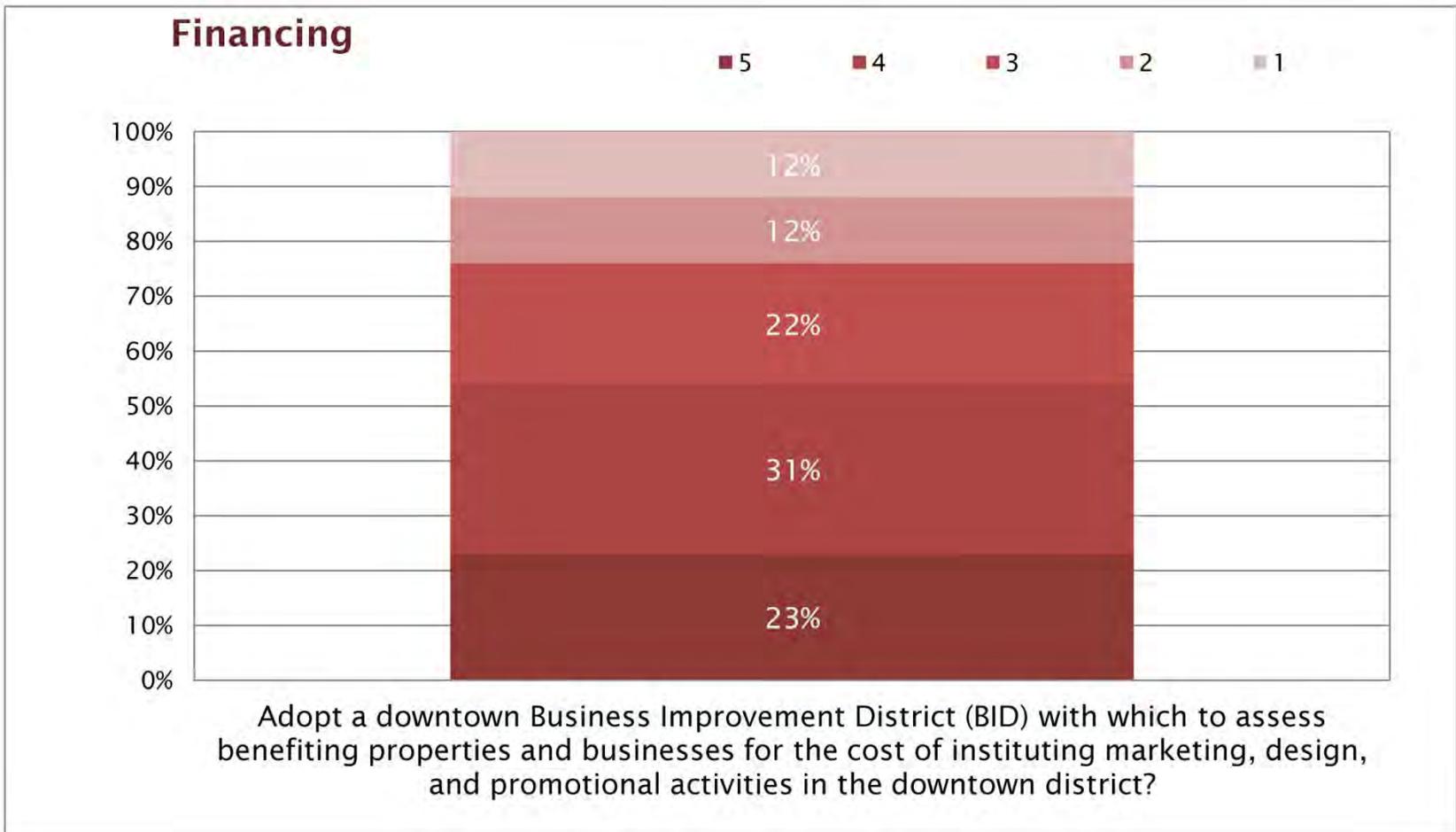
10: Economic development – business district



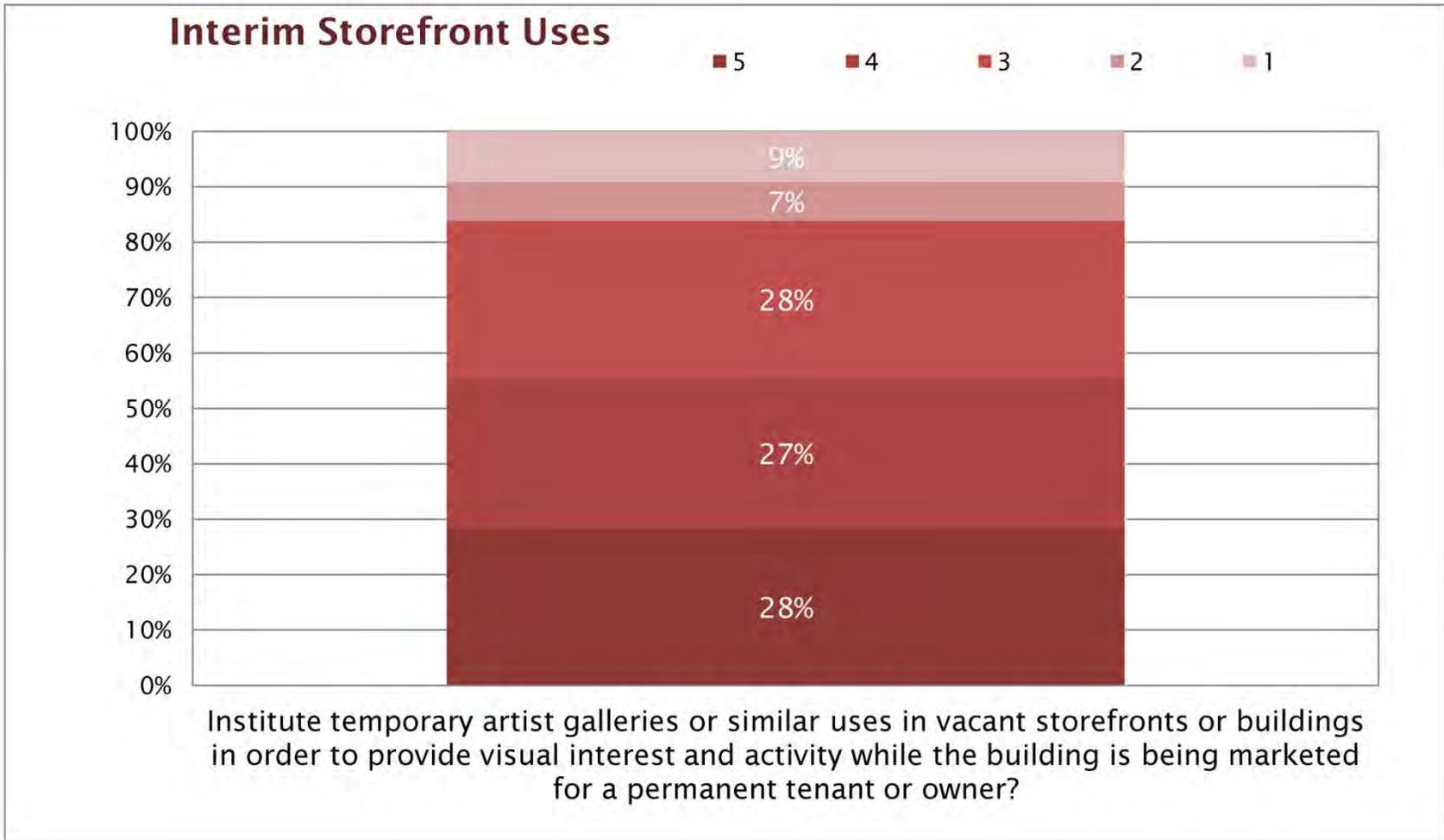
11: Economic development – business district



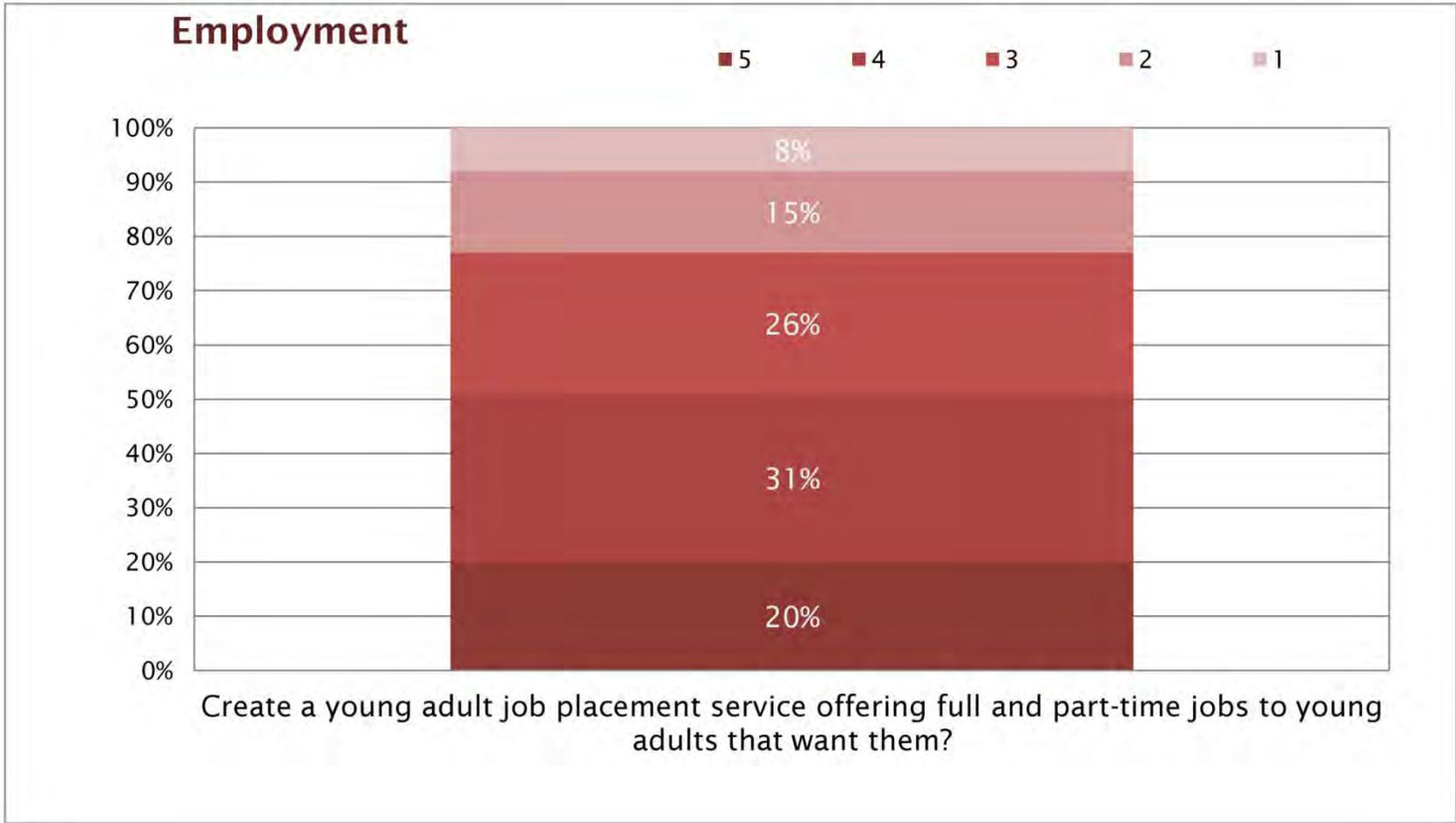
12: Economic development – business district



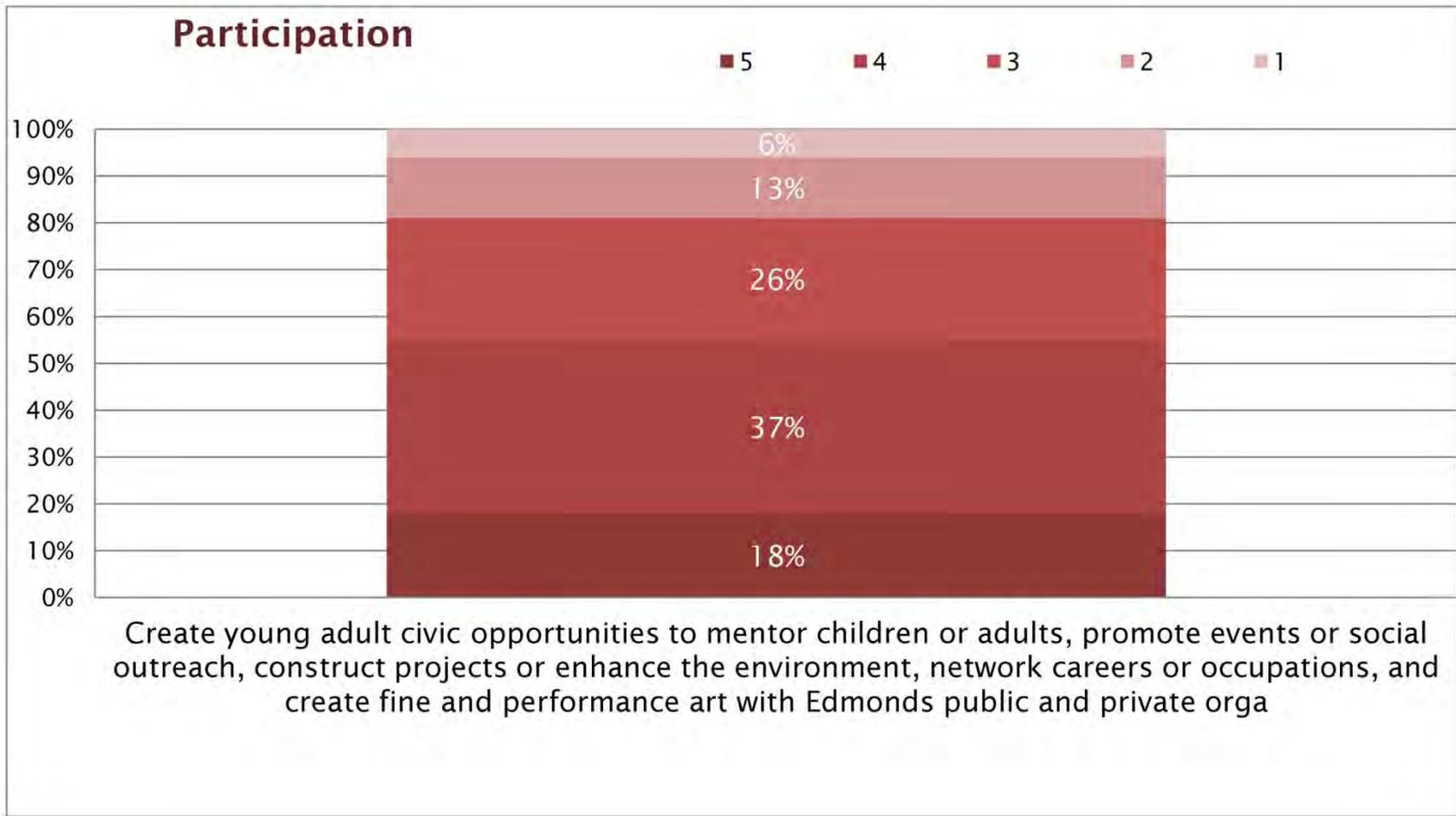
13: Economic development – business district



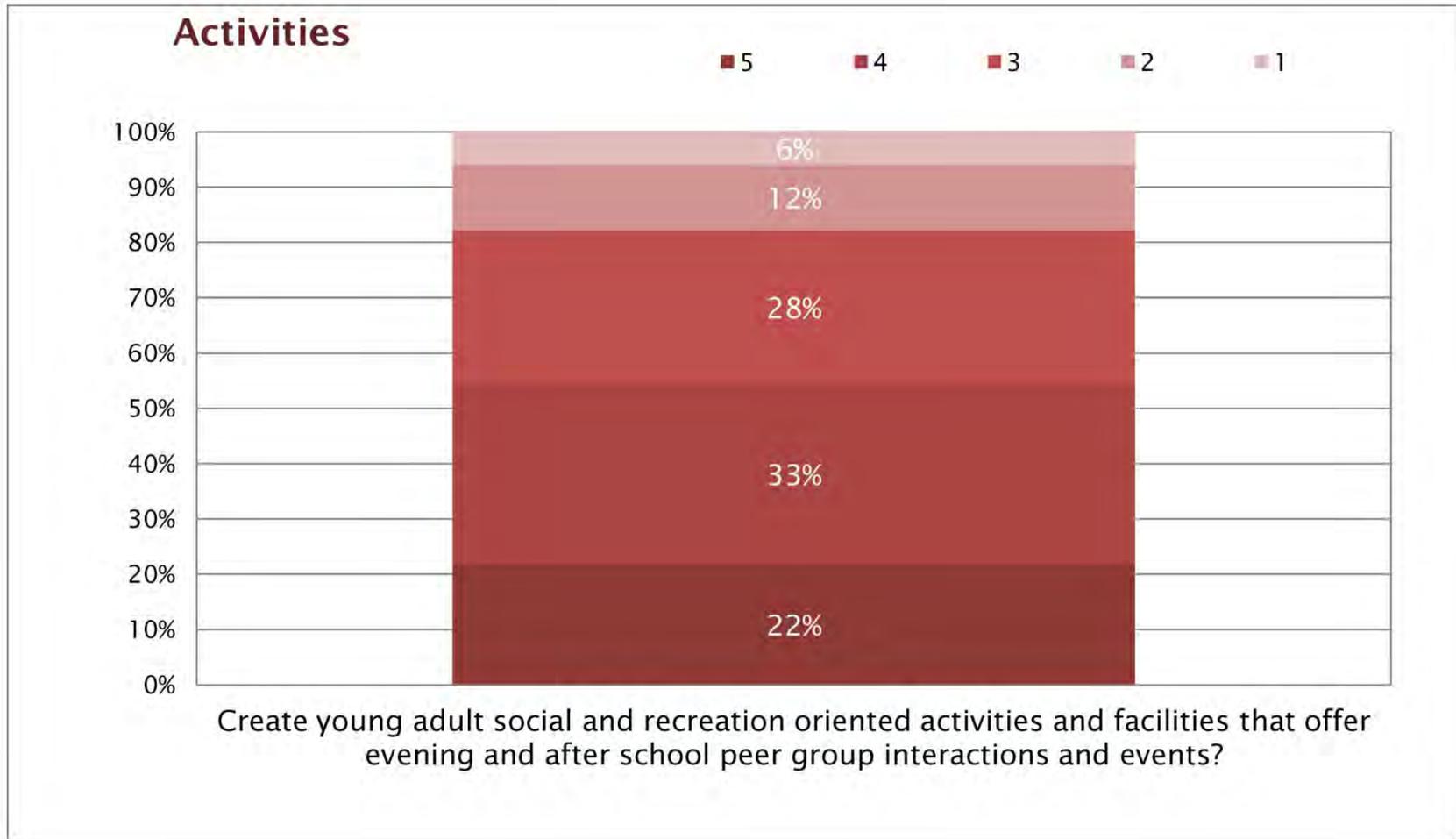
14: Community development – young adults



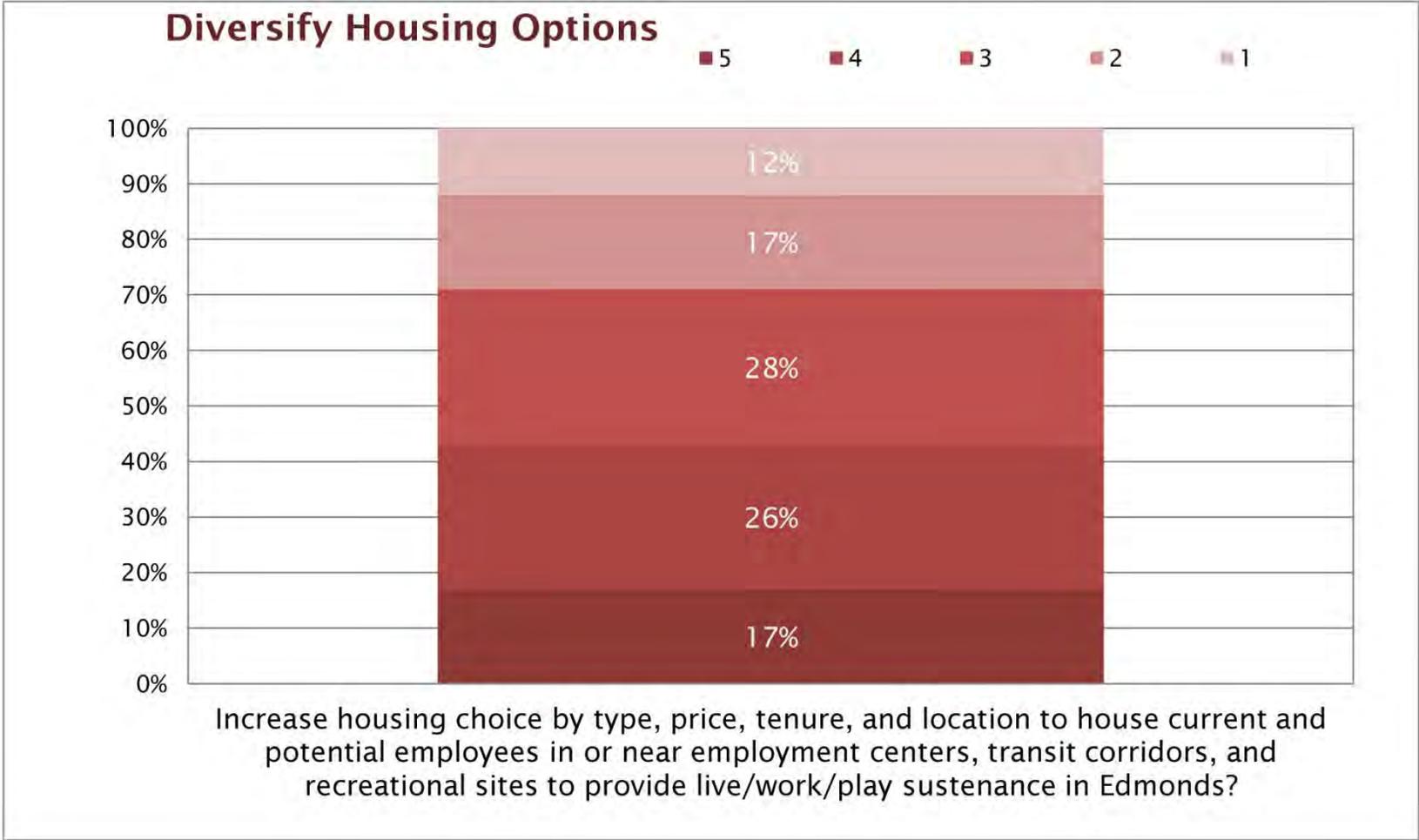
15: Community development – young adults



16: Community development – young adults



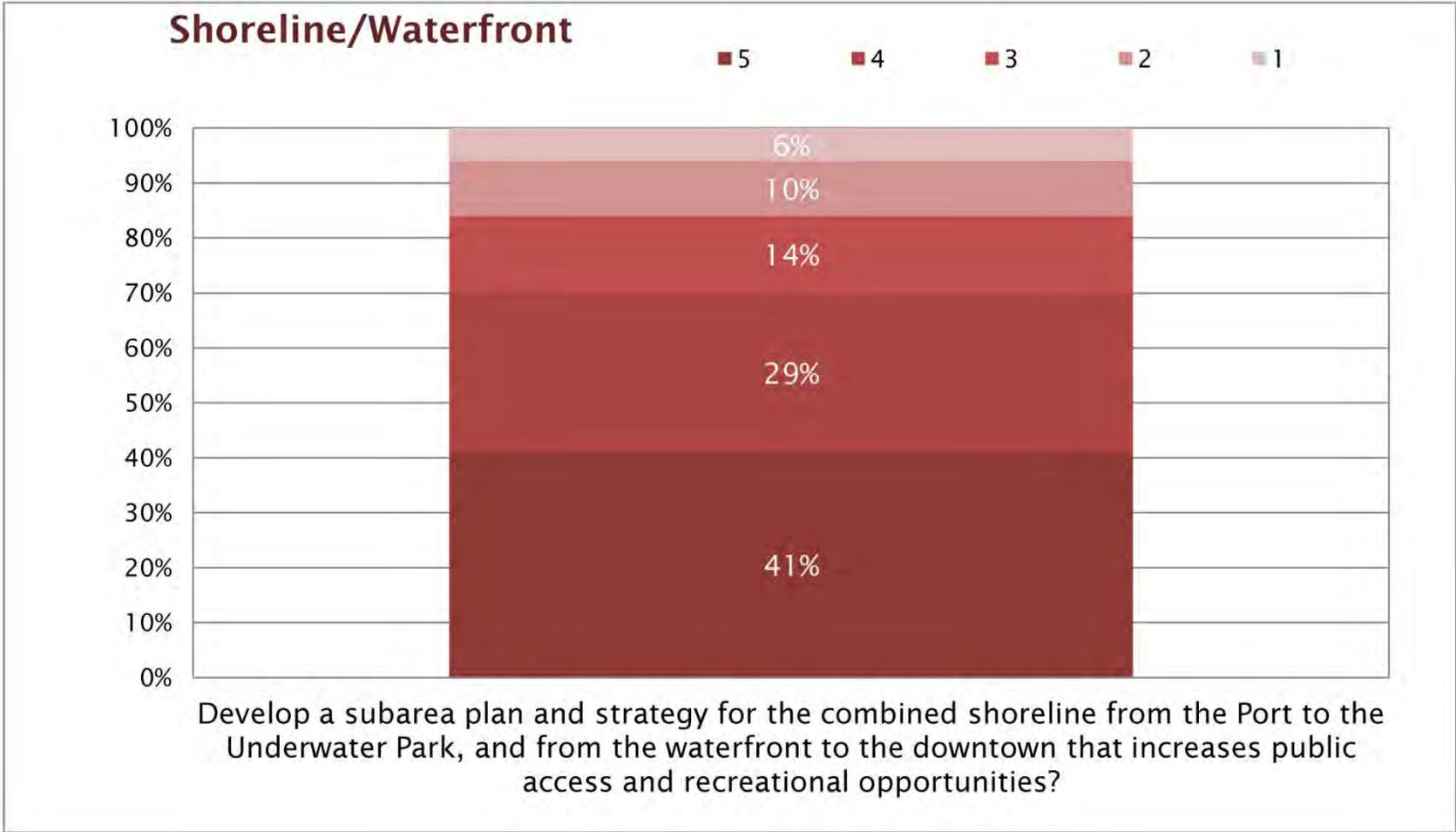
17: Community development – housing



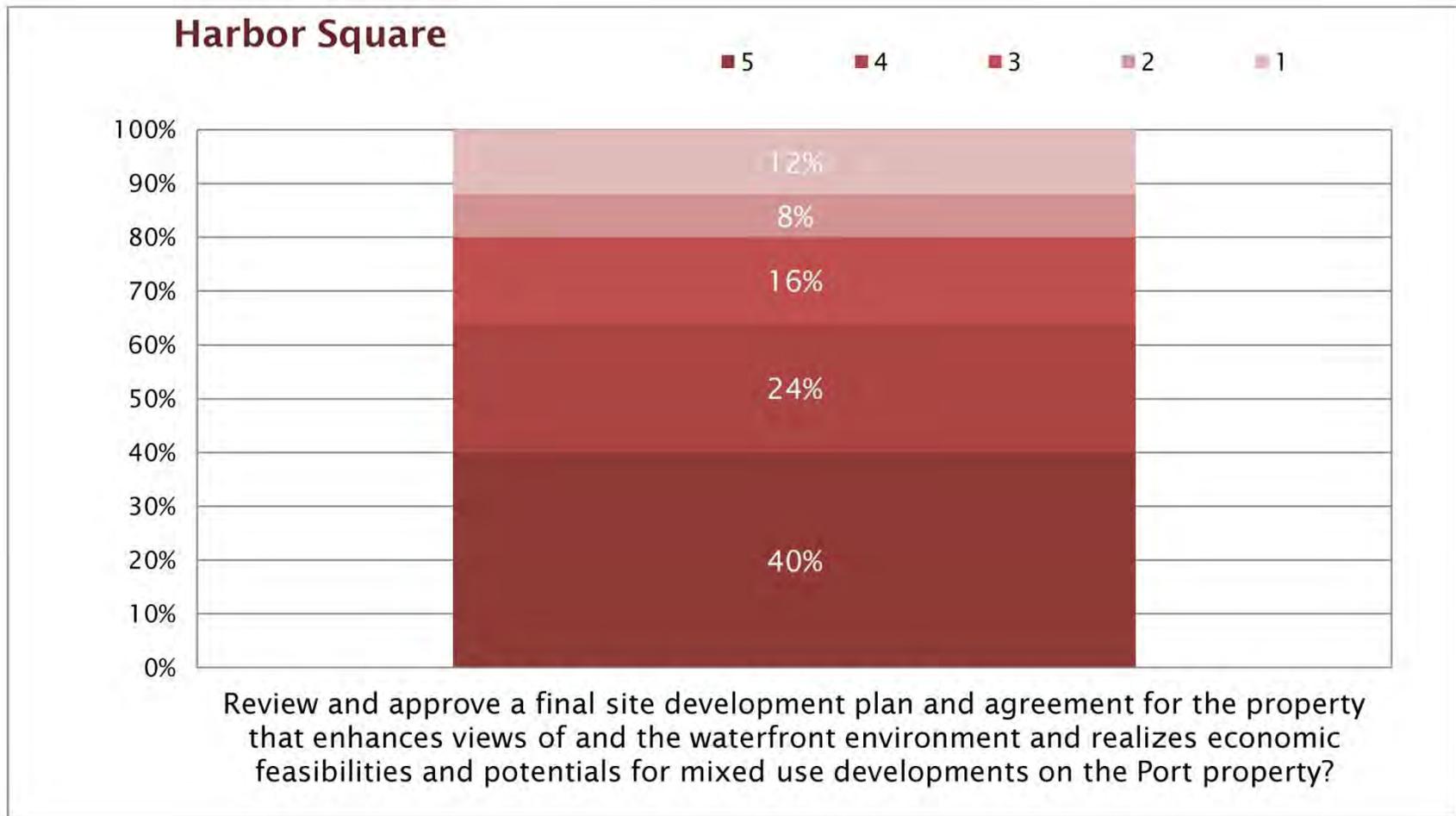
18: Community development – housing



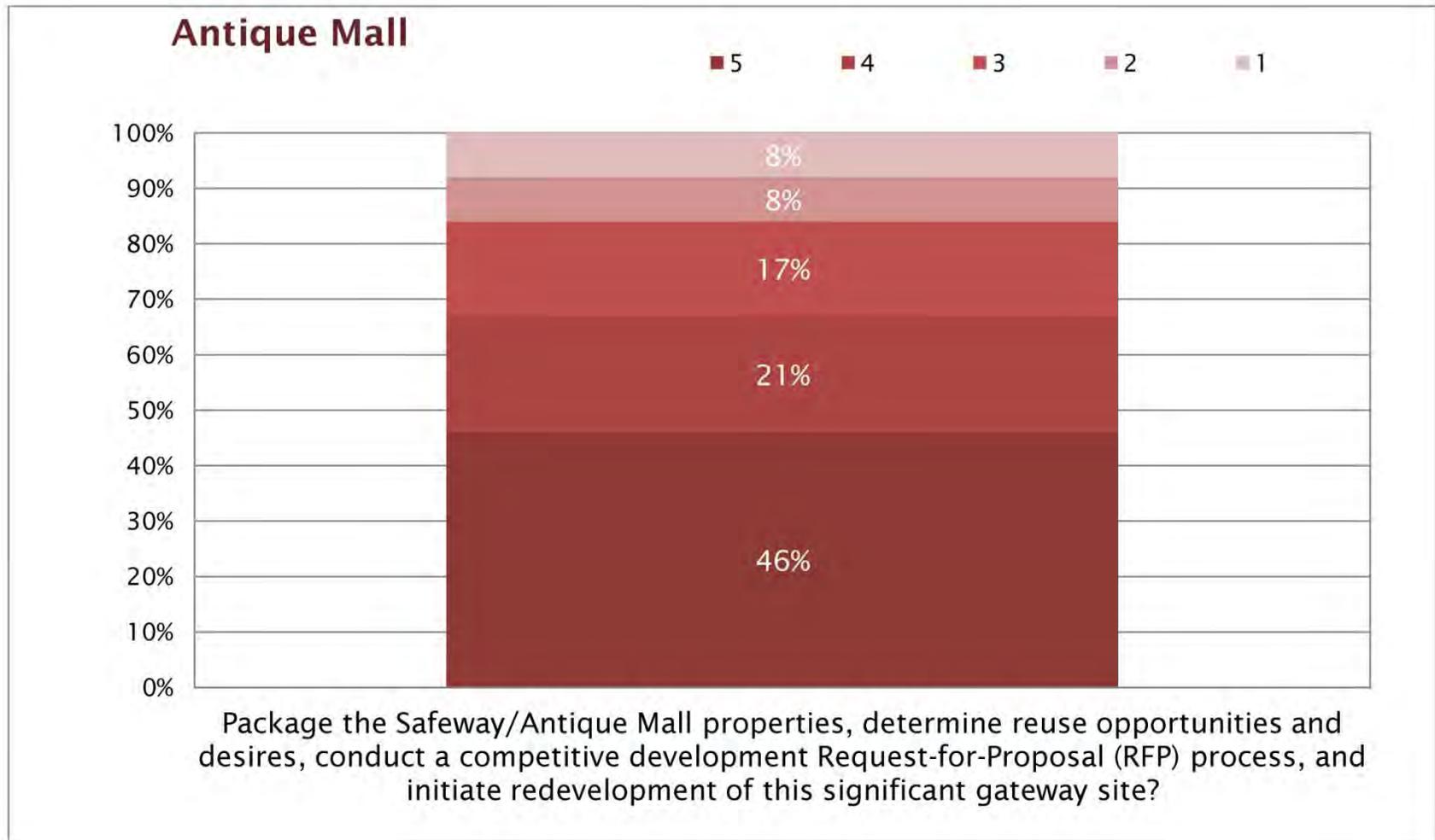
19: Community development – catalytic projects



20: Community development – catalytic projects



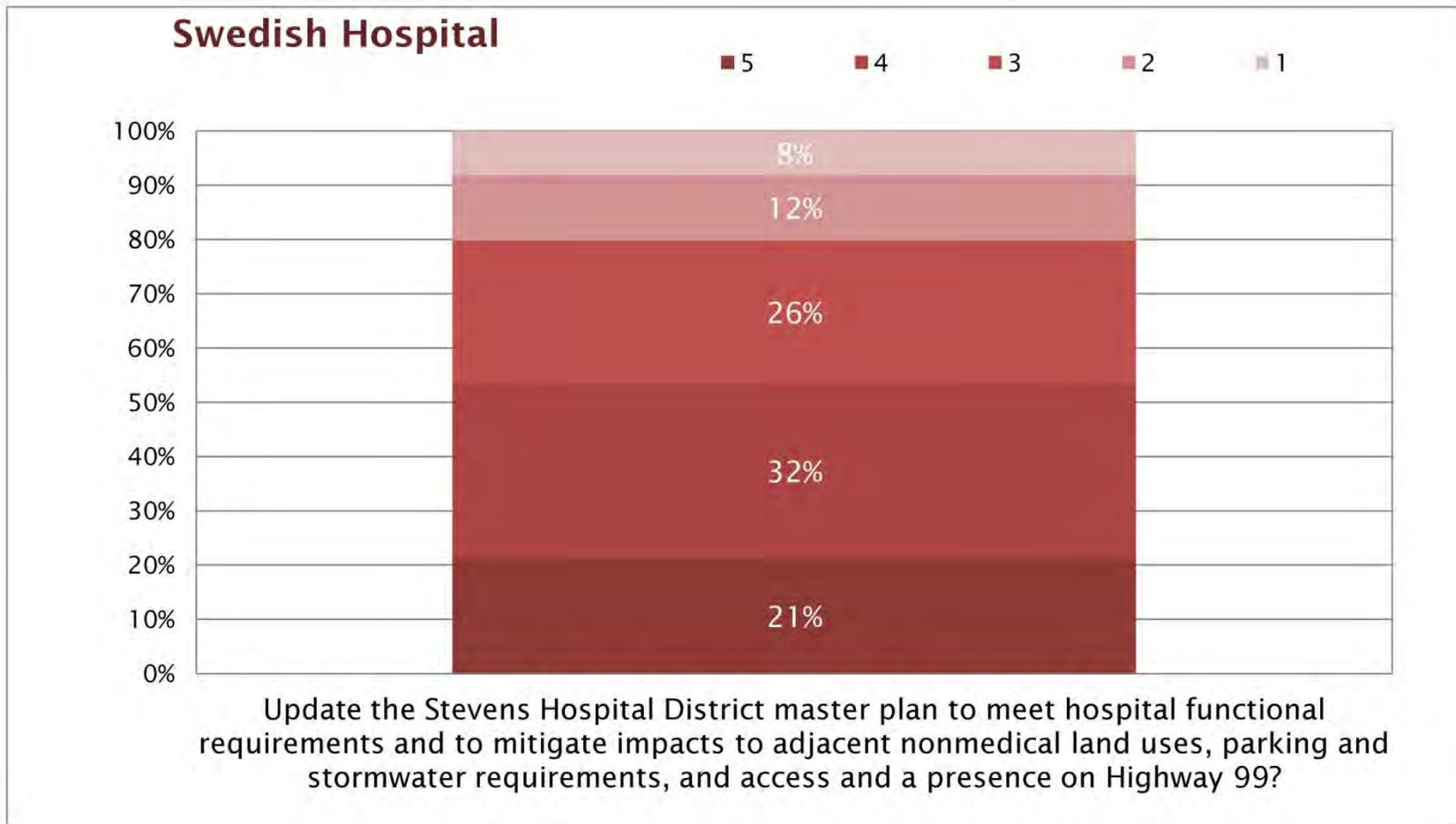
21: Community development – catalytic projects



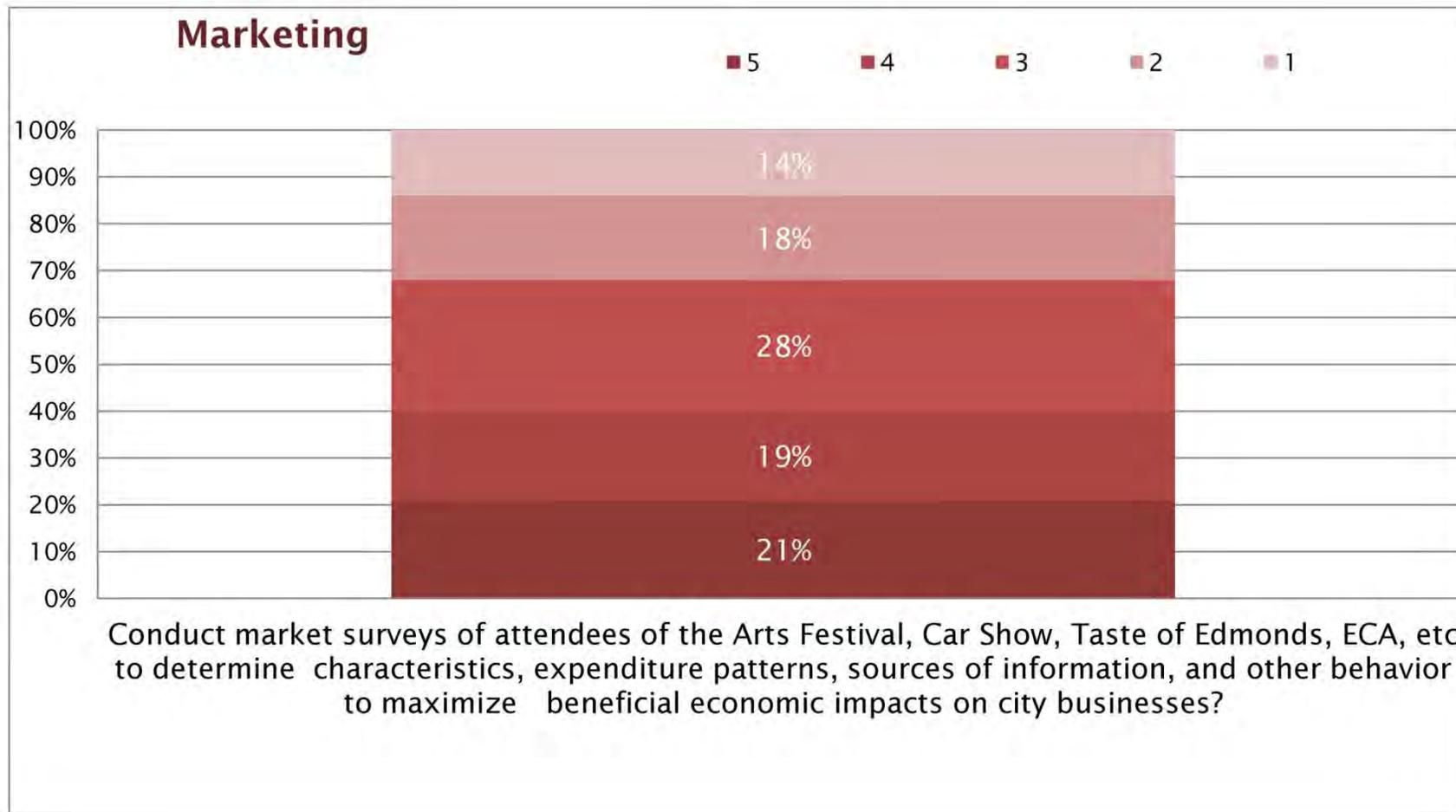
22: Community development – catalytic projects



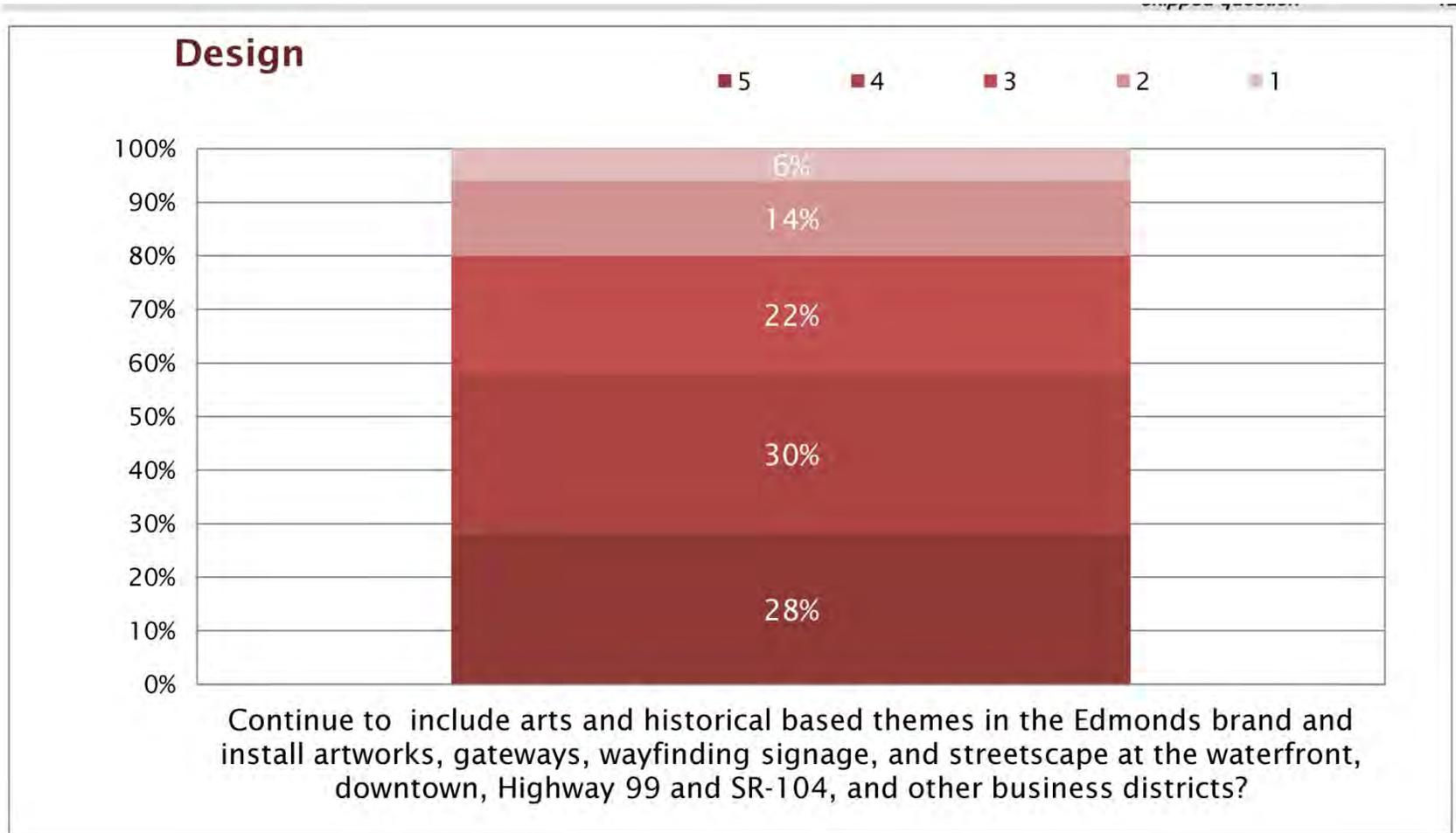
23: Community development – catalytic projects



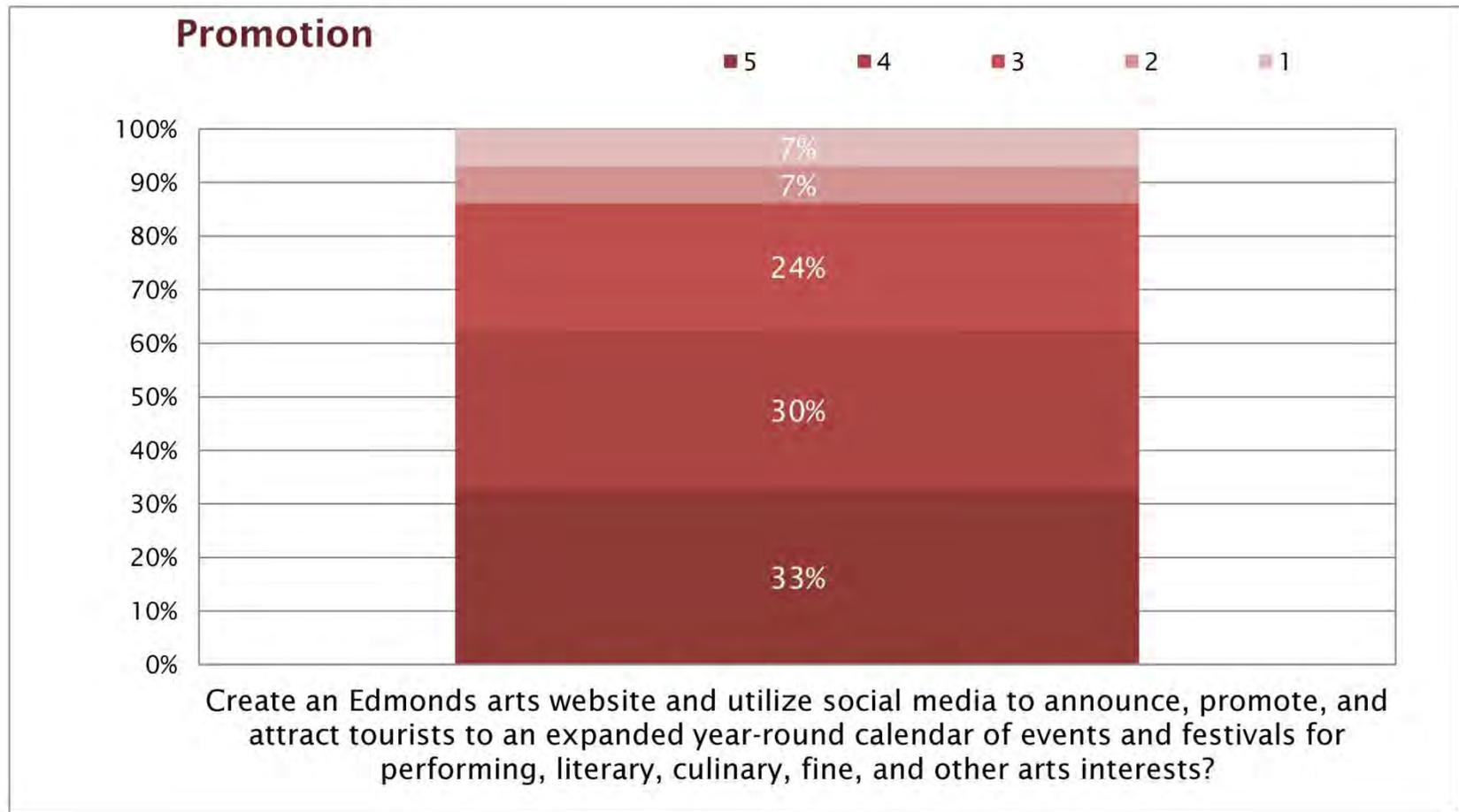
24: Arts and culture



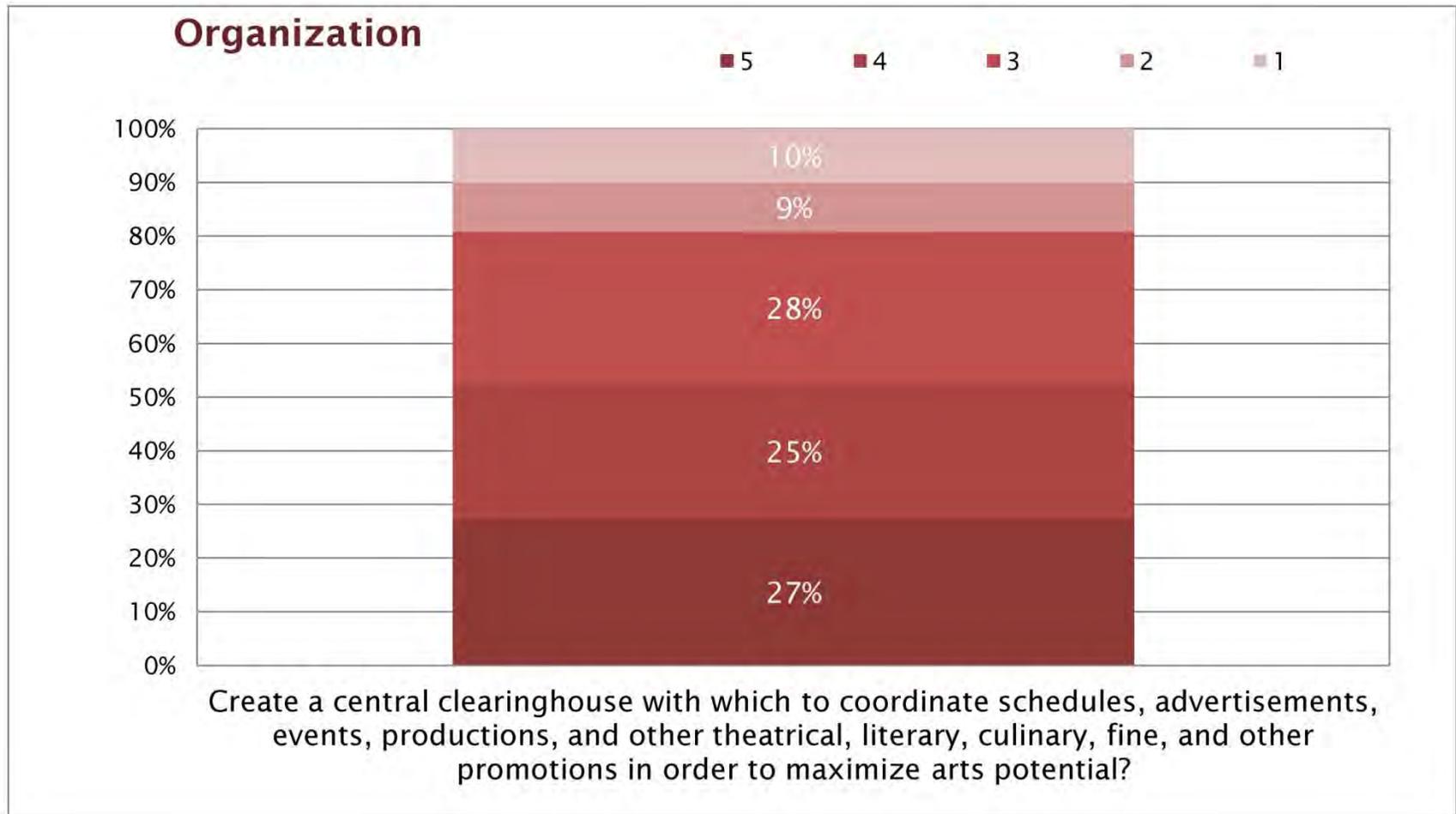
25: Arts and culture



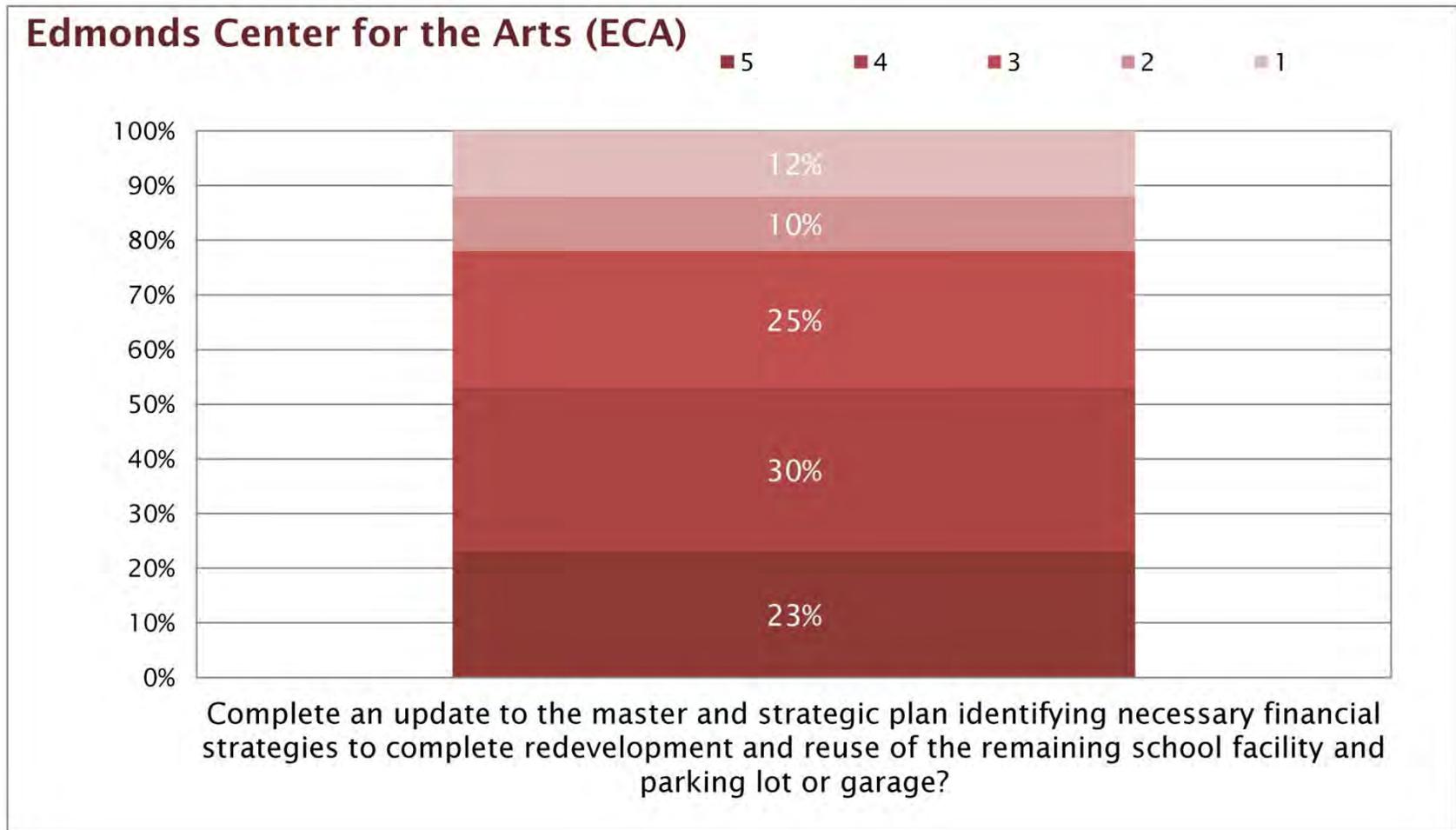
26: Arts and culture



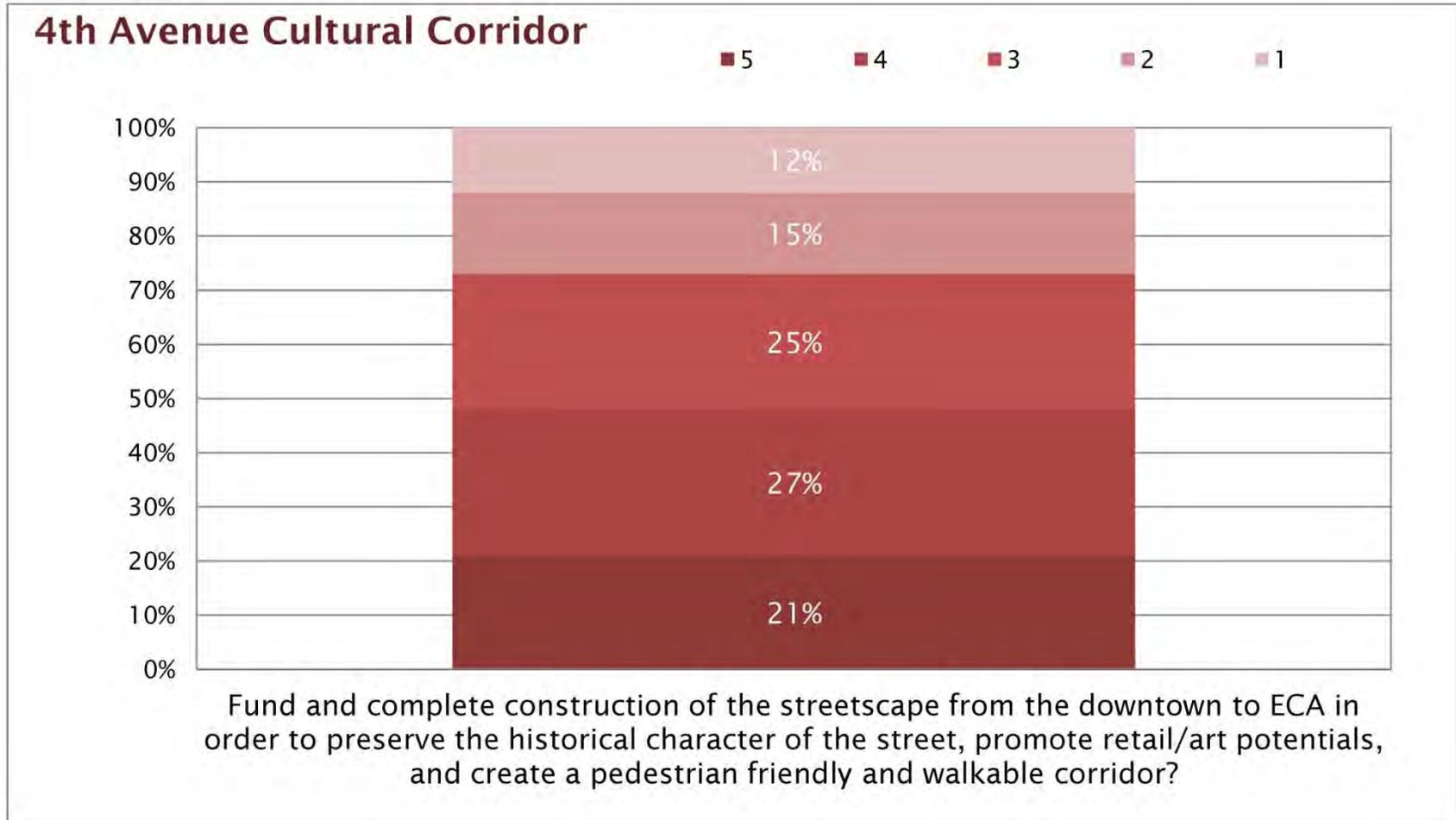
27: Arts and culture



28: Arts and culture – catalytic projects



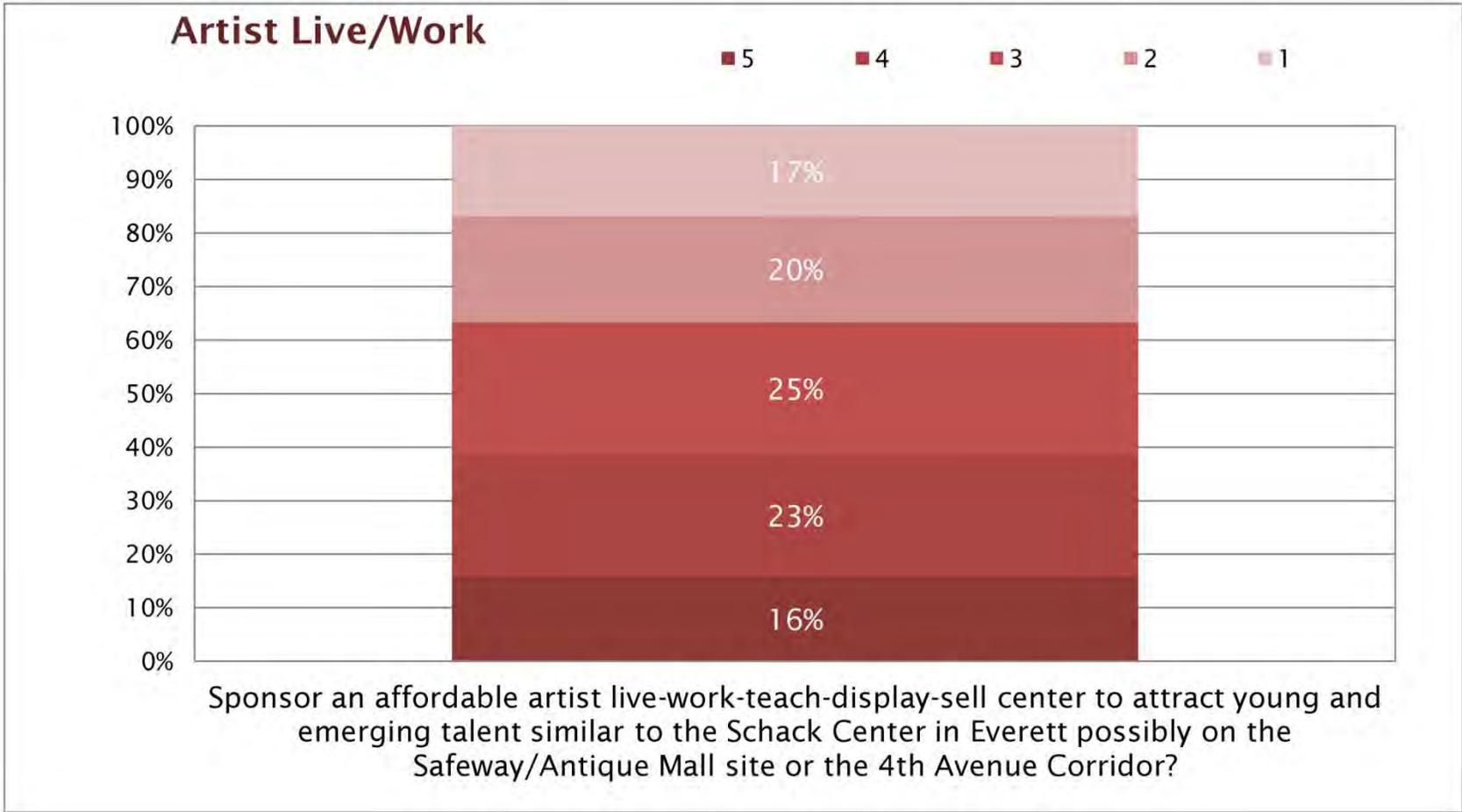
29: Arts and culture – catalytic projects



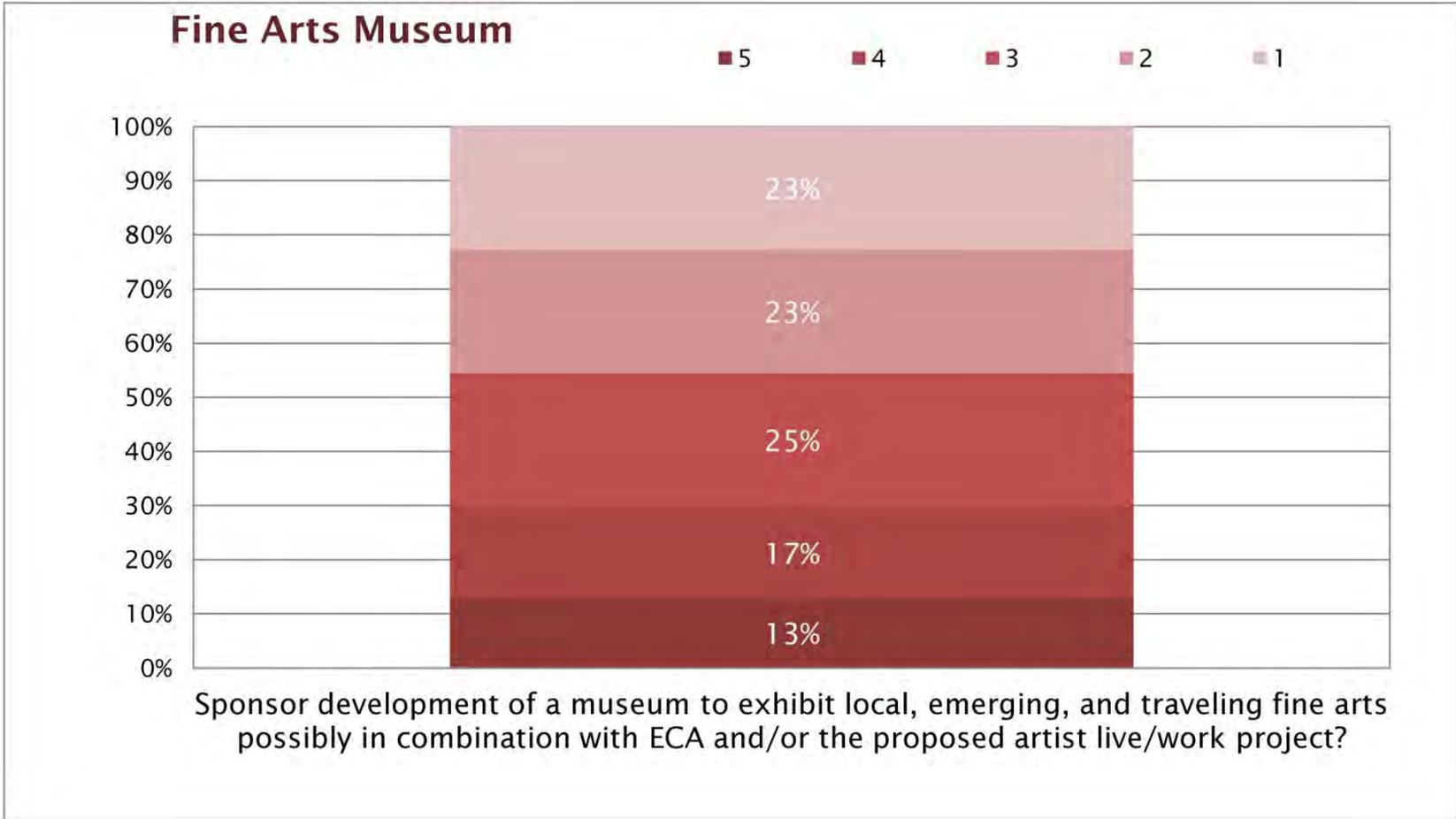
30: Arts and culture – catalytic projects



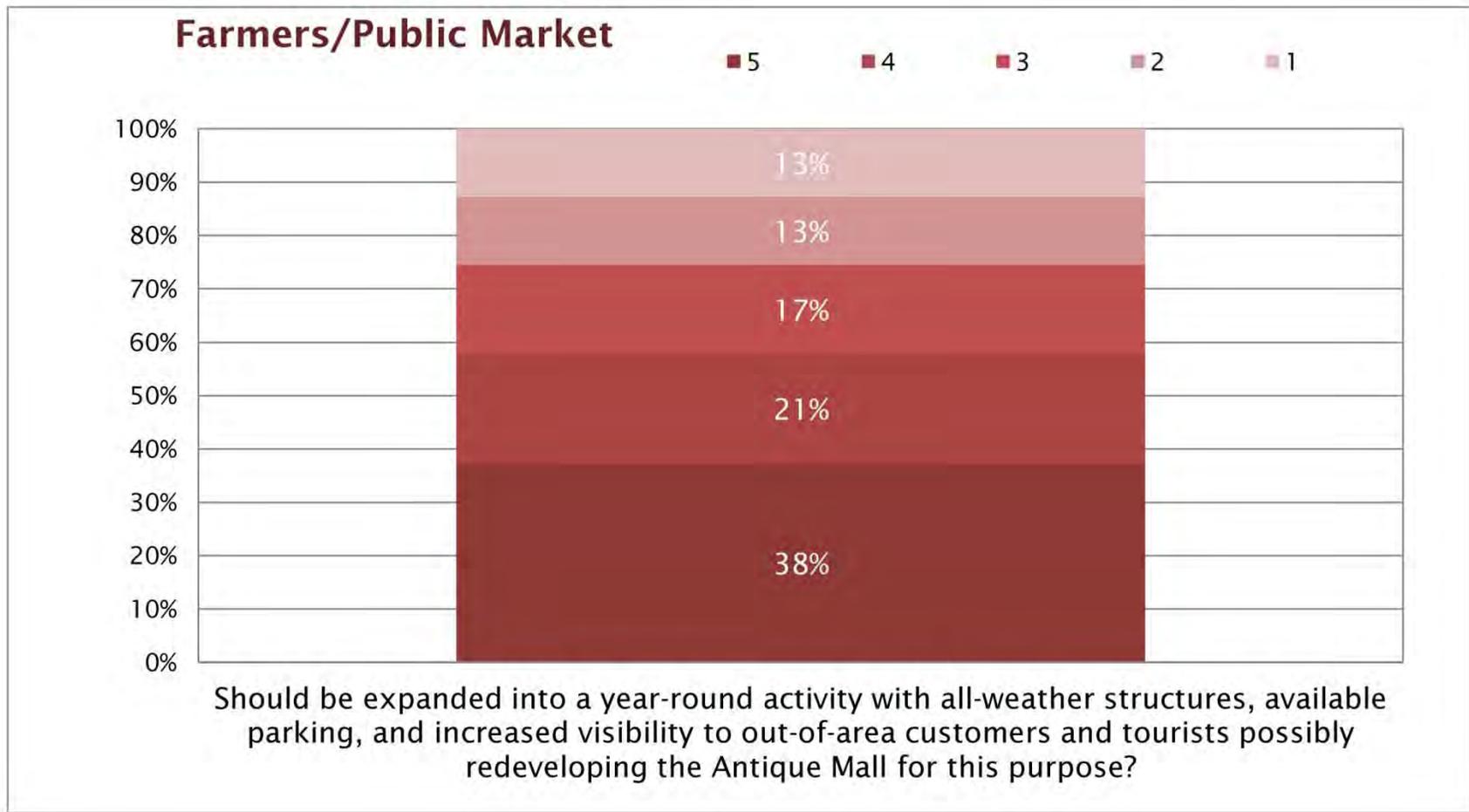
31: Arts and culture – catalytic projects



32: Arts and culture – catalytic projects

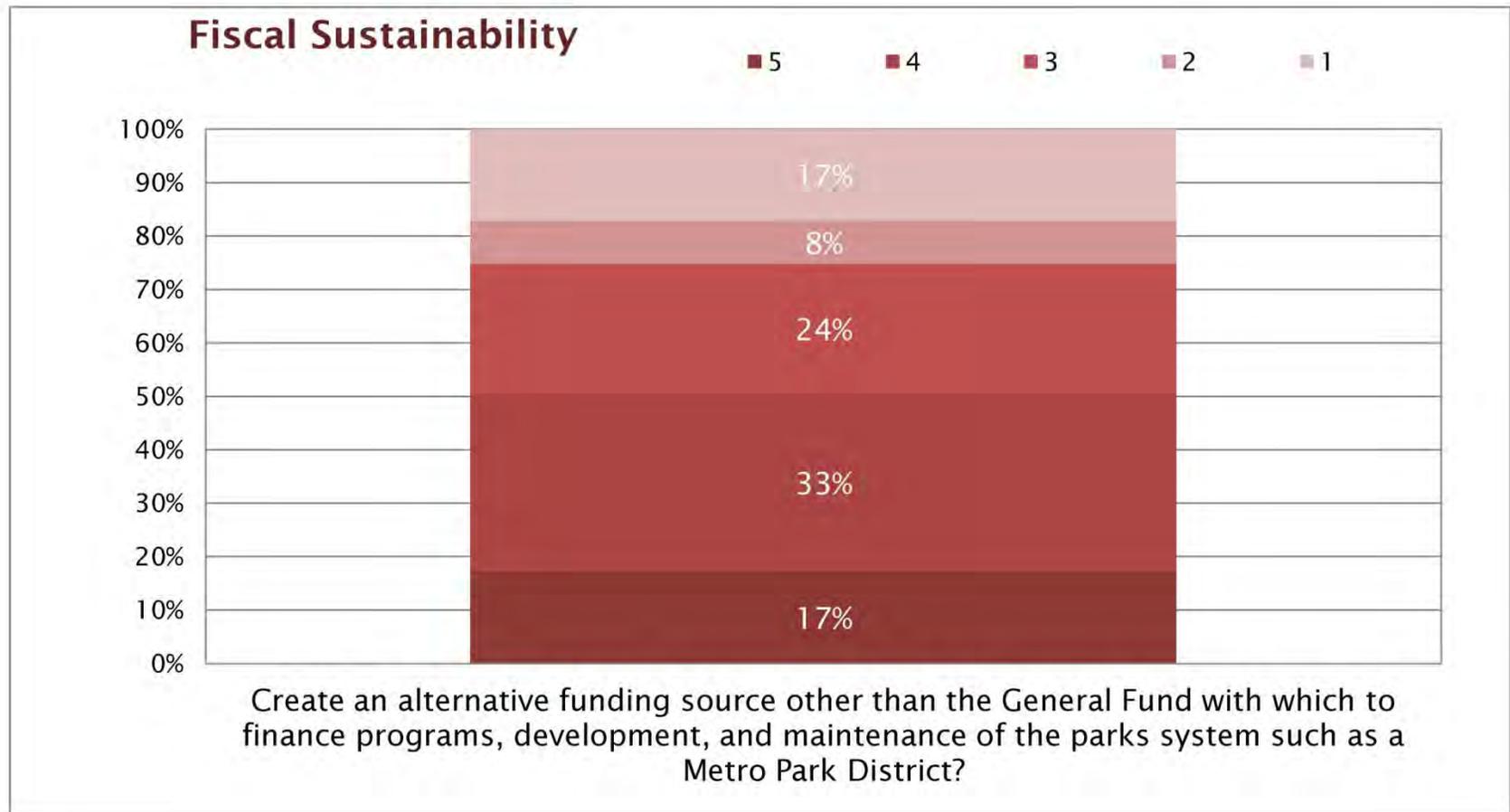


33: Arts and culture – catalytic projects



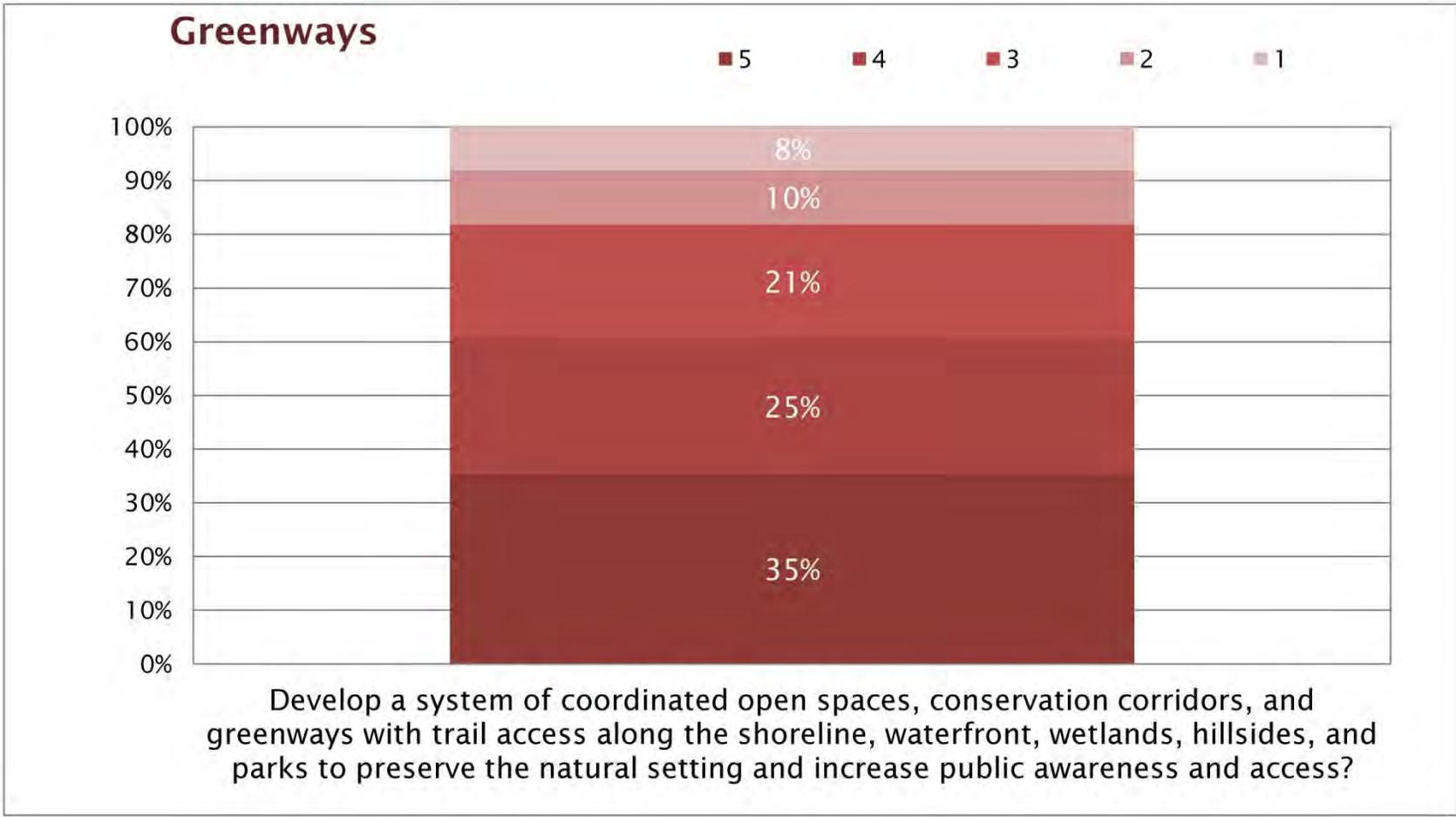
Error – multiple questions. Year-round market with all-weather structure is the question. Antique Mall is a site specific question that should be eliminated from the question.

34: Parks and recreation

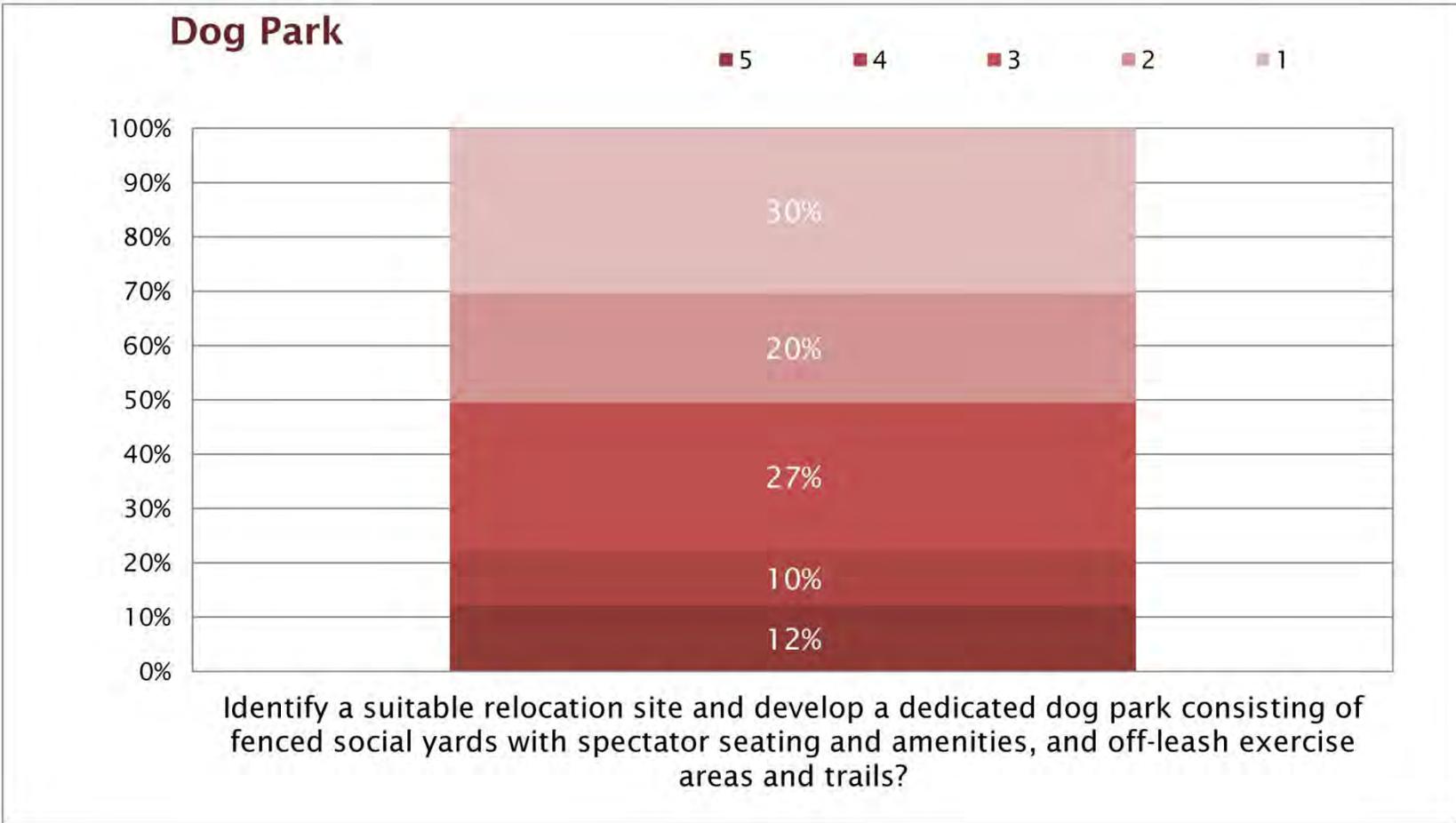


Error - multiple questions. Find a funding source is the question. Metro Park District is a separate question that requires background in order to get a clear answer and should be eliminated from the question.

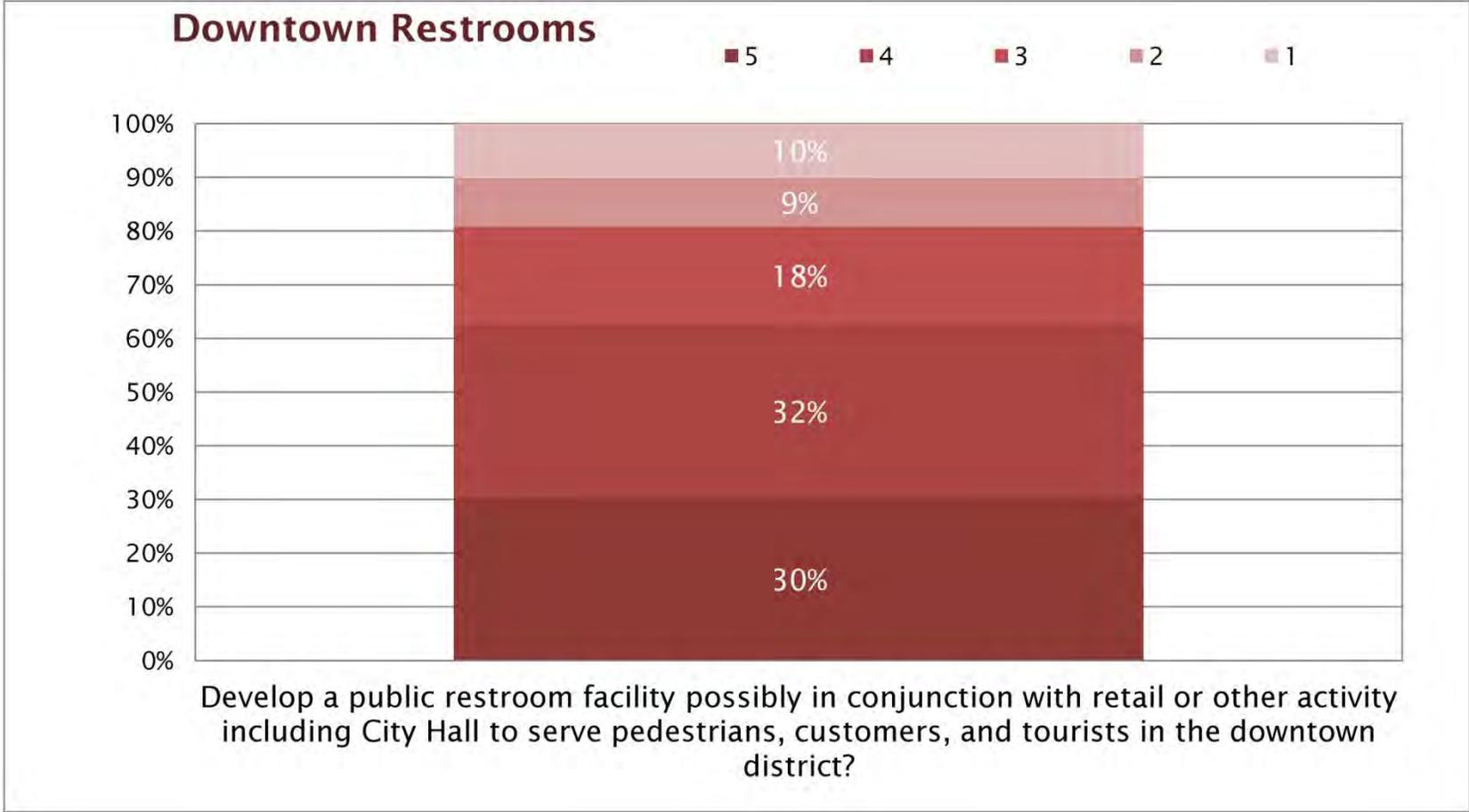
35: Parks and recreation



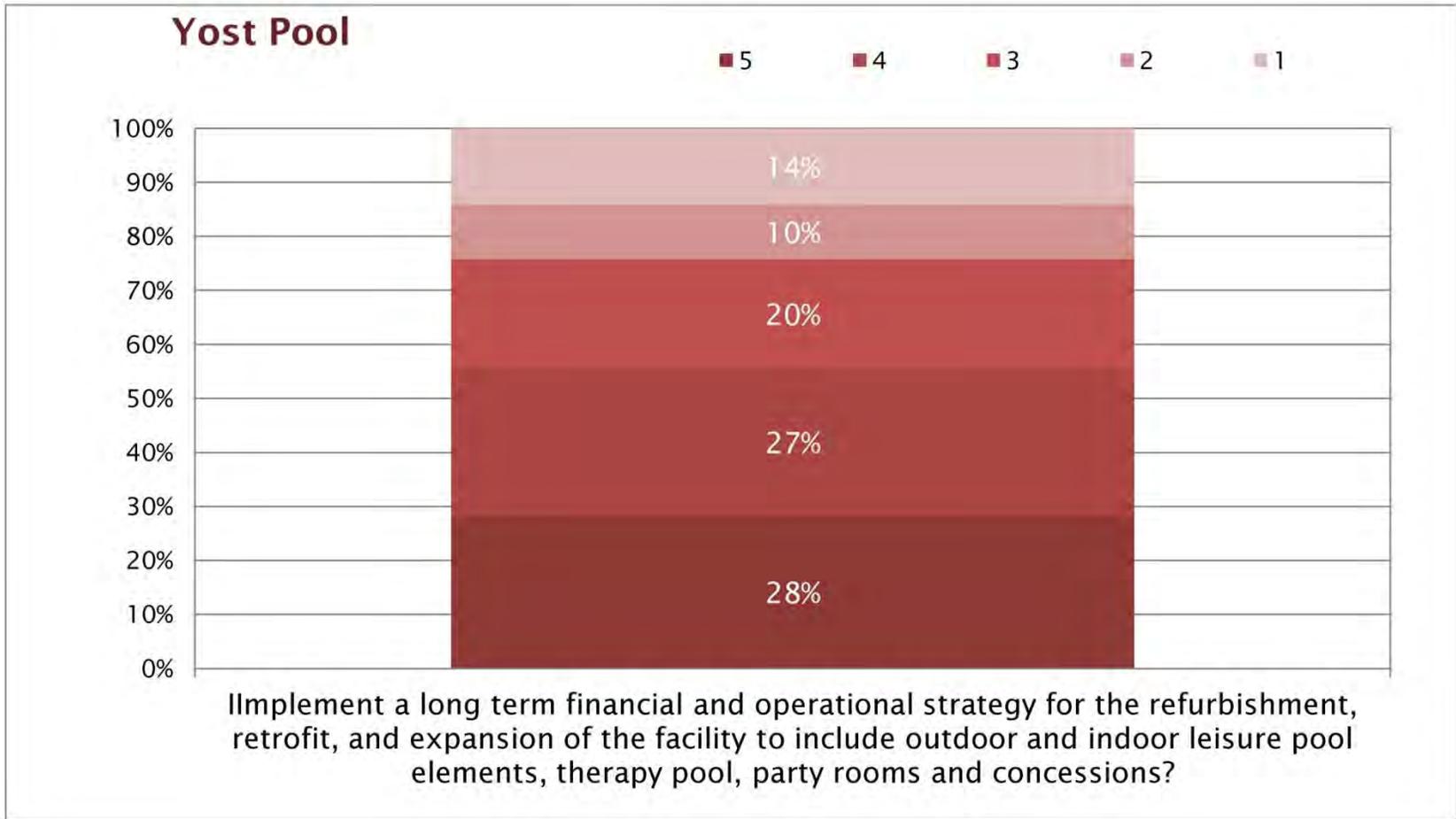
36: Parks and recreation



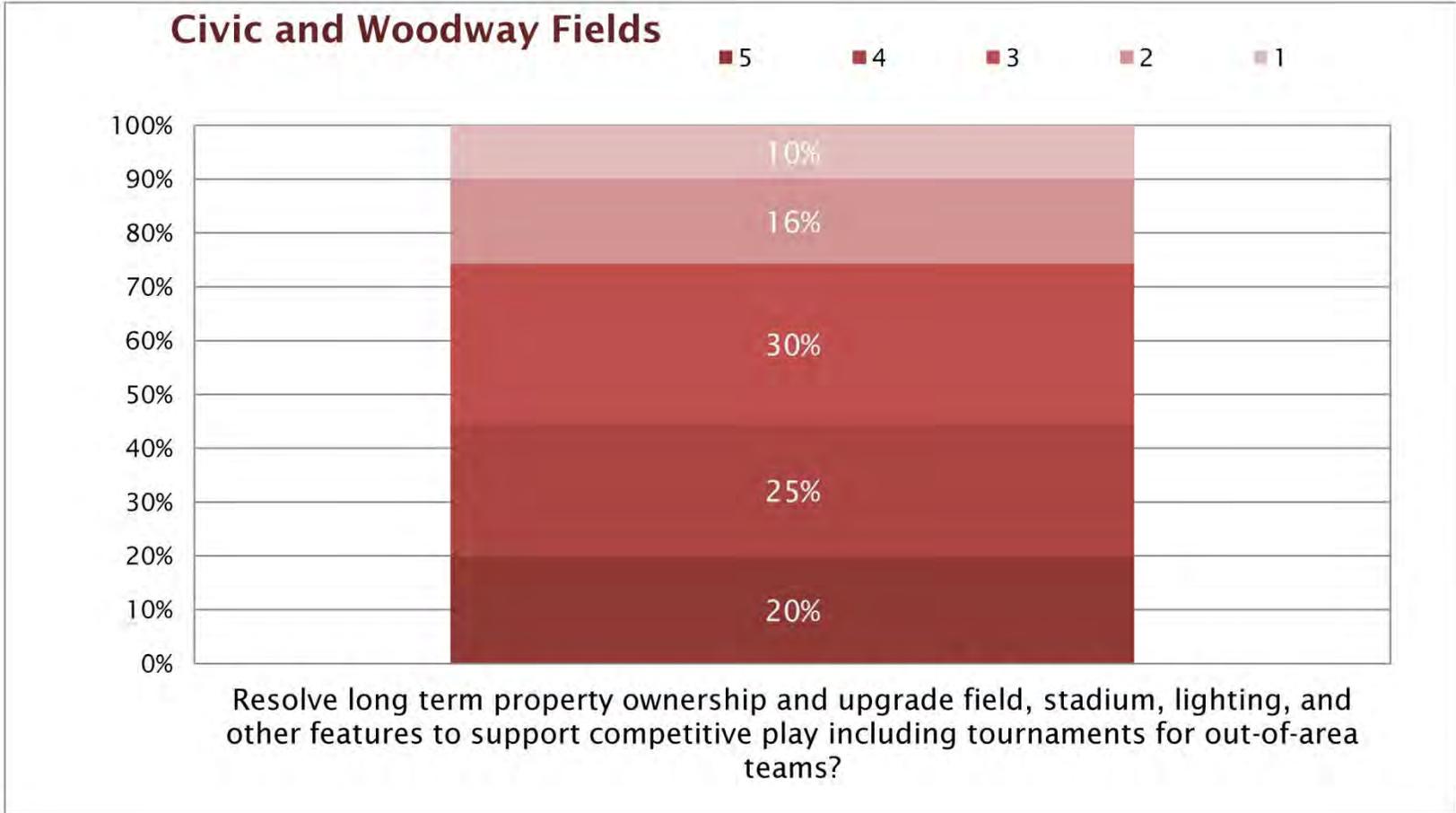
37: Parks and recreation



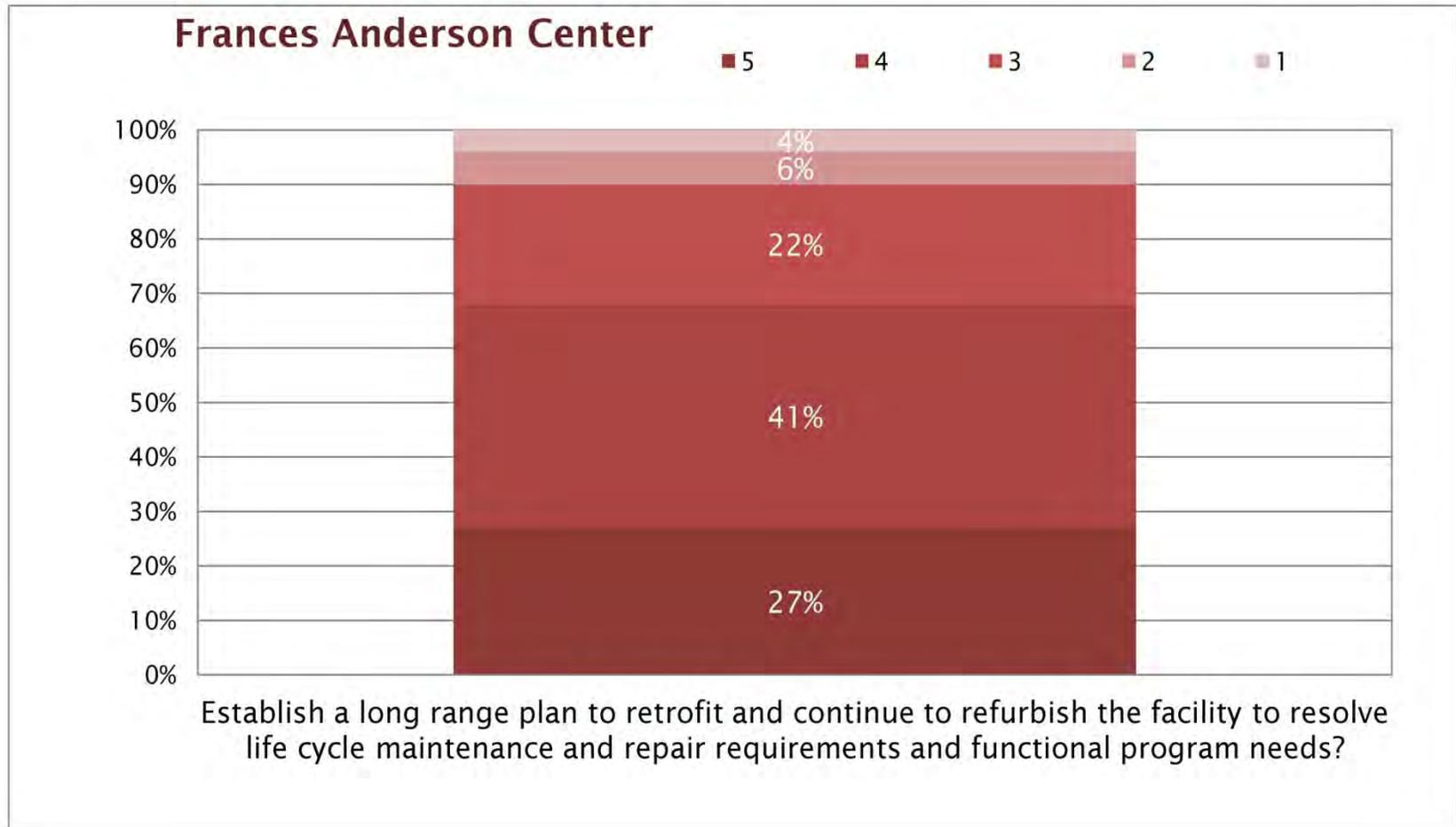
38: Parks and recreation – catalytic projects



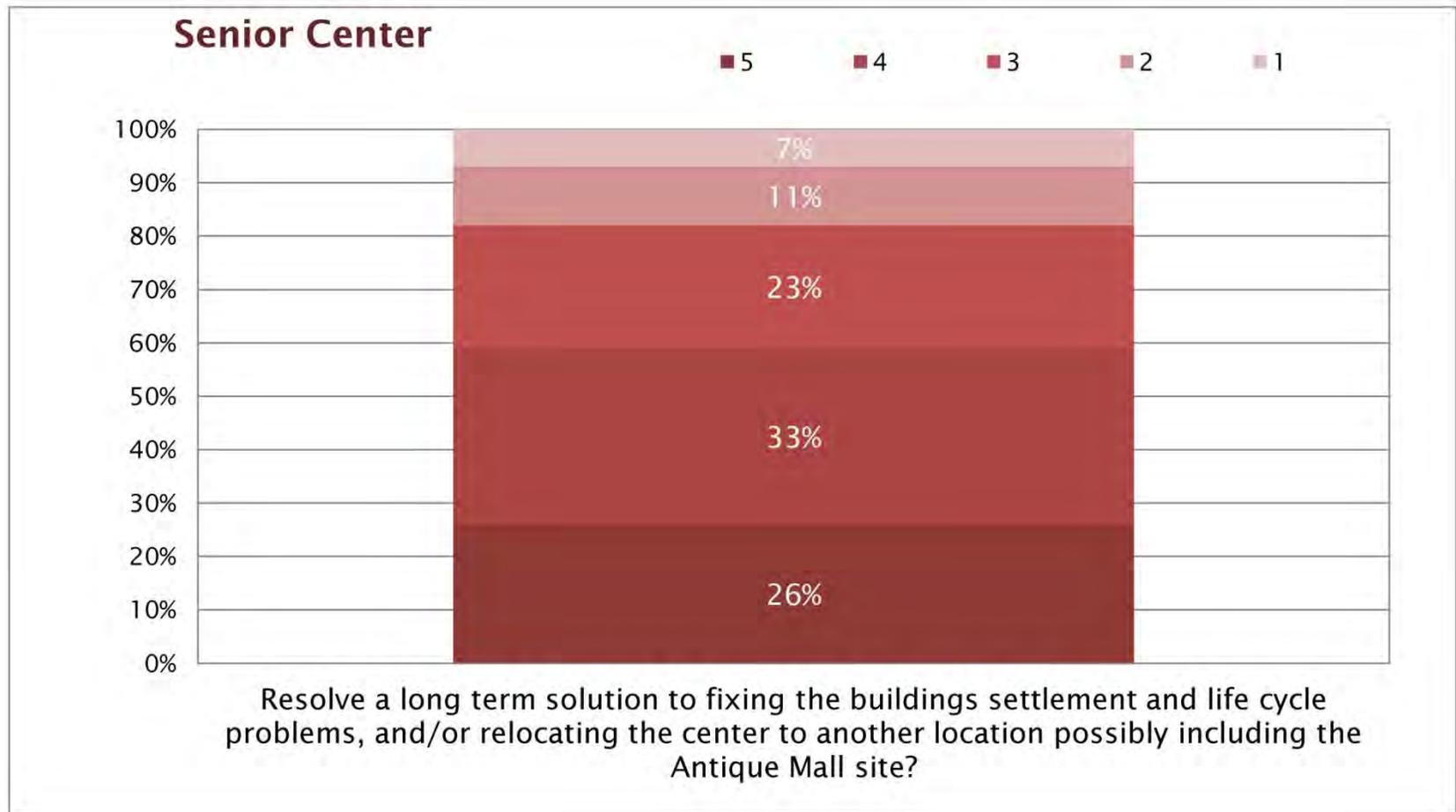
39: Parks and recreation – catalytic projects



40: Parks and recreation – catalytic projects

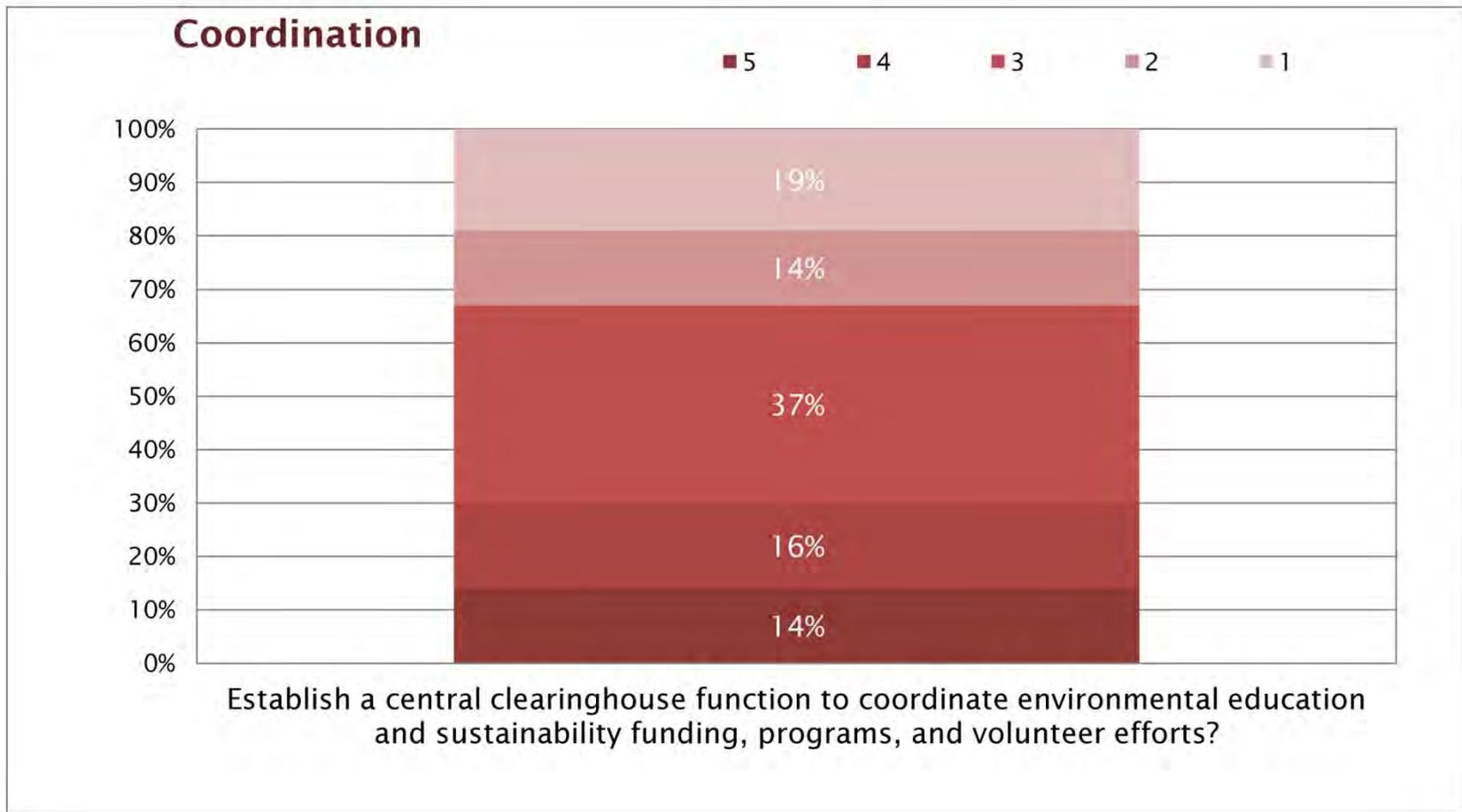


41: Parks and recreation – catalytic projects

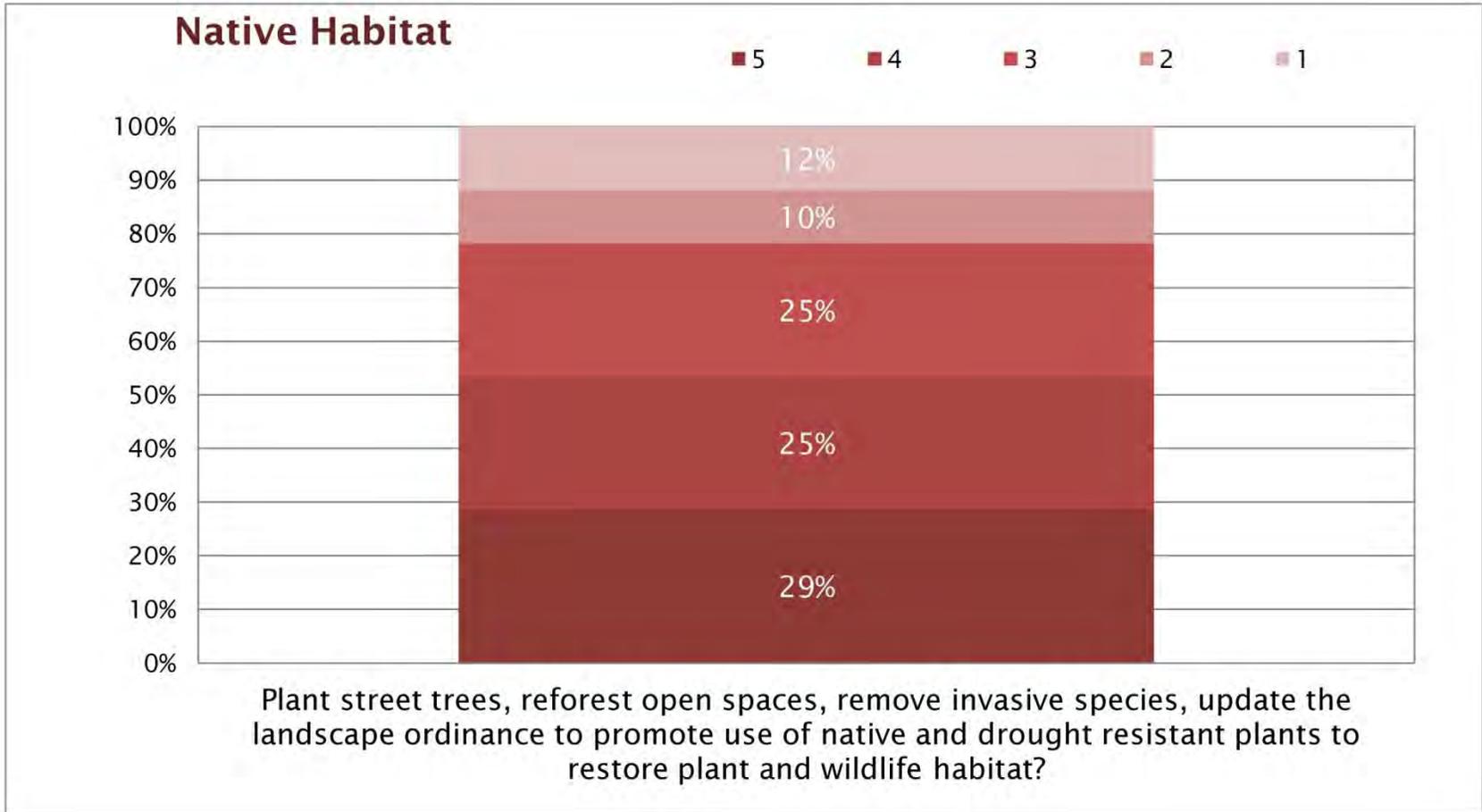


Error – multiple questions. Fix or relocate the Senior Center is the question. Antique Mall is a site specific issue which should be addressed separately and eliminated from this question.

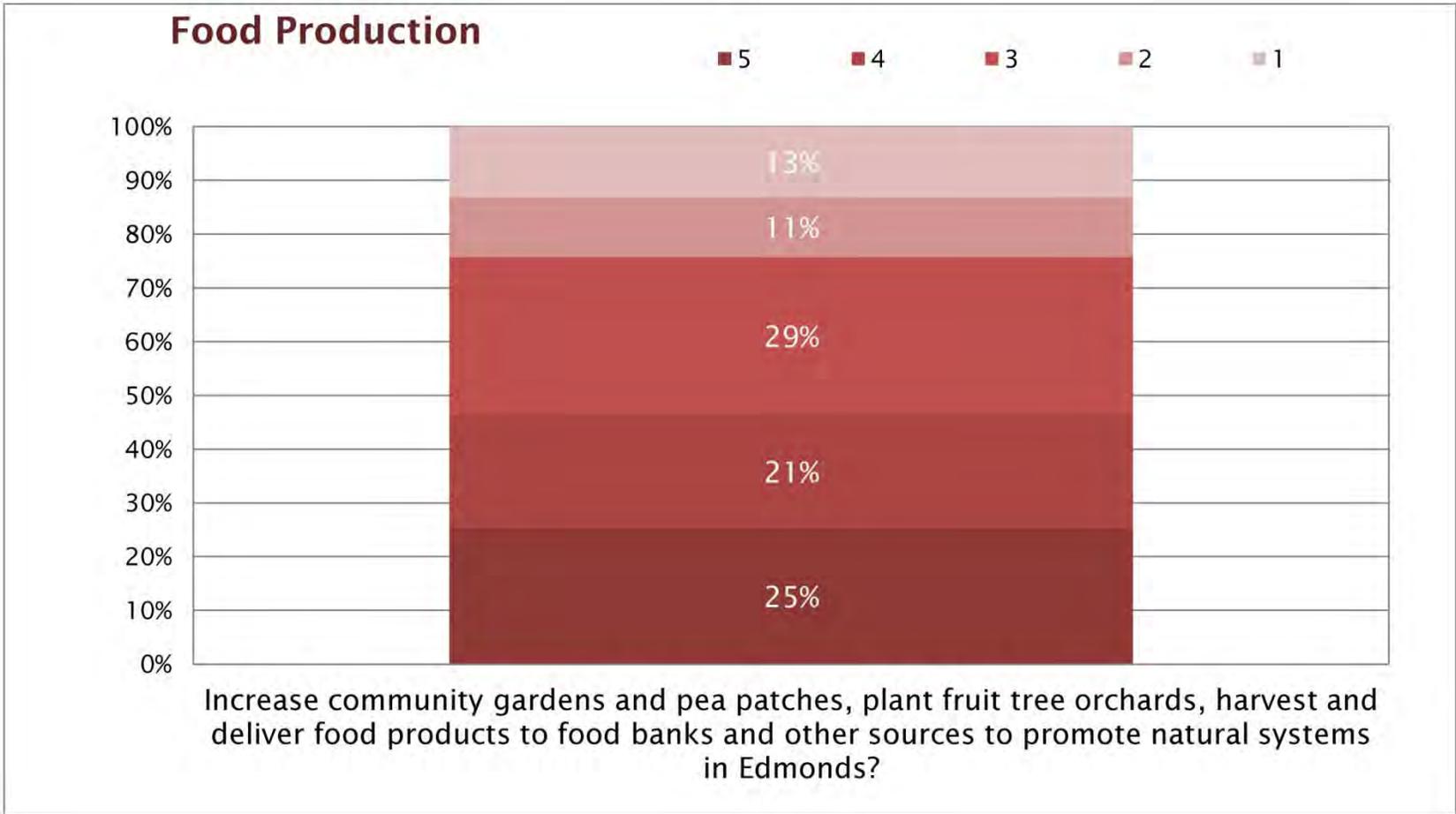
42: Environment - sustainability



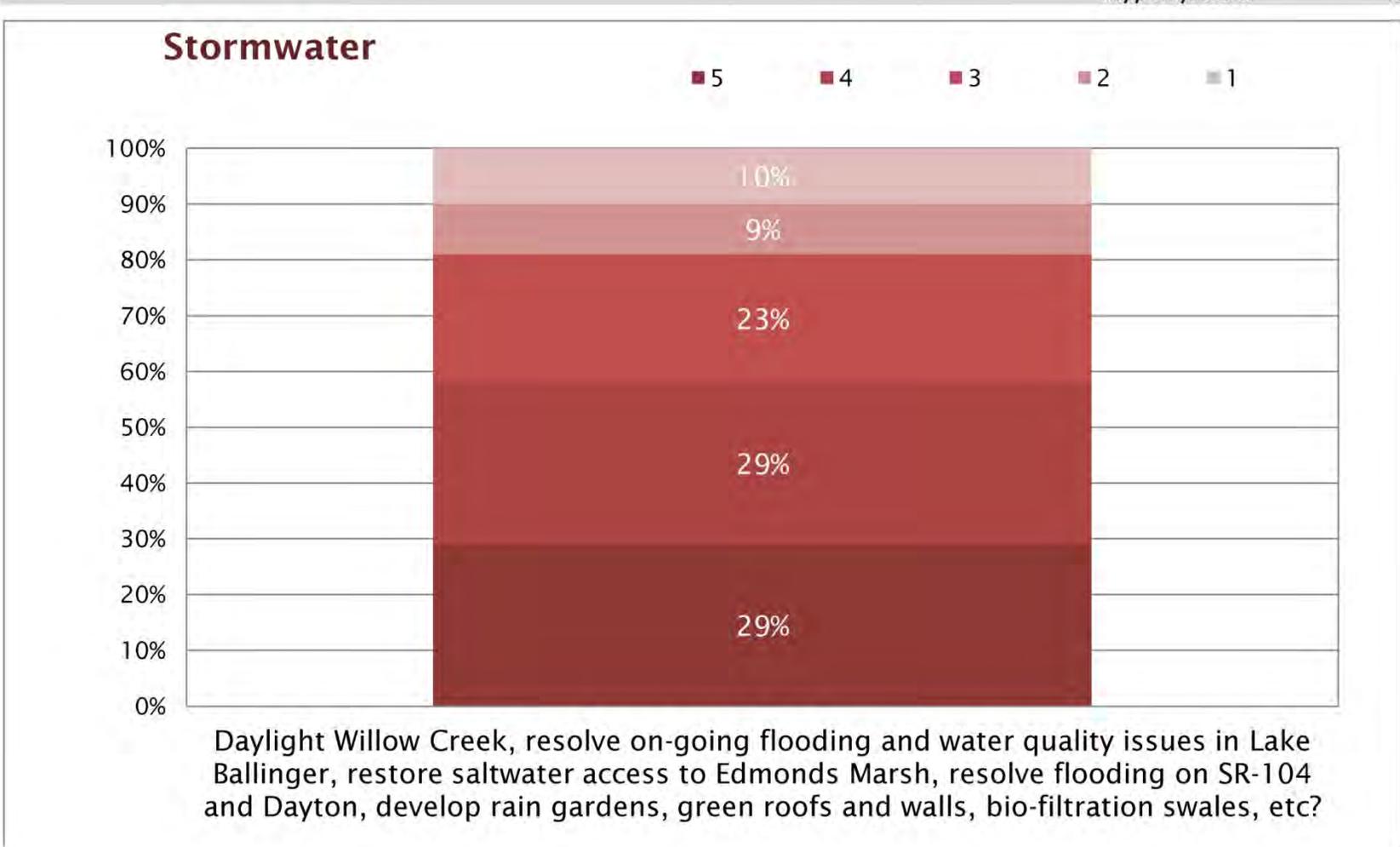
43: Environment - sustainability



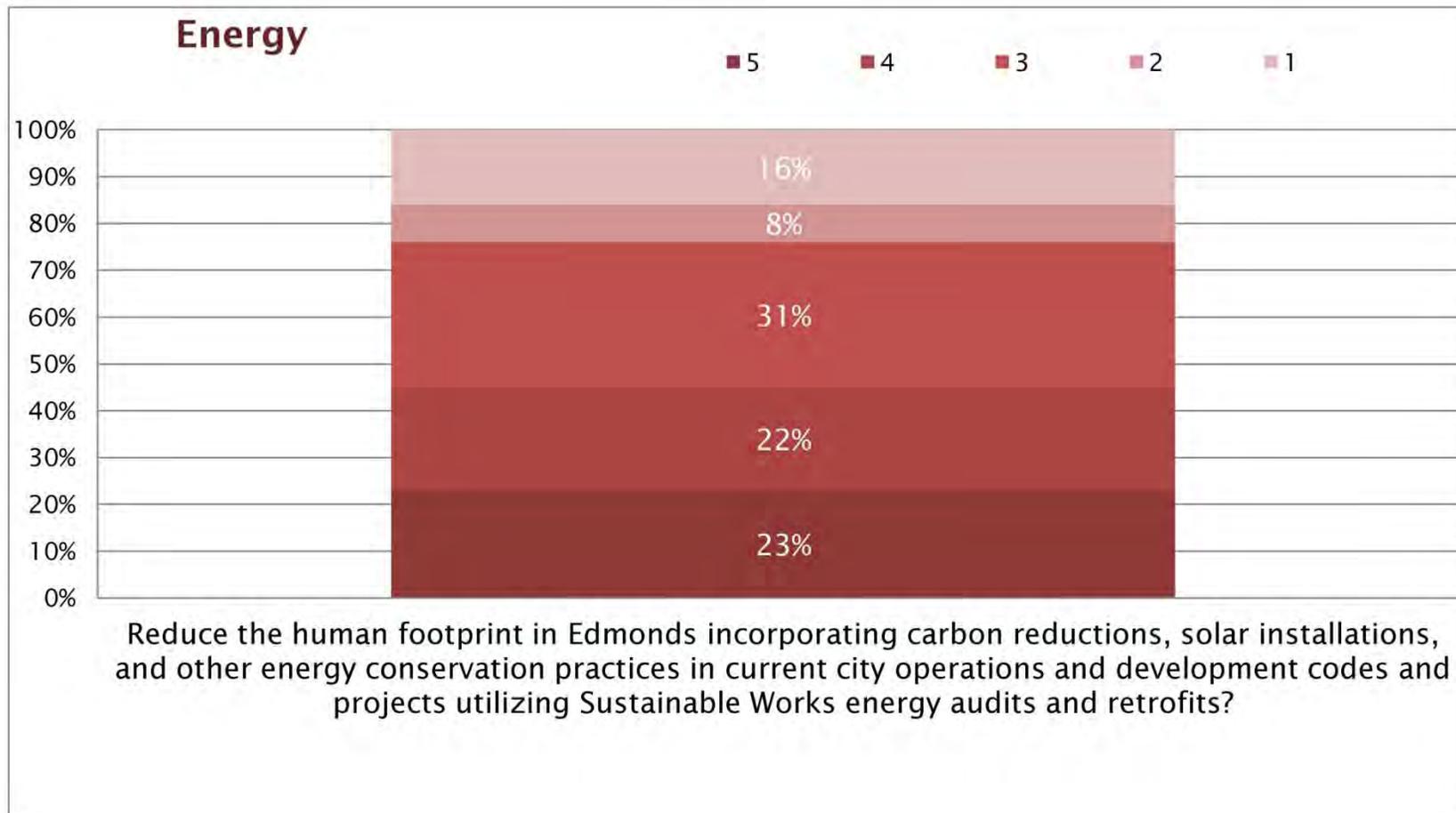
44: Environment - sustainability



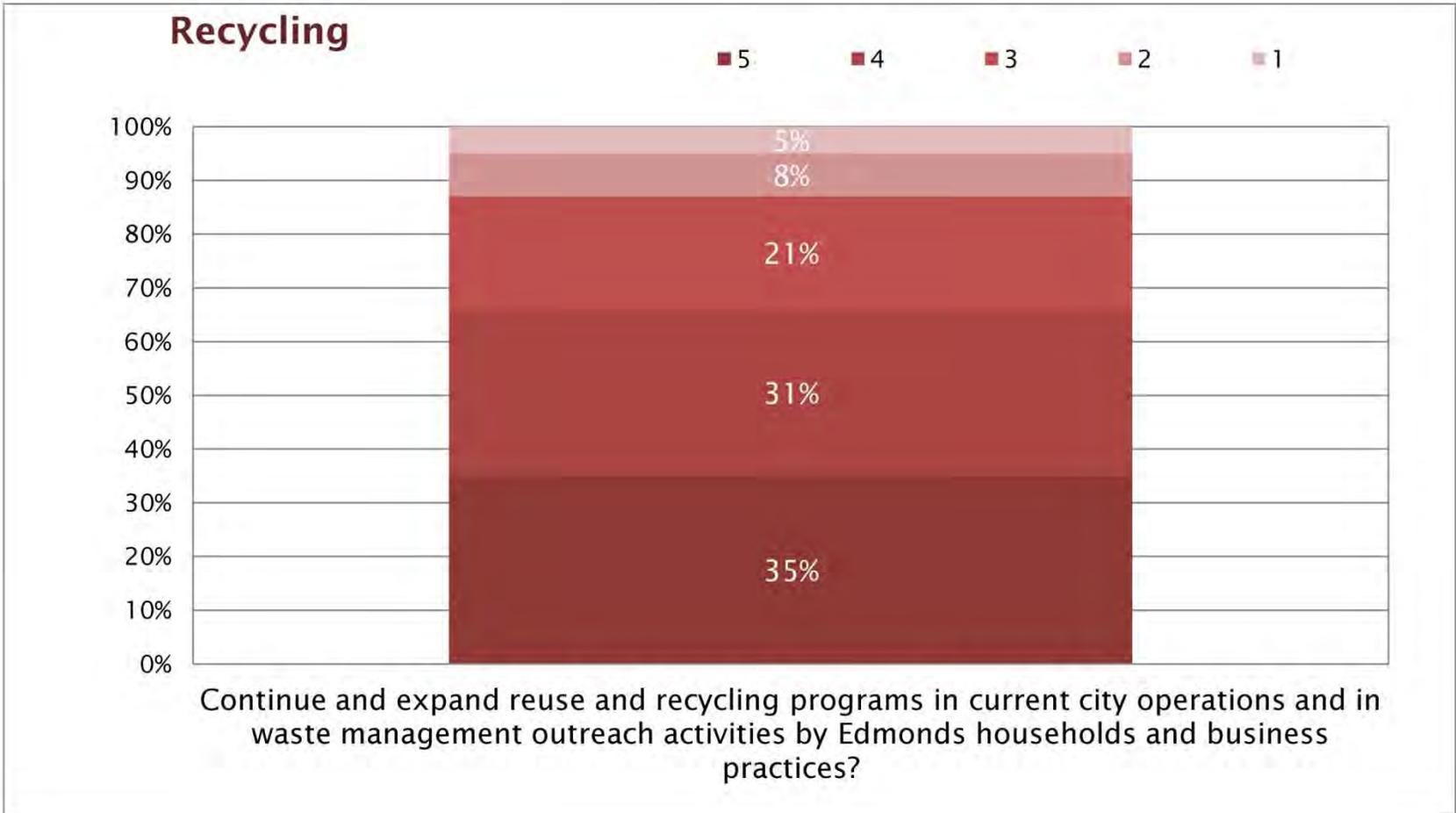
45: Environment - sustainability



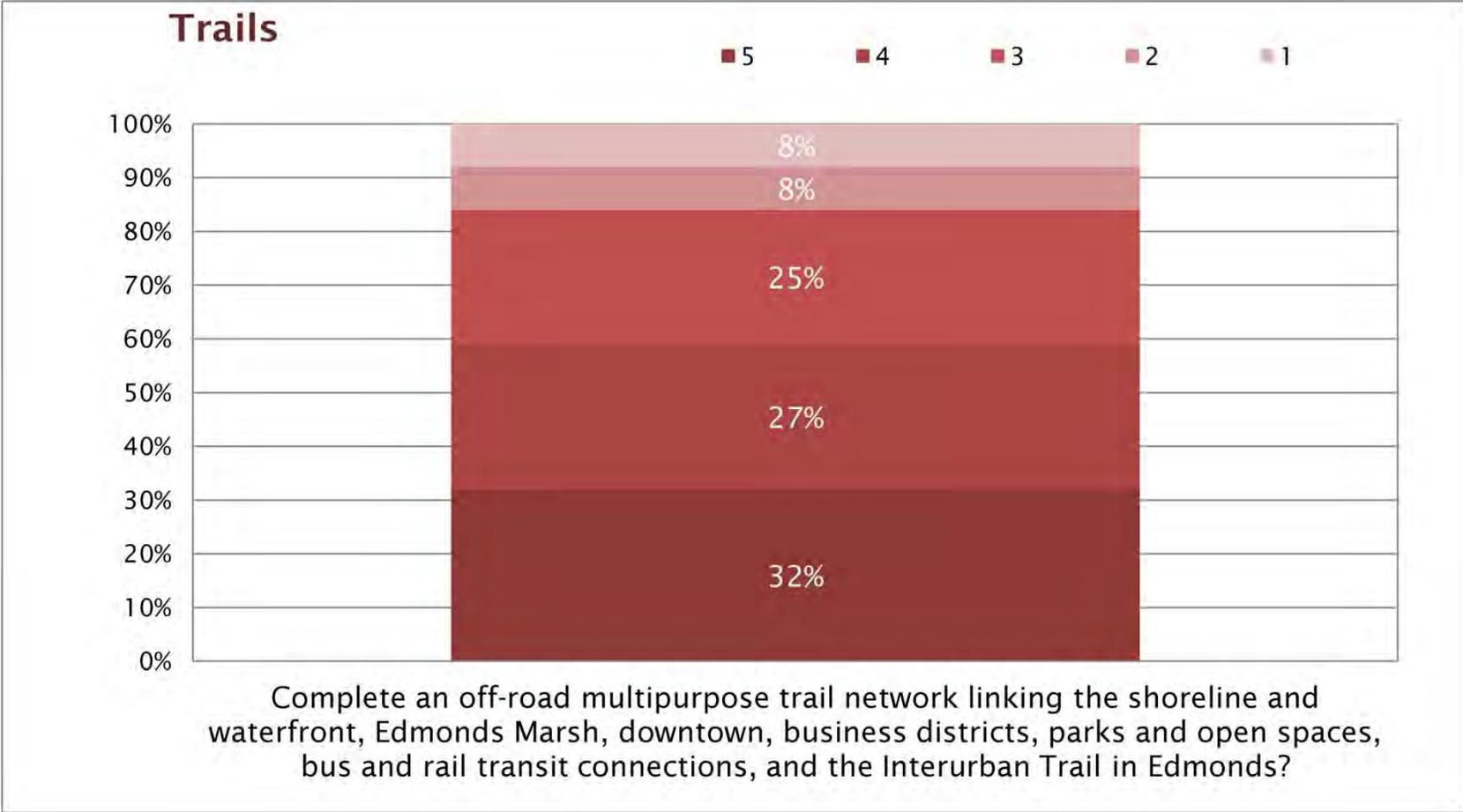
46: Environment - sustainability



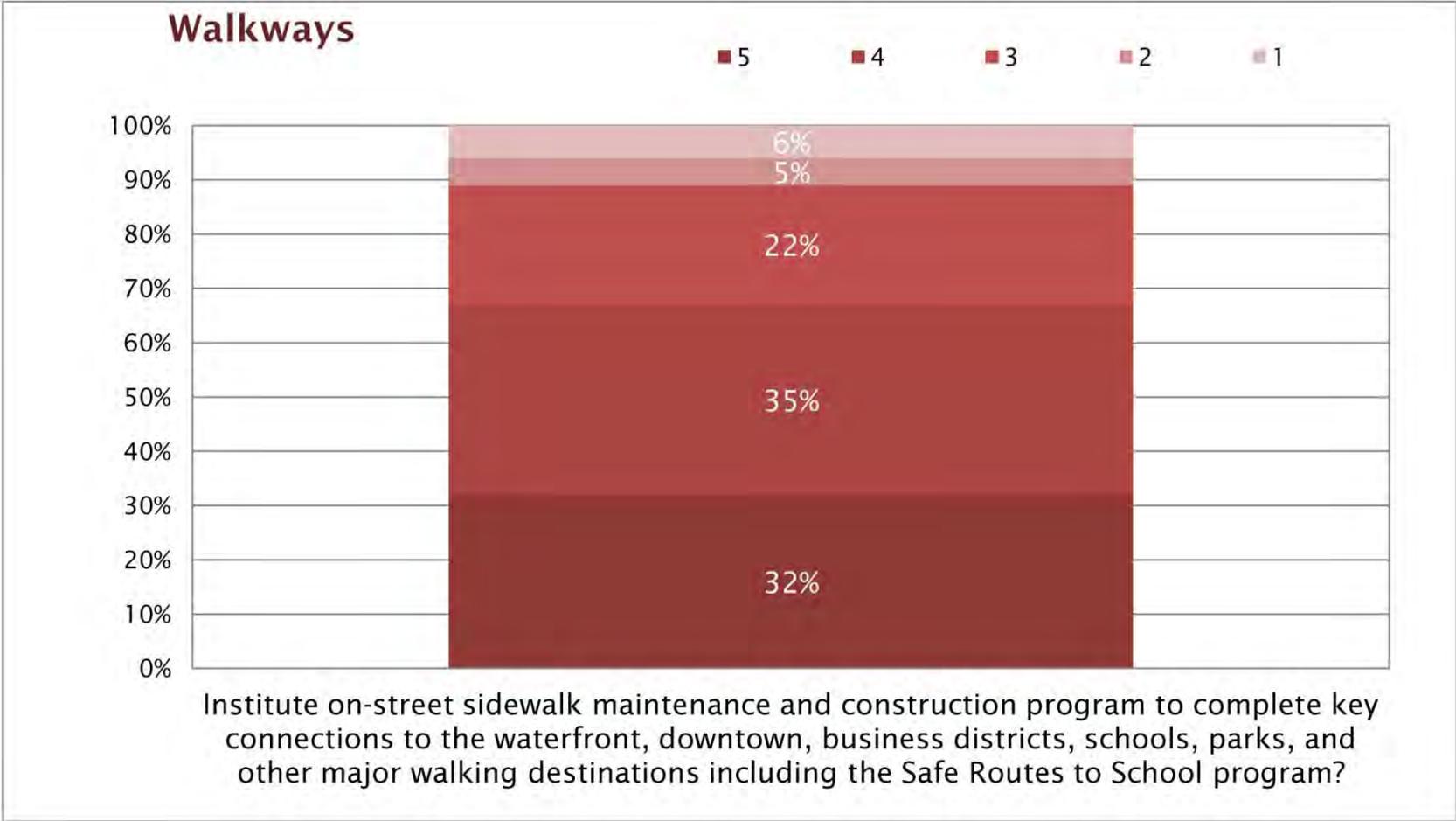
47: Environment - sustainability



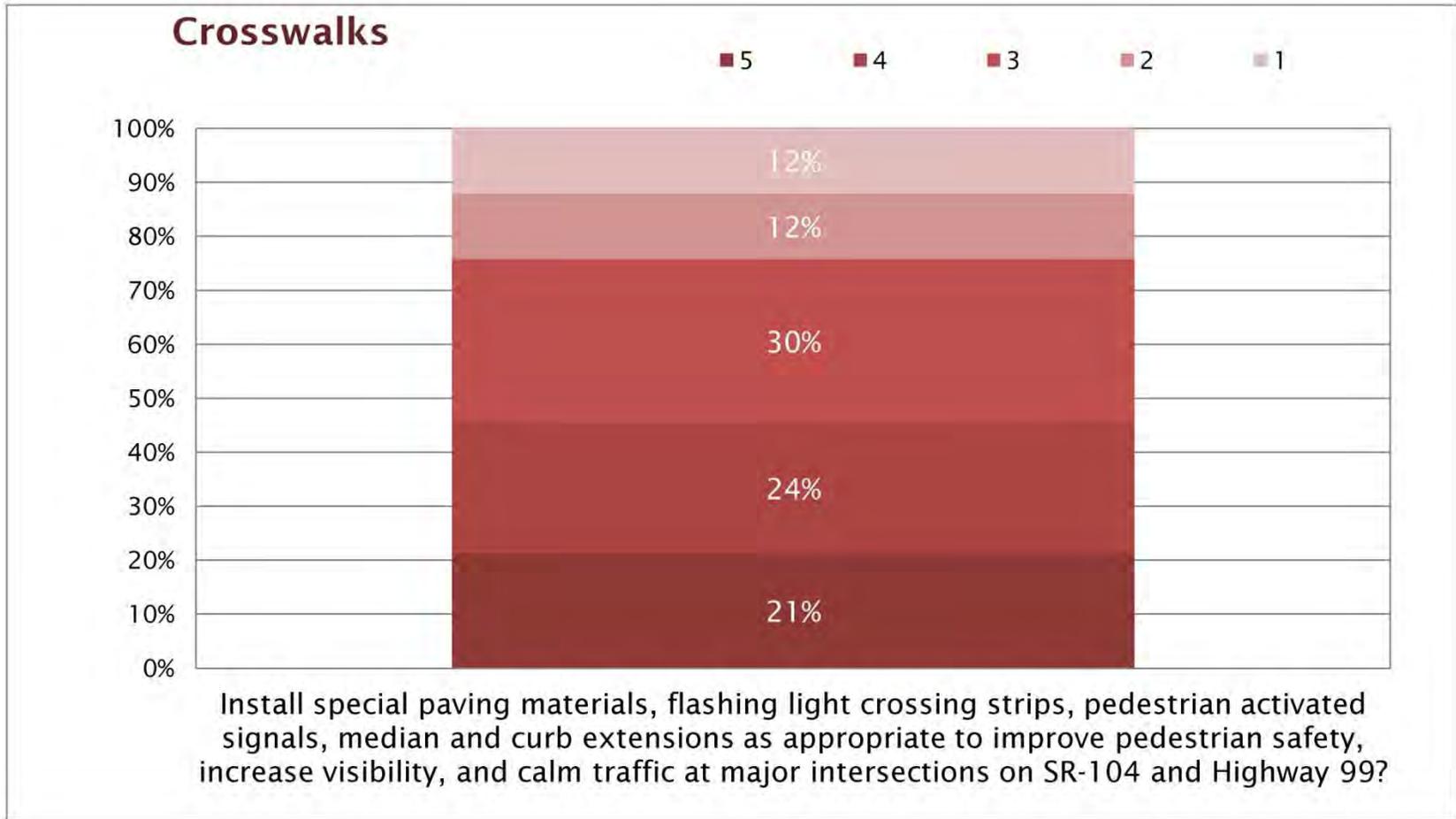
48: Transportation - pedestrian



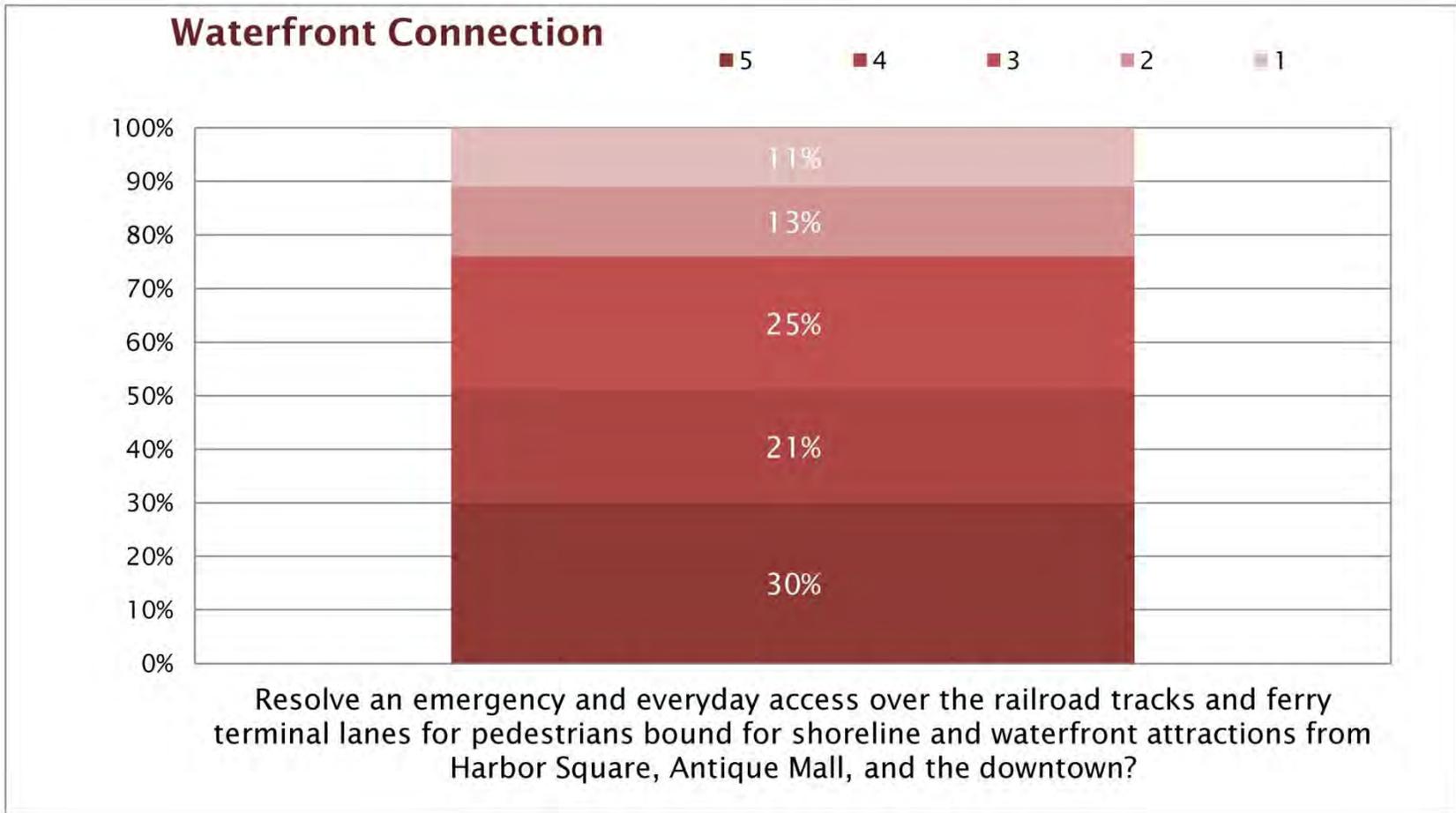
49: Transportation - pedestrian



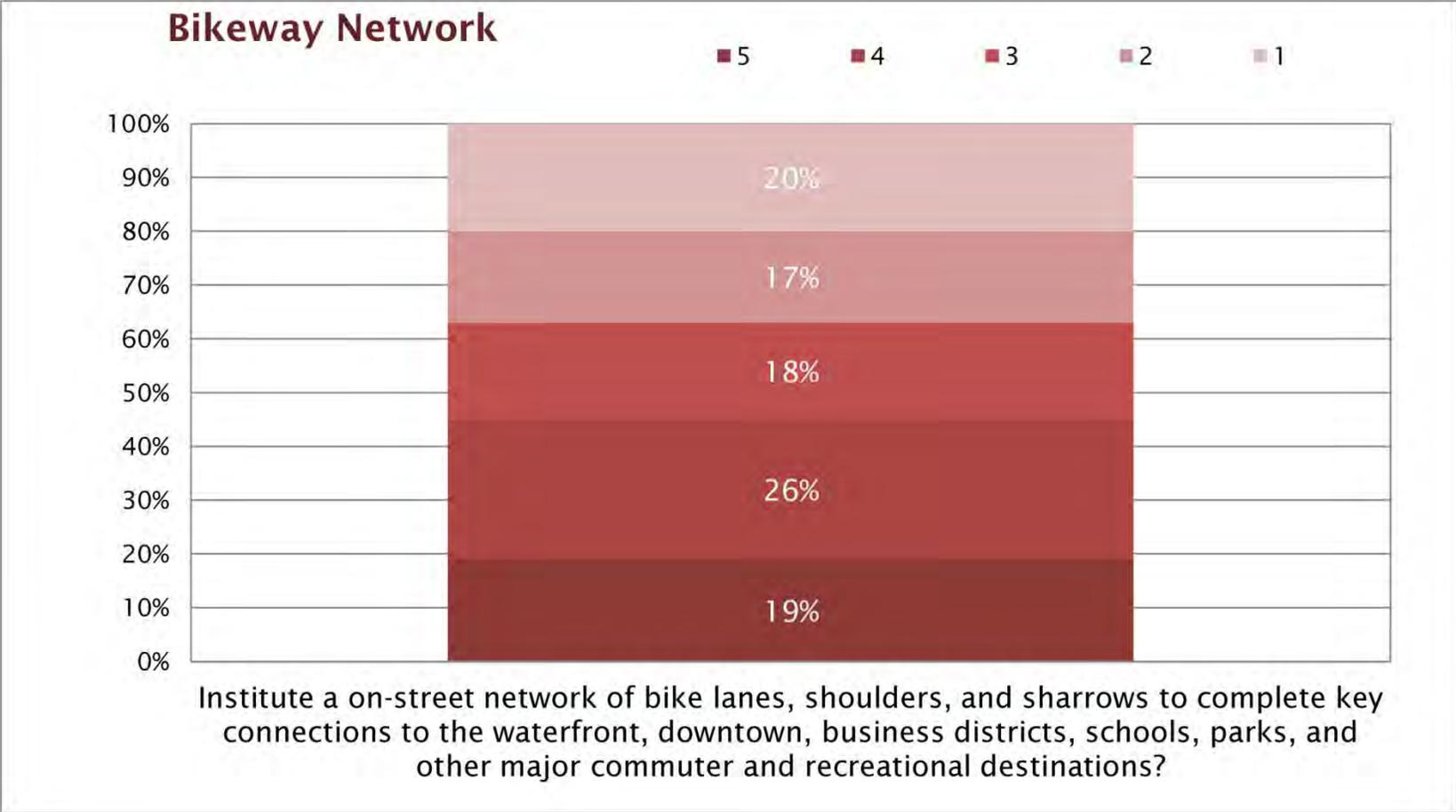
50: Transportation - pedestrian



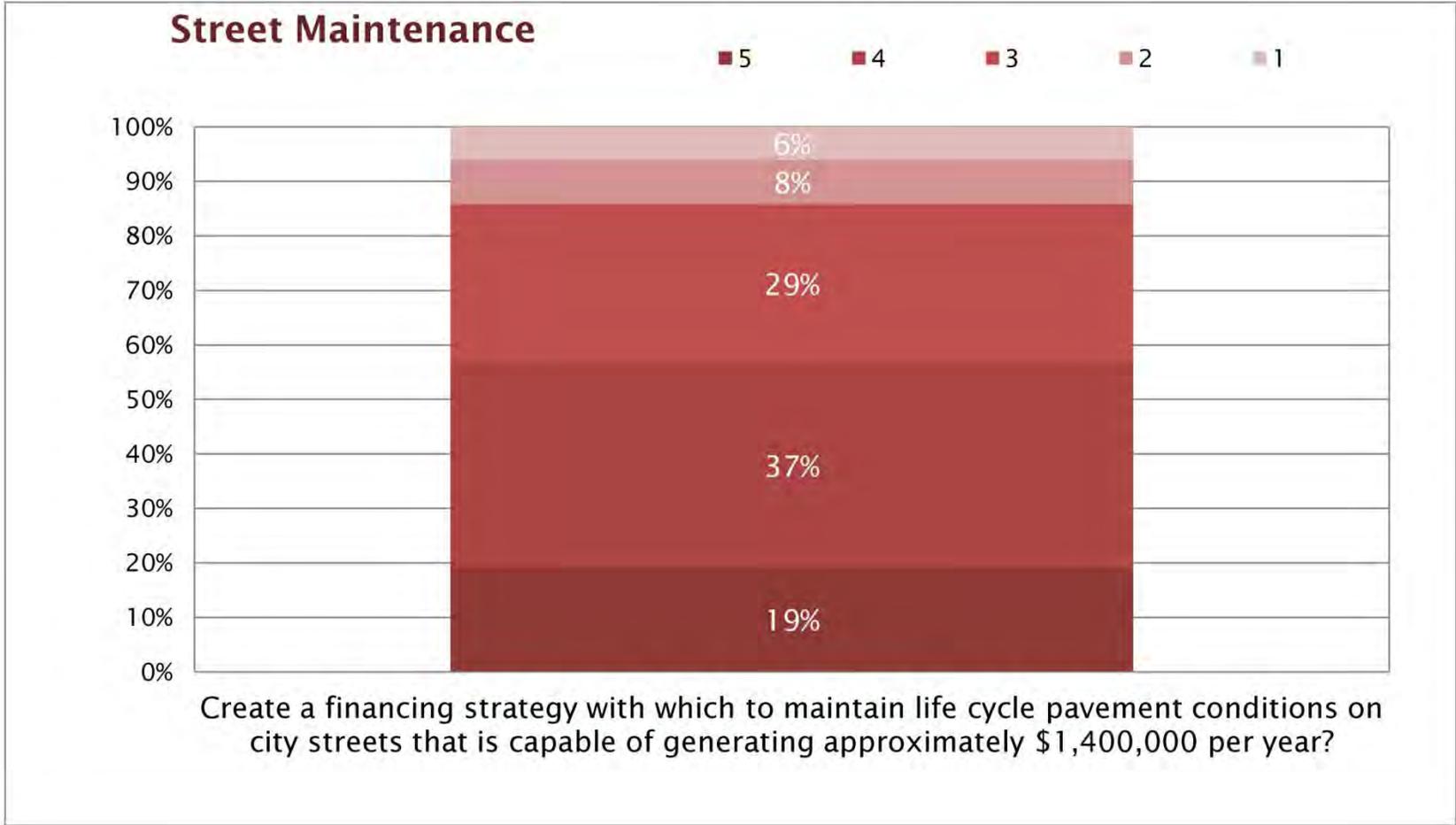
51: Transportation - pedestrian



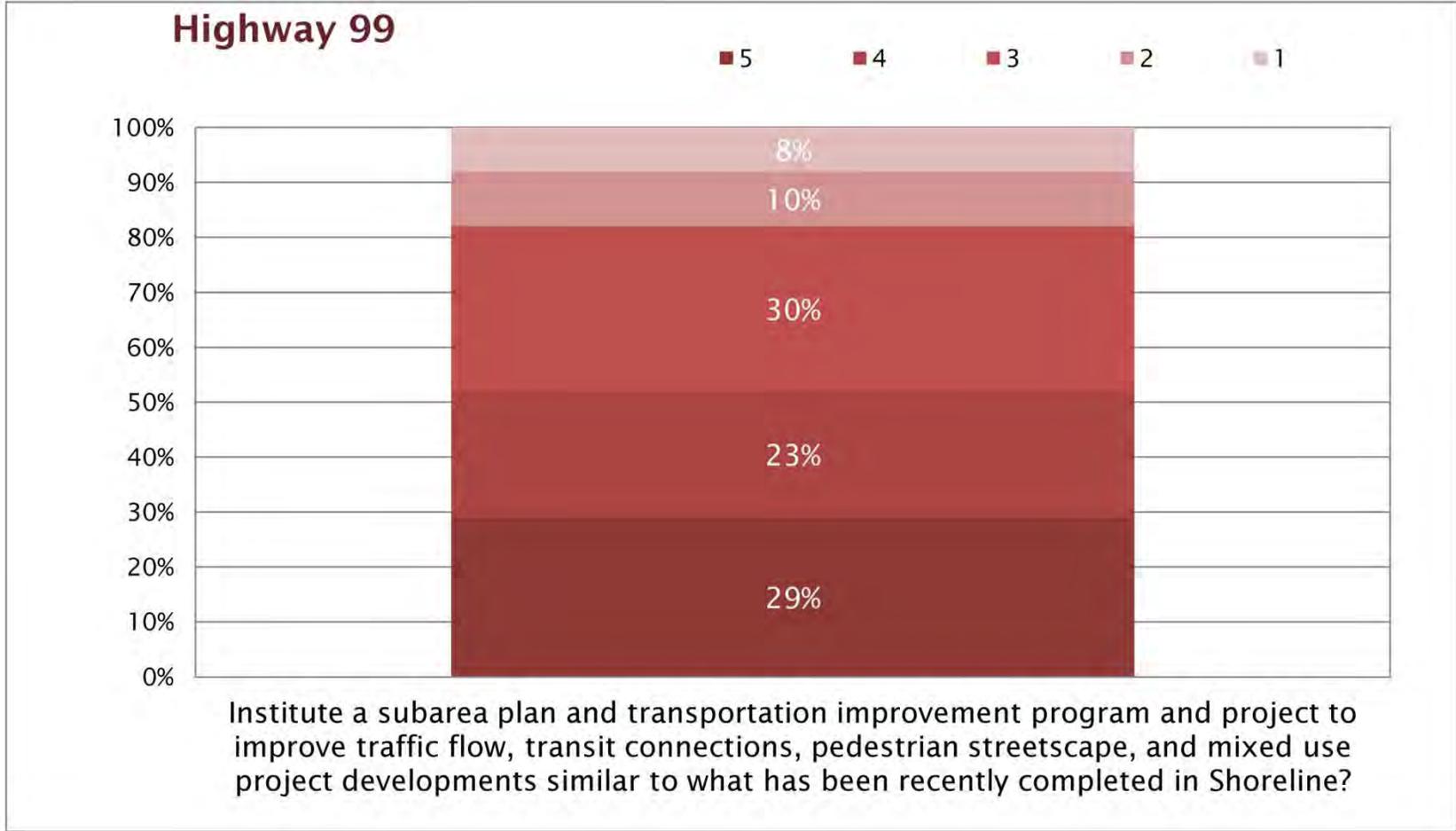
52: Transportation - bicycle



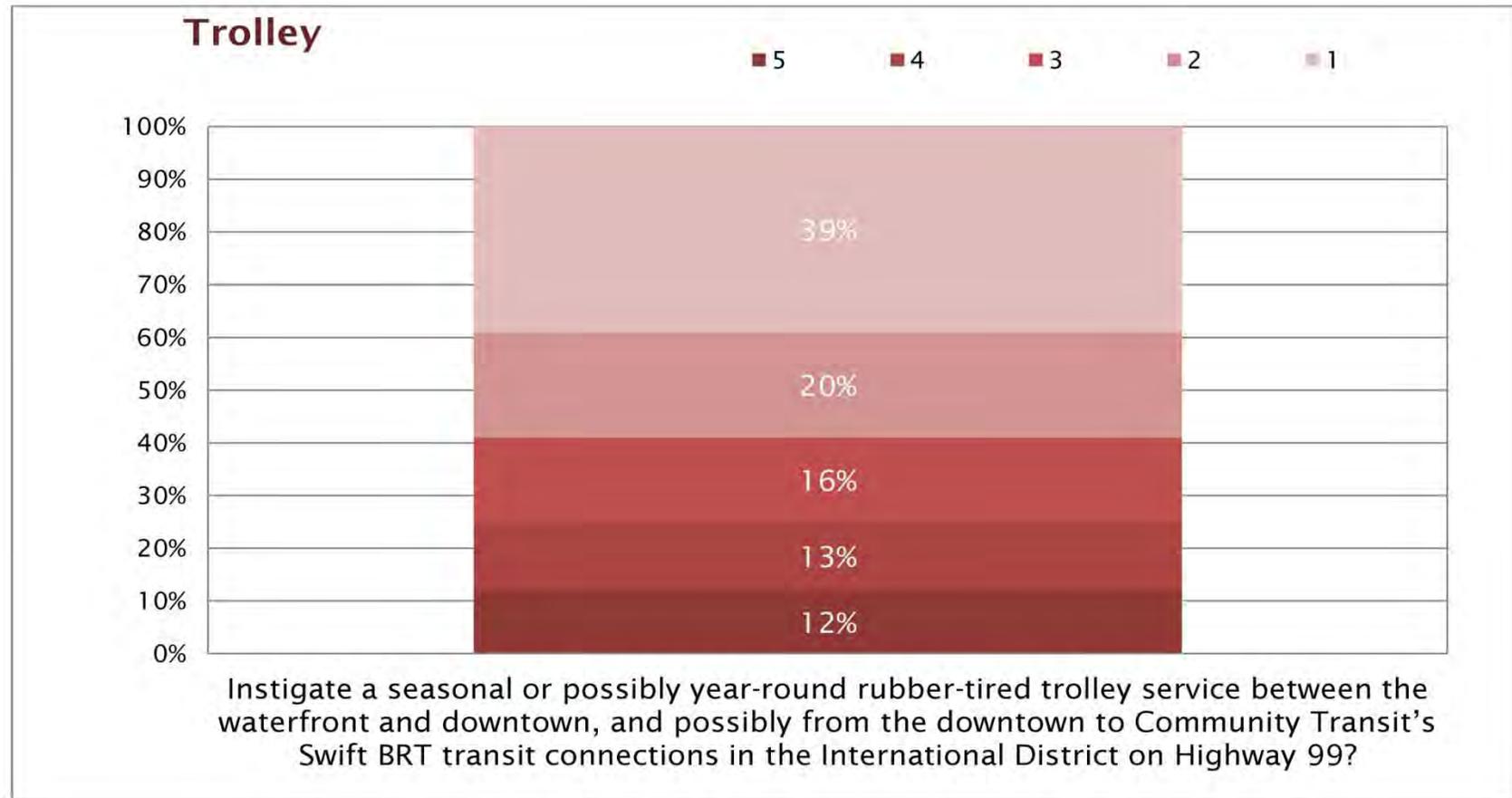
53: Transportation - vehicle



54: Transportation – vehicle

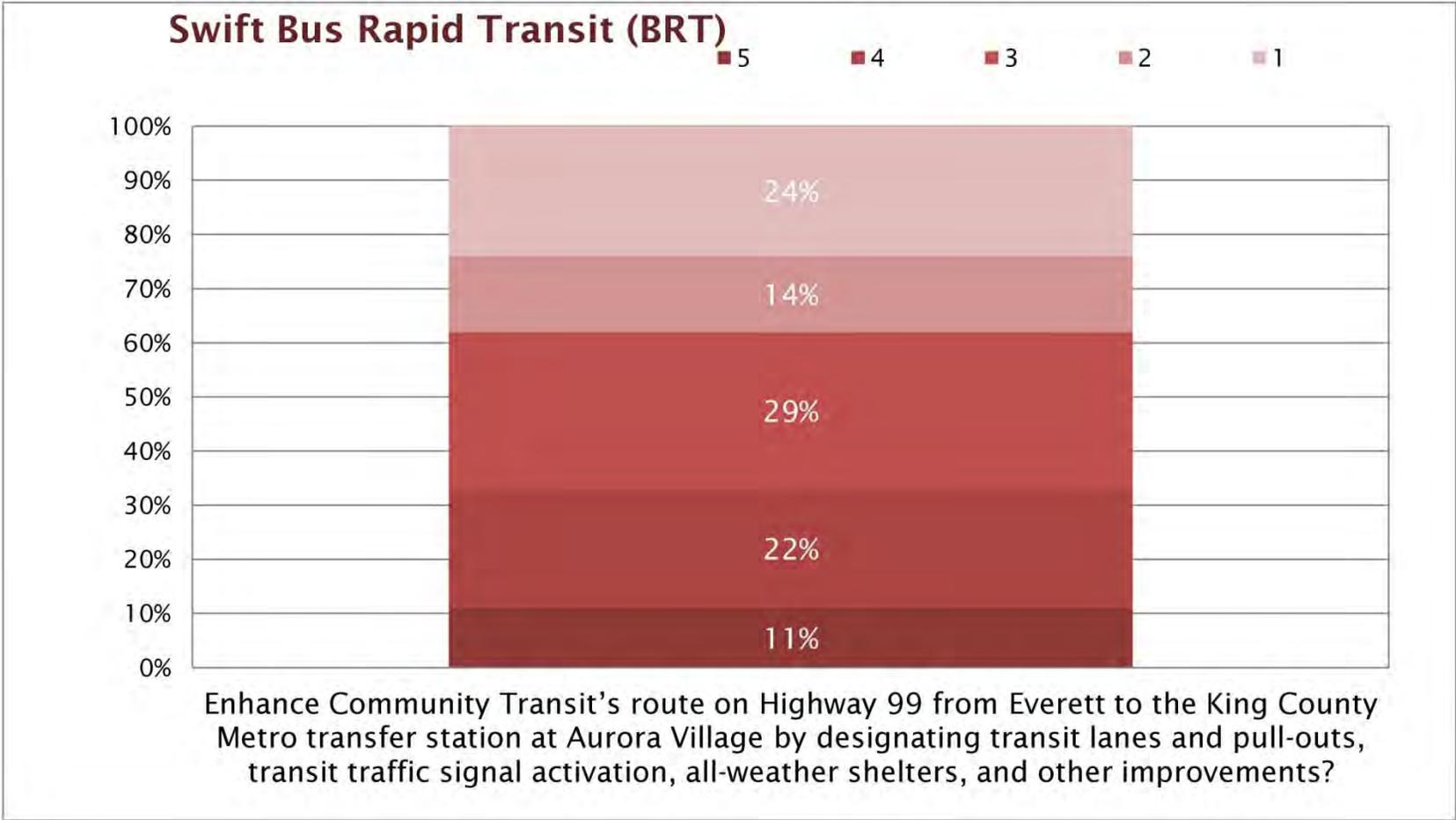


55: Transportation - transit

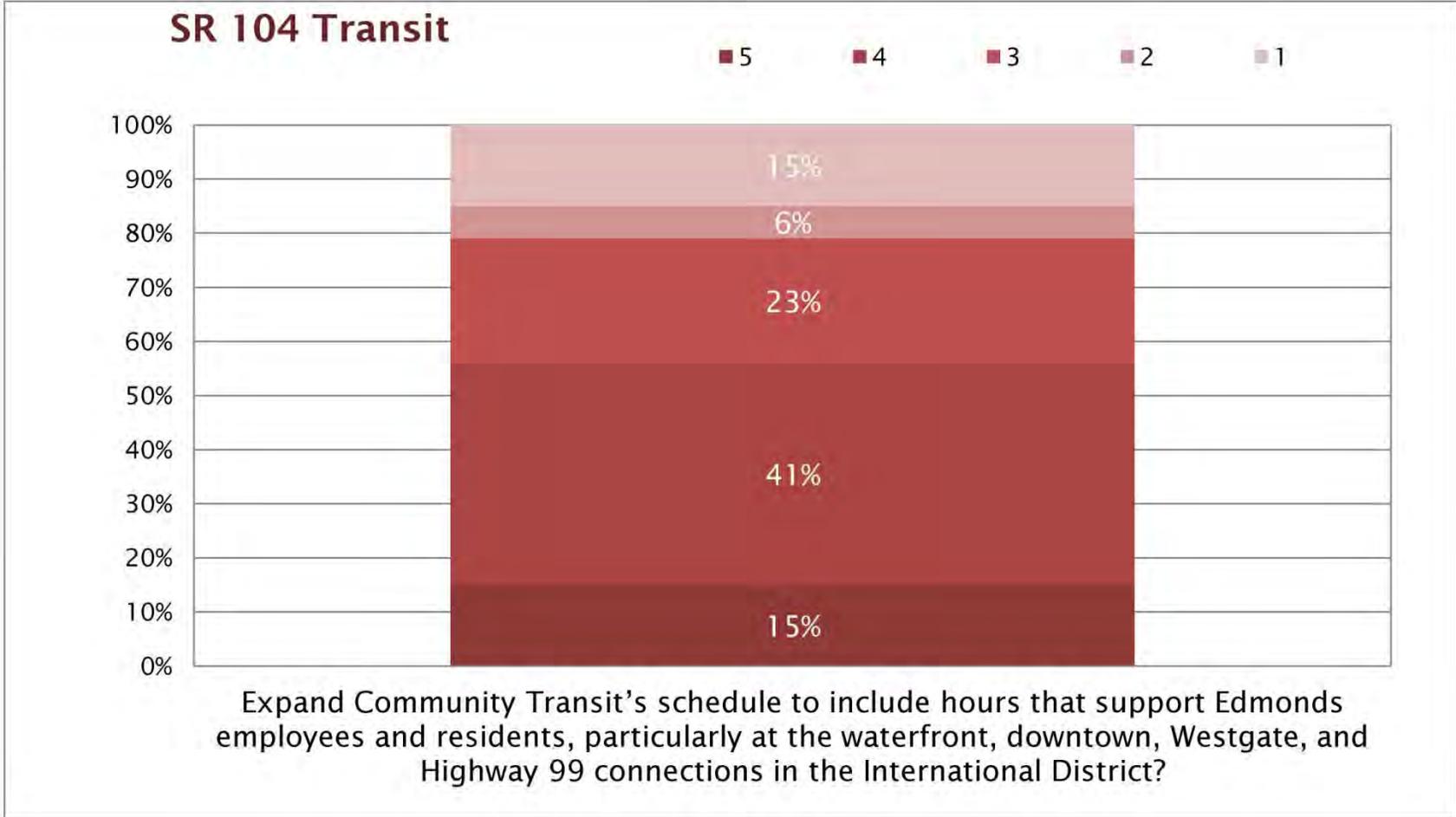


Error – multiple questions. Operate a trolley between the waterfront and downtown is the question. Extending trolley service to Highway 99 is a separate site specific issue that should be addressed separately and eliminated from this question.

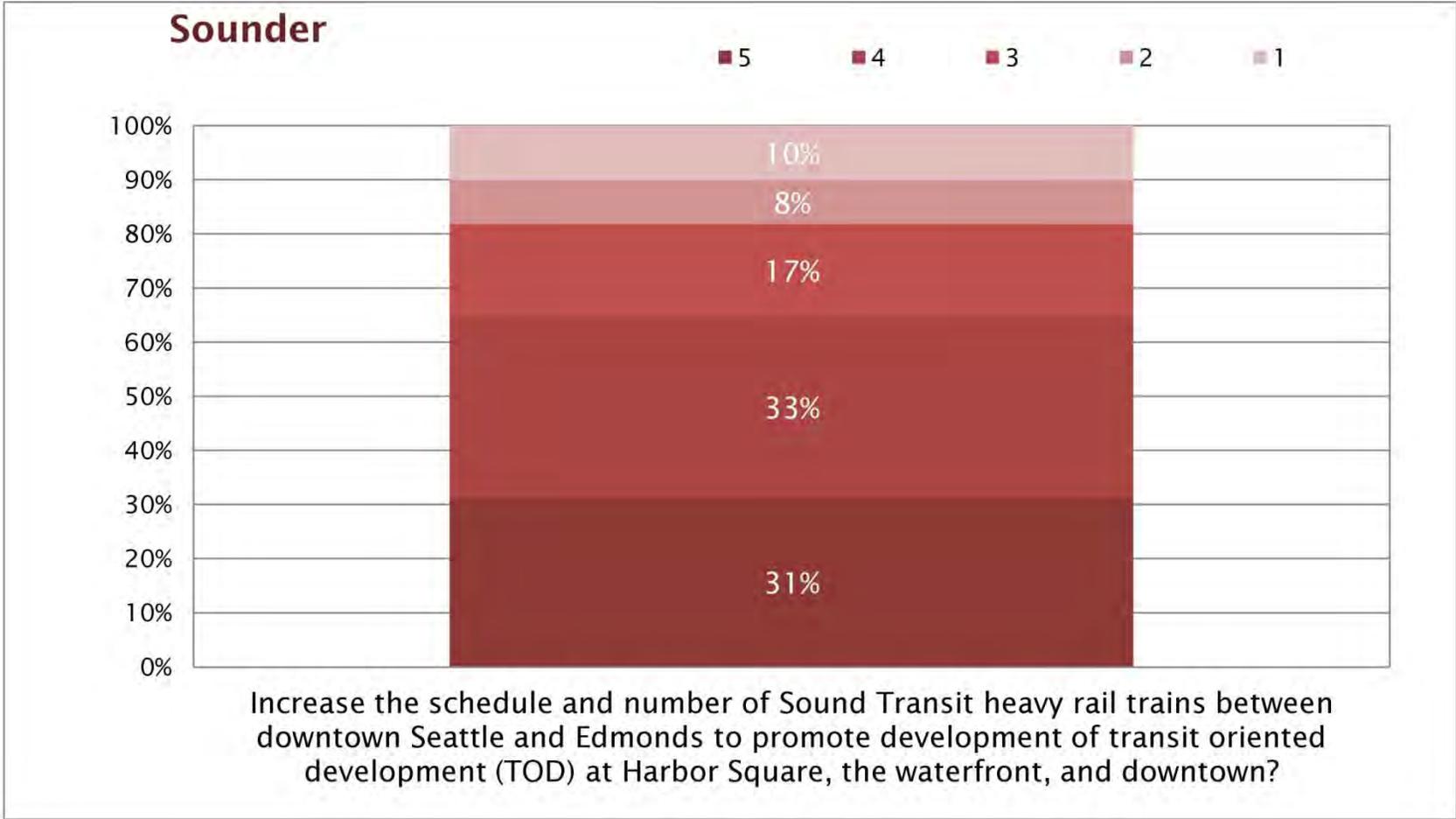
56: Transportation - transit



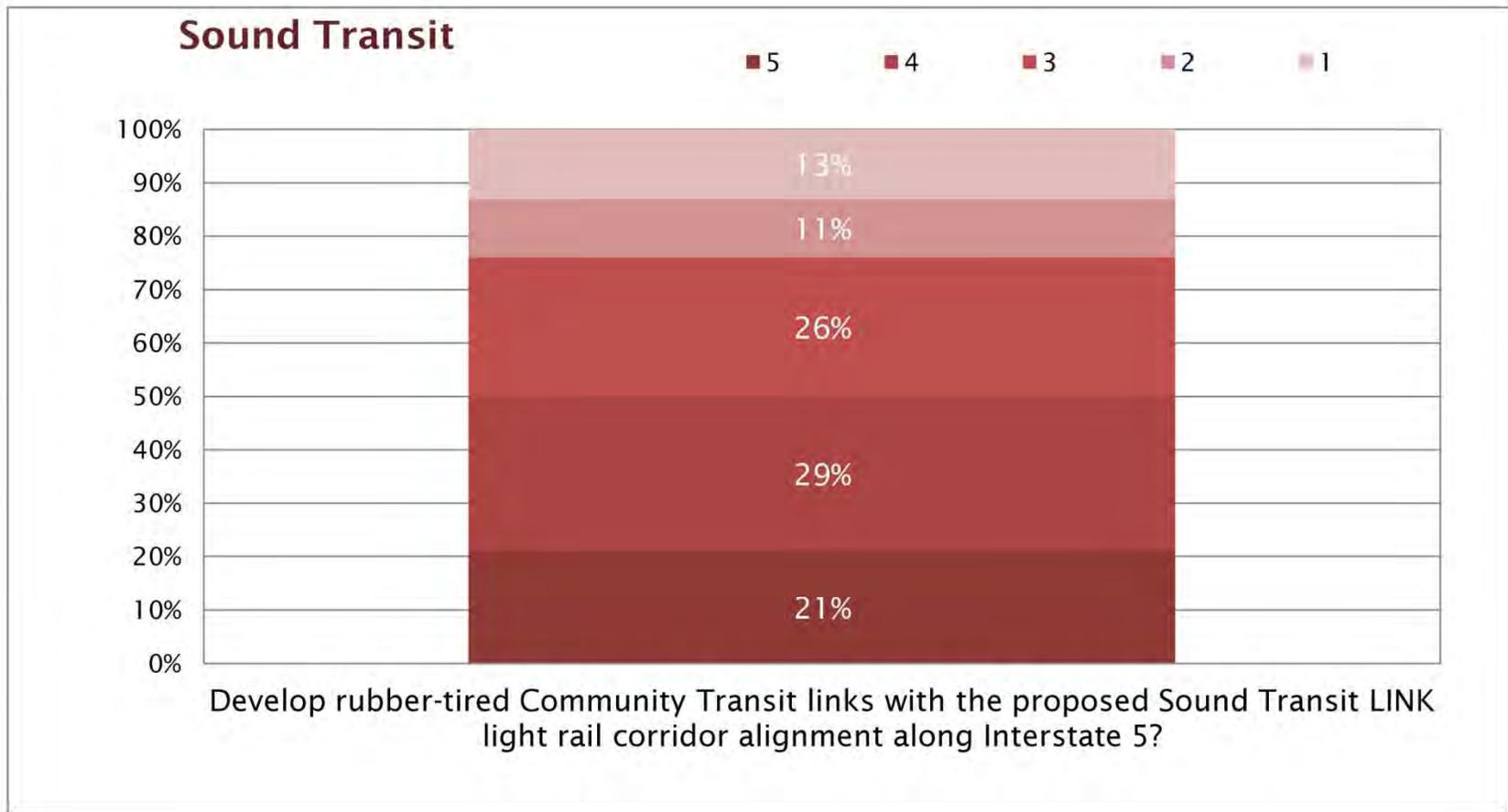
57: Transportation - transit



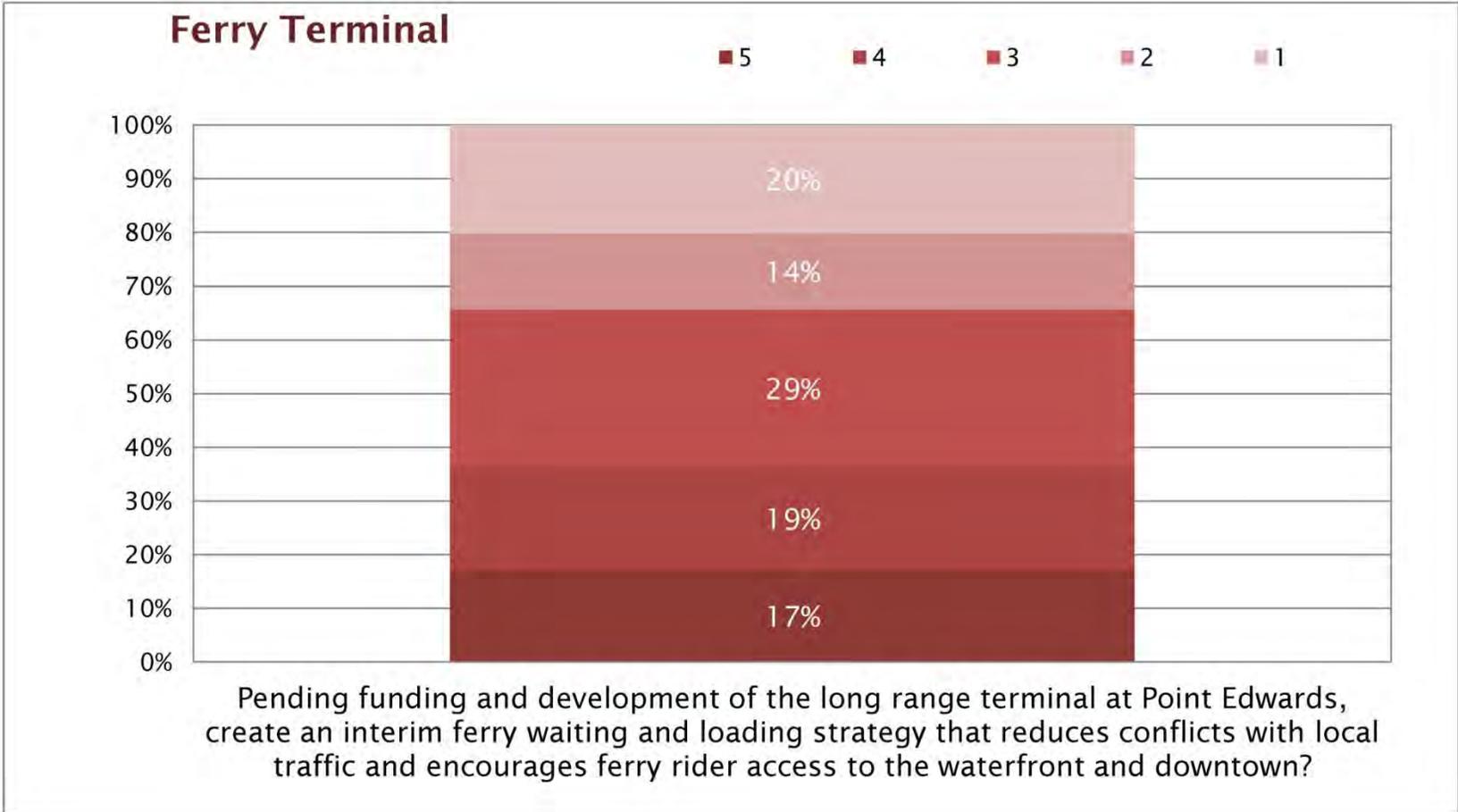
58: Transportation - transit



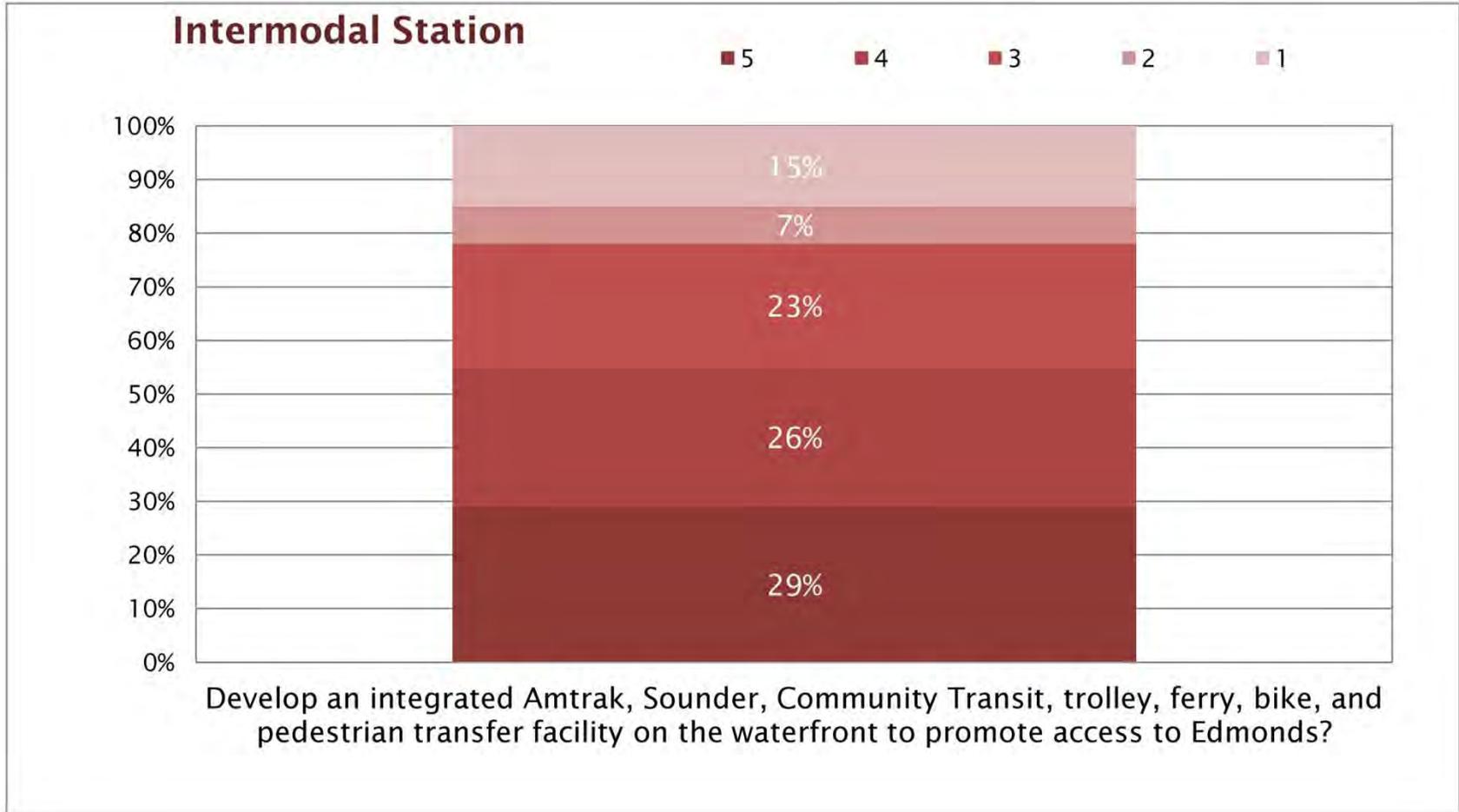
59: Transportation - transit



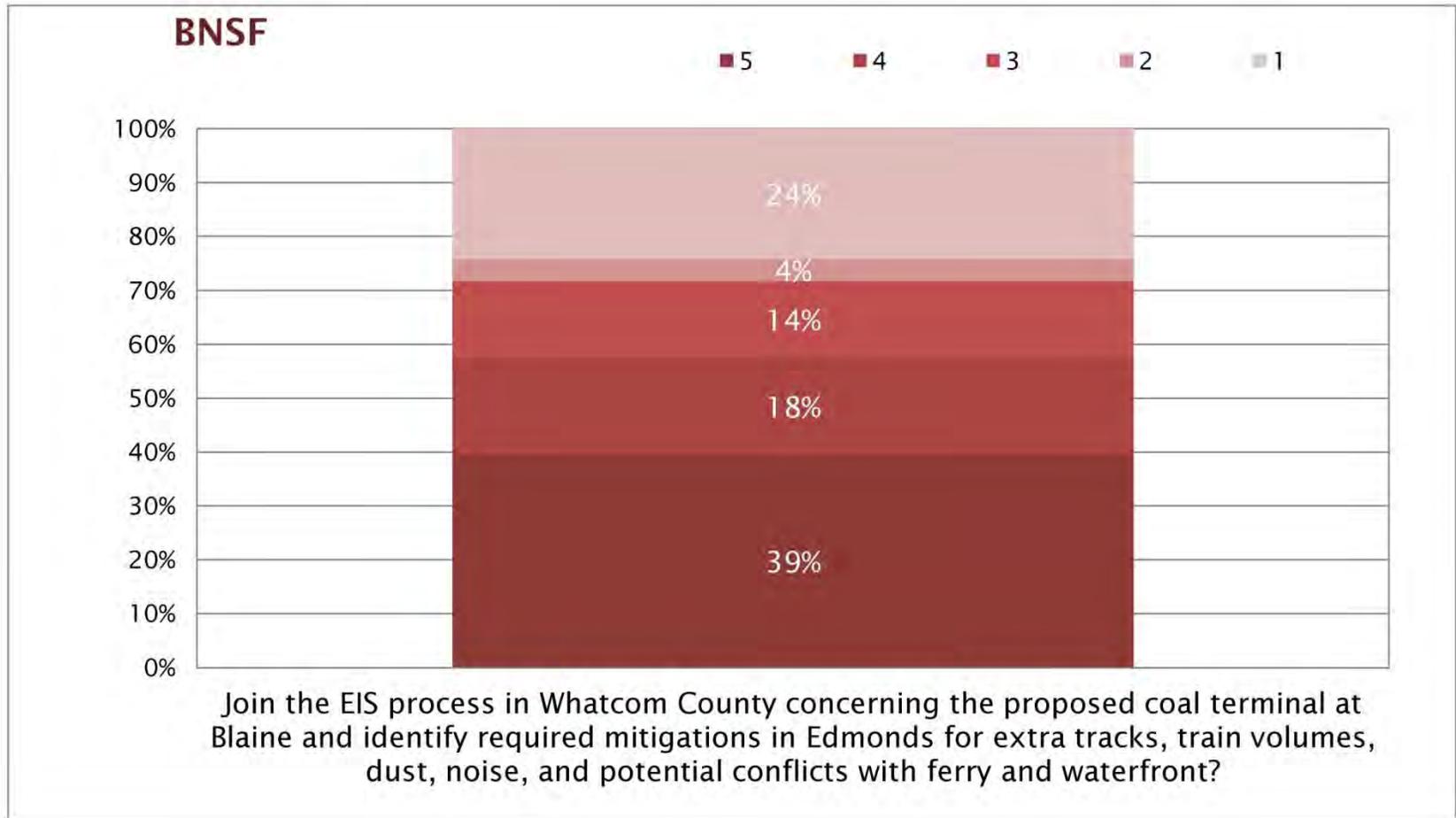
60: Transportation - transit



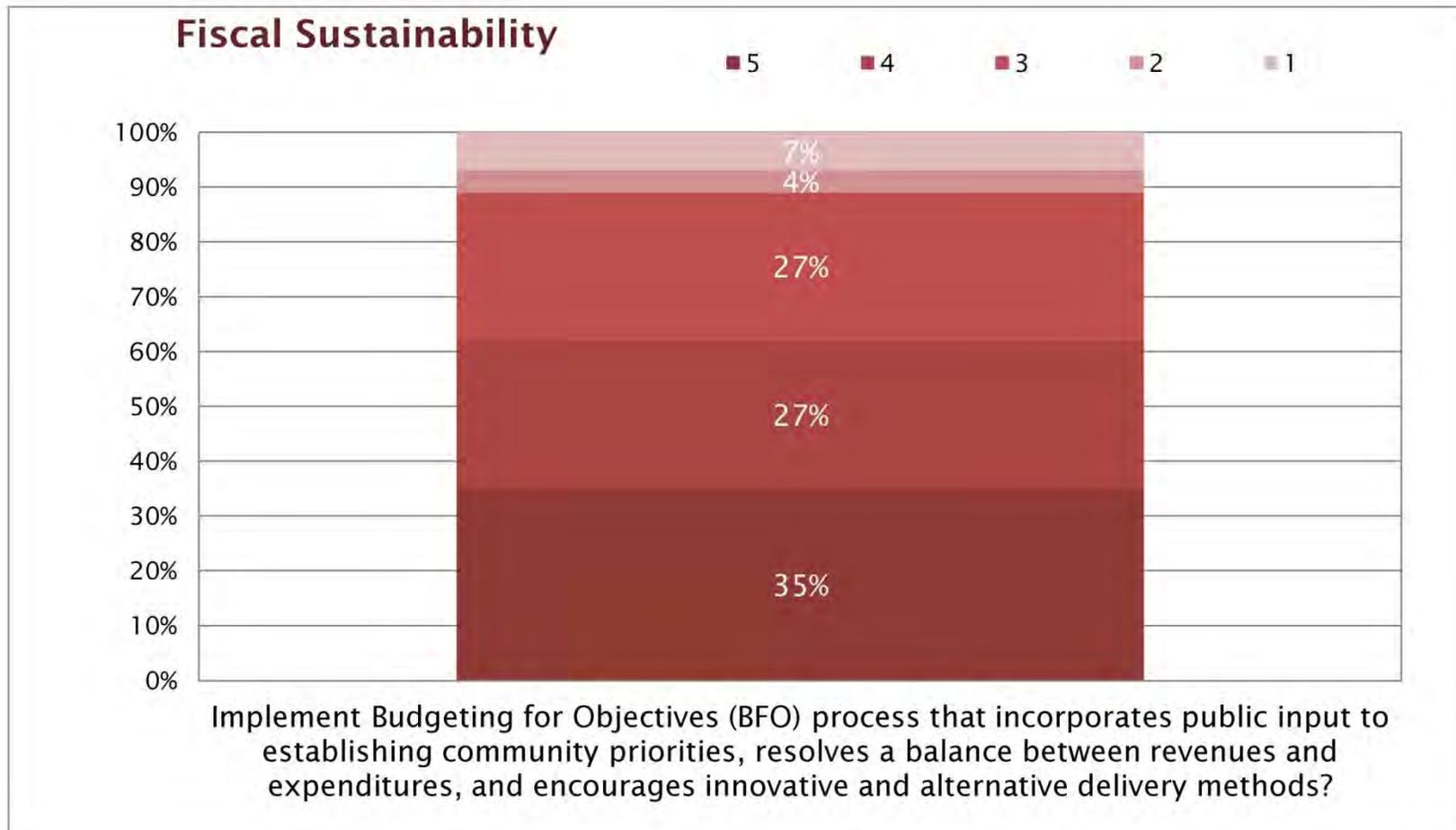
61: Transportation - transit



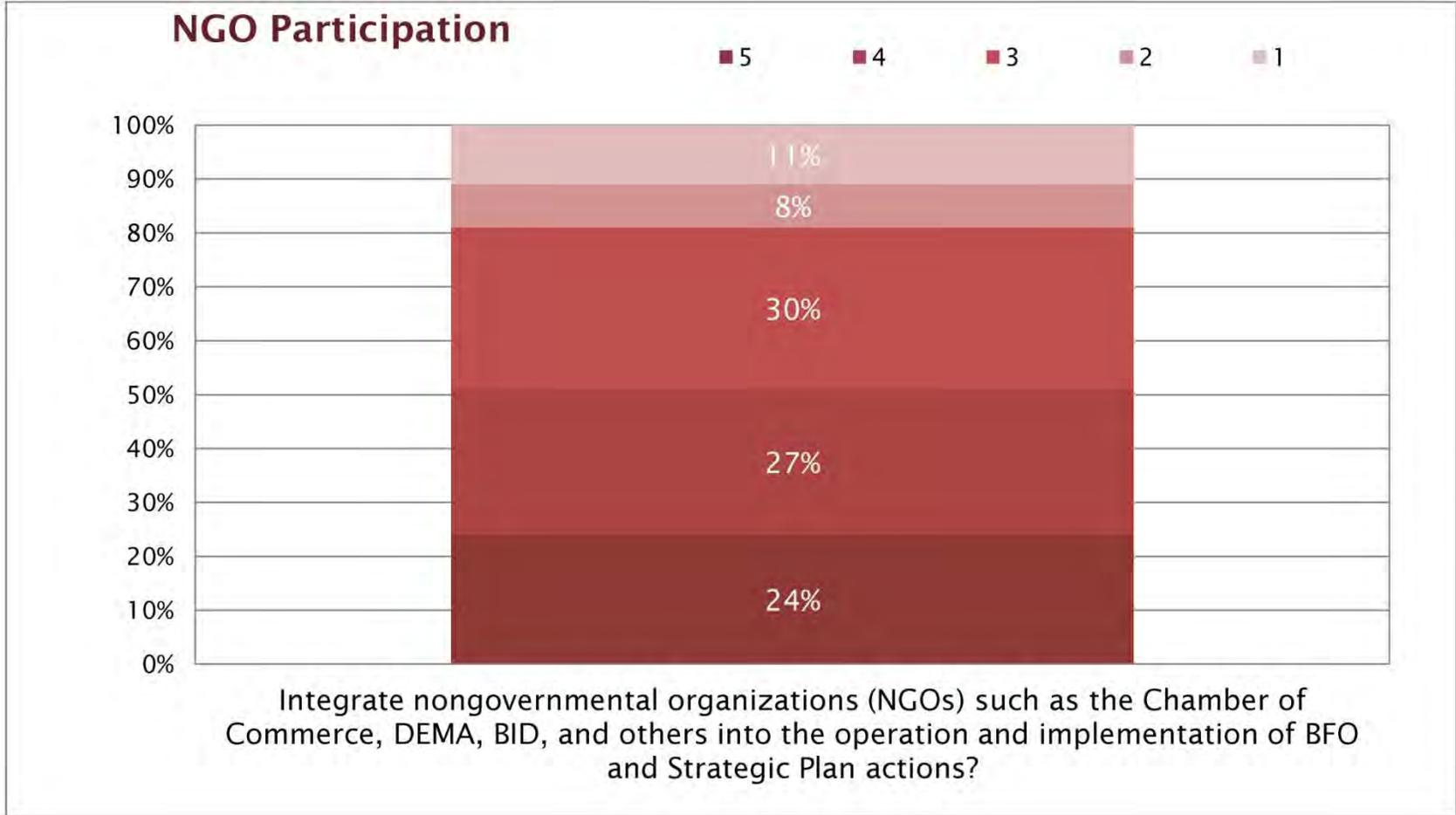
62: Transportation - railroad



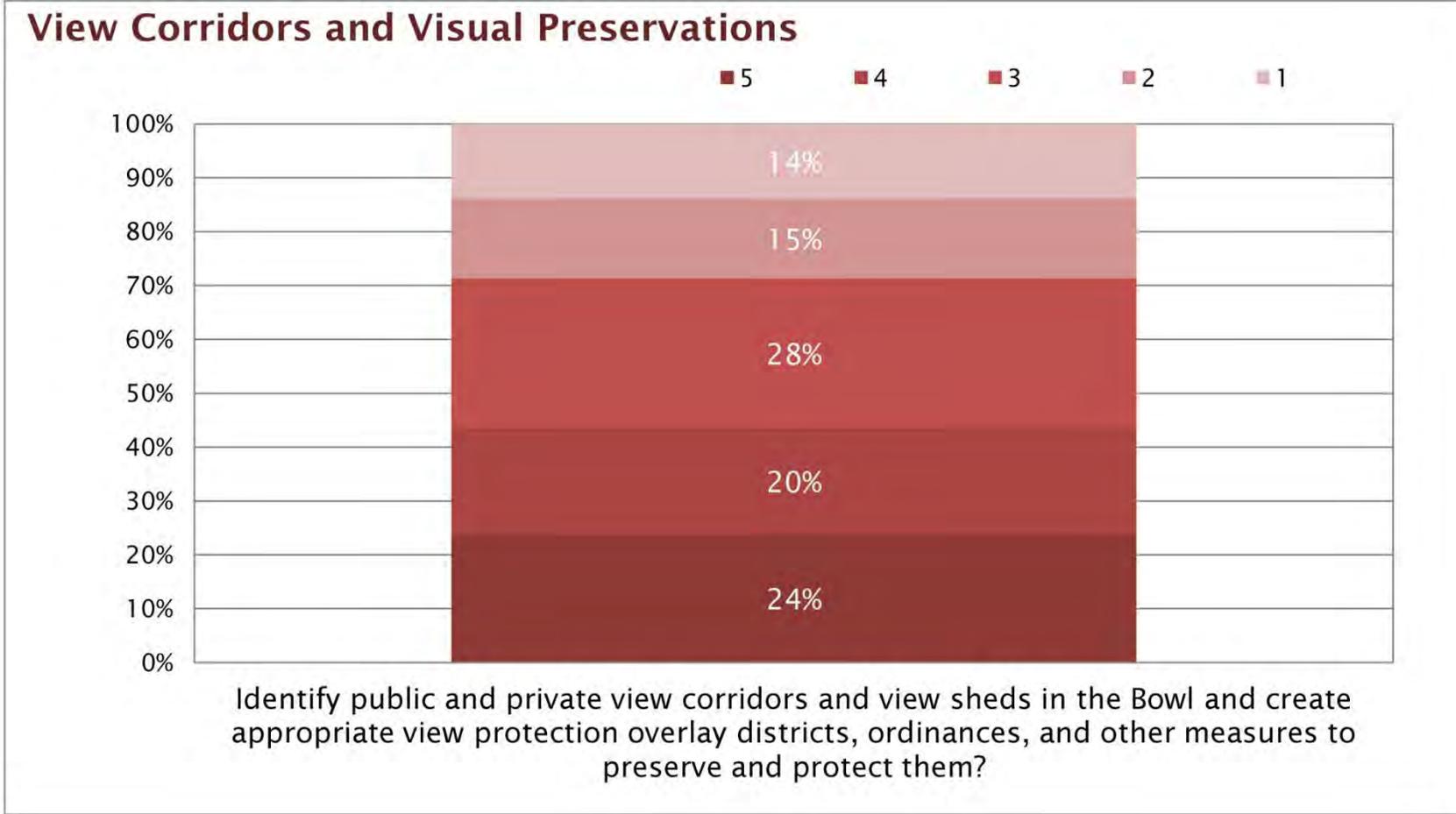
63: Governance – fiscal sustainability



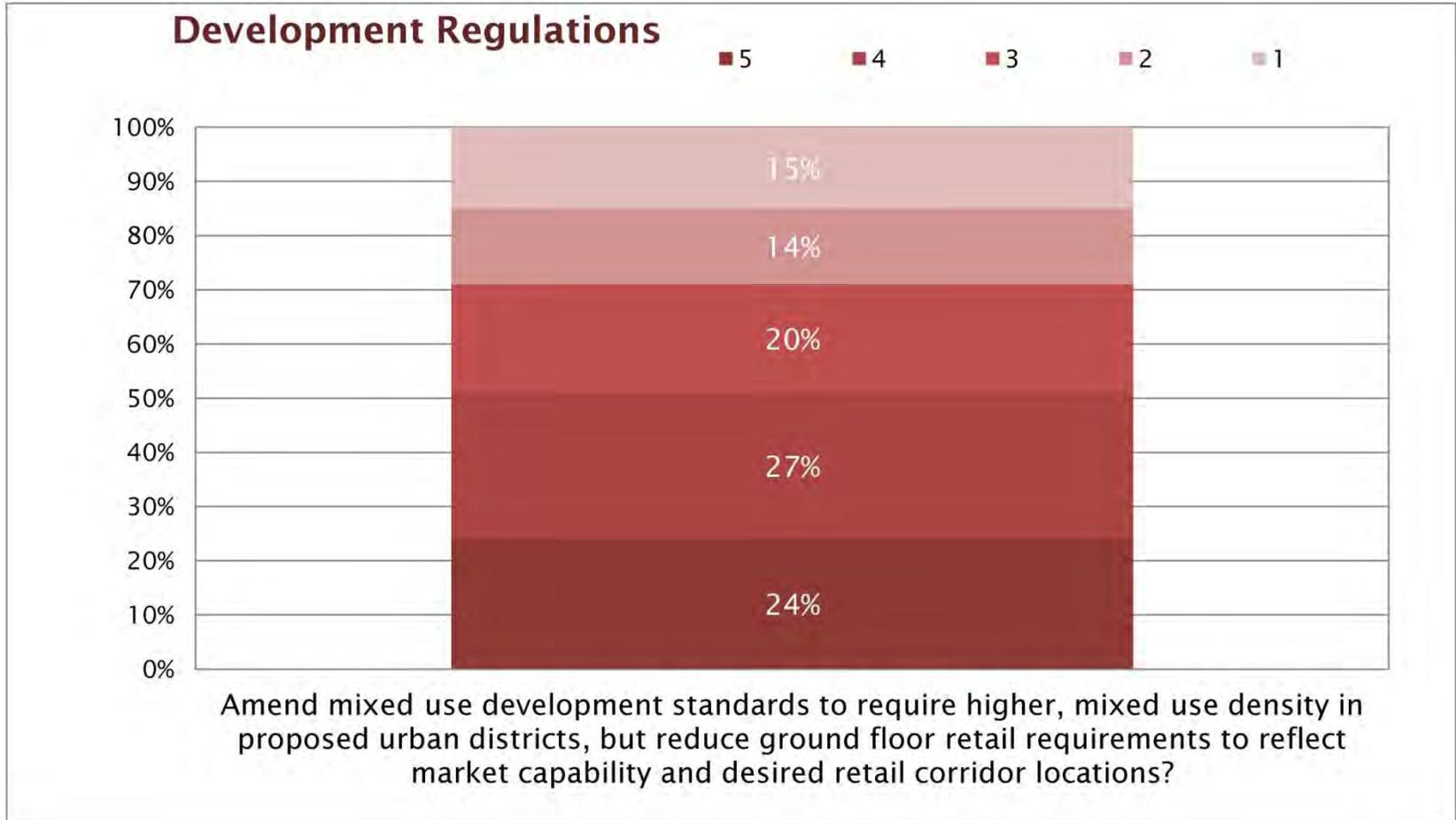
64: Governance – fiscal sustainability



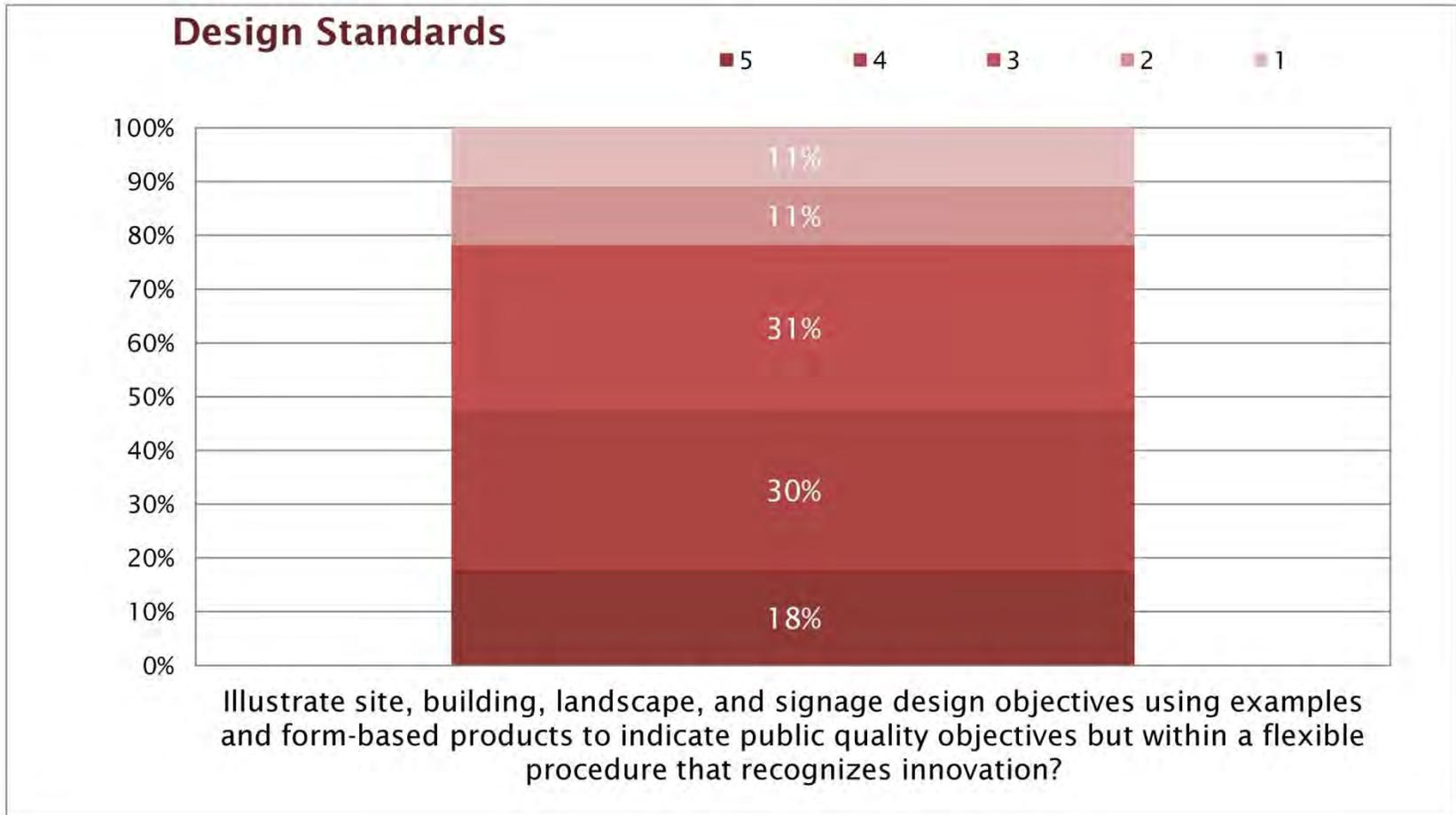
65: Governance – development regulations



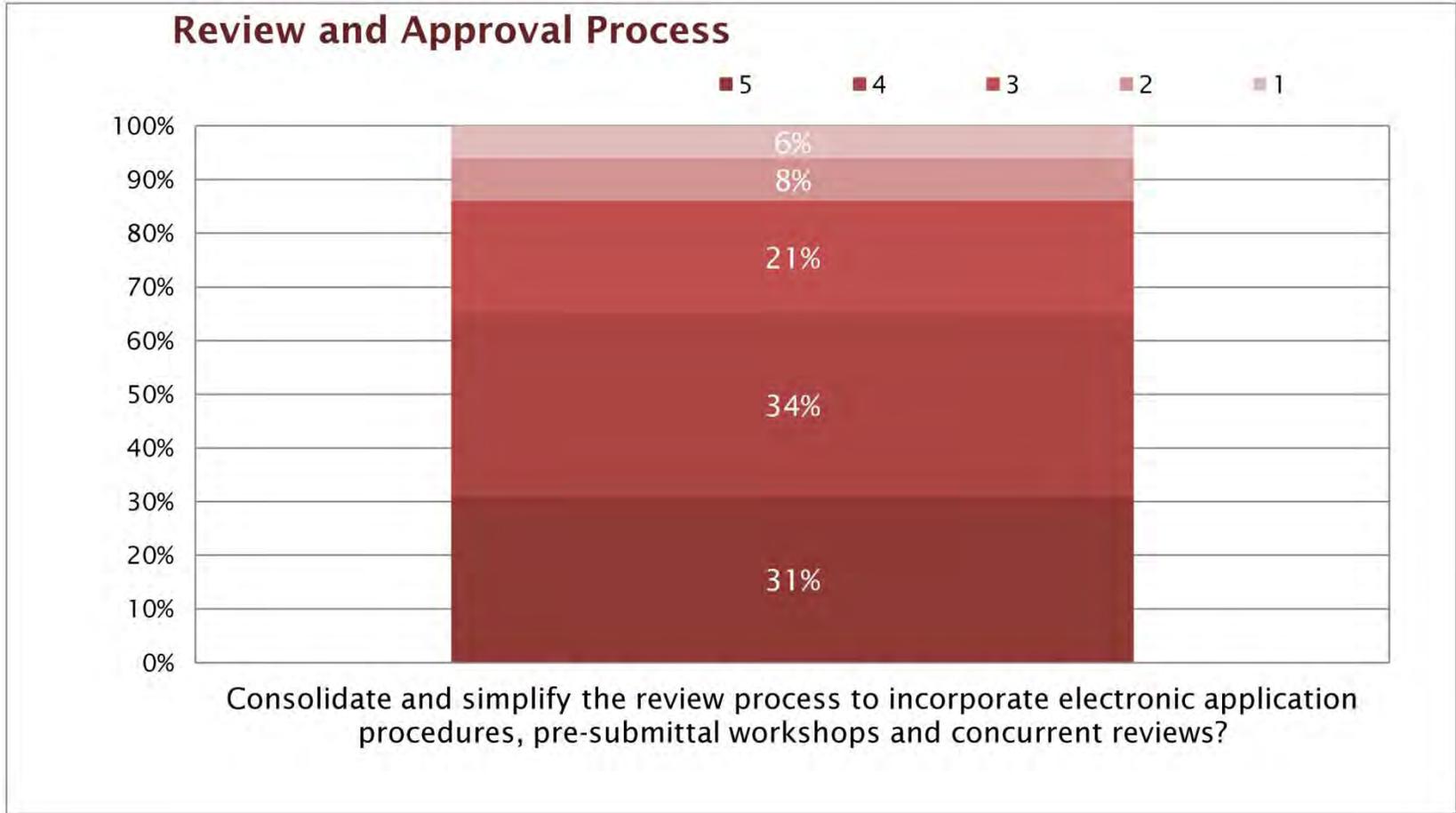
66: Governance – development regulations



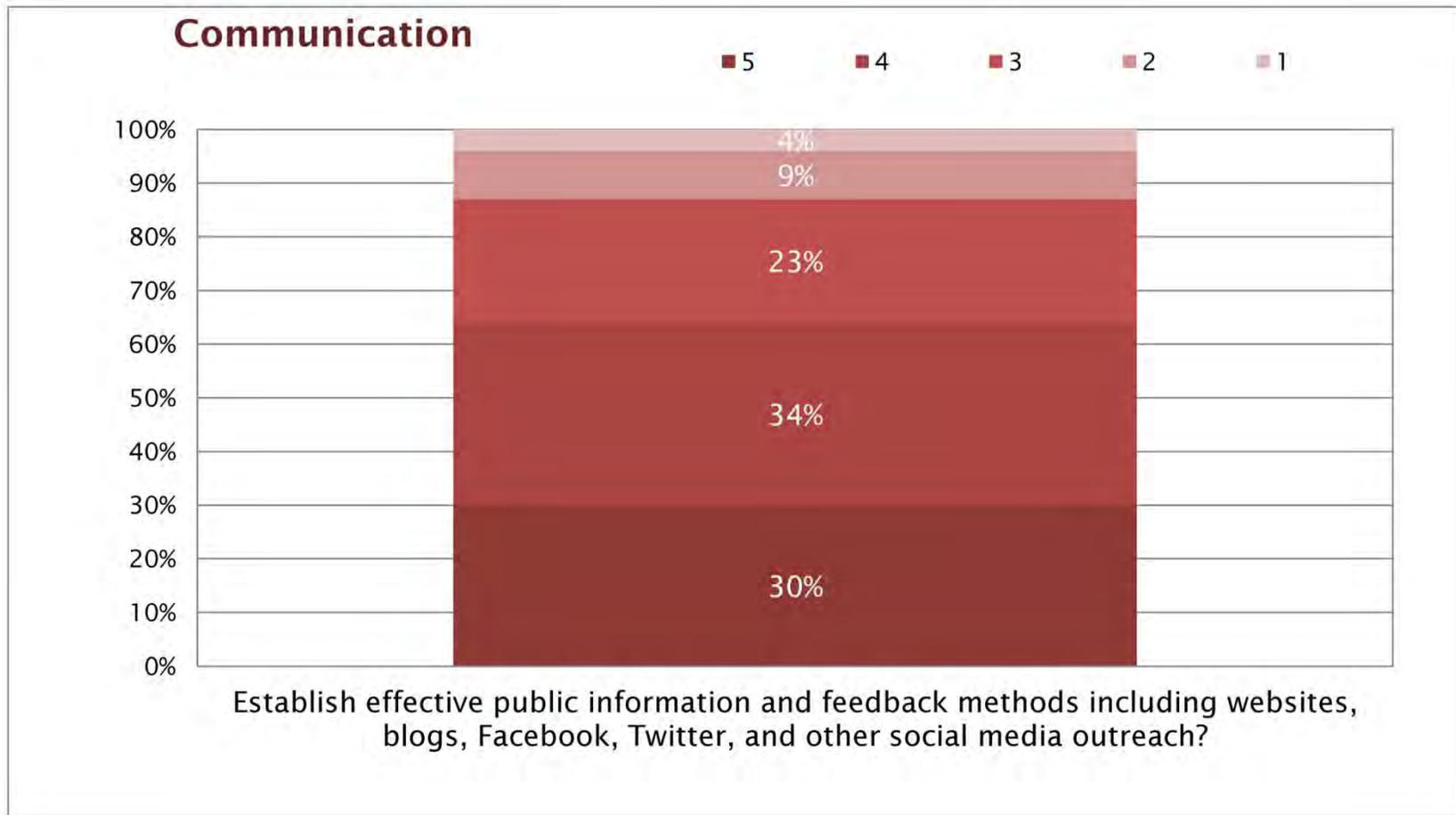
67: Governance – development regulations



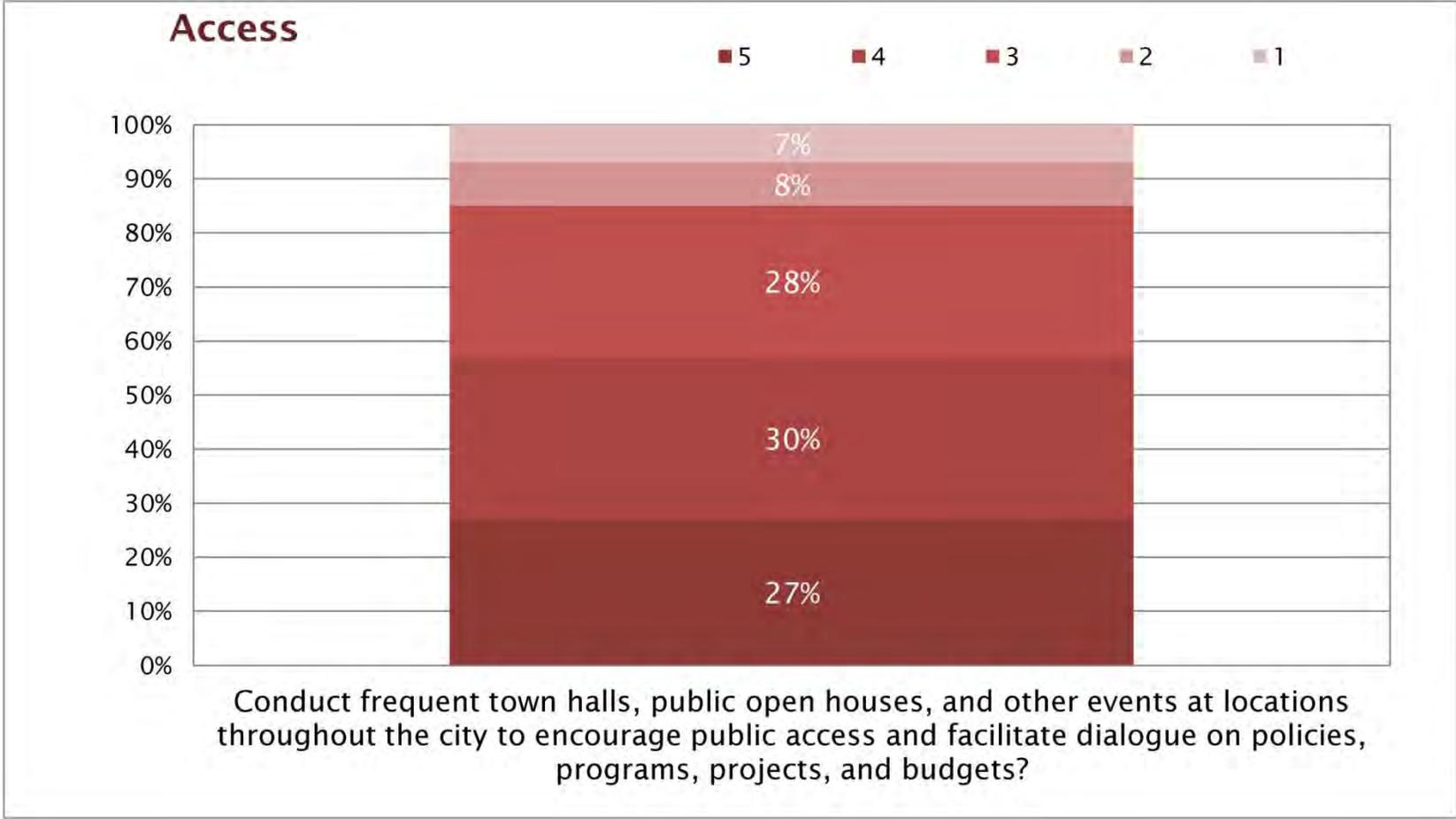
68: Governance – development regulations



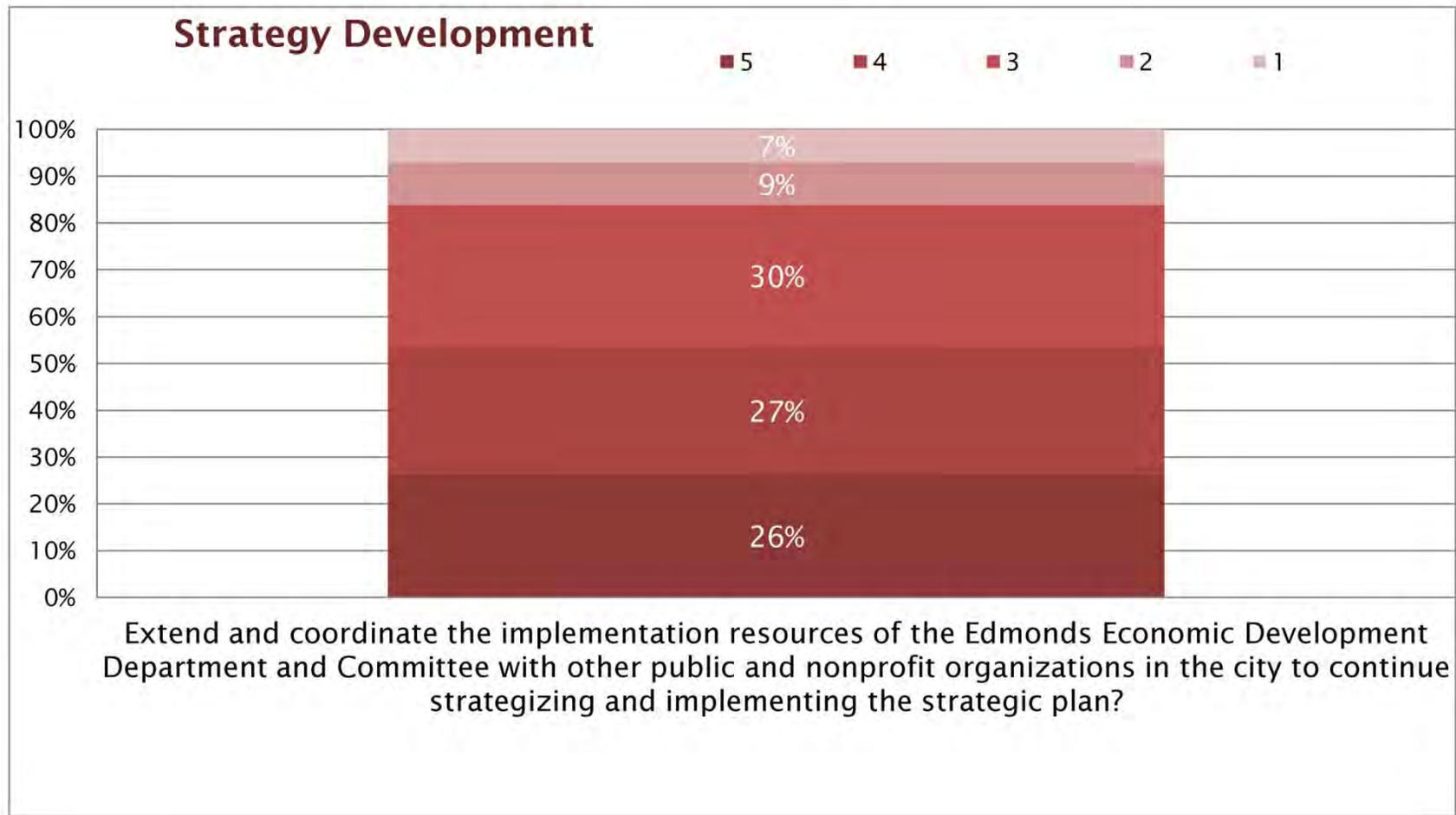
69: Governance - communications



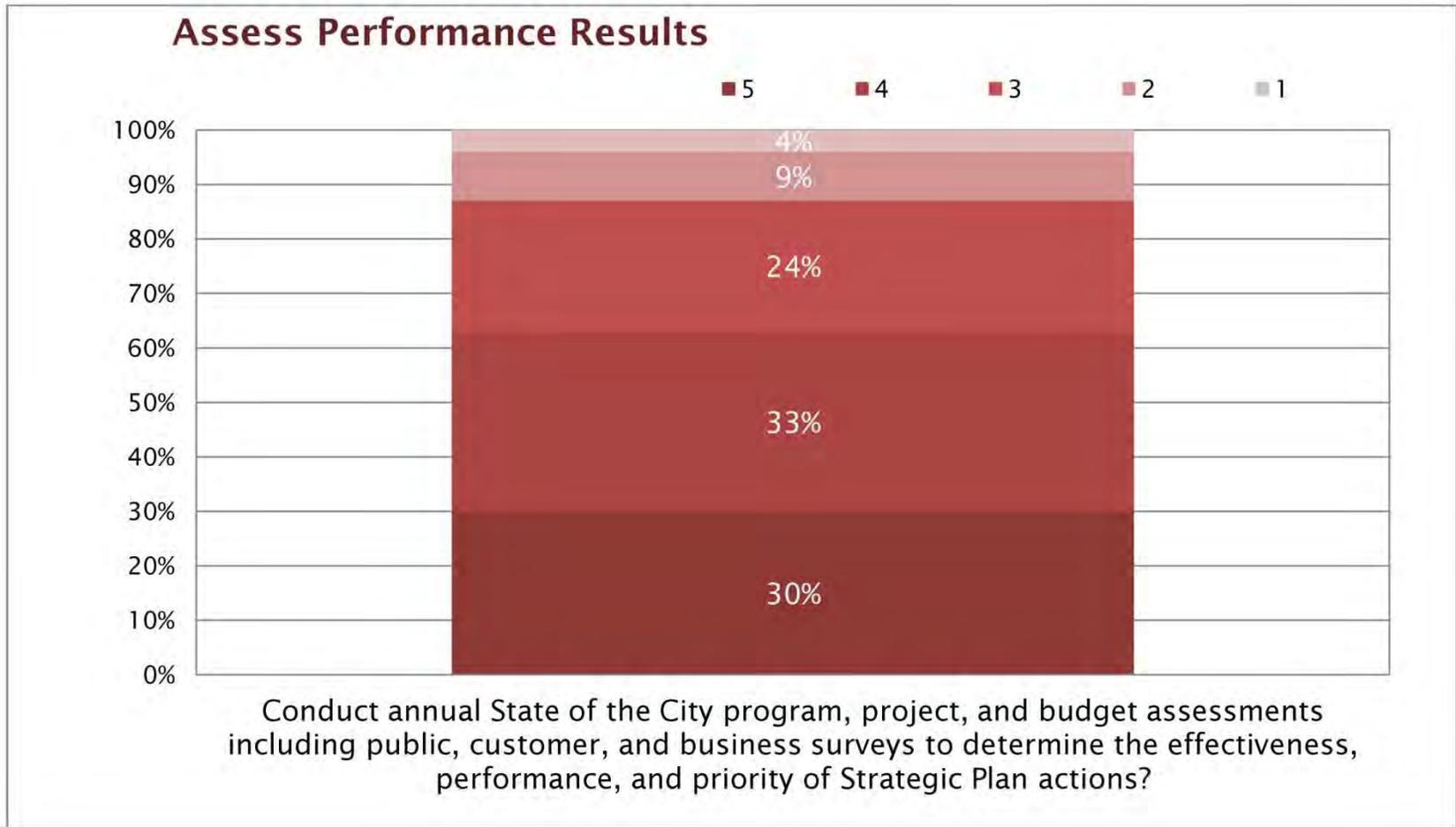
70: Governance - communications



71: Governance - communications



72: Governance - communications



4: Registered voter survey – process and options

Participants – randomly recruit by telephone (land line and cell) registered voters from the voter registration list to participate in the survey equal to at least twice the number of desired completions

Background – post the survey and background in the “Actions, responsibilities, and performance” document on-line for public review

Distribution – depending on participant preference:

- a) mail a hardcopy of the survey to be completed and returned by mail or
- b) be sent an email that provides access to the survey on line

Return – send reminder postcards or emails until the desired completion quota (600) is achieved or unless a time limit (3 weeks) has expired

Notification – mail a letter or email informing all participants that the quota has been achieved or the time limit has expired and that the results will be posted on-line and reviewed by the Committee

Content – options include:

- a) conducting the complete survey including all 72 refined questions;
- b) eliminating any unnecessary or redundant questions so long as the result remains useful to the Strategic Planning process and Committee