

Visioning Outline – City Council December 2013



Seaside Vision 2034

Building a Bridge to Our Future

September 2013 – October 2014

December 2013-February 2014

Phase #1 Environmental Scan and Public Relations Outreach

- Snapshot of Seaside community at current point in time
 - Includes census data, WorkSource data, School district statistics, etc.
- Short, basic survey that introduces the project with a few simple questions
- Local PR outreach through newspapers and radio stations

February 2014-June 2014

Phase #2 Create task force – Community groups

- Focus groups/target audiences:
- Involve community members as champions of the visioning project, especially stakeholders
- 6 Groups - 1 per City Councilor (Facilitator/Listener)
- 6 main areas of focus (Put together based on initial Environmental Scan) – 1 per City Councilor (Each in a facilitator/listener role)
- Mayor is overarching facilitator and collaborator in all areas of focus

February 2014-June 2014

Phase #3 Solicit Input from Community, Staff, and other Stakeholders

- Meetings
- Surveys
- Informal polls
- Texting/Survey Monkey/Facebook/Other Social Media
- Reaching community groups out in the community

Neutral settings – same questions at each event and for each area of focus:

- Where are we now?
- Where are we going?
- Where do we want to be?
- How do we get there?
- How will we implement it?

July 2014-August 2014

Phase #4 Visioning finalization City Council

- Set vision statement for future action plans, plan for annual goal setting and implementation
- 2015 – Next Goal Setting and Strategic Planning Session

September 2014-October 2014

Phase #5 Presentation and publicity

- Presentation of vision statement for the communities Vision 2034.
- Final vision statement and living document of visioning plan publicized throughout the community, with action plans for follow up outlined as appropriate.

End of October 2014

Visioning cycle complete.

- Revisit and revise vision statement during goal setting and strategic planning sessions (every 2-4 years)