



## Seaside 2034

Twenty-Year Visioning Workshop Report  
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Seaside 2034 Visioning Workshop



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# 1 | Introduction

Seaside has been on an incredible journey over the last twelve months, discovering its Vision for 2034 through a well-crafted series of public workshops. This public process culminated in the Community Visioning Workshop on August 4, 2014. With the output from this robust process in-hand, the City Council gathered on the evening of September 29, 2014 to review what they had heard, and to align on a final Vision statement for the Seaside 2034 process.

Intended outcomes of the workshop included:

1. Discuss the input from the series of public meetings
2. Align on a Vision statement for Seaside 2034
3. Verify that Vision against all of the input from the public
4. Craft Decision Criteria that will guide decision-making related to the Vision

The documentation that follows is a summary of what was discussed at the workshop, reflecting primarily what the facilitators captured on flip charts and what the participants themselves wrote. In some cases, we have inserted a highlighted box that describes implications for Seaside – this represents insights and advice based on our experience, and should be taken as input to the City Council as it considers action on all of these topics.

—Coraggio Group

## 2 | Resonant Themes From the Public Visioning Workshop

The City Councilmembers reviewed the work done at the August 4 Community Visioning Workshop, and identified the following as important themes to consider. Please note that these topics are not listed in any particular order, and that the order below does not imply any ranked importance.

- Infrastructure (but we are always in that process)
- Public awareness
  - Many don't read daily papers
  - We need to provide communication
    - Social media
- Public safety – crime/drugs, and safe schools
- The word “community” is prevalent
- Bike trails
- Small-town feel
- The idea of “safety” is tied to “community”
- People like the city the way it is
- Outdoor activities
- People like it here – they love their town
- Economic growth
- People like Seaside more than I thought they did
- Residents like the beach lifestyle
- Healthy level of diverse perspectives
- Pride
- Emergency Preparation
  - Tsunami
- Few people attended the sessions, and that's disappointing
  - 10% of residents drive 100% of our decisions
- People want to be able to cross the highway
- Really impressed by the insights and positive input from youth
- Seaside was once rough, but now is a positive, progressive community with no end
- Was honky-tonk, now a family-friendly, walkable town
- We solve problems
- Bike trails/eco-tourism
- Residents want more safe outdoor activities
  - Also an indoor activity space
  - All ages
- Community=people, in a place, for a purpose
- Work together/partner
- Move beyond beach → eco-tourism
- Employment/business friendly

### 3 | Seaside, In a Word

The City Councilmembers were asked to describe Seaside using one word:



## 4 | Key Visioning Elements

The City Councilmembers answered questions about what Seaside will *be* in 2034, what it will *have* in 2034, and what it will *do* in 2034. Finally, they discussed the *why* for Seaside in 2034—that is, they identified the central reason for all of this work. These elements (listed in the appendix) were then sorted into the eight major themes below.

- Safety
- Jobs
- Eco-tourism/clean air/environment
- Infrastructure
- Schools & youth
- Innovative leadership
- Hometown pride
- Diverse community

# Our Vision: Seaside 2034

*Seaside is a remarkable, culturally rich community. Our families thrive, our businesses prosper, and generations of visitors create memories that last lifetimes — all in a healthy, safe, and neighborly coastal environment.*

## Implications for Seaside

You have agreed on the key attributes that Seaside will have in 2034. Use this vision as a North Star, but also as a guide to how you must work together as a City Council:

- What decisions must we make to ensure that Seaside continues to be remarkable?
- How can we ensure that Seaside grows its cultural riches?
- How will our decisions preserve the community feel of Seaside?
- What must we do to support families?
- How can we ensure that our businesses prosper?
- What will continue to bring visitors over generations?
- How can we best keep our residents and visitors healthy?
- What is most important in terms of safety?
- How can our leaders promote the neighborly feel that Seaside has?
- What decisions must we make to preserve our coastal environment?

By choosing this Vision, you imply that you have not chosen some other paths. Stay focused on supporting all the elements of your Vision. Doing so will bring greater clarity and objectivity to your decision making.

## 6 | Our Decision Criteria

Our final task for the workshop was to identify key criteria that the City Council can use as they make decisions that support the ongoing implementation of our Vision. These will serve as a “filter” for decision-making and will ensure that we make decisions based on the best interest of what Seaside stands for and needs for its future.

### Our Decision Criteria:

- Must preserve or enhance the desirable characteristics of our community.
- Must be inclusive of our community members of all ages,
- Must be in the best interest of Seaside.
- Must be supported by resources.

### Implications for Seaside

Without this tool, it will be very difficult to stay focused on the most important things, time and energy can be lost, and the alignment that was gained can easily be eroded. We encourage you to literally use this as a decision-making checklist as you continue to lead your city into the future.

## Appendix

The following items are the thoughts that were compiled into the main themes on Page 7 of this report. As with other sections, these are listed in no particular order, and no hierarchy should be inferred.

### Jobs

- Better jobs
- Job opportunity
- Stronger economic base – i.e. more jobs
- First-class restaurants
- Be a leader in tourism and small business
- Wonderful shops with good selections
- Good paying jobs
- Enhanced job opportunities

### Infrastructure

- Beautiful landscaping
- More roads with underground utilities
- Bigger
- Larger
- Well-working infrastructure
- Connected by bypass
- Maxed-out urban growth boundary
- Four-lane highway

### Recreation Facilities

- New indoor recreation facilities
- Large indoor recreation facility
- Our town offers everything a large city offers with less hassle
- Cultural center for museum, arts, etc.

### Innovative Leadership

- We are a citizen-run community
- Community-oriented
- Build good community leadership
- Innovative leadership

- Be planning the next vision for twenty years ahead
- Growing percentage of those in city “governance” are under 40 years old

### Diverse Community

- Community where all aspects work together well
- Community strong
- Great for our citizens
- Higher Latino concentration who are integrated into all aspects
- Integration of efforts across taxing districts
- Need for affordable housing and parking

### A Great Place to Visit

- A place with a future
- Encourage visitors to visit
- It's the place 2 go
- New motels
- People demand
- Attract more people

### Eco-Tourism/Clean Air/Environment

- Clean green community
- Clean air, ocean vistas
- Passion for the Pacific
- We want to share our joy of fulfillment living and playing in Seaside with travelers and visitors
- Sponsor eco-tourism conference
- We offer a healthy way to relax (ocean, trails, parks)
- Sustainable
- Eco-tourism center
- East trails
- Bike and walking paths

## Hometown Pride

- We want to share that we care about you as a Seaside resident
- We believe everyone should have the opportunity to fulfill their dreams and desires where they live
- We believe it's important to help create a hometown you are proud of and want to live in and contribute to its future
- Provide direction and leadership for the north coast
- We want to create Seaside with you

## Schools & Youth

- New affordable school
- New school site and buildings
- Our schools are progressive and safe
- A place where children thrive
- Promote youth involvement by having active youth advisory council

## Safety

- We offer a safe, friendly town
- A safe place to live
- Safe, livable community
- Safe family-friendly town that welcomes visitors
- Safe place to be
- Safe/clean
- Celebrate accomplishments annually at city event
- We want everyone to know we have safe and livable community
- Safer