



# 2007 UPDATE OF CITY OF VANCOUVER STRATEGIC PLAN

Capturing our community's vision  
for the future

City Council Workshop  
October 22, 2007



# Agenda

- Overview of Update Process
- Community Outreach
- Summary of Feedback
- Draft Vision
- Next Steps

# Overview of Progress

<u>Action</u>	<u>Status</u>
Strategic Issues Telephone Survey	Complete
Stakeholder Sessions /Environmental Scan	Complete
<b>Council Check-in #1</b>	<b>August 20</b>
Growth & Transportation & Employee Surveys	Complete
Draft Vision Statement	Drafted
<b>Council Check-in #2</b>	<b>October 22</b>
Additional Community Outreach	On-going
Draft new Strategic Commitments	Drafted
<b>Council Check-in #3</b>	<b>December 17</b>
Develop Performance Measures with community	In Process
Draft final Strategic Plan	January
<b>Final Review &amp; Adoption by City Council</b>	<b>February, 2008</b>

# Community Outreach

- ☑ Strategic Issues Survey conducted in May, 2007
- ☑ 11 Stakeholder Sessions held in June and July
- ☑ Youth Survey completed at CouvFest in July
- ☑ Neighborhood Leader Outreach in July
- ☑ City Employee Survey in August
- ☑ Follow up survey to stakeholders in September
  - Outreach to diverse community underway

OVER 1,250 PARTICIPANTS TO DATE

- Strategic Plan website – 2400+ visits

# Employee Strategic Survey

- 112 employees, 53 are residents
- Response consistent with surveys community
- Most important concerns for Vancouver's future
  - Community planning & managing growth
  - A good transportation system
- Only three questions varied by more than 9% from the average – the importance of:
  - Walking trails & bike lanes to livability +17%
  - Community events +14%
  - Redeveloping the riverfront +13%

# “Growth Management” and “Transportation” Issues

- Top two issues by this survey & all focus groups
- Both identified consistently as top issues in biannual community surveys
- #1 and #2 issue nationwide (ICMA)
- Clarification requested by Council on August 20th

# What Do You Mean by “Growth Management”?

## What are the major issues?

- We are losing open space and trees to development and are not preserving enough of them (74%)
- Standards for growth are too lax – not enough parking, open space, landscaping around new development (72%)
- Public facilities & services not keeping up with growth (72%)

## How can we improve things?

- Staff should listen to neighborhood concerns (89%)
- Set higher standards for new development so that it fits into neighborhoods with adequate parking and landscaping (84%)

## Where is an example of good growth planning?

Esther Short Park (91%) Pearl (69%) Orenco Station (63%)

# What Do You Mean By “Transportation”?

## Main Issue for Region, State & County

- Congestion on Highways & Bridges (88%)
- New construction neighborhoods and businesses are not walking friendly (69%)

## What would significantly improve things?

- More mixed use that places housing that places housing and business within walking distance in thoughtfully laid out neighborhoods. (94%)
- Add more / better / different mass transit (90%)

## How do we pay for it?

- 52% say users, others split...

# Growth Management & Transportation Summary

- Growth Management: We need to incorporate new development better into existing neighborhood designs & flavors, make the effort to have businesses areas accessible by walking, and include “interesting architecture” that mixes well with old designs.
- Transportation: Access is *generally* OK today in the city; our concern is mostly with highways and how we are approaching new development and future congestion in the city.

# Diverse Community Outreach

- Target Languages: Russian, Spanish, Korean
- Outreach Through Multiple Organizations
  - Job Fair: Saturday, October 20
  - Faith Group: Sunday, October 21
  - ESL Classes: Ongoing, all of October
- 300 to 400 Responses Expected
- Focused “Vision” Survey in four languages
- All done with existing staff

[www.cityofvancouver.us](http://www.cityofvancouver.us)

***Click on this*** →



## ***You are Vancouver!***

**Tell us your dreams for what the City *could be* in the future**

**Do it through a very short survey in your most comfortable language:**

- [Korean Language \(한국어언어\)](#)
- [English Language](#)
- [Spanish Language \(Lengua española\)](#)
- [Russian Language \(Русский язык\)](#)

**Если вы пожалуйста, говорите нам о нашем городе**

**1. Становятся ли условия проживания и работы в г. Ванкувере лучше или хуже?**

Лучше  Изменений нет  Хуже

В чем, по-Вашему, состоит причина такого изменения г. Ванкувера?

**2. Какой является самая важная проблема, над разрешением которой власти г. Ванкувера должны работать в течение следующих 12 месяцев?**

**3. Какой Вы видите нашу общину в будущем?**

**4. Ощущаете ли Вы себя членом общины г. Ванкувера?**

Да  Немного  нет

Как мы - власти г. Ванкувера - могли бы Вам помочь стать более вовлеченным в деятельность общины? Что нам нужно изменить?

**5. Где Вы проживаете?**

- г. Ванкувер
- Провинция Кларк, но не в городе
- В одном из городов провинции Кларк, но не в г. Ванкувере
- шт. Орегон
- Другое (укажите)

перечисленное другое (пожалуйста определите)

**6. Какой возрастной группе Вы принадлежите?**

- Младше 18
- 18 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- Старше 65
- Я не желаю предоставлять такую информацию.

# (Old) Vision 1997



Vancouver envisions itself as a robust, cohesive community where all share in the responsibility of participating in civic life.

A strong sense of identity is enhanced by the City's location on the Columbia River as the gateway to the State of Washington with its surrounding natural beauty.

Vancouver is proud of its rich history as an early center of Pacific Northwest exploration and settlement.

Vancouver has a vibrant downtown where people throughout the community gather to live, work, shop and enjoy many entertainment options.

The City has a strong commitment to providing lifelong educational, recreational, cultural and other opportunities for its diverse population.

Special emphasis is given to our community's youth. Safe neighborhoods with distinct qualities and proud identities are linked by parks and green-spaces as well as a transportation system that provides mobility options for all.

A vital economic base creates plentiful family-wage jobs.

Vancouver citizens are proud of the community they continue to share in building.

# Feedback on Vision

## Questions we asked:

- When you think of (or visualize) Vancouver TODAY, what comes to mind?
- If you could live in any city other than Vancouver, where would that be?
- What makes that city attractive to you?
- What hopes or dreams do you have for our city?

# What Have We Heard So Far?

- Incorporate new development better into existing neighborhood designs. Include “interesting architecture” that mixes well with old designs; Esther Short Neighborhood is a success.
- Pursue ways to tie the city together better with non-automobile transportation (walking, mass transit, bikes)
- Take care of what we have and appreciate our past.
- Add more to do for adults in the evening and children at all times outside of school.
- Develop the waterfront.
- We need a clear identity & regional role.
- We are heading in the right direction - so far.

# Proposed Vision



Birthplace of the Pacific Northwest, Vancouver is the heart of southwest Washington connecting people and places. The mighty Columbia River is the link to our past and the key to our future.



A city for all ages, incomes, abilities and backgrounds, we are dedicated to preserving our heritage and natural beauty while welcoming the possibilities change brings to our lively metropolitan community.



Residents and businesses across our city are passionate about building a safe, thriving and sustainable community together. We are proud to proclaim, “I am Vancouver.”



# Next Steps

## October/November

- Additional feedback opportunities
- Summarize feedback
- Draft Strategic Commitments

## November to January

- Develop Performance Measures
- Draft final plan
- Feedback from stakeholders

## February

- Council review and adoption of final plan

# The Vision Continues...



Questions?

Comments?

Our Strategic Plan can be found on the City's website at:  
[www.cityofvancouver.us/StrategicPlan](http://www.cityofvancouver.us/StrategicPlan)