



# Goleta Vision Committee 2020

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## Goleta Valley Community Plan Update



Workshop #1 February 4, 2006



# Vision Process Overview

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## **Visioning – What is it?**

A process by which a community:

- Envisions the future it wants and then plans how to achieve it.
- Identifies their purpose, core values and a vision of the future
- Sets forth a feasible set of goals and an action plan



# Visioning – How it's used

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- Applies strategic planning principles to community development
- Begins with a “scan” of where the community is headed
- Serves as a guide for future planning
- Identifies action steps and implementation strategies to reach the goal



# Models of Strategic Visioning

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- Oregon Model
- Pennsylvania Model
- Missouri Model



# The Oregon Model – key elements

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1. A community profile (where are we now?)
2. A trend statement (where are we going?)
3. A Vision Statement (where do we want to be?)
4. An Action Plan (how do we get there?)



# The Pennsylvania Model

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Quality of Life is the driver

1. What five things would really improve the community?
2. What are the community's principal values?
3. What things in the community should be preserved?



# Pennsylvania Model – 5 Tasks

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1. Defining the community boundaries
2. Inventorying and analyzing community resources
3. Writing and adopting a vision statement
4. Developing an action plan
5. Implementing the Plan



# The Missouri Model

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1. Orientation toward visioning the future community **as a whole**
2. Focus on **future possibilities** rather than present or past problems
3. Uses an “**Action Planning Workshop**” over one or two days
4. Community strengths, weaknesses and relevant trends are **NOT** considered

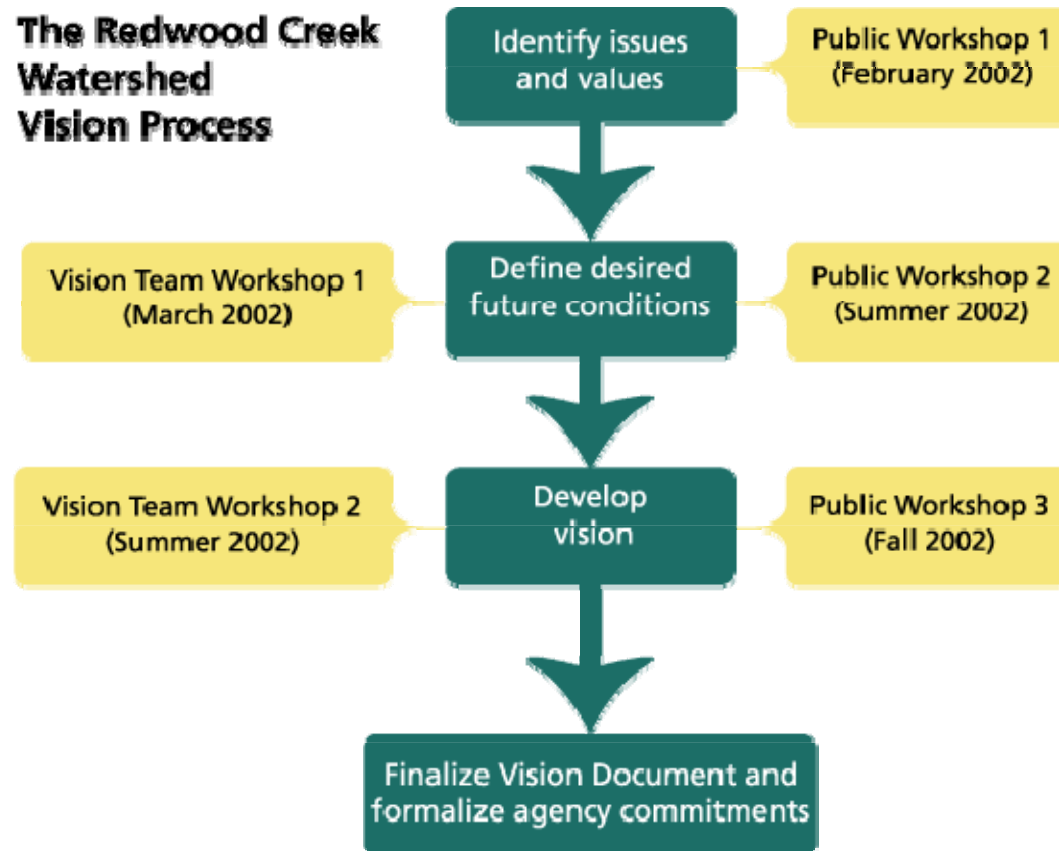


# Other Vision Processes

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- Marin County
  - Redwood Creek Watershed  
([http://www.redwoodcreek.org/vision\\_team.htm](http://www.redwoodcreek.org/vision_team.htm))
  - 25-year Transportation Vision
- Monterey County Farm Bureau
- Stanislaus County – Vision for Cities and County
- Sonoma County

# The Redwood Creek Process





# Some Attributes of the Redwood Creek Partners

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- **Ability to produce something real at the end;**
- **Broad landscape experience or technical specialty;**
- **Ability to think “outside the box;”**
- **Ability to link vision with practicality;**
- **Openness to change;**
- **Balance of perspective and expertise;**
- **Ability to speak with authority;**
- **Ability to communicate creatively (i.e., artists, poets, writers);**
- **Ability to be proactive, not reactive;**
- **Time, interest, and commitment; and local origin (“spawned from the watershed”).**



# 7 Ingredients of a Vision Statement

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1. Positive, present-tense language
2. Qualities that provide the reader with a feeling for the region's uniqueness
3. Inclusiveness of the region's diverse population
4. A depiction of the highest standards for excellence and achievement
5. A focus on people and Quality of Life
6. Addresses a time period



# Questions to Guide the Process

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- ☑ What do people want to preserve in the community?
- ☑ What do people want to create in the community?
- ☑ What do people want to change in the community?



## Next Steps (near term)

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- Goleta Vision Committee (GVC) meets to consider public input from workshop (2/15)
- GVC identifies current trends and implications (2/15)
- GVC identifies goals, values and aspirations (2/22)
- Community Workshop/Forum on land use/housing/circulation issues and review progress to date (3/11)



# Future Meetings

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- Initiate Housing and density/design discussion (3/20)
- Review housing sites, densities and assurances needed (4/3)
- Develop/refine list of possible housing sites for referral to Planning Commission (4/19)