

## Strategic Planning Community Forum (Parker) Notes

**Date:** April 23, 2014

**Time:** 7-8:30 PM

**Location:** Parker High School, Small Auditorium

### **Meeting Objectives:**

- To introduce the strategic planning process to the residents of Janesville
- To conduct an exercise identifying community priorities
- To share the City of Janesville's draft community vision statement and solicit feedback

**Facilitator:** Maxwell Gagin

### **Identifying Community Priorities Exercise**

The facilitator led the group through a brainstorming exercise to generate community priority topics for the City's strategic plan. Once the brainstorming exercise was complete, the facilitator distributed five sticky "dots" to each participant and asked them to place those dots on topics they would like to see move forward. The top five topics selected by the group moved on to the group writing exercise. Below are the ideas generated during the brainstorming exercise as well as the number of votes received in parentheses:

- |  |   |
|--|---|
| 1. Bridge Repair (2)                                       | <b>9. Workforce Development (3)</b>                                 |
| 2. Increase Stakeholders Participation / Engagement (1)    | 10. Business Attraction / Relocation / Diversity (2)                |
| 3. Safe Neighborhoods / Property Owners Accountability (2) | 11. Image / City Gateways (2)                                       |
| 4. Embrace Diversity, Ethnicity... (2)                     | 12. Neighborhood Identity (2)                                       |
| <b>5. Downtown Redevelopment (6)</b>                       | 13. Partnerships (0)  |
| <b>6. Infrastructure (3)</b>                               | <b>14. Fiscal Management / Foresight (4)</b>                        |
| 7. Rock River Corridor (1)                                 | <b>15. Grow Locally-Owned Businesses / Expansion (4)</b>            |
| <b>8. Recreational Activities (3)</b>                      | <b>16. Increase Environmental Sustainability / Eco-Friendly (3)</b> |

Those topics bolded above moved forward to group writing exercise except for those tied with three votes. An informal vote was taken to break the tie to determine the last goal topic to move forward.

### **Group Writing Exercise**

The facilitator wrote each community priority topic on the flip chart and asked the group what was the purpose behind each topic and what could the community do to fulfill this priority. The group worked together to write ideas for each topic. Below are the priority topics identified by the group as well as ideas for how to achieve each community priority:

1. Downtown Redevelopment
  - Slow traffic / increase parking on W. Milwaukee St.
  - Train timing @ Five Points intersection
  - Christmas lights / décor needed downtown
  - Facelift on storefronts
  - Revitalize Monterey Hotel / Theater
  - Need a grocery store

- Riverwalk with landscaping, trees, etc.
- Public-private partnerships
- Signage to & introducing downtown

## 2. Grow Locally-Owned Businesses / Expansion

- City survey of residents “wants”
- Incubators for green technologies, IT, and high tech industries
- Marketing campaign
- Mentoring for start-ups
- Small business loans / revolving loan fund
- Staff “can do” attitude (listen and find solutions!)

## 3. Fiscal Management / Foresight

- Lower property taxes
- Long-range fiscal planning (5-Year Capital Improvements Plan)
- How do we cut 5% from the budget annually?
- “Pennywise – pound foolish” – spend now for requirements
- Utilize grants when possible
- Manage City lands better

## 4. Environmental Sustainability / Eco-Friendly

- Maintain open space
- Solar panels... financing
- Water-saving initiatives and incentives
- Wind power
- Brownfield redevelopment
- Improve bike trail system / bike-friendly community
- Alternate fuel vehicles (e.g. CNG)

## 5. Infrastructure

- Street and bridge repair
- Maintenance of public buildings (e.g. Tallman House)
- Sewer / water maintenance
- Sidewalks – out!
- Skateboard park
- Improves parks
- Wading pool v. splash pad in Riverside Park
- Bike paths improvements / connectivity / maintenance

### **Draft Community Vision Feedback**

The facilitator asked the group to provide feedback on the draft community vision developed by City organizational leaders. The draft community vision is: *“Wisconsin’s Park Place: the community of choice for realizing life’s opportunities.”* Below is the feedback generated by the group regarding the draft community vision:

- Yes = Be “Wisconsin’s Park Place”
- Love “community of choice” phrase
  - Short and sweet
- Put on billboards and gateway signs!

Before residents left the community forum, the facilitator asked participants to identify and write down one key word or short phrase on a Post-It Note that describes Janesville in 25 years. Below are key words or short phrases submitted by participants:

- A place to live that’s nice
- A safe, clean, and prosperous City with great opportunities
- That’s it a friendly City, good community to live in
- Embracing diversity
- I love my town
- Positive
- Revitalized
- Revitalized

# Strategic Planning Community Forum

Parker High School, Small Auditorium  
April 23, 2014  
7PM



## Agenda



- Introduction to Strategic Planning
- Identifying Community Priorities
- Draft Community Vision Statement and Feedback
- Closeout and Next Steps

## Meeting Purpose



- To introduce the strategic planning process to residents of Janesville.
- To conduct an exercise identifying community priorities.
- To share the City of Janesville's draft community vision statement and solicit feedback.

## What is a Strategic Plan?



- A document to help organizations wishing to align their policy decisions and operations to achieve a common vision.
- A tool to assist the City Council in its efforts to allocate City resources to achieve a common vision.

## Components of a Strategic Plan



- Vision statement
- Mission statement
- Organizational values
- Strategic goals
- Objectives / Tactics

## Vision Statement



- What we hope to become or achieve as a community.
- Characteristics that most vision statements have in common:
  - Broad enough to include a diverse variety of local perspectives
  - Inspiring and uplifting to everyone involved

## Mission Statement



- The primary purpose we serve as an organization.
- Characteristics that most mission statements have in common:
  - Concise
  - Stated as outputs
  - Present-oriented
  - Able to drive the work

## Organizational Values



- What guides our organization's perspectives and actions.
- Fundamental beliefs for how the organization operates.
- Examples:
  - Accountability
  - Adaptable
  - Collaboration
  - Fairness

## Strategic Goals (Priorities)



- Broad based strategies needed to achieve the organization's vision and mission.
- "Road Map for the Future"
- Examples:
  - Financial Stewardship – To safeguard and enhance our resources through sound financial planning.
  - Downtown - To create a unique destination where commerce, culture, and recreation intersect.

## Objectives / Tactics



- Specific, measurable, action-oriented, realistic and time bound strategies that achieve the organization's strategic goals.
- Reviewed and refined at least annually prior to commencement of the annual budget process to reflect actions taken over the previous fiscal year.
- Objectives can and likely will change as implementation proceeds.

## Exercises



- Identifying Community Priorities
- Feedback on Draft Community Vision Statement

## Group Guidelines



- Honor time limits
- Listen to each other with an open mind
- Seek common ground and action
- Electronics on meeting mode
- Everyone participates
- HAVE FUN!

## Brainstorming Guidelines



- Collect as many ideas as possible. Quantity over quality.
- All ideas are welcome no matter how far out they seem.
- No discussion. Talking about the ideas will take place after the brainstorming process is completed.
- Do not criticize or judge. All ideas are equally valid at this point.
- Do “piggyback” or build on others' ideas.

## Identifying Community Priorities



- Brainstorming exercise to identify priority topics (e.g. infrastructure, downtown, etc.)
- Each participant will be given “dots” to place on priority topics they would like to see move forward to the group writing exercise.
- The top 5-7 priority topics will move forward and the group will further define the priority and suggest ways the City can achieve/fulfill this priority.

## Draft Community Vision



*Wisconsin's Park Place: the community of choice for realizing life's opportunities.*

## Draft Community Vision Feedback



- Feedback?
- What is your dream for our community?
- What would you like to see change?
- What do you see as the community's major strengths and assets?
- What do you see as the community's major issues or problems?

## Questions or Comments?



If you have any questions or comments regarding the City's strategic planning process, please visit [www.ci.janesville.wi.us/strategicplan](http://www.ci.janesville.wi.us/strategicplan) or contact:

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755-3037

## Closeout and Next Steps



On the Post-It Note provided, write down the one word that you hope describes Janesville in 25 years.

(Please place the Post-It Note on the wall as you leave)