



Visioning in the Comprehensive Planning Process

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What is Visioning?

- Visioning is about looking at the future.
- Visioning allows participants to share their ideas and imagine what they would like their community to look like in the future.
- Visioning helps residents and local government officials determine the direction for their community and provides a starting point for determining how the community will arrive at that vision.



Vision Planning is...

- A process by which a community envisions the future it wants and plans how to achieve it.
- Visioning is one of the first steps of comprehensive planning.



Visioning Helps Us To...

- Articulate a big-picture view to guide short-term decisions and long term initiatives.



Model for Visioning

- Where are we now?
Community Profile data
- Where are we going?
Trend Statements



Model of Visioning (cont.)

- Where do we want to be?

Vision Statement

- How do we get there?

Action Plan



Richland County Comprehensive Planning Process

- Where are we now?
 - Community Profiles
 - (presented at August meeting)
 - Public Opinion Survey
 - (Presented at August meeting)



Richland County Comprehensive Planning Process...(cont)

- Trend Statement
 - Demographic Trends and Forecasts
 - (Presented at August Meeting)
 - Issues & Opportunities
 - (Will be derived from a combination of profiles, survey & discussion during the Community Visioning workshops)



Richland County Comprehensive Planning Process...(cont.)

- Vision Statement
 - Community Visioning Workshops in Cluster format (Fall)
 - General Vision Statement
 - Issues and Opportunities



Definitions

- **Vision statement:**

A description of what the community will look like if it succeeds in implementing the strategies outlined in its comprehensive plan.

- **Values Statement:**

A description of the code of behavior to which the community adheres or aspires (these core values should be reflected in the vision statement and strategies the community selects)



A Vision Statement for a Community Needs to:

- Focus on a better future
- Encourage hopes, dreams and noble ambitions
- Clarify purpose and direction
- Build on community history and culture to appeal to common values
- State positive outcomes



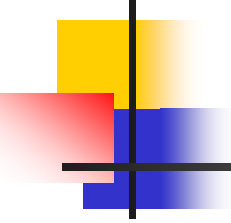
A Vision Statement for a Community Needs to:

- Emphasize community uniqueness
- Emphasize the strength of a unified group
- Use words, pictures and metaphors
- Communicate enthusiasm, kindle excitement and foster commitment and dedication



Ingredients to Success in Visioning

- Public Participation
- Local leadership
- Community responsibility
- Community boundaries
- Regional perspective
- Outcomes are not predetermined
- Every community is unique



Ingredients to Success in Visioning...(cont.)

- Unimportance of wealth/poverty of place.
- Visioning is not economic development.
- Community visioning is a challenging process.
- Visioning should be fun!!



Public Participation in Visioning

- Involving residents in the process is crucial to their ownership.
- Key stakeholders should be involved in the community visioning process.
- Visioning involves the “entire” community, not just a few friends.



Something to Think About in Visioning

- What are the basic values of the community?
- What issues are facing your community?
- What opportunities present themselves to your community?
- List several places that you would be proud to show to out of town friends.



Something to Think About in Visioning

- List several places that you would be ashamed to show out of town visitors.
- What is unique to your community that is not found anywhere else?
- What do you want to preserve in the community?



Something to Think About in Visioning

- What do you want your area to look like in the future?
 - What areas should be developed?
 - What areas should be protected?
- Imagine you are reading an edition of your local newspaper in twenty years. What would the headlines say about your community?



Something to Think About in Visioning

- If you left the community for twenty years and then returned, what would you hope to see?
- What words do you want your children or grandchildren to use to describe the community?



Final Product

Your community vision will be the basis for decisions, policies, actions and resource allocations for your community!!!