



Planning and Building Services Department Memorandum

TO: Comprehensive Plan Citizen Advisory Committee

FROM: Sidaro Sin, Senior Planner

DATE: October 20, 2010

SUBJECT: Comprehensive Plan Update (PP 10-0007)

ACTION

The purpose of this memorandum is to provide the Citizen Advisory Committee (CAC) information on the process that was used to develop the draft Comprehensive Plan vision statement (vision).

Staff is requesting feedback on the following:

- 1) Based on the survey and workshops, does the draft vision represent a framework for where the community wants to be in 25 years?
- 2) With your changes, is the draft vision ready for public review?
- 3) Are any changes needed to the proposed vision validation process?

BACKGROUND

The vision is intended to broadly yet succinctly articulate what the community wants to be and how it wants to look twenty-five years in the future; it depicts in words and images what the community is striving to become. The vision should embody the community's values and spirit. At its best, it will inspire pride and commitment to realizing the future it describes. This broad vision statement will be placed at the beginning of the updated Comprehensive Plan document to set the tone and framework for each of the action areas that follow (Community Culture, Complete Neighborhoods & Housing, A Connected Community, Economic Vitality, Healthy Ecosystems, Healthy Safe People, and Inspiring Spaces & Places).

DISCUSSION

Draft Vision

The draft vision (Attachment 5) was primarily developed using input from the community through the Community Survey and October 12th and 16th workshops. Additional resources included existing visions from other city plan documents and the Council vision developed in 2008.

The Council endorsed vision (scheduled for February 2011) will provide the community and staff direction on the future of Lake Oswego and will be the basis of decision making as we move through the preferred alternative, goals/policies, and implementation processes. Council is expected to adopt a final vision with the updated Comprehensive Plan.

Primary Sources of draft vision:

- Vision and Values Community Survey Results – Attachment 8:
The survey was available from July 17 through September 26. The City received 832 responses. This survey was not intended to be statistically valid; rather it was intended to gauge the “pulse” of the community. After additional community input, a working draft of the vision will be validated through a statistically significant survey process and forwarded to the City Council for their endorsement in early 2011.
- October 12th & 16th Workshop Notes – Attachment 3:
There were approximately 114 community members that attended the two workshops, almost evenly split between the two events. Notes and maps from the meetings are attached. Themes have been pulled out of the comments to try and narrow down the major topic areas.

Additional sources referenced:

- Drafted Council Vision (2008) – Attachment 6:
In 2002, the City Council developed a vision statement for the City to 2028. The vision has been used by the Council during their annual goal setting meeting and was last revised in 2008. For the purposes of the Plan update, the Council’s vision statement is intended to serve as starting point to establish a framework for the broader planning effort.
- Boards/Commission input on Council’s Drafted Vision – Attachment 7:
In spring 2010, the City’s Boards and Commission were asked for their input on the draft Council vision. Specifically; they were asked if it included the right topics, would meet the community’s need in the future, and encompassed the most important issues as we look towards 2035.
- Summary of Existing Plans with Visions (1994-present) – Attachment 9:
Since the last Comprehensive Plan was updated in 1994, the City has developed 25 planning related documents, ranging from neighborhood plans to the Lake Oswego Economic Development Strategy, recently adopted in 2010. Eighteen of these plans include visions or “vision-like” statements specific to their document subject area.

Draft Vision Validation Process

In order to use the vision as the “goal post” for the remainder of the process, it is important to ensure that the vision accurately reflects the community’s vision and values. It is anticipated that the draft vision will be validated through a statistically valid survey process in February 2011. The proposed validation process is outlined below:

- Phone survey that will take about one week (including mobile phone numbers)
- 300 respondents that statistically reflect community demographics (will try to include respondents from within city limits and unincorporated Clackamas County, but within the Urban Services Boundary)
- Respondents will be asked to rank the draft vision on a five point scale from “strongly agree” to “strongly disagree”

NEXT STEPS

If the CAC supports a draft vision, the next step will be to solicit community input in preparation for the vision validation process, as described below:

- November- Mid December Solicit community input on the draft vision for further refinement. The City will seek input from: website, go back to stakeholder groups, and those that have participated in past events via email solicitation.
- December Charrette We would like to use the revised draft vision based on community input to help guide the scenario planning process, including the charrette.
- February 2011
 - 1) Validate vision (as described above).
 - 2) Request Council to endorse vision. The Council endorsement will provide the community and staff direction on the future of Lake Oswego and will be the framework for decision making as we move through the preferred alternatives, goals/policies, and implementation processes.