



## MEMORANDUM

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**TO:** Comprehensive Plan Citizen Advisory Committee

**FROM:** Sidaro Sin, Senior Planner

**DATE:** March 1, 2011

**SUBJECT:** Draft Vision Statement (PP 10-0007)

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### ACTION

Staff is recommending that the CAC delay their discussion on the draft vision statement until April when it is expected that comments on the draft vision statement will be received from the Planning Commission.

### BACKGROUND

At the last CAC meeting on February 28, staff requested that the committee delay their discussion on the draft vision statement until members had the opportunity to review the video of the February 15 City Council meeting where the Council discussed the CAC's recommendation to endorse the draft vision statement.

At the Council meeting, four of seven Council members acknowledged that the vision statement was moving in the right direction. Council members recognized the time and effort that went into this effort, but also provided direction for refining the draft vision. The recommendations and comments included:

- Sustainability –
  - The word and concept was questioned if it was just a passing trend and if it should be in the statement.
  - In addition a question was raised as to its definition and how much it would cost to implement.
- Community Health and Public Safety Action Area - The sentence "Easily-available foods from local community gardens and farmers' markets support healthy nutrition" is a good idea, but other action areas lack the specificity of this. Perhaps this should be more of a concept.
- Inspiring Spaces and Places Action Area – The sentence "We are a regional leader.", did not define what we were a regional leader of.
- Complete Neighborhoods & Housing Action Area:
  - Other sections talk about what we "have" or "are", but this one talks about how we "manage". Maybe it should say we "have" a variety of attractive....etc as opposed to how we "manage".
- Healthy Ecosystems – There does not appear to be a need to say "we are recognized for", but just "We effectively balance the community's needs with the need to preserve clean air, water and land resources for future generations."
- The vision statement is too long and needs to be more concise.
- It was suggested that a glossary of terms be developed to help define terms such as "connected community"

and “efficient” (in reference to the Connected Community action area).

**DISCUSSION**

On February 28, staff met with the Planning Commission to provide an update on the Comprehensive Plan process. The Commission requested that they have the opportunity to provide additional comments on the draft vision statement to help refine it further. Staff has tentatively scheduled a meeting in late March to receive the Commission’s comments.

It would be the most efficient if the CAC considered both the City Council’s and Planning Commission comments at the same time. Since a majority of the City Council acknowledged that the draft vision statement was heading in the right direction, it is still appropriate to use the draft to help guide discussions, but keeping in mind the City Council comments received thus far. As the CAC considers comments from both the City Council and Planning Commission, it may want to keep in mind the level of public involvement and the validation process that was used to develop the draft. In addition, the more amendments to the draft vision that are made, the more the validity of the vision may come into question because it moves it further from the original vision statement that was statistically validated.