

Agenda Item # 5

Staff Report

Meeting Date: September 18, 2018
To: Planning Commission
From: City Planner
Subject: General Plan 2045 Vision Statement and Values

<input checked="" type="checkbox"/>	Regular
<input type="checkbox"/>	Consent
<input type="checkbox"/>	Closed
<input type="checkbox"/>	Presentation

Recommendation:

Motion to approve the General Plan 2045 Vision Statement and Values

Project Description:

A major portion of the General Plan revision is to determine the future vision of the City in 2045. Public input received through surveying is used to create a vision statement and complimentary values. A vision statement is the anchor point of the plan that allows the Planning Department to interpret data in a way that is meaningful for the community. A good vision statement can make planning for the future easy and logical to the needs and wants of the public.

A good visioning statement should be short, simple, specific to the City, leave nothing to interpretation, and should showcase the City's ambition. A short vision statement allows for a broad view of the City's future. A lengthy vision can lead to contradicting statements that are difficult to balance. The vision should be simple and understandable to the public.

Value statements can be more focused than the visioning statement. These are the concrete, simple values of the community that should not be compromised while planning for the future. These statements can and should be catered to the greater vision of the City.

Demographics:

The visioning survey polled 248 people over a 2 month period. Most of the people polled have lived in the City of Mt. Shasta for more than 10 years. The people who have moved to the area primarily moved for recreation opportunities, better quality of life, and clean air and water.

Those who were not residents of the area that took the survey were primarily from the County just outside City limits. A majority of these residents moved to the area more than 10 years ago for available work, recreation opportunities, and high quality water and air.

Out of all of the participants 62% are over the age of 55, 61% are Female, and 95% are White. The majority of respondents were from 2 person households with combined incomes of greater than \$80,000. The majority of participants are employed in the “Education, Training, and Library”, “Community and Social Service”, and “Farming, Fishing, and Forestry” industries. Most participants were fully employed.

Attachments:

I. Visioning survey Results