Identifying and Creating A Community Vision

Jill Remington Love, Consultant
Lindsey Ferrari, Wilkinson Ferrari & Co.
What types of projects benefit from community vision?
The Secret Ingredient: *Public involvement.*

- A project that truly reflects the needs of the community.
- A community that has ownership of the project.
- Community understanding and transparency of the decision making.
The Process
Challenges

- Identifying the “right” people
- Reaching people efficiently and effectively
- Distilling information into a single vision
- Allowing for changing audiences/circumstances
- Recognizing preconceived notions
- Communicating the results back to the public
Identifying the Right People
Identifying the Right People: Downtown Rising

- **Elected Officials**
  - Serve in elected capacity

- **Conveners**
  - Convenes and guides the Collaboration

- **Cabinet**
  - Provides hands-on policy advice to the Conveners

- **Technical Team**
  - Provides technical support to the Collaboration

- **College of Mayors**
  - Includes formal mayors in the region

- **Partners**
  - Includes a broad cross-section of regional interests
  - All corners welcome

Includes significant cross-representation with Chamber Board, Downtown Alliance Board and subcommittees, Salt Lake City Planning and Economic Development, Salt Lake County, and other planning entities.
Identifying the Right People: 
Eccles Theater
Reaching People Efficiently and Effectively
Reaching People Efficiently and Effectively: *Salt Lake County Kearns Place-Based Initiative*
Reaching People Efficiently and Effectively: BLM: Master Plan
Reaching People Efficiently and Effectively: *Salt Lake City Westside Master Plan*
Getting to a Single Vision
Getting to a Single Vision:  
Salt Lake City Parks Bond
Getting to a Single Vision: Salt Lake City Parks Bond

What kind of amenities should be in this future space at Glendale?
Getting to a Single Vision:
Salt Lake City Parks Bond

Revitalized River
+ Connected Trails
+ Urban Nature
+ Active Parks

= Connecting You to Nature
Getting to a Single Vision: 
*Downtown Masterplan*
Getting to a Single Vision: Downtown Masterplan
Getting to a Single Vision: 
*Downtown Masterplan*

- Is Vibrant & Active
- Provides Housing Choice
- Is Prosperous
- Celebrates Diversity
- Is Artful & Unique
- Is Connected
- Is Walkable
- Is Welcoming & Safe
- Unites City & Nature
- Is Beautiful
Allowing for Changing Audiences/Circumstances
Allowing for Changing Audiences/Circumstances: 

*Wasatch Hollow*
Allowing for Changing Audiences/Circumstances: Airport Light Rail Line
Recognizing Preconceived Notions
Recognizing Preconceived Notions:
Homelessness Commission

- Interviews with:
  - Volunteers
  - Homeless
  - Stakeholders
  - Providers
- Site visits
- Open houses
Communicating Results Back to the Public
Communicating results back to the public: *Downtown Rising*
Communicating results back to the public: *Enterprise SLC*
When does engagement end?
Thank You!