



SEASIDE 2034

Building a bridge to our Future

VISIONING SEASIDE IN 20 YEARS

Tonight's ‘final’ Update

1. WHAT WORKED WELL

2. WHAT COULD BE IMPROVED

3. UNEXPECTED REALIZATIONS

4. RECOMMENDATIONS

WHAT WORKED WELL!

Multiple forms of outreach

Time and time again, we hear “what is the best way to reach people?” The answer is: every available channel!



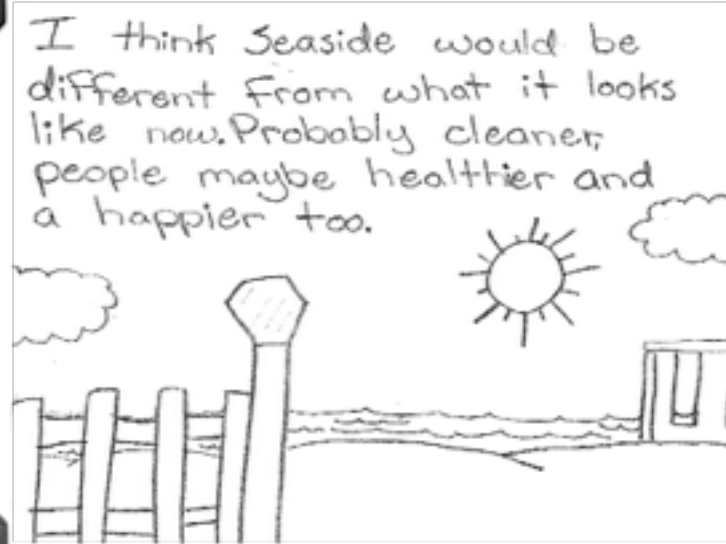
WHAT WORKED WELL!

Community stakeholders



We had many engaged community members that stepped up and assisted **throughout** the process! Their support and assistance was immeasurable.

WHAT WORKED WELL!




Involving the Youth

Between the surveys and submitted photos from our young residents to the very successful youth summit, we had a really nice engagement piece with the future of our community.

WHAT WORKED WELL!

Surveys



How do
you see
Seaside?

- Five (5) surveys
- **Close to 700 total responses (between all five)**
- Comments and feedback drove the entire process

Participating stakeholders included visitors, residents, and community members that live, work and play here!

WHAT COULD BE IMPROVED!

The timing of the process



Due to the restrictions of a one-year process, that left much of the work to be done during some of the busiest months in Seaside. An ideal work flow for visioning is two years.

WHAT COULD BE IMPROVED!

Keeping people engaged and a lack of stakeholders

How do you ensure you have participation for twelve months?
You keep talking about it, you try to freshen things up. With limits on people, at times it felt difficult to keep people engaged.



WHAT COULD BE IMPROVED!

Maintaining Consistency



One singular voice is the optimum way to maintain consistency. In an effort to be as inclusive in our development efforts and because of time constraints, duties were sometimes handled with different voices.

WHAT COULD BE IMPROVED!

Expanding our mobility



Just as we are trying to reach everyone that is technically savvy, we believe an effort that takes more meetings into the community (parks, schools, etc.) will yield even greater participation. We can't always expect people to come to us.

ANOTHER VISIONING PERSPECTIVE

Jeremy's Thoughts



UNEXPECTED REALIZATIONS!

What surprised us!



1. That we, as a city, could probably do a better job of pushing out information about projects we are involved with.
2. Some of the pivotal elements throughout this process were very hard to predict based on time year, the audience and if it's interesting. People are very busy in our community.
3. That we could do more to involve the youth in our community. Perhaps we don't put enough faith in our kids and they could help us more than we give them credit for.

RECOMMENDATIONS!

Immediate Next Steps & Final Recommendations

NEXT STEPS:

- Postcard Mailing
- Website Update
- Final Email Blast

RECOMMENDATIONS:

- Leave graphic renderings in place
- Add a plaque



BUILDING

A BRIDGE

TO OUR FUTURE

RECOMMENDATIONS!

Final Thoughts

Cathedral Thinking

- Can we, and possibly should we, take action for those that aren't even born yet? How forward CAN we think?
- Think about change... not for today... but for future generations.

Final Reminder

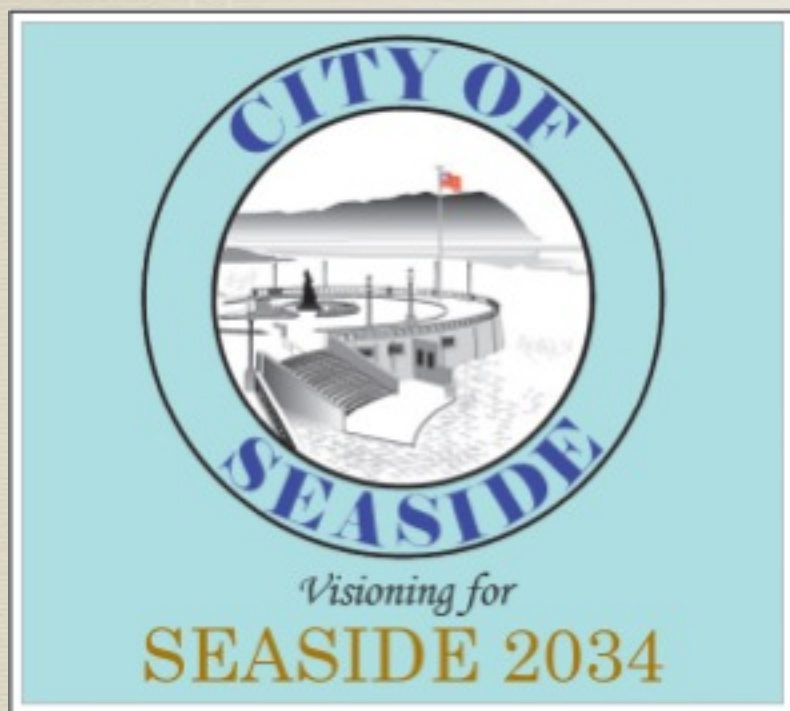
- This vision is our guiding light. Let's use it to really drive towards a promising future.

Thank you!



OUR VISION STATEMENT!

Seaside 2034



“Seaside is a remarkable, culturally rich community. Our families thrive, our businesses prosper and generations of visitors create memories that last lifetimes - all in a healthy, safe and neighborly coastal environment.”

Building a bridge to our future!