



PLANO TOMORROW

A Comprehensive Plan for Excellence



Plano Tomorrow Work Session *The Vision Statement*

Planning & Zoning Commission
February 17, 2014



Challenge for Tonight's Meeting

1. Vision Statement Discussion
2. Consensus
3. Direction



Vision Statement Schedule

- Create a draft statement tonight
- Bring the draft statement to P&Z at March 3rd meeting
- Take the vision statement to departments for input
- Take the vision statement to City Council for input
- Allow public to provide comment on the vision statement
- Bring back the vision statement to P&Z



Project Schedule

Date	Task
March 3, 2014	Regionalism
March 17, 2014	The Environment
April 7, 2014	The Economy
April 21, 2014	Sense of Community
May 5, 2014	Housing/Neighborhoods
May 19, 2014	Quality of Life
June 2, 2014	Quality of Life
June 16, 2014	Transportation
July 7, 2014	Built Environment
July 21, 2014	Draft 1 – Recommendations
August 4, 2014	Draft 2 – Recommendations
September 2014	Public Outreach/Stakeholder Meetings
October 6, 2014	Planning and Zoning Commission Public Hearing
November 10, 2014	City Council Public Hearing



Project Schedule

- Project Schedule Discussion
 - Speakers for each topic
 - Could the Commissioners be here at 6:00 pm before each meeting to receive the presentation from the speaker during dinner?
 - If not, we will have both the speakers and discussion after the regular P&Z meeting.
- Staff will provide P&Z reading material two weeks prior to the topic.



What is a Vision?

Visioning is a process of dialogue through which a group arrives at a shared description of a desired (or ‘best possible’) future

Vision is: “the act or power of anticipating that which will or may come to be” – www.dictionary.com

The vision statement answers the question:

“Where is Plano headed?”



Why do we need a Vision?

- It sets the foundation and provides direction for Plano Tomorrow
- Early agreement forms a basis for work on later, more detailed topics
- Can become a marketing tool for future residents and businesses
- It leads to a better plan as a result

***“If you don’t know
where you are going,
you might end up
someplace else”***

- Yogi Berra



Characteristics of a Vision Statement

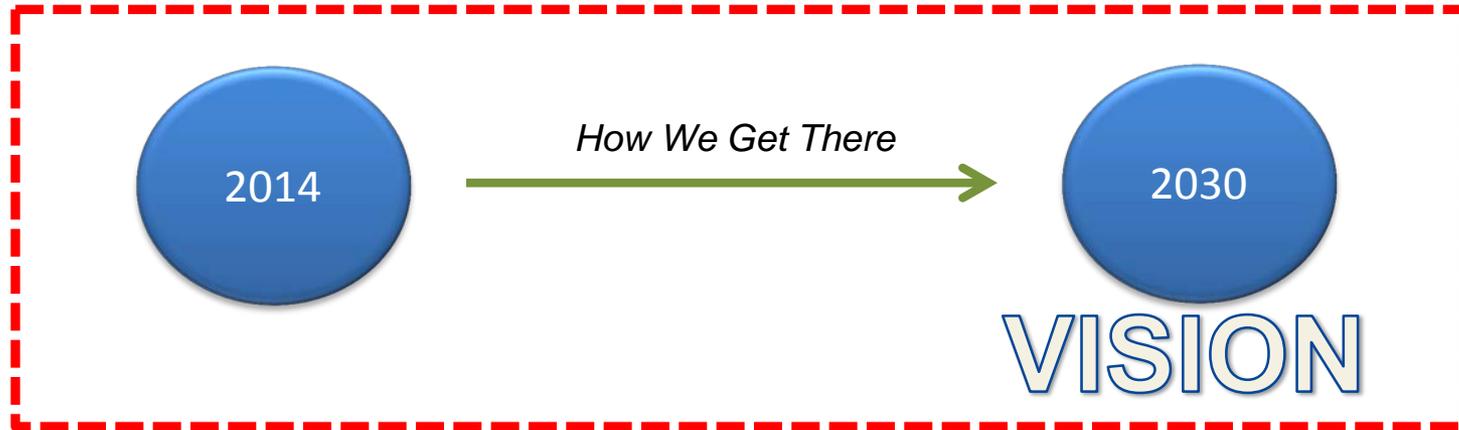
- **Futurecasting**
 - Future state, end result, or outcome
 - Gerund verb (-ing) – examples: will be, building, creating
 - Not about a group’s mission (why the organization exists)
- **Clear and visible**
- **Descriptive**
 - Single sentence
 - May have supportive bullet points
 - Not a laundry list of topics or goals
- **Memorable**
 - Succinct
 - Inspiring
 - Specific to the community
- **Audacious, yet realistic**
 - Think big!
 - Outside realm of comfort, yet obtainable
- **Timeframe**
 - 15-20 years (2030)

**“GREATNESS IS NOT
WHERE WE STAND, BUT
IN WHAT DIRECTION WE
ARE MOVING...”**

- OLIVER WENDELL HOLMES

Mission vs. Vision

MISSION



Mission statements answer why the organization exists

Vision statements answer where the business is going

Types of Vision Statements

- **Quantitative**
 - *Example: we will generate \$100 million in sales for the next ten years*
- **Competitive**
 - *Example: we will be better than XYZ Company*
- **Role-Model**
 - *Example: we want to have an efficient organization like XYZ Company*
- **Superlative**
 - *Example: we will be the best or we will be number one*



What People had to say

How people see Plano today

- Great employment and education opportunities
- Good health care
- Lack of nightlife, arts, culture, entertainment
- Diversity /multicultural
- Aging development
- Enhance transportation options (E-W travel)

Future vision of Plano

- Better public schools
- Vibrant, thriving, and lively city
- More diverse community
- Variety of affordable housing options
- New/revitalized housing and businesses
- Good transportation system



Visioning Exercise



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Vision Statement Examples

“To cure the world of breast cancer”



Vision Type: Quantitative

“To become a \$125 billion company by 2000”



Vision Type: Quantitative

“Our vision is to be the earth’s most customer centric company; to build a place where people can come to find and discover anything they might want to buy online”



Vision Type: Superlative

“Yamaha wo tsubusu! We will destroy Yamaha”



HONDA

Vision Type: Competitive



Vision Statement Examples

“To become the Harvard of the West”



Vision Type: Role-Model

“Become number one or two in every market we serve and revolutionize this company to have the strengths of a big company combined with the leanness and agility of a small company”



Vision Type: Superlative

“[We] are a global energy and oil company whose headquarters are in San Ramon, California. Aside from offering oil and natural gas, [we] also develop hydrogen infrastructure, advanced battery systems, nano-materials and renewable energy applications”



Mission Statement
(Not a Vision)



Vision Statement Examples

By the year 2020, [we] will be commonly recognized as the most livable city in Texas.



Vision Type: Superlative

We envision a little big town that is clean, family friendly, metropolitan enough to stay up with the times, and exciting enough to keep kids here and keep them coming back here when they grow up! Historic small town feel needs to be protected. A cohesive community involved in local events. Safe place to come home and live life with your community. Staying true to [our] heritage.



Vision Type: Quantitative

[Our comprehensive plan] is our blueprint for a 21st Century city that THRIVES with new growth and opportunities, CONNECTs to the region and the world, and RENEWs its valued resources for future generations.



Vision Type: Quantitative



Vision Statement Examples

For the City of Renton to be the center of opportunity in the Puget Sound Region where families and businesses thrive.



Vision Type: Superlative

For the City of Richmond to be the most appealing, livable, and well-managed community in Canada.



Vision Type: Superlative

Rochester will be the best mid-sized city in the U.S. in which to live, raise a family, visit and grow a business. Our city will be renowned for its safe neighborhoods, vibrant economy, educational excellence and customer service.



City of Rochester, NY

Vision Type: Superlative



Vision Statement Examples

[City] is a City of excellence that honors its heritage and is committed to the present, with a deliberate focus on the future—a unique community that concentrates on encouraging diversity, preserving the environment, and creating lasting value while maintaining friendliness, livability, and vibrancy.

- Frisco, Texas 2006 Comprehensive Plan

“[City] is dedicated to providing efficient quality services by working in partnership with its citizens, neighborhoods, and businesses to enhance the quality of life and to create a safe, healthy, vibrant community in which to live, work, play and visit.”

- Allen, Texas 2002 Comprehensive Plan

“[City] will continue to enhance its status as a desirable, attractive, safe, healthy and fiscally-sound community with quality neighborhoods, while maintaining a high standards of living, learning, shopping, working, recreation, and open spaces. [City] will continue to be a vibrant community that epitomizes both economic and environmental sustainability.”

- Southlake, Texas 2009 Comprehensive Plan



Plano's Strategic Plan

Mission & Vision

Mission: The City is a regional and national leader, providing outstanding services and facilities through cooperative efforts that engage our citizens and that contribute to the quality of life in our community.

Vision: The City is a vibrant, safe and sustainable city with attractive neighborhoods and urban centers, a vital economy, a high degree of mobility and an abundance of educational, recreational and cultural opportunities.

Pillars for Plano's Vision

- A diverse, international and emerging urban city and metropolitan center
- A multifaceted city which meets the needs of its citizens to work, live and play here
- A city known for very high quality city services
- A city of vibrant and renewing neighborhoods
- A city of business and enterprise of national and international importance
- A city that partners with a variety of educational institutions to support and emerge exceptional quality of education at all levels



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Group Exercise:

What will Plano be like in 2030?

It's 2030 and the Dallas Morning News wants you to write a story about the City of Plano. This is a great opportunity to showcase our city and recruit new residents, businesses, and visitors.

What is the headline? What are the pictures? What are people saying?



Plano Tomorrow Vision Statement

Q. What type of Vision Statement is best for Plano Tomorrow?

Quantitative | Competitive | Role-Model | Superlative

Q. What are some key words that were stated during the group exercises?

Q. Who would like to start?

