



## **VISION AND CORE VALUES INPUT SUMMARY: MARCH 2017**

### **Introduction**

An initial Kickoff Workshop and Open House for the Imagine Greeley process were held on March 3, 2017. The nearly 160 community members who attended the events learned about the major trends that are anticipated to shape the City's future, explored issues and opportunities in a number of key focus areas, and provided feedback on the vision, core values, and policies included in the current Comprehensive Plan.

This document provides a summary the results of the Vision and Core Values exercise, which provided participants with an opportunity to review the vision and core values established as part of the 2060 Comprehensive Plan (as well as City Council priorities), to evaluate how well the vision and core values are aligned with current community perspectives, and to identify potential refinements for consideration as part of the Comprehensive Plan update process. During the exercise, participants worked in groups to evaluate the current vision and core values, and answer the following key questions:

- How well do the current comprehensive plan vision, core values, and guiding principles, and City Council priorities align with your vision for Greeley's future? (Scale of 1 to 5)
- Are their aspects of the current vision, core values, and guiding principles that are no longer relevant? If so, please list them.
- Are there new topics/considerations that you feel are missing? Please explain.

Overall, participants indicated that the current Vision, Core Values, and Guiding Principles remain valid today; however, a number of suggestions were made to "fine-tune" them as part of the plan update process. Results of the exercise are provided in the following pages.

## RATING THE PLAN'S VISION, CORE VALUES AND GUIDING PRINCIPLES

The scores provided by these 17 groups were averaged together in order to create a combined score for the exercise (see table below).

| Vision, Core Values and Guiding Principles<br>(Current Comprehensive Plan)  | Average Score (Scale of 1 to 5) |
|---|---------------------------------|
| <b>Vision Statement</b>   | 4.1                             |
| <b>Excellence</b> in actions, attitude, leadership and focus  | 4.3                             |
| <b>Progressive and Appealing Industrial Development</b>   | 3.5                             |
| A <b>Safe, Prepared, Secure and Harmonious</b> community environment  | 4.7                             |
| <b>Sustainable Community Development</b> through healthy behaviors, sensitive environmental stewardship, varied and compact community design and a complete, effective & forward-thinking transportation system | 4.4                             |
| A Community <b>Rich in Diversity</b> of People, Customs, and Ideas  | 4.5                             |
| <b>Every Neighborhood Thrives</b> reflecting the spirit of community  | 4.0                             |
| Center of a comprehensive <b>Premier Educational System</b>   | 4.5                             |
| ' <b>Better Together</b> ' leadership mode of intergovernmental & public/private cooperation to achieve exceptional community benefits  | 4.5                             |
| A <b>Regional Leader</b> and Northern Colorado destination  | 3.7                             |

## SUGGESTIONS AND COMMENTS BY CATEGORY

### Vision Statement

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*"Greeley promotes a healthy, diverse economy and high quality of life responsive to all its residents and neighborhoods, thoughtfully managing its human and natural resources in a manner that creates and sustains a safe, unique, vibrant and rewarding community in which to live, work, and play."*

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| <ul style="list-style-type: none"> <li>• Too Wordy</li> <li>• Missing the word "learn" and "grow" (community &amp; physical)</li> <li>• Needs to reflect a diverse community</li> <li>• Image and brand of healthy</li> <li>• Improving human and natural resources</li> </ul> | <ul style="list-style-type: none"> <li>• Add Community and Civic Engagement</li> <li>• Add "live, work, learn, and play"</li> <li>• Missing heritage/history</li> <li>• Built/resources missing</li> <li>• 'Healthy' should be used more broadly (people, not just economy)</li> </ul> | <ul style="list-style-type: none"> <li>• Too broad, not visionary enough</li> <li>• Replace managing with promoting, collaborating, or encouraging</li> <li>• Health not just about the economy, but also community</li> </ul> |
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### Core Values and Guiding Principles

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*"Excellence in actions, attitude, leadership and focus"*

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|---|---|
| <ul style="list-style-type: none"> <li>• Should reflect environmental concerns</li> <li>• Who? City government?</li> <li>• It's assumed, maybe lose or incorporate other</li> <li>• What is excellence? Hard to define in this context</li> </ul> | <ul style="list-style-type: none"> <li>• Consider adding integrity</li> <li>• To whom does it refer?</li> <li>• Difficult to replace with</li> <li>• Define equity</li> </ul> |
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*"Progressive and Appealing Industrial Development"*

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|--|--|
| <ul style="list-style-type: none"> <li>• Increase the professional effort to define and grow our industrial base</li> <li>• Continue to build upon the vision and values set in the 2060 Comp Plan. Keep growing in this way!</li> <li>• Balance between major industry segments</li> <li>• Industrial too limited – more than industrial</li> <li>• Revise to include more diversity of development (i.e commercial, small business)</li> <li>• Emphasize economic development</li> </ul> | <ul style="list-style-type: none"> <li>• Tie Greeley Residence for Employees of these businesses to Economic Development?</li> <li>• Economic, not just industrial</li> <li>• Modern/high tech</li> <li>• Attractiveness</li> <li>• Build on strengths/food</li> <li>• Diverse, balanced</li> <li>• Public/private</li> <li>• Talking about economic development?</li> </ul> |
|--|--|

- Remove "progressive" and add "innovative"
- Get rid of "Industrial"
- Too wordy
- Envision/prepare for future business opportunities and needs
- Business-There is a need for small businesses and a need to address missing middle gap of businesses and retention of existing employers.
- "Commitment to preparing for the future" or "plan now for the future"
- Remove "Industrial" change to something that includes tech (as perception) such as "Economy Driving Development" or "Inclusive Industrial Development"
- "Innovative and appealing diverse economic development"
- Don't focus on industrial development
  - Need business development
  - Access to jobs
  - Local business importance
- Should more broadly address economic balance
- A broader approach to development, not just industrial but commercial and residential
- Missing a value that addresses employers of median # of employees
- Economic diversity – attract different jobs (white and blue collar)
- Retain and develop local talent

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***"A Safe, Prepared, Secure and Harmonious community environment"***

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- Missing attractive, replace "secure & harmonious community" with "attractive & harmonious"
- Still more work to do
- Perfect (almost)
- Include "Health"
- Add "welcoming, vibrant, and safe"
- What does "safe, prepared, secure..." even mean?
- "Neighborhood thrives"?
- Lacks substance
- Harmonious might not be the right word to use: tolerant/accepting
- Secure is too ambiguous – might lead to things that we don't want. Secure has changed meanings throughout the years

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***"Sustainable Community Development through healthy behaviors, sensitive environmental stewardship, varied and compact community design and a complete, effective & forward-thinking transportation system"***

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- Add cost effective transportation
  - Development
  - Planning, walkability
  - City Opportunities
- Add clean energy
- More efficient/progressive/cutting edge:
  - Multi-modal transportation
  - More multi-modal emphasis

- Planning system that sustains growth
- Too long and all encompassing
- Drop healthy behaviors, compact
- Its strategic
- Full service community
- Need amenities, lifestyle
- Environmental stewardship add Conservation & Health continual monitoring of wells
- Clarify what is meant by sustainable
- Downtown key element to keep growth within the city of Greeley
- More emphasis on proactive planning for infrastructure. To support sustainable community
- Cost-effective Transportation; mobility (transit) should have a greater prominence in the core values and guiding principles
- Growth isn't specifically addressed

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***"A Community Rich in Diversity of People, Customs, and Ideas"***

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- Add "and economic levels at the end"
- Respect/support – diversity
- Use celebrating rich diversity ( we are diverse so celebrate)
- Use "our" instead of "rich"
- Combine with Neighborhood
- Expand on this and see what could be done to promote it more and that it's embraced, rich, unified, integrated, safe, welcoming, vibrant, tolerant, and celebrated.
- Language skills opportunities should be part of the core values to help people in the community, another thought that that this statement needed to aim at creating a more unified and integrated community
- Need to bring the community together and have more celebrations and events that celebrate each other's' cultures.
- Diversity and tolerant & welcoming (language change to that value)
- Add "united"
- Inclusiveness needs to be worked into the core values – diversity alone is not adequate

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***"Every Neighborhood Thrives reflecting the spirit of community"***

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- Infrastructure/needs – proactive
- Leave no neighborhood behind
- Focus on all, not just growth
- Maybe use healthy instead of thrive
- Every neighborhood is valued
- Find a way to address equity and accessibility to services/resources
- Get rid of it

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***"Center of a comprehensive Premier Educational System"***

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- Culture and recreation should be added
- Needs to address cradle to grave
- Transfer of knowledge from older to younger
- Emphasize K-12 Education by revising or adding core values

- Do a paradigm shift. Focus on education for the future
- Look at the educational system as a whole to develop a world class educational system as it is a foundation of the community; encouragement of the community to work together to support the educational system.
- Perfect
- Education – need to get past “watch list”

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***“Better Together” leadership mode of intergovernmental & public/private cooperation to achieve exceptional community benefits***

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- Work-force development, City/County cooperation
- Perfect
- Is “Better Together” a brand?
- Reword – collaboration “better together”?
- Unity – Better Together
- City’s fiscal responsibility
- Accountability
- Retaining/attracting young adults and millennials in the community to foster and grow leadership; retain/develop local talent and try to keep those individuals local so they can become future leaders
- Accountability & follow-up—a need for the City to have more dialogue and accountability
- Fiscal responsibility
- Diversity in leadership (people, thoughts/beliefs)
- Rotation of leadership status positions

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***“A Regional Leader and Northern Colorado destination”***

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- Continue image/marketing
- Like Leader but not destination
- “Model” instead of “leader”
- Destination a core value?
- Split in two different values
- Good but further definition would be nice
- You don’t tell people you will be a leader. You just are
- There is too much connotation of being a tourist community with the word ‘destination’.
- What is meant by regional leader? Agriculturally? Education? Business? Water?
- Regional Cooperative improvement

## GENERAL COMMENTS

### Core Values/Principles Generally

- Additional principles to consider:
  - Balanced economic drivers
  - Balanced range of income workforces
  - Diversity and Harmony
  - Competitive Education System
- Adding progressive to all core values
- General sentiment that goals need to be put into action
- Too generic
- All need to be explained and developed equally
- Need milestones/ achievable goals associated
- Vague terminology
- Human Element is missing
- No personal connection
- Key terms used in reporting out:
  - Communication
  - Stewardship
  - Recognition
  - Collaboration
  - Progressive
  - Innovative
- New Value – “City more responsive w/ more dialogue and accountability”

### Community/Identity

- Need for a database of community needs and volunteer opportunities
- Stronger marketing/communication of city programs available to resolve issues
- Community programs
- Neighborhood emphasis
  - Sense of community
  - Access to services

- Create a more unified and integrated community
- Retaining our youth/talent
- Retaining young adults in the community, fostering and growing their leadership
- Diverse population
- Connecting communities together
- Relationships
- What do we stand for? Who are we?
- More efficient/Adaptability/ Flexibility
- Equity
- Older generation needs to understand/comprehend / contribute (property values increase, creates jobs)
- Embrace diversity – ways to connect reciprocal maintenance
- Attract forward thinking millennials
- Financial literacy programs
- Retain youth to stay in communities

### Growth and Development

- 5th St between 11th -23rd Ave. – Housing
- Downtown Area East of 11 Ave (tracks) – Public
- Additional grocery options downtown/ East Greeley
- Housing options
- It’s about the big picture, not just affordability

### Transportation/Infrastructure

- Mobility
- Continued work on City Streets/roads
- Bus Improvements – more regularity & Key Stops
- Transportation to aid public health
- Set the infrastructure for the growth from the start. Avoid trying to have to come back to “fix it”
- Infrastructure

Health and Human Services

- Human health (food insecurity)
- Improved services for developmental disabilities
- Services for those w/ addiction issues
- Additional services for the homeless
- More playgrounds for all abilities
- Child center subsidized by the City
- Strategies that address poverty (affordable housing)
- Public health (walkability, food and transportation options)

Public Safety

- Addressing crime as population grows

Marketing/Branding

- Proactive for opportunities
- Promote ourselves

Government/Council Priorities

- Council priorities - add work force to Econ and Health
- Council priorities need to be more specific
- Local control
- Proactive/sustainable in fiscal/financing/investing