What form should the vision take?

- Use present tense
- Like the present tense, thinks we can keep the 2040 reference;
- Remove date and “will feature” from intro → “Houston will continue to be”
  - Suggests we have not yet achieved these things
  - “Is” and “will improve” should be used to highlight the good things we are already doing and emphasize continued growth
- Human element is lost in the vision
- Using “we” implies a personalization to the plan; the residents of Houston
- Likes the “we” – “we live in a place…”
- The “Citizen” is not in there, it’s all about the place. The citizen should be able to read it and see themselves.
- Be concise. This needs additional descriptors and to be condensed.
- Concise vision statements are attractive/effective
  - Haven’t had a plan, so we need more elaborate, but could condense
- Vision statements should be more concise. Condense it a bit.
- Shorter, more accessible statements. Everyone must be able to read this plan.
- Should be shorter and more accessible to public
- Shorten it.
- Vision statements should be more concise. Condense it a bit.
- Should be shorter and more Houstonian.
- We need simpler lines that distill a vision of broader scope
- Mention strengths and opportunities to evolve
- Two questions to ask: 1. Where are we going? 2. How do we do that?
- “We want to say where we’re going, then explain how we’ll get there. (vacation analogy)
- People should be able to understand what a statement means.
- More thematic bullet points
- Make elements more thematic
- Provide tools to allow effective implementation
- Needs to connect all elements together

Ideas and themes that should be included

- Bay Estuary Plan
- Port and Gulf inclusion?
- Missing “walkable”
• Regional leadership could be addressed
• Technology/civic engagement aspects missing
• Have we overlooked a need to focus on technology?
• Economic disparities/level of poverty is especially high/troubling in Houston
• Addressing poverty
• Concept of equity is missing – People ought to have a shot to make it. First point could help address it.
• How do we fit in minimizing poverty?
• Poverty and its strain on the entire economy and city
• “Creative spirit” should be incorporated into vision
• Collaboration and coordination should be addressed → central theme
• Public and private
• Start talking about the economy we want to move toward → one that will help achieve all of the goals
• Can we be more specific about what types of economies we are talking about?
• We want a growing business climate. Who would be against that? We need to diversify our business and technological base.
• How well are we providing educational opportunities? Where is the topic of education? Focus on economic resilience at a personal level, not simply at an industry level.
• We need to be more explicit of the economic climate we want to have?
• How well are we providing educational opportunities? Where is the topic of education?
• Education is the #1 issue;
• Healthcare access
• Walkability isn’t addressed in the vision?
  o Number 1 as per the Blue Print plan
  o Klineburg survey shows demand for more walkability on account of changing demographics
• Promoting a civic vitality in voting and engagement
• regional leadership for the city of Houston
• Collaboration and coordination among departments and agencies is lacking
• Why not use “Citizen’s Vision for Houston”
• It may be seen as an endorsement
• What are our other biggest issues? Strengths?
• Tie-in to the Arts & Culture plan, needs to mention the “creative spirit” of Houston.
• Address a resilient system in Houston to help people in need. Not just natural disasters. Include healthcare.
• There is nothing about technology or civic vitality / engagement
Vision should be specific to Houston

- Many cities share the same values - how do we separate ourselves?
- Must be reflective of Houston
- Houston is a “special” city → is there a way to set us apart from the utopian view?
  - What is really important to OUR city?
  - What can inspire/energize toward better outcomes?
- Diversified/innovative economy → more specific to Houston
- Educational opportunities important for Houston
  - Measurement important (for each “goal/vision”)
- A lot on the list are reflective of Houston
  - Diverse city is one that the city is proud of
- How does a utopian goal that applies to any other city help Houston?
  - Like Dallas’ specific aspirations
  - What’s important about our City?
  - Needs to facilitate achieving better outcomes – diversifying economy, innovative economy
  - Houston needs to be felt on paper. Our list should be descriptive of our current local conditions, and also where we want to go.

Suggestions

- “Citizens’ Vision” could work as a guide for revision
  - “we” → put people first
- Does a date need to be had? It may help move along our vision.
- People must be featured. There needs to be a personification to the plan. How will it affect people?
- The vision is utopian. It can be applied to any city.
- What are Houston’s specific aspirations? What really is important here?
- We need this plan for implementation, not simply aspiration.
- We must state where we are now as a city.
- The plan is supposed to be about continually improving
- Thousands of people worked on Citizens Congress vision – why not use that vision?
  - Opposition to some of the wording and the implication of an endorsement exists.
- There is a reason for the date (2040) → guides the process forward

General comments

- Smaller houses that are more connected to area are becoming more attractive to citizens
  - Could be a changing demographic/family structure
- Houston provides a “safety net”/resiliency for community, especially the poorer populations
  - Healthcare accessibility
- Concept of equity is a rising issue → “opportunity”
- Make sure prosperity rises to combat poverty levels or vice versa
- This is about the citizenry: What do they want?
• Draft comes across as only aspirational
• A lot of overlap with previous citizen findings
• This doesn’t apply to all cities.
• A level of clarity in the vision is an absolute must.
• While Houston is already many of the things listed, it needs to strive to retain it;
• Distill it down. Blueprints vision covers all of it.
• There seems to be overlap of issues that were presented in 2003
• When there’s more prosperity, we can all benefit
• We have to address what people want within the vision statement
• Pay attention to the analytics when analyzing all the visions. What effect does the geographic scope of the plan have?

Do we need goals that support a high-level vision?
• Yes → need goals, strategies to achieve them, and metrics to evaluate effectiveness
• Yes → need clarity; need more definition in our goals/visions
• Bring draft goals to public
• Can we provide strategies for each? Should we condense/eliminate some to be more effective?
• Keep implementation stage in mind
• There is a difference between creating visions and defining strategies.
• Can we realistically have strategies for each of these visions? How do you plan for wise government?
• What tools are there going to be to support this vision?
• What are the measures that will align with these? #2 is the key.

Ideas for Improving the Process
• Previous plans were quite representative
  o Why not use something that has already been vetted?
• “Squeaky wheel” issue with stakeholder groups
• Previous plans don’t necessarily represent the majority of the population
• Systematic random sampling
• It’s the City’s responsibility to have an equitable approach and make people feel involved.
• Method in determining strategies should be able to allow for different priorities from different groups
  o Should be equitable

How do we increase/diversify participation?
• People must be “buying in from the beginning”
• For a plan to be owned, it must include community support and outreach
• How to engage the under 25 age group. We need to include the people the plan will actually affect the most.
• Should be an intentional outreach
• Start outreach earlier in the process to better prepare public for participation
• Incorporate as much public participation into the process
• Citizens have a right to be involved in the process
  o Be careful not to jump into implementation before involving the public
• Media partners
• Schools reach different age group, but also learn more about communities
• schools are a more honest representation of what the neighborhood looks like.
• We need more public outreach. Especially with schools. Plan for the people that will be alive in 2040.
• Sports events
• Mobile devices/technology
• Ethnic media sources
• Steering Committee sphere of influence
• Electronic game for younger groups
  o Use something they are already using/working with
• Provide more data/methodology to public
• We must communicate information at its earliest point
• The radio was helpful with his online survey. Different programs appeal to different ethnic groups.