



How to Host a Community Vision Workshop

A method to get community input when you don't have a city plan

We recommend that Hometown Pride committees refer to existing city plans - such as a comprehensive plan, strategic plan, or vision plan – to guide them as they decide what work to do.

However, some towns may not have a recent plan to go on. If that is the case, we encourage Hometown Pride committees to work with local leaders to hold a simple community vision workshop that will help identify the town's biggest strengths, challenges, and opportunities.

This workshop will not result in an official city “plan,” but it will provide valuable input from the community that will help guide the Hometown Pride committee.

Before the meeting

1. Talk with city officials and ask them to partner with you to hold the event.
2. Choose a location and time that is convenient and welcoming to your invitees.
 - a. A library, community center or park shelter can be good options.
 - b. You may want to avoid locations where people could feel intimidated (e.g. city council chambers) or excluded (e.g. a private establishment).
3. Invite a wide variety of stakeholders
 - a. Residents, city leaders, local nonprofits, businesses, youth, etc.
 - b. Publicize multiple ways: social media, newspaper/radio, city newsletter, flyers, etc.
4. Decide who will lead the meeting and facilitate discussion
5. Review any existing town plans

At the meeting

6. Ask attendees to sign in and give the option to provide contact information for follow-up.
7. Follow the sample agenda on the following page, or make your own.
 - a. Welcome attendees and review the purpose of the meeting (agenda items 1 and 2)
 - b. Split into groups of 4-6 people for discussion (agenda item 3)
 - i. Each group makes a list of the town's strengths and challenges (“our town today”)
 - ii. Come back together as a large group and share responses. Record responses on a white board, projector or large piece of paper at the front of the room so everyone can see the collective list.
 - iii. Repeat the above process for the “our town tomorrow” questions. First discuss in small groups, then report back to the full group.

8. Explain how the information from the workshop will be used and shared.
 - a. This meeting provides valuable insight for the Hometown Pride committee and other city leaders as they plan their work.
9. Invite attendees to get involved in the Hometown Pride committee.
 - a. The committee can be a platform to help implement some of the ideas discussed at the workshop.

After the meeting

10. Post the notes from the meeting somewhere that residents can view them.
11. City leaders may wish to build on the momentum from this meeting to start the creation of a comprehensive plan or strategic plan for the City.

SAMPLE AGENDA

Community vision workshop / 60-75 minutes

1. Welcome and Introductions (5 min)
 - a. Introduce Hometown Pride Coach and Local Leaders
2. Purpose(s) of Today's Meeting (5 min)
 - a. Identify strengths, challenges, and possible goals for our town
 - b. Help provide guidance to the Hometown Pride committee as they establish a work plan
3. Group Discussion – Split into small groups of 4-6
 - a. Our Town Today (10 minutes) – discuss in small groups
 - i. Strengths: What do you love about our town?
 - ii. Challenges: What do you wish you could change about our town?
 - b. Large group share: Small groups share results of “our town today” discussion (10 min)
 - c. Our Town Tomorrow (10 min) – discuss in small groups
 - i. Opportunities: What is our town missing? What can we do to improve our town?
 - d. Large group share: Small groups share results of “our town tomorrow” discussion (10 min)
4. Next Steps (5 min)
 - a. How tonight's input will be used
 - b. How to get involved in Hometown Pride and other community efforts