



CHAPTER 1: INTRODUCTION

- OUR PHILOSOPHY
- PUBLIC PROCESS





OUR PHILOSOPHY

Creating a place that is memorable, inspirational, and appealing to generations of residents and visitors requires a story that is authentic and rooted in a strong vision. It creates warm feelings; is easy to relate to and participate in; and is embraced by neighbors, employers, community leaders, and visitors alike. A Comprehensive Plan can tell that story, describing what we love and ways we can translate this into the future.

Our environment is important; we want to live in a place we can be proud of, a place we can love. The La Vista community has an emotional reaction to our places – our parks and our neighborhoods, our shops, our schools. This Plan focuses on that kind of emotional attachment, and encourages residents to help plan for the future of La Vista.

The planning process began with a kickoff event, hosted by Peter Kageyama, an internationally recognized author and expert on community development and grassroots engagement.

The event set the stage for an inclusive 2-year outreach effort to discuss how residents, employees, visitors, students and business owners can “love La Vista” and what paths we can take to encourage and capitalize on that emotional engagement.

Peter encouraged the community to embrace new ideas – even the more unusual ones. There is something gratifying in recognizing the impact of simple solutions. Peter told us to ask questions like, “Where’s the fun?” as we think about future projects in La Vista. Instead of being weighed down by details and specifics, he reminded us that we cannot forget about the ultimate goal: to make La Vista a great place to be.

We know how important it is to have a Comprehensive Plan that is truly developed by the community, staff, and elected officials. This is why we moved beyond the walls of City Hall and into the community through activities like bringing Peter in, the Salute to Summer Festival and the Taste of La Vista event. When our leaders and community have ownership in the design of the planning process, they also have ownership in the outcome.



In the end, this is not a document, a website, or a social media campaign. It is a vision that encompasses the process, trends, community and neighborhood values, goals and policies, strategies and next steps for the future.



PUBLIC PROCESS

During the first phase of outreach, we asked residents to identify what they love about La Vista. These are the community values that we all hold close to our hearts and would not want to change in the future. These are the first things that you mention when describing where you live.

We know we're not perfect yet, and there is always room for improvement. So we asked residents how they would change La Vista and what we still need to work on as a community. These responses represent how we see ourselves and how we see our city evolving and growing in the future.

WHAT OUR CITY LOVES MOST

These are the top 10 things La Vista residents said they loved about our city.

SCHOOLS



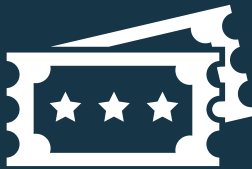
PARKS



SMALL-TOWN FEELING



COMMUNITY EVENTS



POLICE/SAFETY



LIBRARY



FRIENDLY NEIGHBORS



EASY ACCESS



CARNIVAL



QUIET



HOW OUR CITY COULD IMPROVE

These are the top 10 things La Vista residents said they would change about our city.

84TH STREET REDEVELOPMENT



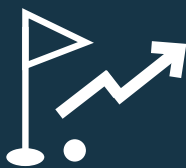
RESTAURANT VARIETY



BETTER SHOPPING



MORE COMMUNITY ACTIVITIES



POOL IMPROVEMENTS



WATER PARK



DOG PARK



YOUTH ACTIVITIES



IMPROVE PARKS



PROMOTE LA VISTA





COMMUNITY EVENTS

La Vista residents love our community events, which included:

TREE LIGHTING

December 1, 2014

Focus: website initiation and project kickoff



VISION SURVEY KIOSKS

January-July 2015

iPad kiosk at Community Center and Library

136 responses

Focus: La Vista values

FOR THE LOVE OF LA VISTA

March 30-31, 2015

Large-scale public event, workshop

300 attendees

Focus: La Vista values



COFFEE & CONVERSATIONS

April 13-14, 2015

Small group and one-on-one conversations

100 attendees

Focus: La Vista values, vision and opportunities

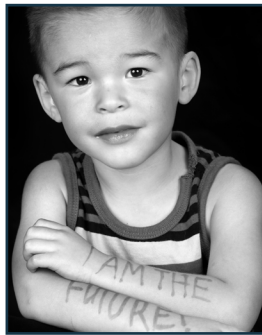
SALUTE TO SUMMER FESTIVAL

May 22-24, 2015

Booth with activities & prize wheel

400-600 attendees

Focus: La Vista values & opportunities



TASTE OF LA VISTA (FIRST-EVER)

June 27, 2015

Local celebration focused on Comp. Plan activities

600 attendees

Focus: La Vista values, vision & opportunities

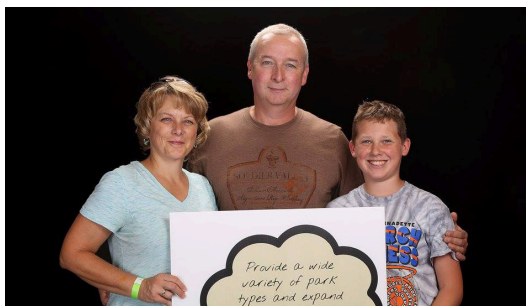
NEIGHBORHOOD CHOICES WORKSHOP

September 23-24, 2015

Four neighborhood workshops

150 attendees

Focus: key opportunities



TASTE OF LA VISTA (2ND ANNUAL)

July 31, 2016

Local celebration focused on Comprehensive Plan
750 attendees

Focus: Comprehensive Plan goals and policies