



# CHAPTER I: INTRODUCTION

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- OUR PHILOSOPHY
- PUBLIC PROCESS





# OUR PHILOSOPHY

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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.

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# PUBLIC PROCESS

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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.

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# WHAT OUR CITY LOVES MOST

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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

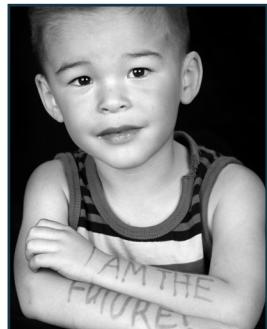
## SALUTE TO SUMMER FESTIVAL

**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