

In addition to the SWOT analysis, participants at each workshop also got to review the thirteen priority initiatives that were generated by the City Council and to vote for those five that they felt were most important to the City's future.

Finally, each group of attendees was asked to craft its own unique vision statement for the City, using the statement created by the City Council as a model.

The results of all these exercises are included, in full, as appendices at the end of this document.

Internet Surveys

Recognizing that the public meetings would not be accessible to every citizen of the community, the City also placed a written version of the survey and other exercises on the City web site. These replicate the process that was undertaken during the nine community workshops.

More than 60 people participated in the on-line surveys. The results of their efforts are compiled, in full, in the Appendices.

SWOT Analysis Results

At each of the public visioning workshops, attendees were asked to spend about 40 minutes in small groups, discussing the City's perceived Strengths, Weaknesses, Opportunities and Threats. For purposes of these discussions, each of these categories was to be treated broadly. Strengths were those attributes of the City that were regarded positively or that attendees felt made the community a desirable place to live. Weaknesses, on the other hand, were those issues that attendees felt detracted from the desirability of the community, or were areas where substantial improvements could be made. Opportunities, as a category, represented those situations or circumstances where significant improvements could be made to the current situation. Finally, Threats was generally defined as those issues or situations that could lead to the deterioration of the current quality of life within the community.

For purposes of discussion, attendees were urged to think broadly, focusing on the city as a whole rather than simply in terms of a particular location or a specific neighborhood. They were also encouraged to list any item that they felt might fit into one of these four categories. Every item that was written down during one of the visioning sessions would be recorded; the results of the entire SWOT analysis are included in this document as an Appendix, which can be referenced for additional information.

Because of the differences between the way the data were collected, the results from the on-line analysis and the community workshops have not been commingled. In almost every respect the on-line results match and support the results of the community meetings. In some cases, during the analysis, distinctions and similarities between the two sets of data are referenced.

