

Workshop 1 Results

Tuesday, September 13, 2016 – 6:30-8:30pm
City Council Chambers

On Tuesday, September 13 approximately 34 individuals, plus facilitators, met in the City Council Chambers where the first public workshop was being held as part of the process to create a Strategic Plan for the City of Colville. The initial presentation reviewed relevant project history, the project's scope of work, the overall process, and outcomes from the orientation interviews conducted in August and September. Following the presentation, individual participants engaged in an exercise to review "snippets" of existing City policy. After that, small groups of participants engaged in a second exercise to evaluate Colville's current condition with respect to its envisioned future condition. Group presentations of exercise findings concluded the workshop.

Activities

Vision "Snippet" Exercise

This individual activity had each participant reading through vision "snippets" that were pulled from the *2011 Comprehensive Plan Update* and the *Colville 2000 Downtown Revitalization Plan*. Participants were then asked to rank each snippet from 1 (least critical) to 5 (most critical) according to how essential they believed it to be for Colville's Strategic plan.

Maintaining and helping the businesses in Colville came out as the most critical item, with only one participant ranking it below a 4. Other top ranked snippets were a collection of diverse topics including: access to the outdoors, having a strong economic base, parks and recreation services for all, supporting and retaining families, and maintaining the infrastructure. Parts of previous visions that participants felt weren't as critical or did not still apply today included circulation, being the civic and social center, expansion of downtown, and minimizing traffic congestion. Participants made comments on the worksheet to make note of the fact that they felt like congestion was not a big issue, and that downtown had already been properly expanded and energy should be focused on up keeping it as it is now. Additional comments showcased a desire for quality education and extracurricular activities for youth and adults, as well as mentions about an aquatic center, expanding the college and tech training, increasing the local identity, having pedestrian and bike paths, and creating a progressive vision.

The table below indicates the vision snippet with the “Total” column expressing the sum of all the worksheets’ rankings for that particular item.

Table 1: Vision ratings

Vision "snippet"	Total
Businesses are staying in Colville	175
Great access to outdoors and environment	166
Maintains a strong economic base	165
Parks and recreation services for all	163
Supports and retains growing families	162
Infrastructure is maintained	161
Businesses are coming to Colville	159
Diversify and expand local economy	157
High quality of life	151
Partnership of citizens, businesses, and government	150
Opportunities for recreational and cultural activities	148
Available affordable housing	147
Stable economy	144
Variety of housing types	143
Improved pedestrian environment	141
Maintain small town environment	136
Safeguard historic resources and character	134
Conserves land, water, and energy resources	133
Regional destination for shopping	131
Local values represented in development	131
Development supported	127
Historical properties are maintained and improved	127
Blend of desired economic activities and land uses	126
Alternative transportation modes	121
Economic center of the region	121
Cost-effective growth patterns	114
Cultural center of the community	114
Easy connections to Main Street	112
Convenient and accessible	112
Family and heritage emphasized	109
Generous amount of open space	108
Minimize traffic congestion	105
Social center of the community	103
East-west expansion of downtown	99
Civic center of the community	96
Good circulation	91

Gap Exercise

The group exercise had six groups seated around a large worksheet that expressed ten planning topics related to the Strategic Plan. Groups were asked to consider the items and identify how well Colville fares today with respect to each topic. Groups then identified where they believe Colville should be in the year 2036 with respect to each topic. A numeric scale for each topic allowed groups to quantify their perceived “gap” between existing and envisioned conditions. Groups then considered how they would prioritize or “weight” their choices, assigning numbers based on a maximum fixed budget. The budget – set at 10 – represented municipal and community time, energy and money. Each group presented its findings, identifying the greatest gaps and to which topic they assigned the most weight. They also described the tone of their conversations and how easily they reached consensus on the various gaps and priorities.

“Gap” Results

The worksheets indicate that having a *Vital Downtown* is where people perceive the biggest gap between where they are and where they’d like to be. The second largest gap is *Tourism Opportunities*, which all groups indicated could be improved upon, evident with its lowest gap being 2. The third biggest gap, *Safety*, was a topic viewed differently by each group. As seen by the high and low gaps, some felt *Safety* needs the most improvement while others felt that there is no difference between *Safety* today and what they envision for the future. Participants felt the smallest gaps existed for the *Outdoors* and *Small-Town Feel*.

Several groups used their eleventh section “other” to indicate a planning topic they believed should be considered. The write-ins included: *educational opportunities, partnerships, extra-curricular activities for youths and adults, and variety of housing*.

The table below lists the 10 categories ordered by the size of the gap between existing and envisioned conditions. The “Total” column expresses the sum of all worksheet gap numbers by topic; the “Mean” column expresses totals averaged among the six work groups, and the “High” and “Low” columns express the highest and lowest gap scores, respectively.

Table 2: Gap between today and 2036

Topic	Total	Mean	High	Low
Vital Downtown	26	4.33	7	3
Tourism Opportunities	20.5	3.42	5	2
Safe	20	3.33	8	0
Shopping/ Services	18.5	3.08	5	1
Other	18	3.00	7	0
Fiscal Balance & Great Services	15	2.50	5	1
Living Wages	13	2.17	4.5	1
Neighborhood Feel	12.5	2.08	4.5	1
Community Appearance	12	2.00	4	1
Outdoors	6	1.00	2	0
Small-Town Feel	2	0.33	1	0

“Weight” Results

Safety and *Vital Downtown* were the groups’ top priorities, with the highest level of resources being dedicated to them. A discussion among the whole group revealed that most feel safe in Colville and chose to allocate more resources towards that topic in order to maintain that safety. Several participants mentioned that they had chosen to give it more weight than other topics because they felt as if Colville is not as safe today as it was 10 years ago. *Tourism* had the second largest gap, but it fell as a priority. Groups indicated that having *Shopping and Great Services* would lead to tourism, taking advantage of effort dedicated there to achieve *Tourism* objectives. Groups dedicated fewer resources to the *Outdoors* and *Small-Town Feel*, to the latter of which every group chose not to allocate any resources because they believe they need not dedicate time, money, and/or energy to achieve it.

The table below sorts topics by “weight” (portion of each group’s budget of 10). A higher number in the “Total” and “Mean” columns, the sum and average of all the worksheets, indicates a higher priority.

Table 3: Weight dedicated to overcome gap

Topic	Total	Mean	High	Low
Safe	12.5	2.08	4	0
Vital Downtown	11.5	1.92	3	0.5
Shopping/Services	8	1.33	2	0
Fiscal Balance & Great Services	7.5	1.25	2	0
Tourism opportunities	5.5	0.92	1	.5
Other	4.5	0.75	2.5	0
Living Wages	4	0.67	2	0
Community Appearance	4	0.67	2	0
Neighborhood Feel	1.5	0.25	1	0
Outdoors	1	0.17	1	0
Small-Town Feel	0	0.00	0	0

Colville Vision Snippet Exercise

September 13, 2016

City Council Chambers

Vision "snippet"	Notes
Great access to outdoors and environment	<ul style="list-style-type: none"> • Support events- search out local venues- lakes, river • City activities/ regional • This is a given • Think outdoor access is readily available and appreciated • Colville Mt., Crystal Falls, Colville River • Already have • Need to tie to areas access
Blend of desired economic activities and land uses	<ul style="list-style-type: none"> • Good for diversified economy • Tie to area
Available affordable housing	<ul style="list-style-type: none"> • Progressive definition • There are several houses that need to be razed and rebuilt • Depends on what you income level may be. I think affordable housing is there, but the housing type- there are several types to choose from • Educate homeowners, budgeting
Variety of housing types	<ul style="list-style-type: none"> • Think we have adequate variety • Variety creates affordability
Supports and retains growing families	<ul style="list-style-type: none"> • Do more for families – recreation • Consider recreational district • Quality of life, living wages
Maintain small town environment	<ul style="list-style-type: none"> • Believe this is why most people enjoy the Colville area
Conserves land, water, and energy resources	<ul style="list-style-type: none"> • Not just for a group that wants “this” done • Do now • Water most critical
Alternative transportation modes	<ul style="list-style-type: none"> • Electric vehicle charging station • Biking and walking • Tesla/ electric • Biking and walking • Improve aviation mode • Not a lot of demand not being met • Bike paths, pedestrian friendly crossways • To other areas
Minimize traffic congestion	<ul style="list-style-type: none"> • Roundabouts helped • Employee parking around government facilities needed • Parking downtown is terrible • Not currently much of an issue • Need traffic lights back • Seems well now • Don’t believe this to be an issue • Stop lights downtown
Diversify and expand local	<ul style="list-style-type: none"> • Small business

economy	<ul style="list-style-type: none"> • Work with local school and college tech classes • Diversify all • More room for family oriented tech growth professionals who want a better deal for their families than big cities can offer (Seattle is far too expensive)
Opportunities for recreational and cultural activities	<ul style="list-style-type: none"> • YMCA, ice rink, health and cultural center, incorporate police station with YMCA • Plenty of opportunities now
High quality of life	<ul style="list-style-type: none"> • What does that exactly mean? • Stronger laws for drug abuse • Too broad • Make your life high quality • Wow – what does this mean? • All these equal high quality of life • What does that mean? • Who doesn't want a better quality of life
Parks and recreation services for all	<ul style="list-style-type: none"> • Needs to be increased beyond present • Important for some, but not everyone • Facility- city major part of YMCA
Safeguard historic resources and character	<ul style="list-style-type: none"> • Great to have but other things need to be done first • Develop historic resources and character, we don't promote what we've got
Maintains a strong economic base	<ul style="list-style-type: none"> • How does the city impact this? • Tech programs • GROW a strong economic base • Of course • I feel this helps the city and surrounding areas greatly when you have a strong economic base • Encourage new business
Cost-effective growth patterns	<ul style="list-style-type: none"> • We are not growing at a rate that makes this applicable • Sure • What are these?
Economic center of the region	<ul style="list-style-type: none"> • Walmart?? • We have these (following three items) by default • Important generates
Social center of the community	<ul style="list-style-type: none"> • I have heard this (this item and the following two) referred to the "third place" • Old willy's bike shop, benches, create a fun environment
Civic center of the community	<ul style="list-style-type: none"> • What is "the community"? how does it differ from "the region" or "the city"? • Pretty much are
Cultural center of the community	
Partnership of citizens, businesses, and government	<ul style="list-style-type: none"> • Include youth- education • The city needs to investigate

Businesses are coming to Colville	<ul style="list-style-type: none"> • Entrepreneur event- showcase youth • Depends on the business • Which businesses? • Need to have businesses- can't have the amenities without the base • Clean, pristine environment, landscape, buildings, plenty of public parking, with rural resources create van transportation for all
Businesses are staying in Colville	<ul style="list-style-type: none"> • More important to maintain rather than focus on new moving into the area • Depends on the business
Regional destination for shopping	<ul style="list-style-type: none"> • More than Walmart • At what cost? Big box stores outside owned not consistent with small town values
Improved pedestrian environment	<ul style="list-style-type: none"> • Main street more friendly • Yes • Maintain walking flags program, expand to schools- maintain • Crosswalks • Main street
Historical properties are maintained and improved	<ul style="list-style-type: none"> • Good start- let's finish it! • All properties are maintained
Generous amount of open space	<ul style="list-style-type: none"> • We are in a rural area the town should be more dense, walkable, and exciting things to do close together • Don't over develop! • Good amenity • City should lease/ purchase available downtown lots
Infrastructure is maintained	<ul style="list-style-type: none"> • Or improved • Important • A must have • Cannot neglect infrastructure •
Development supported	<ul style="list-style-type: none"> • This and above and below statements should be connected • What kind of development? • Not interested in supporting all development
Local values represented in development	<ul style="list-style-type: none"> • No big box companies? • Depends what "local values" are... • Not sure what "local values" means • Let them develop!
Family and heritage emphasized	<ul style="list-style-type: none"> • Buzz words for white conservatives • Things for kids to do here. 1) Indoor swimming pool 2) think for all seasons • Progressive definition of family is important • Quality schools should be a priority to increase professional family recruitment
Stable economy	<ul style="list-style-type: none"> • Always a good goal!! • No boom-bust
East-west expansion of downtown	<ul style="list-style-type: none"> • Downtown failing • Done?

	<ul style="list-style-type: none"> • To fairgrounds/ train depot.
Easy connections to Main Street	<ul style="list-style-type: none"> • Issues with lights... but not too much of a detriment • Done except with everyone not just Chamber and themselves
Convenient and accessible	<ul style="list-style-type: none"> • Right now it is a driving community, I'd like to see bike/ ped convenience
Good circulation	<ul style="list-style-type: none"> • What exactly is meant by this • Of what? Ideas? News?

Vision items you'd add, that are more unique to Colville's future:

- Better police support including a new jail
- Support for youth
- Maintain infrastructure
- Elderly and community safety- police efforts
- Chemo-radiation center in Colville
- When replacing pool think of an aquatic center
- Need to add youth education
- More options for educating youth and adults
- More focus on medical facilities
- Do something about the drug problem. Tell us why you can't.
- Stop "making a job" for someone you might like. \$84,000 new job takes from Colville
- Do the people in our town government do what they want or 1 or 2 people they talk to want them to do or do they really think about the whole city's population.
- Progressive vision- don't depend on old fashioned
- If Colville has a good economy that is stable with growth it will encourage and facilitate growth in other areas
- Technology business support, increased technology/ skills training at university level
- Increased local identity
- High quality primary education
- Plenty of extracurricular activities for youth and adults
- Support partnerships with local districts and college to provide opportunity and support our local youth
- Larger venue for larger events
- Four year university
- Public indoor pool
- A bigger venue space for home and garden shoes, events and possibly concerts
- Expand the college into that huge parking lot, event center and more classes
- Where does airport fit?
- Recycling
- Pedestrian safety

- This is a snapshot of Colville today (9-13-16): Like a lot of other communities, we have too many empty commercial spaces. A count today reflects 36 empty spaces in existing buildings (retail, office space and manufacturing) as well as 14 commercial lot available (perhaps more). The community needs to dress up the buildings that exist and determine what can be removed to the advantage of the community as a whole, a major effort to bring in additional businesses/ manufacturing.

Colville Vision Gap Exercise

September 13, 2016

City Council Chambers

Vision Gap Worksheets

The six vision gap worksheets are presented on the following pages. Participants first identified Colville's current status for each topic item. They then placed a dot representing their desired future condition for Colville, projecting how well the community will address each topic in the year 2036. After calculating the gap between the current condition and the desired future one for each topic, the groups allocated resources from a fixed budget to help close the gap.

Participants also had an option to suggest an eleventh topic for consideration. However, they still needed to observe the overall budget limits. Even though they may have introduced another item into the topic mix, the budget limitations remained the same.

7
5

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing																
Envisioned															2	1
Existing																
Envisioned															1	1
Existing																
Envisioned															3	2
Existing																
Envisioned															4	1
Existing																
Envisioned															3	1
Existing																
Envisioned															3 1/2	2
Existing																
Envisioned															2	1
Existing																
Envisioned															1	0
Existing																
Envisioned															1	0
Existing																
Envisioned															1	0
Existing																
Envisioned															1	0
Existing																
Envisioned															1	0
Existing																
Envisioned															4	1
Total: (Must equal 10)																10
Existing																
Envisioned															4	1

Instructions:
 Coville has many characteristics and opportunities that will influence its future development. For this four-part worksheet, tell us:
 1. On the "Existing" scale, tell us how well you think Coville already performs for each of ten quality factors or growth opportunities. What's Coville's current status or reputation?
 2. On the "Envisioned" scale, tell us how well you think Coville will perform in the future - how critical do you think each factor ought to be in realizing Coville's potential?
 3. Comparing your existing and envisioned scores for each factor, calculate the **total gap** between them. (For instance, scores of negative 4 and plus four should equal 8.)
 4. Finally, tell us how much of an investment Coville ought to make to support each factor. Using a "budget" of 10, allocate among the categories as you'd craft a strategy. Make use of your expenditures in the "Weight" column, and total it below. (Remember not to exceed 10 units!)
 In all cases, please make notes as needed to explain your thoughts and scoring. Note that we've provided an "Other" category for you to fill in too. **Thank!**

3

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing																
Envisioned															2	1.5
Existing																
Envisioned															4.5	0.5
Existing																
Envisioned															0	2.5
Existing																
Envisioned															3	0.5
Existing																
Envisioned															3.5	0.5
Existing																
Envisioned															4.5	1
Existing																
Envisioned															2.5	0
Existing																
Envisioned															0	0
Existing																
Envisioned															1	1
Existing																
Envisioned															1	0
Existing																
Envisioned															1	0
Existing																
Envisioned															7	2.5
Total: (Must equal 10)																10
Existing																
Envisioned															7	2.5

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4

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing								●							3	1
Envisioned																
Existing								●							2	0
Envisioned																
Existing											●				2	2
Envisioned																
Existing								●							3	2
Envisioned																
Existing								●							4	1
Envisioned																
Existing								●							2	0
Envisioned																
Existing											●				1	2
Envisioned																
Existing											●				1	0
Envisioned																
Existing								●							4	2
Envisioned																
Existing											●				1	0
Envisioned																
Total: (Must equal 10)															10	
Existing																
Envisioned																
Total: (Must equal 10)															2	0

Instructions:
Coville has many characteristics and opportunities that will influence its future development. For this four-part exercise, list:
1. On the "Existing" scale, list as few as you can think of that currently exist in the city. (You may list more than one.)
2. On the "Envisioned" scale, list as few as you can think of that you would like to see in the future. (You may list more than one.)
3. Comparing your existing and envisioned scores for each factor, calculate the total gap between them. (For instance, scores of negative 4 and plus four should equal 8.)
4. Finally, list as few as you can think of an opportunity that will help support each factor. Using a "budget" of 100, allocate among the categories as you craft a strategy. Make note of your contribution in the "Weight" column, and total it below. Remember not to exceed 10 units.
For all cases, please make notes as needed to explain your thoughts and scoring. Note that we've provided an "Other" category for you to fill in too. **Thanks!**

1

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing								●							1	-
Envisioned																
Existing								●							1	-
Envisioned																
Existing											●				5	4
Envisioned																
Existing								●							3	3
Envisioned																
Existing								●							3	1
Envisioned																
Existing								●							1	-
Envisioned																
Existing											●				4	2
Envisioned																
Existing											●				0	-
Envisioned																
Existing											●				2	-
Envisioned																
Existing											●				1	-
Envisioned																
Total: (Must equal 10)															10	
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4. Finally, list as few as you can think of an opportunity that will help support each factor. Using a "budget" of 100, allocate among the categories as you craft a strategy. Make note of your contribution in the "Weight" column, and total it below. Remember not to exceed 10 units.
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2

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing															2	2
Envisioned																
Existing															1	0
Envisioned																
Existing															2	2
Envisioned																
Existing															6	3
Envisioned																
Existing															2	1
Envisioned																
Existing															1	0
Envisioned																
Existing															5	2
Envisioned																
Existing															0	0
Envisioned																
Existing															1	0
Envisioned																
Existing															0	0
Envisioned																
Total: (Must equal 10)																10
Existing																
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 1. On the "Existing" scale, tell us how well you think Coville already performs for each of ten identity factors or growth opportunities. What's Coville's current status or reputation?
 2. On the "Envisioned" scale, tell us how well you think Coville will perform in the future - how critical for you think each factor ought to be in realizing Coville's potential?
 3. Comparing your existing and envisioned scores for each factor, calculate the **total gap** between them - for instance, scores of negative 4 and plus four should equal 8.
 4. Finally, let us know much of an investment Coville ought to make to support each factor. Using a "budget" of 10, allocate among the categories as you craft a strategy. Make note of your expenditure in the "Weight" column, and total it below. Remainder not to exceed 10 units!
 In all cases, please make notes as needed to explain your thoughts and scoring. Note that we've provided an "Other" category for you to fill in too. **Thanks!**

6

Scoring	Lowest	-5	-4	-3	-2	-1	Neutral	0	+1	+2	+3	+4	Highest	+5	Gap	Weight
Existing															5	2
Envisioned																
Existing															3	0
Envisioned																
Existing															0	0
Envisioned																
Existing															7	2
Envisioned																
Existing															5	1
Envisioned																
Existing															1	1
Envisioned																
Existing															4	1
Envisioned																
Existing															0	0
Envisioned																
Existing															3	1
Envisioned																
Existing															2	1
Envisioned																
Total: (Must equal 10)																10
Existing																
Envisioned																
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Envisioned																
Total: (Must equal 10)																10

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