

Chapter IV

A Framework for Strategic Planning

As indicated in the preceding pages, over 1,000 community members have participated to date in this project. They have identified what they believe to be Laguna Beach's greatest strengths and assets, and what they see as its greatest challenges. In addition, as listed later in this chapter, they have also identified a significant number of potential actions or programs that we, as a community, can pursue to address the challenges which have been identified.

Even a cursory analysis of all of this information indicates that there is a large amount of agreement on what Laguna likes most about itself, and on what it wants for the next thirty years.

The six "Vision Themes" are:

- **Community Character-People & Place**
- **Resident & Visitor Mobility**
- **Environmental Responsibility**
- **Arts & Cultural Preservation**
- **Economic Sustainability**
- **Governance & Civic Engagement**

These Represent the *principal areas of concern* as expressed by community. While there is some overlap among the six themes, each poses its own gritty questions, each presents its own potential difficulty for reaching consensus, and each in its own way "raises the bar" for coming up with inspired answers on how we get there.

As we, as a community, move into the Strategic Planning Phase of our project, we will work to finalize "*the vision*" and then begin the discussion and debate on "*how to make the vision a reality.*" To provide an organizing tool for this discussion, the Vision Framework presented in earlier chapters has been greatly expanded into a *Strategic Planning Framework* that is shown on the following pages. This Strategic Planning Framework includes not only the Vision Themes and Sub-Themes, as first presented in the Introduction to this booklet, but also includes a complete list of the related issues as well as potential action steps which the community has identified to date.

If it were easy, we would have already done it! If we fail, we risk losing Laguna Beach to the influence of unmitigated regional forces, and the chance intersection of unanticipated future events!



Thurston School Wall Graphic, July 2000