

Chapter I

A Short Overview of the Vision Process

The Laguna Beach Strategic Planning and Visioning Project is an eighteen-month process which began in January 2000. From the beginning, the goal has been to elicit maximum involvement from the members of our community including residents, business persons, people who work here, and even people who simply visit. As indicated earlier, the first phase of this project—the Visioning Phase—was designed to capture and record our diverse community’s vision for the future. During this phase, community members were offered a variety of opportunities for participation as either individuals, as members of large workshop groups, and/or as members of specialized community groups. To facilitate the visioning process, participants received a booklet titled *Laguna Beach: At A Glance* which provided data, background information, trends, and historical context to help frame the issues. Copies of this booklet are available at City

Hall, at the Laguna Beach County Library, and on the Vision Laguna Website at www.visionlaguna.org.

The official kick-off event for the Vision Process was a community-wide visioning weekend held on Friday evening, May 12th and all day Saturday, May 13th, 2000. Over 300 people attended the Friday evening event at City Hall, a lively forum titled *A Meeting With Futurists*, with many more watching on cable television. Three panelists discussed global, regional, and local issues as they are predicted to impact Laguna Beach. This Friday evening session set the stage for the Saturday event which was a day-long Vision Fair held at Laguna Beach High School. Over 1,000 people gathered at this event to share their visions of Laguna Beach through participation at interactive booths, small and large group workshops, and the highlight of the day—97 colorful booths voluntarily crafted and staffed by members of local community organizations.



Vision Faire, May 2000

Over the three months that followed the Vision Fair, volunteer community facilitators conducted eighteen additional workshops with individual community groups which responded to a community-wide invitation to participate. The groups which participated in the Vision Fair and the Community Workshops are listed in Appendix A to this booklet. During this same period, numerous individual visioning response forms were distributed and collected from community members who did not have an opportunity to participate in one of the workshops. The data from all

of these activities was collected, sorted, and organized by Moore, Iacofano, and Goltsman, Inc (MIG), the consulting firm retained to help the Vision Committee design and manage this project. This information has been documented in detail in the *Vision Fair Summary* and the *Community Meeting Summary* reports prepared by MIG.* The information presented in Chapters II and III and the Strategic Planning Framework presented in Chapter IV emerged from the many voices of Laguna Beach who have participated to date.

The next phase of this project—the *Strategic Planning Phase*—will begin in January 2001. At that time, Lagunans will be invited to attend educational symposiums that will be held during the month of January, and then meet in several community-wide, day-long workshops that will begin in February. At these workshops, we will build on the Strategic Planning Framework that is presented in this document, refine it, prioritize it, and then develop strategies and action plans for achieving the vision which it reflects. This work will be documented and pub-



lished in a formal Strategic Plan which will include descriptions of the individual strategies for attaining each element of the final vision, a preliminary assignment of the roles and responsibilities, implementation or action steps, estimated timelines, and an early estimate of needed resources. The purpose of the Strategic Plan will be to serve as a “blueprint for action” for the next thirty years.

* These reports are available at Laguna Beach City Hall or at Laguna Beach Library. For immediate access, they are also available on the Vision Laguna Website at www.visionlaguna.org. For more information call (949) 497-0798.