

A
Total
Community
Goal
Setting
Process



KENT

VISION

2000

THE KENT VISION 2000 PROCESS

Kent Vision 2000 is a project created by a diverse group of community leaders whose hope was to develop a prioritized list of ideas which would serve as a blueprint to guide the city into the next century.

The purpose of the Kent Vision 2000 community forums was to establish goals for the Kent community. A series of community-wide meetings was held to set the vision. More than one thousand citizens from neighborhoods throughout the city participated in the goal setting. The process was led by a twenty-eight member steering committee that reflected the diversity of the Kent Community and its neighborhoods.

During the five month community goal-setting process, the voice of the people of Kent was heard. Kent Vision 2000 provided a forum for citizens from all walks of life to express their needs and concerns for the community. The process energized citizens to create a vision of what their community might look like in the future and to choose a course for achieving that vision.

At public meetings held throughout the community, citizens indicated what they believed are the strengths and weaknesses of the Kent community, what they believed could be opportunities for and threats to the community. Citizens then indicated what they did and did not want for the future of the Kent community. This series of meetings was completed in early May of 1993. These were called the "Idea Development" meetings which generated the S.W.O.T. Analysis (Strengths, Weaknesses, Opportunities and Threats).

A second group of public meetings was held to allow citizens an opportunity for reaction, improvement and revision of the ideas and to then identify strategies for implementation. These meetings were the "Goals in Progress" meetings.

The next steps were accomplished in early July 1993, at the annual KentFest where citizens were given the opportunity to indicate what they believed should be the relative priority of the goals and strategies. At a workshop held October 27, 1993 the goals that evolved from the Kent Vision 2000 process were reviewed by citizens, business leaders, service organizations, service agency administrators and city government officials. This gathering was truly representative of the new cooperation that was inspired by Kent Vision 2000.

The chairpersons of the City Council's standing committees gave brief overviews of their committees, the work they were undertaking and its relationship to the Vision 2000 goals. The exchange was very positive and truly informative for the community members and neighborhood representatives.

Participants agreed that the formation of Task Forces to address and follow the progress of the goals would be a way to maintain a high level of community involvement. The Task Forces joined with established agencies and neighborhood organizations to implement the plans.

This was an historic first opportunity for citizens to have access to all of the governmental leadership and administrators in one setting. The interaction was a great beginning on the road to addressing the needs and wishes of the greater Kent community.

A number of goals were defined by the community to include social issues, economic and community development, human relations, recreation and the quality of life. With the support of businesses, service organizations and a strong commitment from city government and existing community agencies these goals can be achieved. Today Kent has a comprehensive plan in place and is taking action on the goals. Several projects have begun to take form but those which need creative funding will take some time to accomplish and will depend on many groups and organizations working together to meet the needs of the community.

Some actions that address and implement the goals are the Kent City Schools Strategic Planning process which will encourage the community to take an active role in the education system, and a Community Education plan that is committed to life-long learning and providing vocational and technological training to citizens in need of these services. The Environmental Task Force 2000 has defined the guidelines to assist the city in becoming more considerate of the environment. A Parks and Recreation Survey has confirmed the Vision 2000 findings and provided a blueprint for what citizens want for recreational opportunities and a comprehensive plan for recreation facilities to service all age groups. These are a few of the actions which combined citizen involvement and planning to reach a goal.

One project that demonstrates the partnership between government and private sectors is the establishment of the Kent Regional Business Alliance to be housed at Kent State University. This type of commitment can create very real economic benefits to the Kent community.

It is possible that many of the programs would have happened even without the visioning process, but they would not reflect the desires of the entire community and probably would not have the support of the citizens who now see themselves as being an important part of the planning process. Goal setting is being used at the government level to meet the needs of the community and provide the best possible service delivery system.

One of the greatest achievements of Vision 2000 is that it encouraged community action and planning. The plan has promoted a new-found sense of community spirit. It has made us aware that we need total citizen involvement to develop workable plans and the involvement of many citizens to work the plan.



**KENT
VISION
2000**

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A TOTAL COMMUNITY GOAL SETTING PROCESS

The purpose of Kent Vision 2000 is to establish goals for the Kent community. A series of community-wide meetings offer an opportunity for all people to get involved in setting the direction of Kent's future; utilizing an organized decision making process to create the vision. This process is being led by a 28 member steering committee that reflects the diversity of the Kent community.

The Ideas Development meetings, beginning April 21 through May 4, 1993, provide you with a forum to share concerns, ideas, suggestions for positive change and a vision for the Kent community by the year 2000.

The Goals in Progress meetings, May 18 through May 27, extend to citizens a chance to react to and refine their ideas as they begin to identify strategies for implementing the goals. The series of public meetings will culminate at the Kent Fest in July 1993, where the people of your neighborhood will prioritize the goals of Kent Vision 2000.

Kent Vision 2000 will give you a chance to speak out -- the vision cannot come from any one person or group. A strong, vital community can be created if you participate and share your vision.

THE VISION

IN THE YEAR 2000 THE CITY OF KENT SHOULD BE

SAFE

CLEAN

PLAYING TOGETHER

EASY TO TRAVEL WITHIN

RESPECTFUL OF ITS HERITAGE

CELEBRATING ITS DIVERSITY

ENVIRONMENTALLY RESPONSIBLE

MEETING CITIZENS SOCIAL AND HEALTH NEEDS

PROVIDING GOOD SCHOOLS AND LIFE-LONG LEARNING

INVOLVING ALL OF THE CITIZENS IN DECISIONS THAT
EFFECT THE CITY

TAKING FULL ADVANTAGE OF THE RESOURCES THAT KSU
OFFERS FOR COMMERCE, CULTURE AND RECREATION

USING ITS UNIQUE RESOURCES AND REAL ESTATE ASSETS TO
PROVIDE A RENEWED, YET SUSTAINABLE, COMMERCIAL ECONOMY.

IT'S
YOUR
FUTURE

1. GOAL: To make optimal use of Kent's unique human resources and real estate assets to provide citizens with an economically healthy and desirable community.
2. GOAL: To become a city that celebrates its diversity, with ~~opportunities to play together and involve citizens~~ in the betterment of the community.
3. GOAL: To develop service delivery system that will meet citizens' basic social service, educational and public health needs.
4. GOAL: To make Kent a city that is clean, safe and easy to travel in.
5. GOAL: To make Kent a environmentally responsible city that values and protects its natural resources and its heritage.
6. GOAL: To develop the full potential and mutual benefits of collaboration between the City of Kent and KSU

GOALS THAT EVOLVED FROM THE KENT VISION 2000 PROCESS AS BEING PRIORITY FOR THE COMMUNITY TO IMPLEMENT BY THE YEAR 2000 ARE:

1. Reduce racism and other forms of prejudice; set an example of how a community celebrates the diversity of its population.
2. Renew Downtown, the Bissler building and Kent Hotel being used.
3. A drug-free community.
4. Renovate run-down buildings throughout the city.
5. Develop safe bike and foot trails throughout the area.
6. Build a Community Recreation Center.
7. Repair and maintain streets, curbs and sidewalks.
8. Enhance communication between the schools and the community; create partnerships.
9. Downtown should maintain its historic character.
10. Initiate a river and stream cleanup and conservation program.
11. Increase parental involvement with schools.
12. Refine and expand the recycling programs.
13. Develop the river as a cultural and recreational resource.
14. In cooperation with KSU, develop Kent as a research center; transfer benefits of research and technology to the local economy.
15. Provide basic medical care for low income people.
16. Learn what the city and campus can do to enhance each other.
17. Maintain green areas.
18. Provide a teen center in combination with the community center.
19. Physical safety from crime.
20. Encourage and support neighborhood beautification projects.
21. Expand public transportation, increase flexibility for

seniors, SCAT system.

22. Coordinate a system of quality community service delivery that utilizes professionals and volunteers.
23. Involve the community to a greater extent in decision making.
24. Plant more trees.
25. Gain access to Lake Rockwell as a recreation area.
26. Offer better child care facilities for all families.
27. Improve existing housing.
28. Research what types of businesses are successful in university communities.
29. Provide programs targeted to the needs of teens.
30. Sponsor and encourage more community functions such as festivals.
31. Control growth and development.
32. Expand adult education, literacy and technology training programs.
33. Provide a forum where citizens can express ideas.
34. Call upon a variety of people to help "spruce up" the city.
35. Encourage development of the mall.
36. Bridge the physical connection between the campus and downtown.
37. City Council and KSU administration should establish and maintain close working relationships.
38. Strengthen and empower neighborhood organizations participation.
39. Make downtown safer for pedestrians.
40. Establish and publicize the availability of a citizen volunteer pool.
41. Increase cooperation between public and private sectors.
42. Fund innovative social and health projects with mini-grants.
43. Improve facilities at existing parks.

44. Provide more parking, especially downtown.
45. Expand latch key programs and explore new programs.
46. More high school students involved in the community.
47. Make available "move up and upscale" housing in Kent.
48. Facilitate the involvement of KSU students in civic affairs and service projects
49. Improve tax base.
50. Build a well-designed, functional, attractive city hall.
51. Keep sidewalks clear in winter.
52. Increase drug awareness programs and education.
53. Enforce speed limits to protect pedestrians.
54. Offer help and support services for frightened children.
55. Offer discounts to local residents for sporting and cultural events.
56. Advertise and promote KSU events to the community.
57. Offer a one-stop business development center that is "user friendly".
58. Develop tourism.
59. Improve street crossings.

**IN THE YEAR 2000,
THE CITY OF KENT
SHOULD BE...**

- ...Safe
- ...Clean
- ...Playing together
- ...Easy to travel within
- ...Respectful of its heritage
- ...Celebrating its diversity
- ...Environmentally responsible
- ...Meeting citizens' social and health needs
- ...Providing good schools and life-long learning
- ...Involving all of the citizens in decisions that effect the city
- ...Taking full advantage of the resources that KSU offers for commerce, culture and recreation
- ...Using its unique resources and real estate assets to provide a renewed, yet sustainable, commercial economy.

THE PROCESS

KENT VISION 2000 is a community wide goal setting process that encourages citizens to envision their future and work towards accomplishing it. For the past seven months the steering committee, facilitators and staff of Vision 2000 have solicited citizen ideas through a series of meetings held throughout the Kent area.

In a two-stage series of meetings, participants were asked to contribute ideas regarding present perceptions and future possibilities, then to refine "goals in progress" to establish an over-all vision. This display shows the results of this work, and in a way, is only the beginning of the hard work of turning visions into reality. Thank you for taking the time to participate today and please consider joining your fellow citizens in creating this future.

The Steering Committee

STRENGTHS

- Campus Bus ■ City feels safe ■ City with small town feel, yet close to Metro Areas ■ Diversity of people ■ Good recycling program ■ Kent State University - resources and cultural opportunities
- Parks and nature areas, like the Cuyahoga River
- Positive attitude of community members
- Tradition of excellent school system ■ Wide variety of friendly church communities

WEAKNESSES

- Development and planning ■ Downtown, especially the old Kent Hotel ■ Inadequate housing
- Lack of communication between KSU and city ■ Lack of recreational activities ■ Local government is unresponsive ■ Safety ■ Streets and sidewalks need repair ■ Traffic patterns ■ Transportation

OPPORTUNITIES

- Business ■ Cultural Opportunities ■ Downtown
- KSU ("Anchor to the City") ■ Preservation of natural resources ■ Recreation ■ River ■ Schools - Education ■ Small town image ■ Transportation

THREATS

- Apathy ■ Declining economic status ■ Drugs and alcohol abuse ■ Lack of leadership (government & private sector) ■ Mail ■ Racial tensions ■ Violence ■ Youth issues

**KENT
VISION
2000**

SPONSORS

Individuals:

- Rick Bissler
- K.E. Wentz
- Janel Hoover
- Joan Inabrees
- Lloyd F. O'Keefe

Organizations:

- A.C.R.T.
- Society Bank
- Kent Kiwanis
- Fulker Design Group
- Kent Office Supply
- Kent State University Foundation
- Kent Optometric - Wan. U. Reeves

- Barbara B. Baraberg,
- L.H. Kulis
- Rick Hawley
- Lewis B. Lyman Jr.
- Anonymous

City of Kent

- Huntington Bank
- Home Savings Bank
- Dubois Book Store, Inc.
- Kent Rotary Foundation

STEERING COMMITTEE

- Greg Adkinson
- ✓ Bill Birker
- Rick Bissler
- ✓ Kathleen Chandler
- ✓ Jack Crews
- Dona Daniels
- Bob Damm
- ✓ Doug Fuller
- Nancy Horsford
- ✓ Rick Hawksley
- Ron Heacock
- Judy Kirman
- ✓ Ferguson Meadows
- Carl Moore

Patricia Myers

- Jim Myers
- Sue Nelson
- ✓ Pete Orlando
- Carl Pearson
- Alex Piteo
- Bill Schultz
- Virginia Shaw
- Ray Sueltes
- Bob Ulrich
- Tom Walter
- Ann Ward
- Charlene Whiteleather
- Lexi Yankovich

KENT VISION 2000 is a community-wide goal-setting process. In this pamphlet you will learn how citizens view Kent and what they think should be done to make Kent an even better place to live. More than 600 Kent residents participated in this process.

To learn more about how you can become more involved with Kent Vision 2000, write to P.O. Box 3154, Kent, Ohio 44240 or call 678-8908.



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KENT VISION 2000

Listed below are actions that Kent citizens want to see accomplished by the year 2000.

SAFE

- A drug-free community.
- Enforce speed limits.
- Make downtown safer for pedestrians.
- Physical safety from crime.

CLEAN

- Call upon a variety of people to help "space up" the city.
- Encourage neighborhood beautification projects.

PLAY

- Develop safe bike and foot trails throughout the area.
- Build a Community Recreation Center (pool, gym, place for meetings, music).
- A teen center (possibly combined with the Community Center).
- Develop the river as a cultural and recreation resource.
- Improve facilities at existing parks.
- Gain access to Lake Rockwell as a recreation area.
- Sponsor/encourage more community functions (like Kentfest, "Halloween in Kent")

DIVERSITY

- Reduce racism and other forms of prejudice; set an example for how a community celebrates the diversity of its population.

ENVIRONMENT

- Refine and expand recycling programs.
- Plant more trees.
- Initiate a river and stream cleanup and conservation program.
- Maintain green areas.

SOCIAL AND HEALTH NEEDS

- Offer better child care facilities.
- Offer help for frightened children.
- Provide targeted programs for teens.
- Provide basic medical care for low income people.
- Fund innovative social and health projects with mini grants.
- Establish and publicize the availability of a volunteer pool of citizens.
- Increase drug awareness programs.
- Coordinate a system of quality community service delivery that utilizes professionals and volunteers.

SCHOOLS AND LEARNING

- Increase parental involvement with the schools.
- Enhance communication between the schools and the community; create partnerships.
- Expand latch key program.
- More adult education, literacy and training programs.
- More high school involvement in community.

TRAVEL

- Repair and maintain streets, curbs and sidewalks.
- Improve street crossings.
- Expand public transportation. Increase flexibility (e.g. transportation for seniors, SCAT, etc.)
- Provide more parking, especially downtown.
- Keep sidewalks clean in winter.

ECONOMY

- Build a well-designed, functional, attractive city hall.
- Reuse downtown (e.g., Bissler building, Kent Hotel).
- Improve existing housing.
- Make more upscale housing available in Kent.
- Improve tax base.
- Control growth/development.
- Increase cooperation between public and private sectors.
- Research what types of businesses are successful in university communities.
- In cooperation with KSU, develop Kent as a research center; transfer benefits of research to local economy.
- Encourage development of the mall.
- Develop tourism.
- Offer a one-stop business development center that is "user-friendly".

KSU

- Advertise KSU events effectively.
- Facilitate KSU student involvement in civic affairs and service projects.
- Offer discounts to local residents for sporting and cultural events.
- City Council and KSU governmental bodies (e.g., administration, faculty and students senates) should establish and maintain close working relationships.
- Bridge the physical connection between the campus and downtown.
- Learn what the city and the campus can do for each other.

CITIZEN INVOLVEMENT

- Provide a forum where citizens can express ideas.
- Involve the community to a greater extent in decision making.
- Strengthen neighborhood organizations participation

HERITAGE

- Renovate run-down buildings.
- Downtowna should maintain its historic character.



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