

LEWISVILLE VISION 2035

VISION PLAN UPDATE

February 21, 2025 | Council Retreat

LEWISVILLE

2035

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PROJECT OVERVIEW

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Senior Planner



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Neighborhood Leader Advisor





Overall Outreach Objectives

Convenient

Hold events at convenient times and locations, attend existing community events and utilize a project website.

Inclusive

Ensure inclusive spaces, use accessible language and remove participation barriers.

Interactive

Use engaging activities such as small group discussions and interactive games to promote learning and collaboration.

Meaningful

Intentionally collect useful feedback and show its impact on the Plan to emphasize community ownership.

Engagement Toolbox



Neighborhood Outreach

Community Touchpoint Campaign

- Intercept Surveys
- Tabling at community events
- Youth Engagement
- The Vision Bus (mobile engagement)
- “Guerrilla” Engagement
- Establish Vision 2035 HQ

Grassroots Engagement (Led by Rayo Planning)

- Targeted outreach to five Census Tracts with a predominant Latine/Hispanic population

Community Ambassadors (75-100 community members)

- Engage and grow the City’s current ambassadors program.

Committees and Sub-committees

Vision 2035 Steering Committee

↳ Broad community invitation for applicants
2-3 Full Committee Meetings

Sub-Committees

↳ Sub-committee based on focus areas, Big Ideas/Moves, or otherwise as applicable
Will be involved in neighborhood outreach activities and public workshops
Will meet to explore, direct and confirm strategies and recommendations

Assistant City Managers/City Staff

↳ ACMs and appropriate City staff will work with sub committees to guide and support their efforts as well as be involved in the community outreach

Preliminary Project Phasing





PROJECT INITIATION

Work Phase 1 / Project Initiation



Work Phase #1
Project Initiation
– 2 months –

– Overview –

- Establish roles, expectations and protocols
- Confirm the project work plan and schedule
- Gather data and information
- Create preliminary deliverables and document outline
- Establish document branding and template
- Finalize Public Involvement Plan (PIP) & preparations for PIP execution

– Deliverables –

- Project schedule
- Data request
- PIP
- Document outline
- Document template

– Engagement –

- Bi-weekly team progress calls
- Project initiation meeting
- Kickoff meeting & city tour
- Project website launch (managed by FNI team)



BIG ISSUES

Work Phase 2 / BIG ISSUES



Work Phase #2
BIG ISSUES
– 3 months –

– Overview –

- Review data and information provided by the Client
- Analyze changes to the physical, social, economic, and jurisdictional conditions in the City since the last plan update
- Identify the BIG ISSUES currently being experienced by and impacting residents

– Deliverables –

- Draft BIG ISSUES update

– Engagement –

- Bi-weekly team progress calls
- Online community vision survey & virtual engagements
- Establish Steering Committee and Sub-Committees
- Neighborhood Outreach
 - Community Touchpoint Campaign
 - Grassroots Engagement
 - Establish Community Ambassadors
- Community Town Hall #1 (Kickoff Summit)

Work Phase 2 / BIG ISSUES

Phase Objective: Provide information to the public regarding the project, upcoming process, what to expect, and identify trends, issues and current market data to inform the process.

IAP2 Engagement Level: Inform

- What is the Vision 2035 Plan? Why is it important? How will it be used?
- Establish how the community can be involved
- Identify the Big Issues currently being experienced and their impact on residents



BIG IDEAS

Work Phase 3 / BIG IDEAS



Work Phase #3
BIG IDEAS
– 4 months –

– Overview –

- Revisit and discuss the four focus areas of Diversity, Connectivity, Resource Management and Growth
- Conduct future scenario planning exercises to explore potential futures
- Identify a preferred future state for the community
- Identify the BIG IDEAS that will move the City towards the preferred future state

– Deliverables –

- Draft BIG IDEAS update

– Engagement –

- Bi-weekly team progress calls
- Steering Committee and Sub-Committee Meetings
- Neighborhood Outreach
 - Grassroots Engagement
 - Community Ambassadors
- Community Town Hall #2 (Future Scenario Planning Workshop)
- Council Briefing #1

Work Phase 3 / BIG IDEAS

Phase Objective: Gather input and feedback from the public and stakeholders related to vision, goals, preliminary analyses and the future “Big Ideas” for Lewisville.

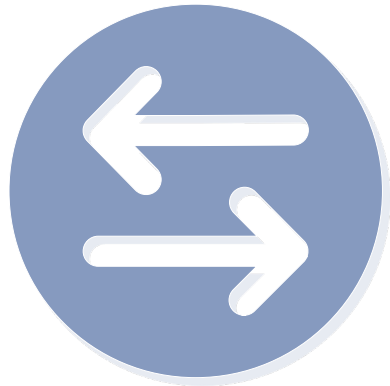
IAP2 Engagement Level: Consult and Involve

- Identify a preferred future state that the community wants to see
- Ensure community co-creation/buy-in of the Big Ideas



BIG MOVES

Work Phase 4 / BIG MOVES



Work Phase #4
BIG MOVES
– 4 months –

– Overview –

- Revisit and confirm or revise the BIG MOVES that need to happen in order to see progress towards the BIG IDEAS
- Provide objectives, strategies and necessary background details or data to support each BIG MOVE

– Deliverables –

- Draft BIG MOVES update

– Engagement –

- Bi-weekly team progress calls
- Steering Committee and Sub-Committee Meetings
- Community Tours
- Neighborhood Outreach
 - Grassroots Engagement
 - Community Ambassadors
- Community Town Hall #3 (TBD)
- Council Briefing #2

Work Phase 4 / BIG MOVES

Phase Objective: Community members are fully collaborative alongside the City and consultant identifying solutions and specific recommendations in the Vision 2035 Plan. The Big Ideas will inform the Big Moves Lewisville should take to realize its vision.

IAP2 Engagement Level: Collaborate

- Identify the Big Moves that need to happen in order to see progress toward the Big Ideas and community co-creation/buy-in of the Big Moves.



BIG ACHIEVEMENT

Work Phase 5 / BIG ACHIEVEMENT



Work Phase #5
BIG ACHIEVEMENT
– 2 months –

– Overview –

- Summarize strategies into an executable implementation plan with clear and prioritized actions

– Deliverables –

- Action Plan Matrix
- BIG ACHIEVEMENT draft chapter

– Engagement –

- Bi-weekly team progress calls
- Steering Committee and Sub-Committee Meetings
- Neighborhood Outreach
 - Grassroots Engagement
 - Community Ambassadors
- Community Town Hall #4 (TBD)

Work Phase 5 / BIG ACHIEVEMENT

Phase Objective: The community is empowered regarding final input and consensus and as a result become outspoken champions of the plan during adoption and beyond! Implementation is measured to show continual achievement to the public.

IAP2 Engagement Level: Empower

- Get community members and stakeholders excited about carrying out the implementation of the plan recommendations and make sure they know how to stay involved and keep the City accountable for implementation.



PROJECT ADOPTION

Work Phase 6 / Finalization & Adoption



Work Phase #6
Adoption
– 3 months –

– Overview –

- Refine all draft chapters based on feedback and comments received
- Generate an Executive Summary
- Compile a full draft plan for staff review
- Revise the full draft plan and generate a final draft plan for adoption consideration
- Revise the final draft plan and generate a final document for adoption

– Deliverables –

- Executive Summary
- Full draft plan
- Final draft plan
- Final document
- Appendices

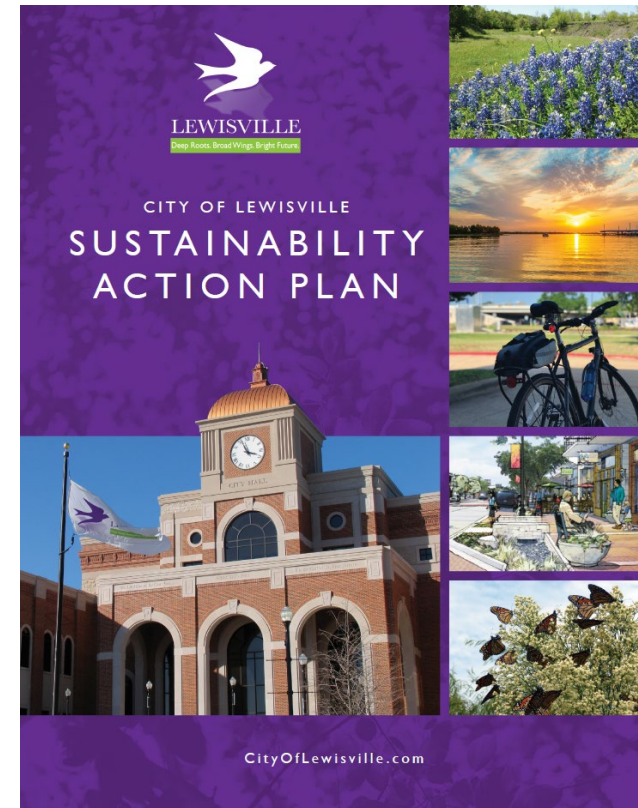
– Engagement –

- Bi-weekly team progress calls
- Online public review and comment of draft plan
- P&Z meeting
- Council adoption meetings (2)
- Plan adoption celebration

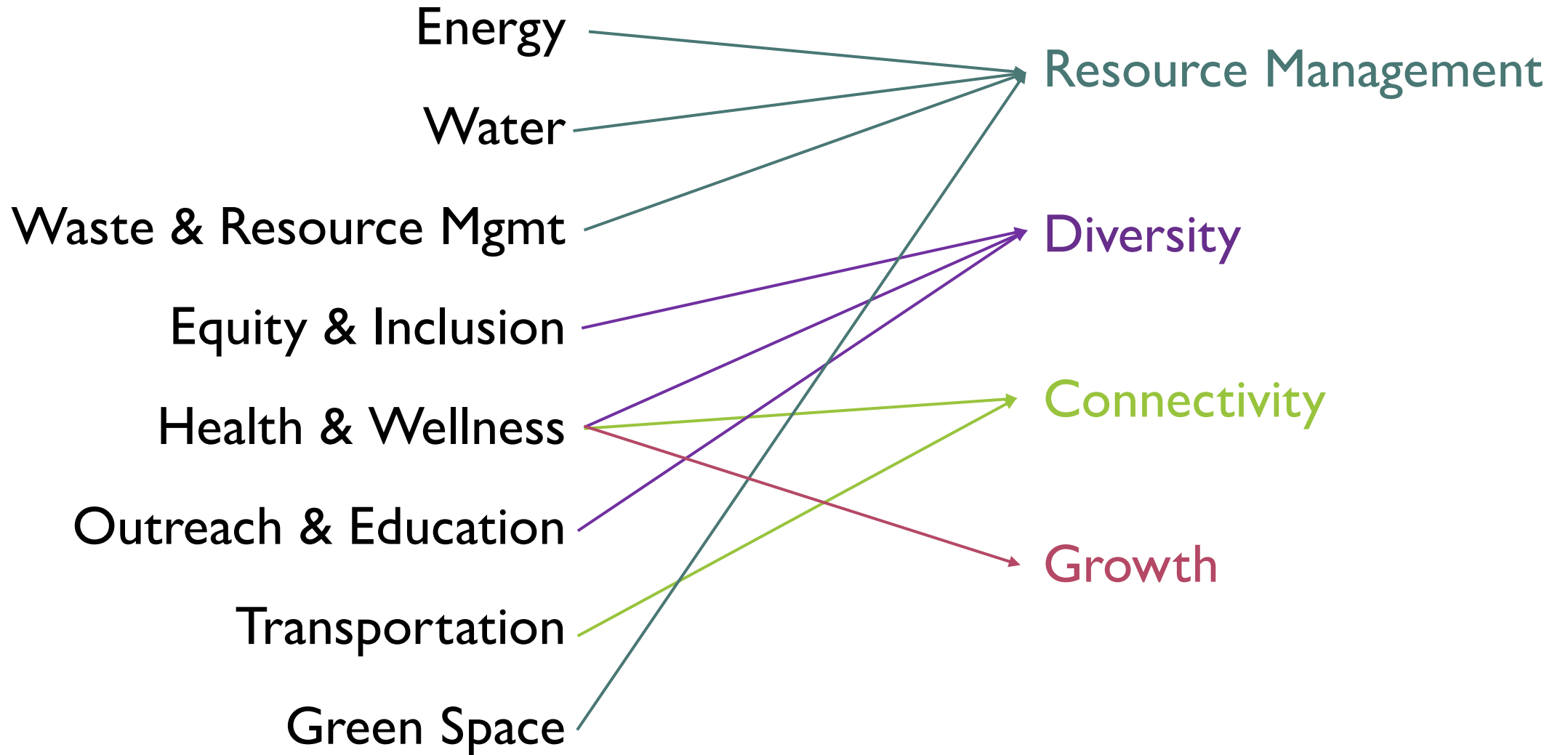
Sustainability & Resilience

Sustainability and resilience are the lenses through which the project is established and all recommendations are made.

- Opportunity to educate the public regarding the City's existing sustainability Plan and actions
- Incorporation of sustainability strategies and KPIs into the Vision 2035 plan, replacing the Sustainability Action Plan.



Sustainability & Resilience



THANK *YOU!*

Questions?

LEWISVILLE

2035

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