



CITY OF
ROCHESTER

MINNESOTA

VISION 2050

Kickoff Meetings: March 7-8, 2024

AGENDA

- **Introductions**
- **Purpose**
- **Mission**
- **Framework**
- **Vision**
- **Revisions**
- **Scorecard**
- **Stages**
- **Roles**
- **Plan**
- **Calendar**
- **Next Steps**

INTRODUCTIONS

- **Your name**
- **Your role or title**
- **A dream that you have for Rochester a quarter century from now**

PURPOSE

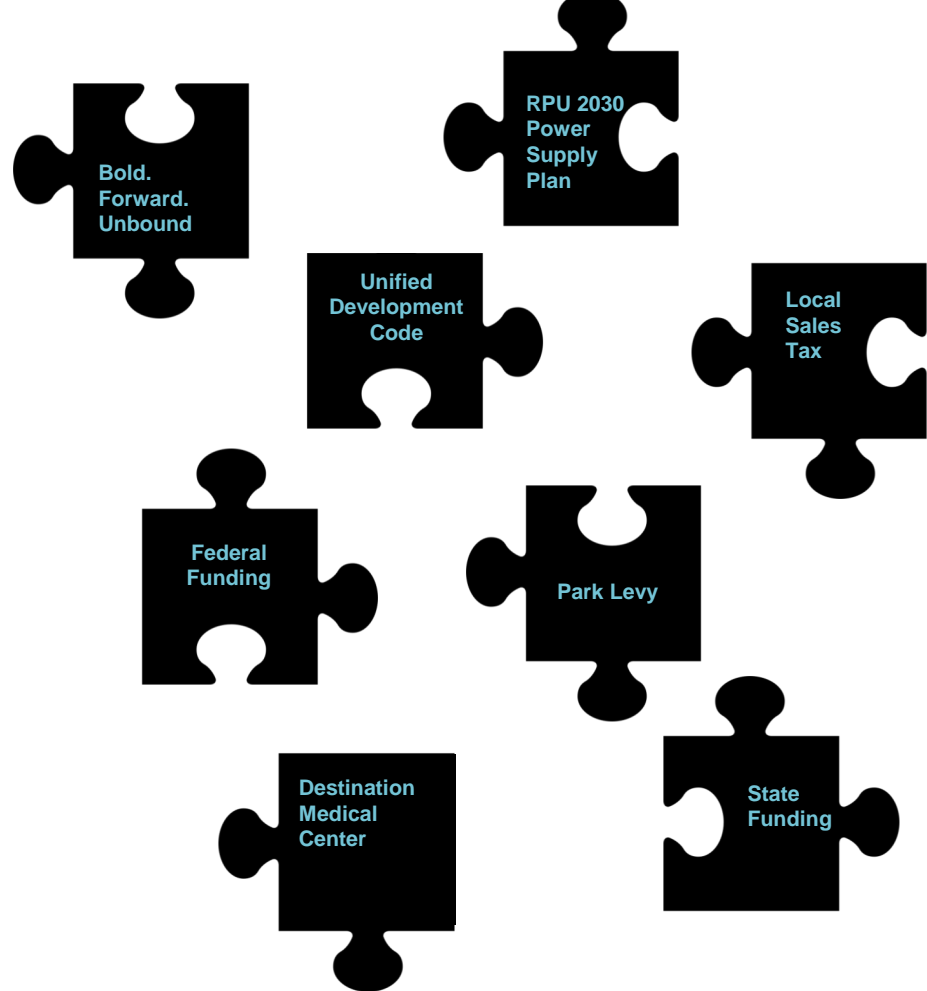
Our city has undertaken a broad array of **initiatives** to create a bright future for her citizens and constituencies.

These should be guided by a clear, optimistic **vision**.

2050?: Far enough for limitless possibilities; close enough to serve our community today and tomorrow's.

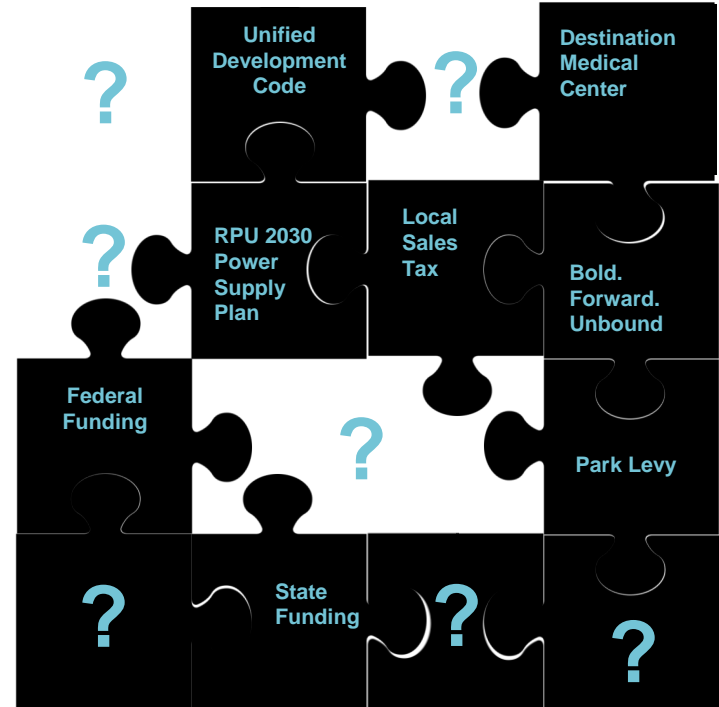
Vision 2050 Steering Committee **guides** this initiative

A large volunteer group will put "**Vision in Action**", using **Community Co-Design** to engage the community to share ideas and priorities for Rochester's future.



MISSION

1. Craft a compelling **vision**.
2. Set **priorities** to achieve it.
3. Align **existing initiatives** like puzzle pieces.
4. Identify the **gaps**.
5. Identify the **new initiatives** required to fill the gaps.
6. Plot them on a **timeline** to 2050



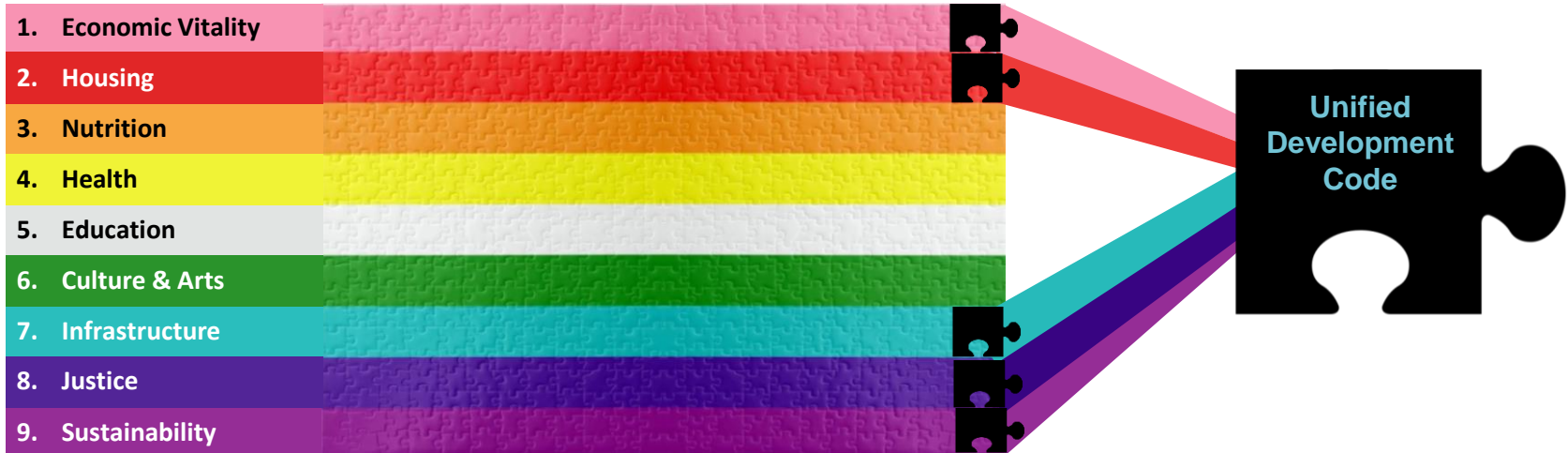
FRAMEWORK

Every successful society ensures the following conditions for its citizens through a mix of private and public sources:

1. **Economic Vitality:** robust employment, job & population growth, poverty reduction, childcare, financial confidence
2. **Housing:** affordable, accessible, safe, shelter
3. **Nutrition:** affordable, accessible, balanced and nutritious food sources
4. **Health:** affordable, accessible and comprehensive health and wellness services and health insurance
5. **Education:** affordable, safe, accessible childhood education, vocational training, and lifelong learning
6. **Culture & Arts:** access to spaces and experiences to inspire, reflect on history and take pride in future
7. **Infrastructure:** equitable access to power, water, transportation, other utilities, public spaces and services
8. **Justice:** equitable and trusted application of the Law, Safety & Security (judiciary, police, fire, EMS)
9. **Sustainability:** mechanisms & metrics to ensure all the above accrues benefit not deficit to the common good.

FRAMEWORK

So in addition to filling in the gaps, we will also map them against this framework to make sure we've covered all aspects of our Vision 2050:



VISION 2050

Element	Description	Vision 2050
Economic Vitality	robust employment, job opportunity, poverty reduction, childcare, financial confidence	Full employment, drawing new residents, near zero below poverty
Housing	affordable, accessible, safe, shelter	Full range of housing options, owned or rented, at all income levels
Nutrition	affordable, accessible, balanced and nutritious food sources	Fresh, locally sourced and affordable options; near zero hunger
Health	affordable, safe, accessible childhood education, vocational training, and lifelong learning	World class care for all ages and incomes; near zero underserved
Education	equitable childhood education, vocational training, and lifelong learning	Top national math and reading scores; near zero truancy
Culture & Arts	access to spaces and experiences to inspire, reflect on history and take pride in future	A model for citizens of all cities to build their culture, celebrate their heritage and the engage in arts as appreciated by diverse community legacies
Infrastructure	fair access to power, water, transportation, other utilities, public spaces and services	Reliable services for productive living and prosperous business climate
Justice	equitable and trusted application of the Law, Safety & Security (judiciary, police, fire, EMS)	Equitable and consistent application of the rule of law, promoting trust and confidence
Sustainability	mechanisms & metrics to ensure doing all the above accrues benefit, not deficit, to the common good.	Transparent systems and reporting to balance contemporary needs with future generations.

VISION 2050

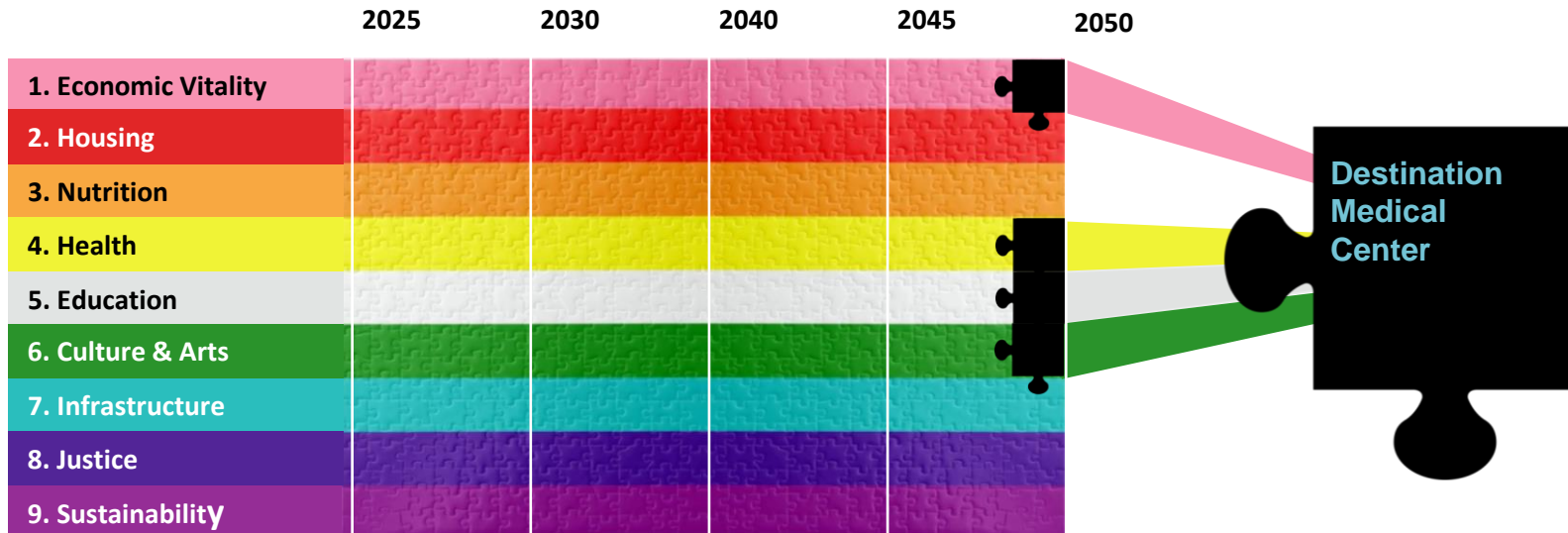
Element	Description	Vision 2050
Economic Vitality	robust employment, job opportunity, poverty reduction, childcare, financial confidence	Full employment, drawing new residents, near zero below poverty
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VISION 2050 SCORECARD

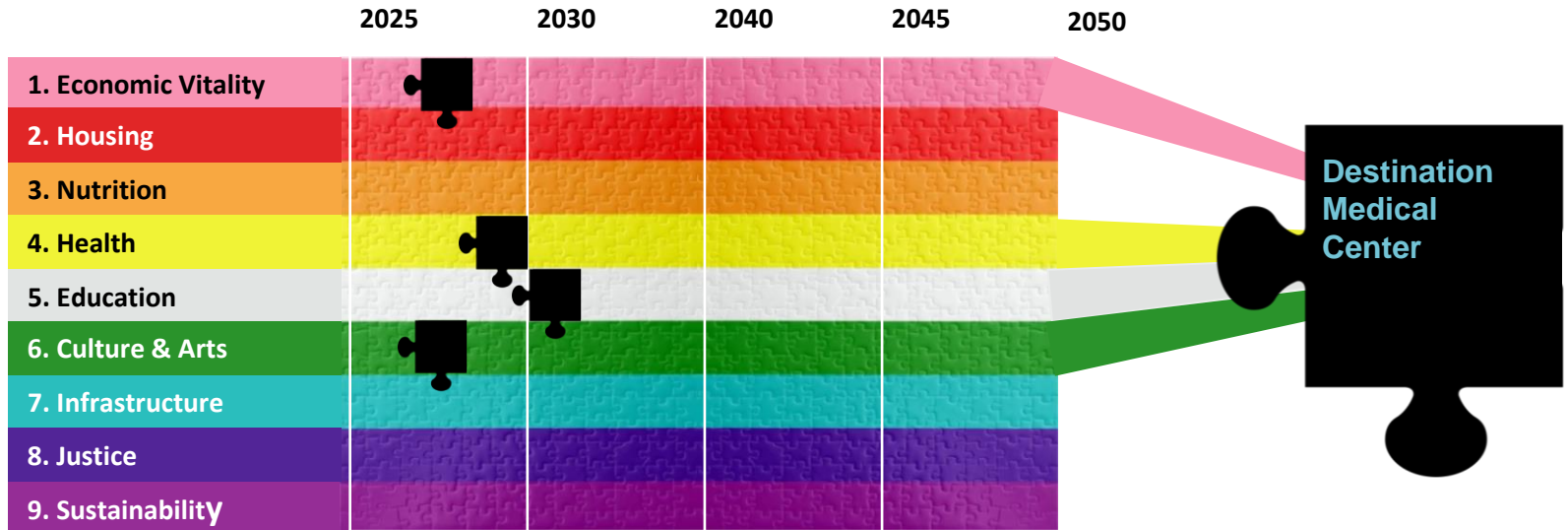
Please **assess** of the **current state** of each social element, from zero as lowest performance up to ten highest performance.
0 = non-existent or extremely sub par
5 = on par with 2024 expectations
10 = Exceptional, on track to achieve Vision.

Element	Description	Current Assessment: Rate 0-10	Vision 2050
Economic Vitality	robust employment, job opportunity, poverty reduction, childcare, financial confidence		Full employment, drawing new residents, near zero below poverty
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STAGES



STAGES



ROLES

	STEERING COMMITTEE	VISION IN ACTION TEAM	COMMUNITY VOLUNTEERS
ROLE	Board of 12 advisors, chaired by Mayor Kim Norton, broadly representing the diverse stakeholders in Rochester’s future.		
COMMITMENT	One 2-hour meeting per month, March– Dec 2024		
ACTIVITIES	Set direction, guide activities, rate, rank make final selection of proposed ideas, with suggested timeframes.		
OUTCOMES	A strategically coherent and viable schedule of vital activities to perform to fulfill the promise of Vision 2050.		

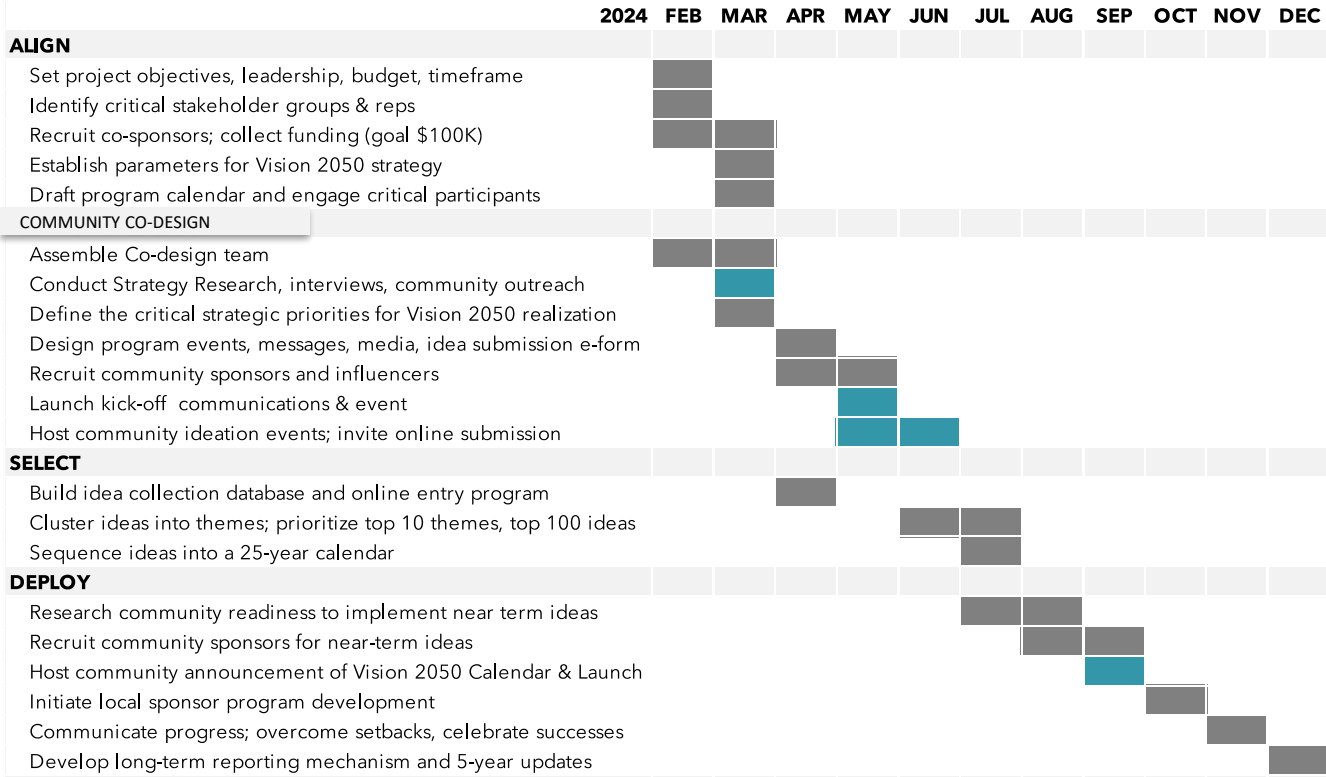
ROLES

	STEERING COMMITTEE	VISION IN ACTION TEAM	COMMUNITY VOLUNTEERS
ROLE	Board of 12 advisors, chaired by Mayor Kim Norton, broadly representing the diverse stakeholders in Rochester’s future.	A broad spectrum of volunteers to lead, coordinate or codesign community engagement, host events and collect input from Rochester citizens.	
COMMITMENT	One 2-hour meeting per month, March– Dec 2024	Self-determined, up to one half-day per week, March – July 2024	
ACTIVITIES	Set direction, guide activities, rate, rank make final selection of proposed ideas, with suggested timeframes.	Design community engagement, collecting, clustering and prioritizing recommendations.	
OUTCOMES	A strategically coherent and viable schedule of vital activities to perform to fulfill the promise of Vision 2050.	Clustered themes and recommended priority activities to fulfill Vision 2050 over the next quarter century.	

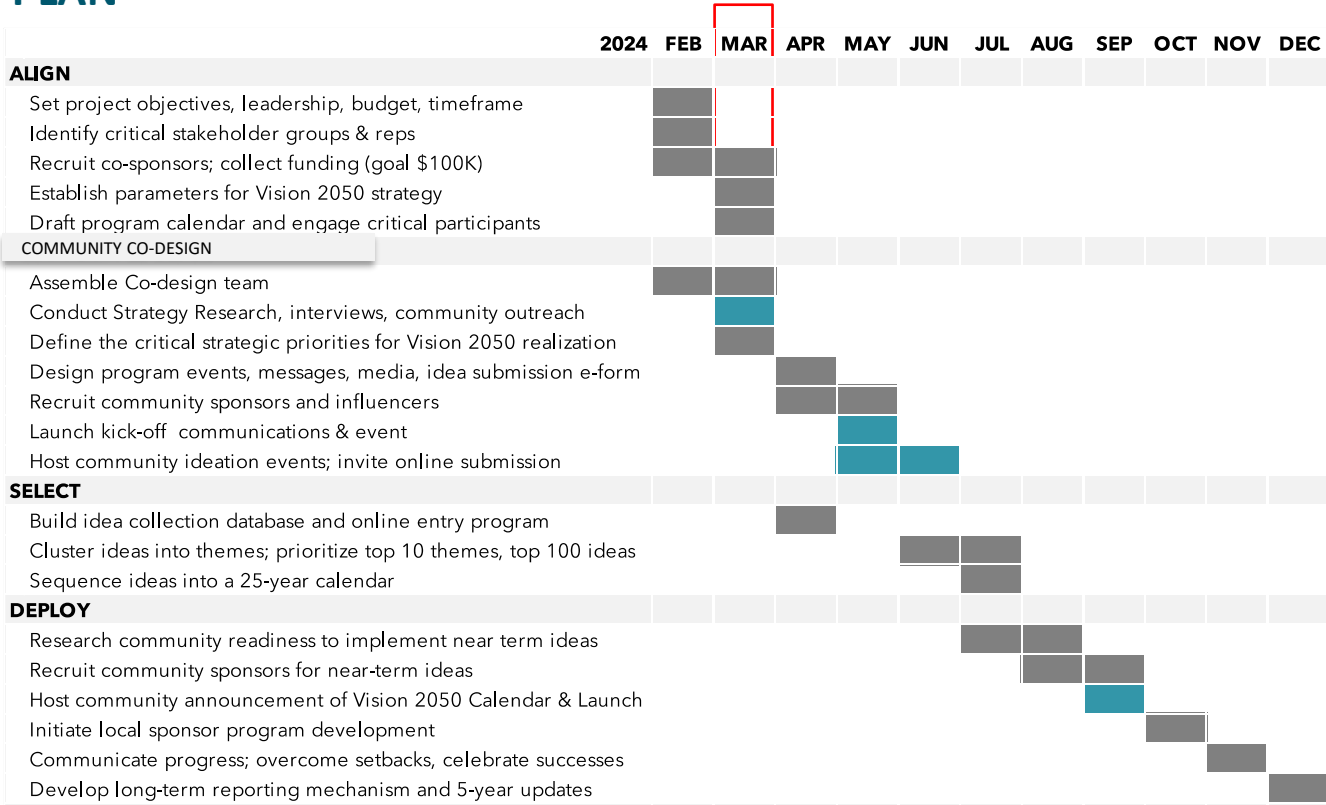
ROLES

	STEERING COMMITTEE	VISION IN ACTION TEAM	COMMUNITY VOLUNTEERS
ROLE	Board of 12 advisors, chaired by Mayor Kim Norton, broadly representing the diverse stakeholders in Rochester’s future.	A broad spectrum of volunteers to lead, coordinate or codesign community engagement, host events and collect input from Rochester citizens.	Thousands of engaged citizens whose inputs will inform the plan and help to realize Rochester Vision 2050.
COMMITMENT	One 2-hour meeting per month, March– Dec 2024	Self-determined, up to one half-day per week, March – July 2024	Voluntary community events and online recommended ideas or projects to achieve Vision 2050, May – July 2024
ACTIVITIES	Set direction, guide activities, rate, rank make final selection of proposed ideas, with suggested timeframes.	Design community engagement, collecting, clustering and prioritizing recommendations.	Host or participate in community events and online recommended ideas or projects to achieve Vision 2050
OUTCOMES	A strategically coherent and viable schedule of vital activities to perform to fulfill the promise of Vision 2050.	Clustered themes and recommended priority activities to fulfill Vision 2050 over the next quarter century.	A broadly representative roster of thousands of proposed projects and innovations as input to Vision 2050

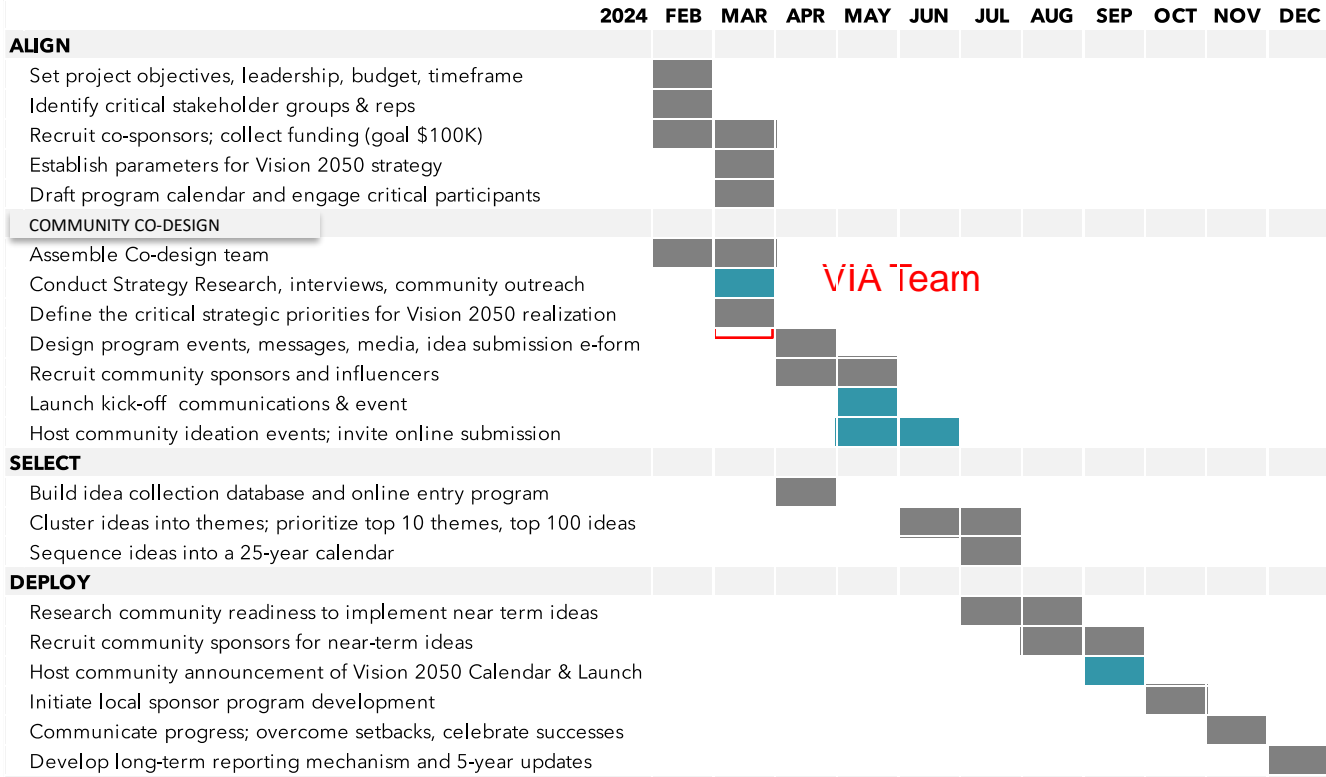
PLAN



PLAN

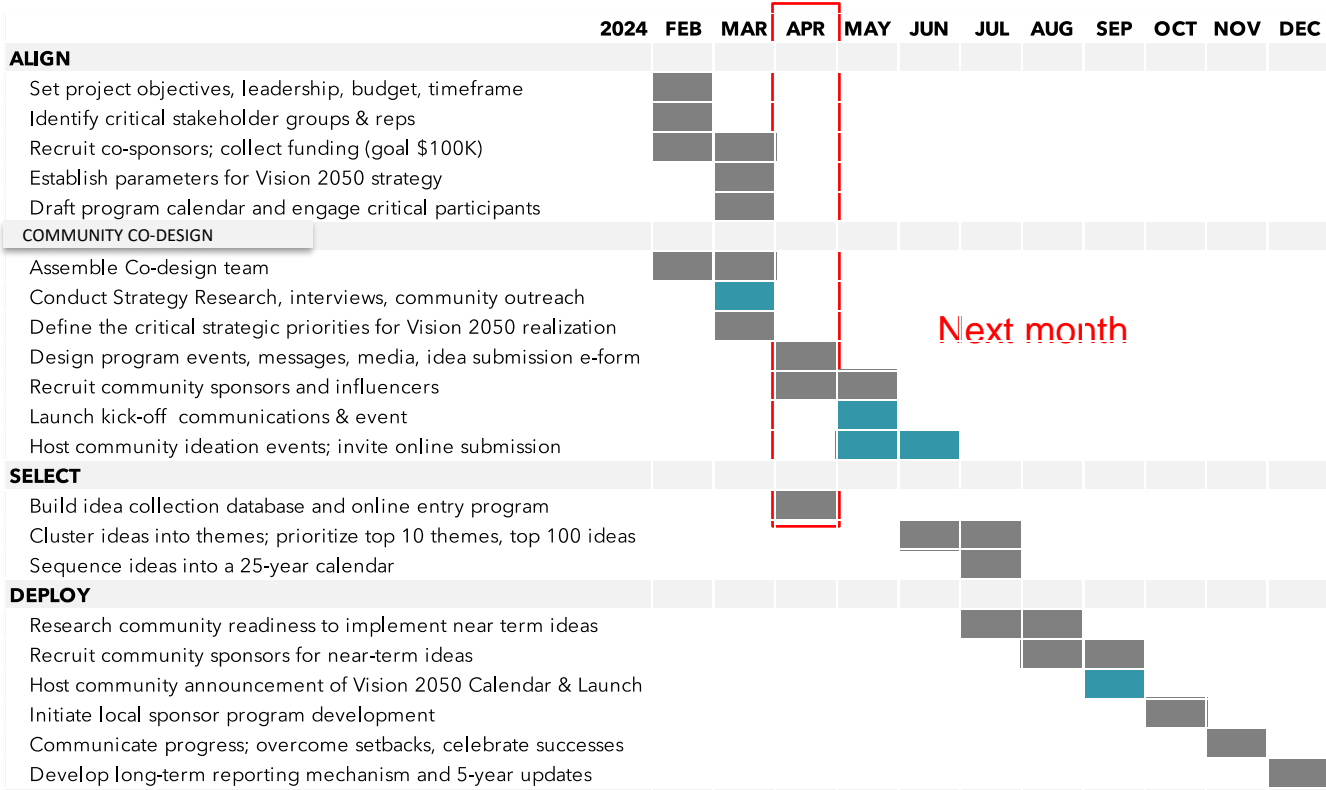


PLAN



VIA Team

PLAN



Next month

CALENDAR FEB-AUG

		FEB				MAR				APR				MAY				JUN				JUL				AUG															
		5	12	19	26	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26										
ALIGN																																									
	Set project objectives, leadership, budget, timeframe					facilitator																																			
	Identify critical stakeholder groups & reps	mayor																																							
	Recruit co-sponsors; collect funding (goal \$100K)	mayor				facilitator																																			
	Establish parameters for Vision 2050 strategy	facilitator				facilitator																																			
	Draft program calendar and engage critical participants	facilitator				facilitator																																			
COMMUNITY CO-DESIGN																																									
	Assemble "Vision in Action" (VIA) team	project manager																																							
	Conduct Strategy Research, interviews, community outreach	facilitator				facilitator																																			
	Define the critical strategic priorities for Vision 2050 realization	mayor				mayor																																			
	Design program events, messages, media, idea submission e-form	project manager				project manager				project manager																															
	Recruit community sponsors and influencers	project manager				project manager				project manager																															
	Launch kick-off communications & event	project manager				project manager				project manager																															
	Host community ideation events; invite online submission	project manager				project manager				project manager																															
SELECT																																									
	Build idea collection database and online entry program	project manager				project manager				project manager																															
	Cluster ideas into themes; prioritize top 10 themes, top 100 ideas	facilitator				facilitator				facilitator																															
	Sequence ideas into a 25-year calendar	facilitator				facilitator				facilitator																															
DEPLOY																																									
	Research community readiness to implement near term ideas	project manager				project manager				project manager				project manager				project manager				project manager				project manager				project manager											
	Recruit community sponsors for near-term ideas	project manager				project manager				project manager				project manager				project manager				project manager				project manager															
	Host community announcement of Vision 2050 Calendar & Launch	mayor				mayor				mayor				mayor				mayor				mayor				mayor															
	Initiate local sponsor program development	project manager				project manager				project manager				project manager				project manager				project manager				project manager															
	Communicate progress; overcome setbacks, celebrate successes	project manager				project manager				project manager				project manager				project manager				project manager				project manager															
	Develop long-term reporting mechanism and 5-year updates	project manager				project manager				project manager				project manager				project manager				project manager				project manager															

CALENDAR SEP-DEC

	Owner	SEP					OCT				NOV				DEC				NOTES
		2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	
ALIGN																			
Set project objectives, leadership, budget, timeframe	facilitator																		
Identify critical stakeholder groups & reps	mayor																		
Recruit co-sponsors; collect funding (goal \$100K)	mayor																		Steering Committee Kick Off March 7, 9am - 12pm
Establish parameters for Vision 2050 strategy	mayor																		
Draft program calendar and engage critical participants	facilitator																		
COMMUNITY CO-DESIGN																			
Assemble "Vision in Action" (VIA) team	project manager																		VIA Team Kick Off March 8, 9am - 12pm
Conduct Strategy Research, interviews, community outreach	facilitator																		Some costs may be incurred for community outreach
Define the critical strategic priorities for Vision 2050 realization	mayor																		
Design program events, messages, media, idea submission e-form	project manager																		
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Communicate progress; overcome setbacks, celebrate successes	project manager																		
Develop long-term reporting mechanism and 5-year updates	project manager																		

NEXT STEPS

STEERING COMMITTEE

1. Schedule next meeting.
2. Determine any open actions or questions to address.
3. Consider fundraising sources or opportunities.
4. Prepare to provide direction and feedback to VIA teams.

VISION IN ACTION TEAM

1. Solicit a volunteer to coordinate logistics (schedule meetings).
2. Schedule preliminary meeting calendar.
3. Assemble sub-teams or committees and seek a volunteer to coordinate.
4. Prepare to brief and solicit feedback from Steering Committee



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Thank You!