

# Town of Falmouth

Public Process to develop a Town Vision  
and Values Statement

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## PEOPLE-FOCUSED COMMUNITY ENGAGEMENT

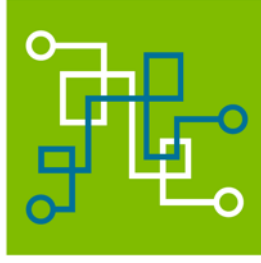
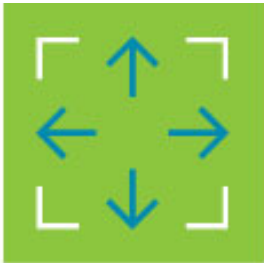
Future iQ's broad and deep engagement methods create collaborative environments to produce aligned visions of the future.

future*→*iQ | Create **Future Intelligence**™  
[www.future-iq.com](http://www.future-iq.com)



# Research and consulting company

## Expertise in applying specialized planning methodology



Future**Game** Decision**Path** People**Link** Future**Shift** Data**Insight** Future**Insight**

SIMULATION  
LEARNING

SCENARIO  
PLANNING

NETWORK  
ANALYSIS

MOBILIZE +  
IMPLEMENT

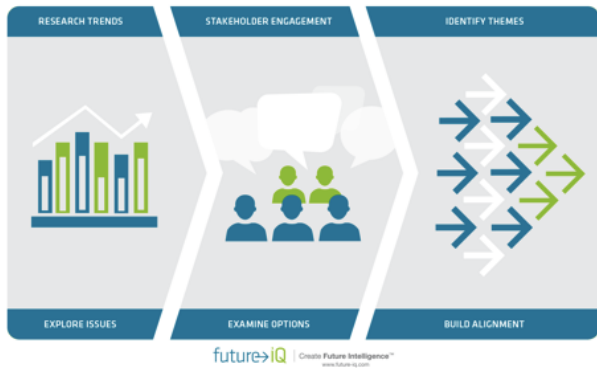
VISUALISE  
COMPLEXITY

KNOWLEDGE+  
CHANGE

future→iQ<sup>®</sup>

Create Future Intelligence<sup>®</sup>





Social Media outreach  
Media interviews / articles  
Intercept surveys  
Newsletters / videos  
(2000-5000) 25-40%

Community surveys and public forums  
Project Portal  
(1500 - 3000) - 12-20%

Future Summit  
Youth engagement  
Vision workshops and surveys  
(500-1000) – 5-10%

Steering Group  
Think Tank  
Focus Groups  
(200+)

The Town has as a project goal to engage 30% of its population, which is around 12,000 people. Is this goal realistic? If so, how do you propose we can accomplish that?





# Engagement and Research Results

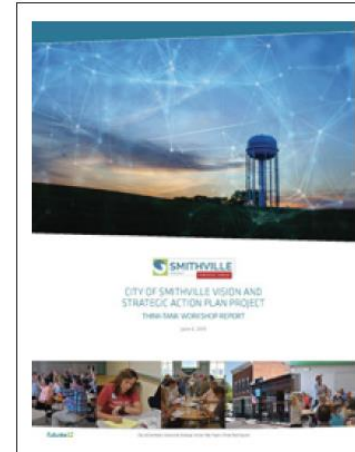
Benchmark Study  
Community Survey  
Youth Survey  
Think Tank  
Vision Survey



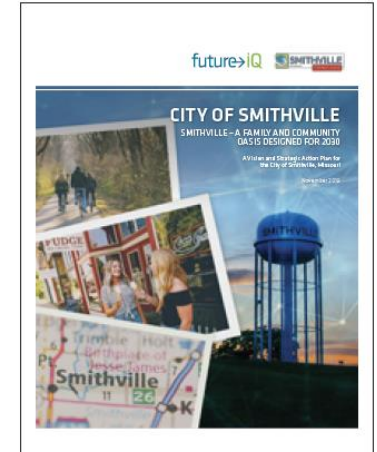
Smithville Community Engagement Portal



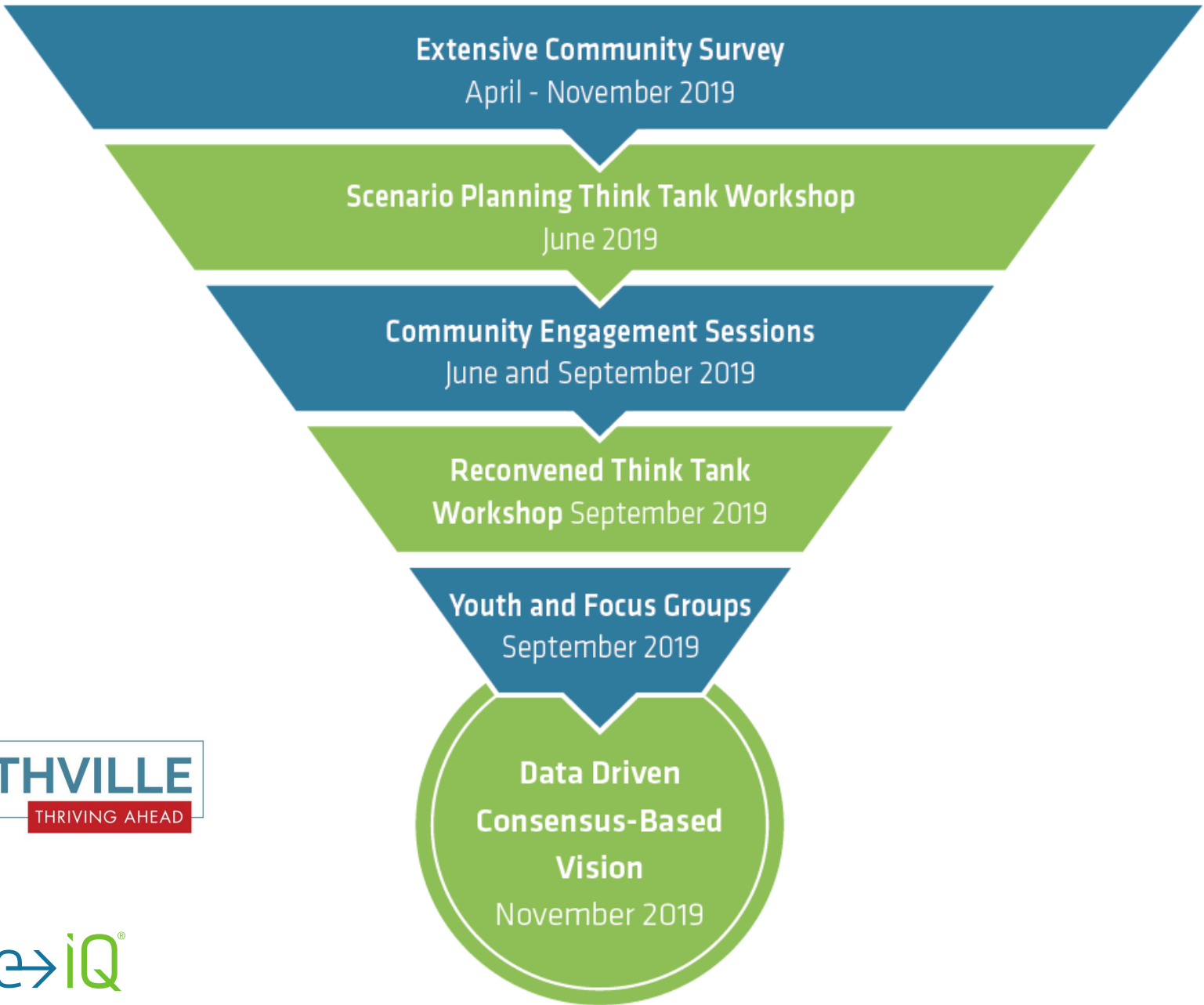
Smithville Community Profile and Benchmark Analysis Report



Smithville Scenario-Based Think Tank Report  
June 2019



Smithville Vision and Strategic Action Plan  
November 2019



Create Future Intelligence<sup>®</sup>

HIGH SCHOOL YOUTH ENGAGEMENT  
Over 350 students  
with 321 surveys completed **350+**

FOCUS GROUPS  
5 workshops;  
60 participants **60+**

RECONVENED THINK TANK  
40  
participants **40**

CITY OF SMITHVILLE  
**COMMUNITY  
ENGAGEMENT**

COMMUNITY SURVEY  
**470+** Over 470  
responses

THINK TANK WORKSHOPS  
**70+** Over 70  
participants

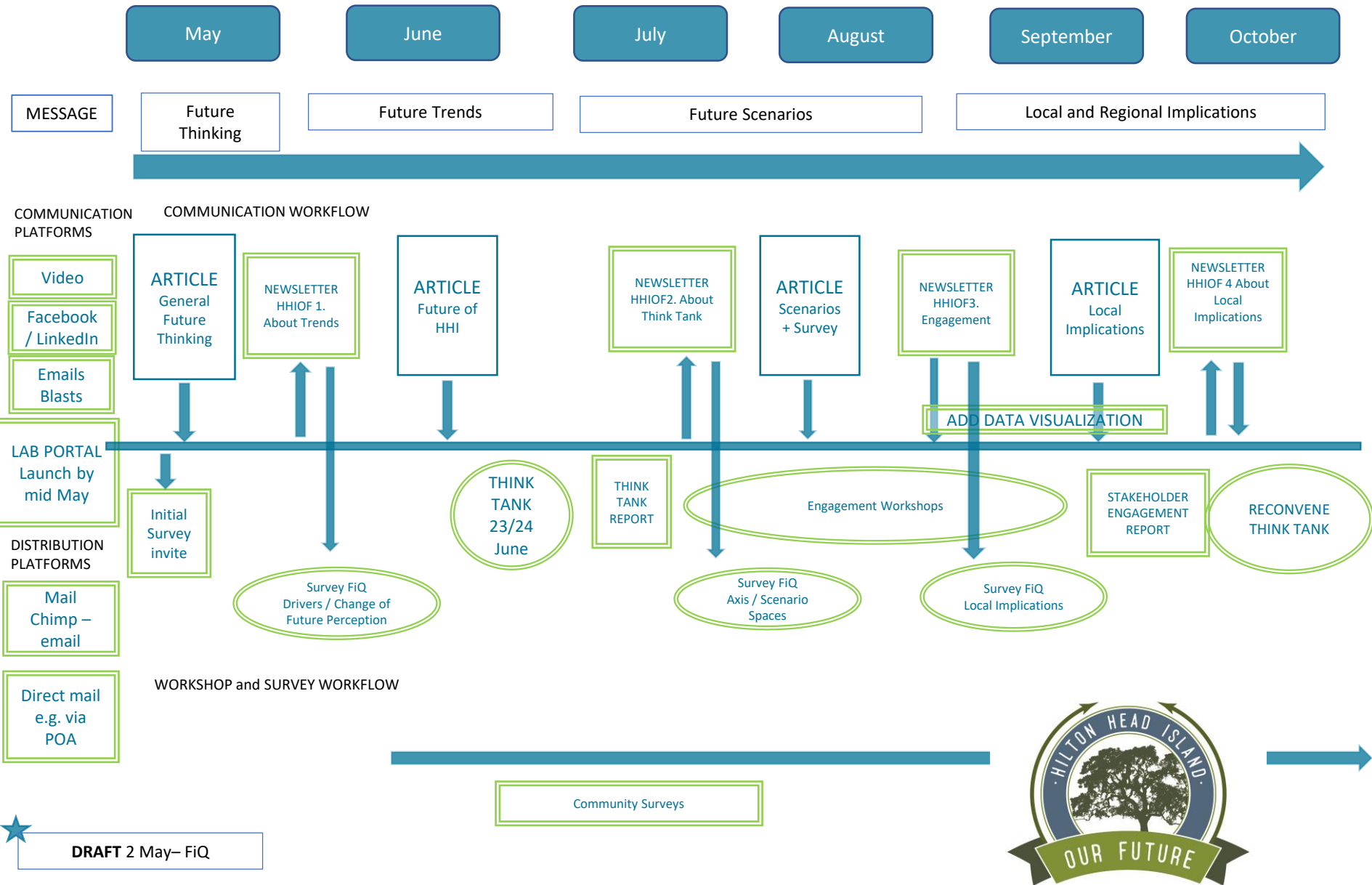
ENGAGEMENT WORKSHOPS  
**67** 6 workshops;  
67 participants

ENGAGEMENT WRITTEN FEEDBACK COLLECTED  
**111** 111 detailed  
responses

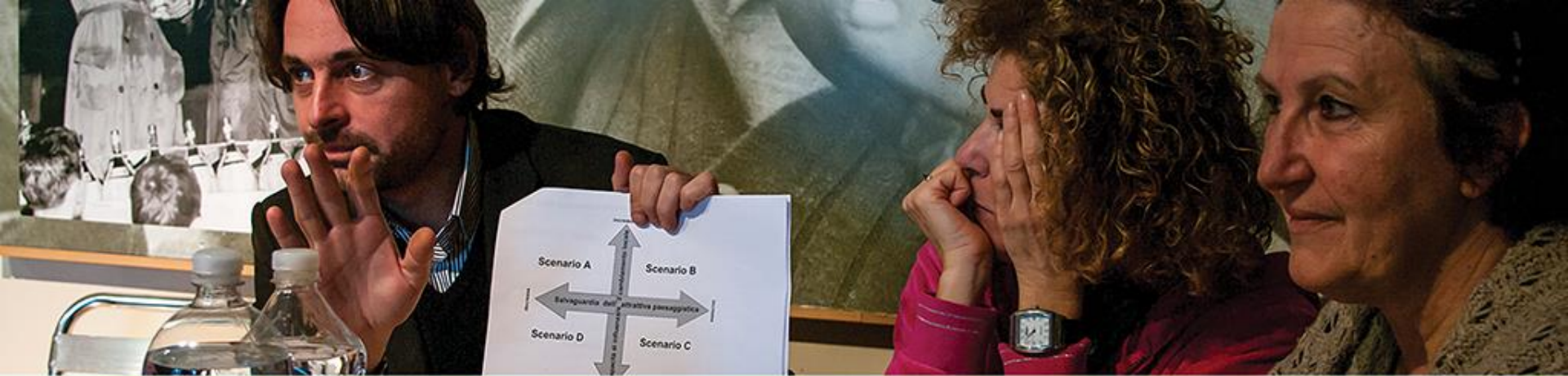




# Hilton Head Island – Our Future – communication framework



DRAFT 2 May– FiQ



## PLANNING INSIGHT THROUGH DATA-DRIVEN ANALYSIS

Future iQ's foresight and benchmark research, info-graphics and interactive data visualization platforms give insight and clarity to future planning.

Once you have the attention of the community (30% or what you think is realistic based on your answer to the first question), can you please describe any unique and/or proven methods of engagement that extract common themes, values, and a vision?



# Range of Engagement Techniques



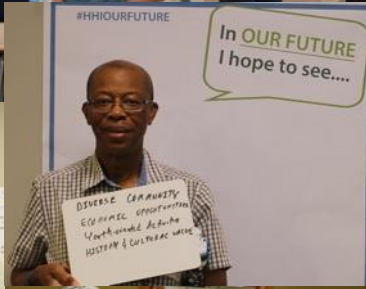
 **Hilton Head Island - Our Future** added 6 new photos.  
August 25 at 11:02pm · ©

The August engagement sessions concluded this week. The dates will soon be released for the upcoming September engagement sessions. Thank you to all of the Hilton Head Island citizens who participated in the August engagement sessions.





# Think-Tank and Future Summit





# The Youth Voice

Mitchell High School 500+ Students /  
University and Technical Institute Students



Waseca High School 150+ Students



Wayzata High School  
100+ Students

Coppell 100+ Students



# WELCOME TO THE FUTURE iQ<sup>®</sup> RESEARCH LABORATORY

## Exploring the Future - Community and Stakeholder Engagement Laboratory

The Future iQ research laboratory offers an interactive stakeholder and community engagement portal for our key projects and surveys. The laboratory aims to accelerate shared learning and gather key insights on emergent trends.





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The Future iQ research laboratory offers an interactive stakeholder and community engagement portal for our key projects and surveys. The laboratory aims to accelerate shared learning and gather key insights on emergent trends.



City of Smithville - Comprehensive Planning Process 2020 »



Iowa Sustainable Materials Management Vision for Iowa »



City of Trotwood Strategic Planning Project »



New England Regional Defense Industry Collaboration »



# City of Smithville Community Survey



HOME ABOUT THINK TANK RECONVENE THINK-TANK DATA VISUALIZATION ENGAGEMENT REPORTS RESOURCES MEDIA CONTACT US

City of Smithville Visioning Project

- Community Survey >
- Vision Survey >

- About the Survey
- Respondent Age and Ethnicity
- Residency and Years Living in Smithville
- Respondents Affiliations and Interests
- Interactive Charts >
- Open Ended Questions >
- Importance of a Shared Vision >

- Project
- Key Factors - Average Data
- Key Factors - Residency Length Cohort Data
- Key Factors - Importance in Future
- Key Factors - Nature of Change
- Key Factors - Preparedness



## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY VISIONING PROJECT

This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

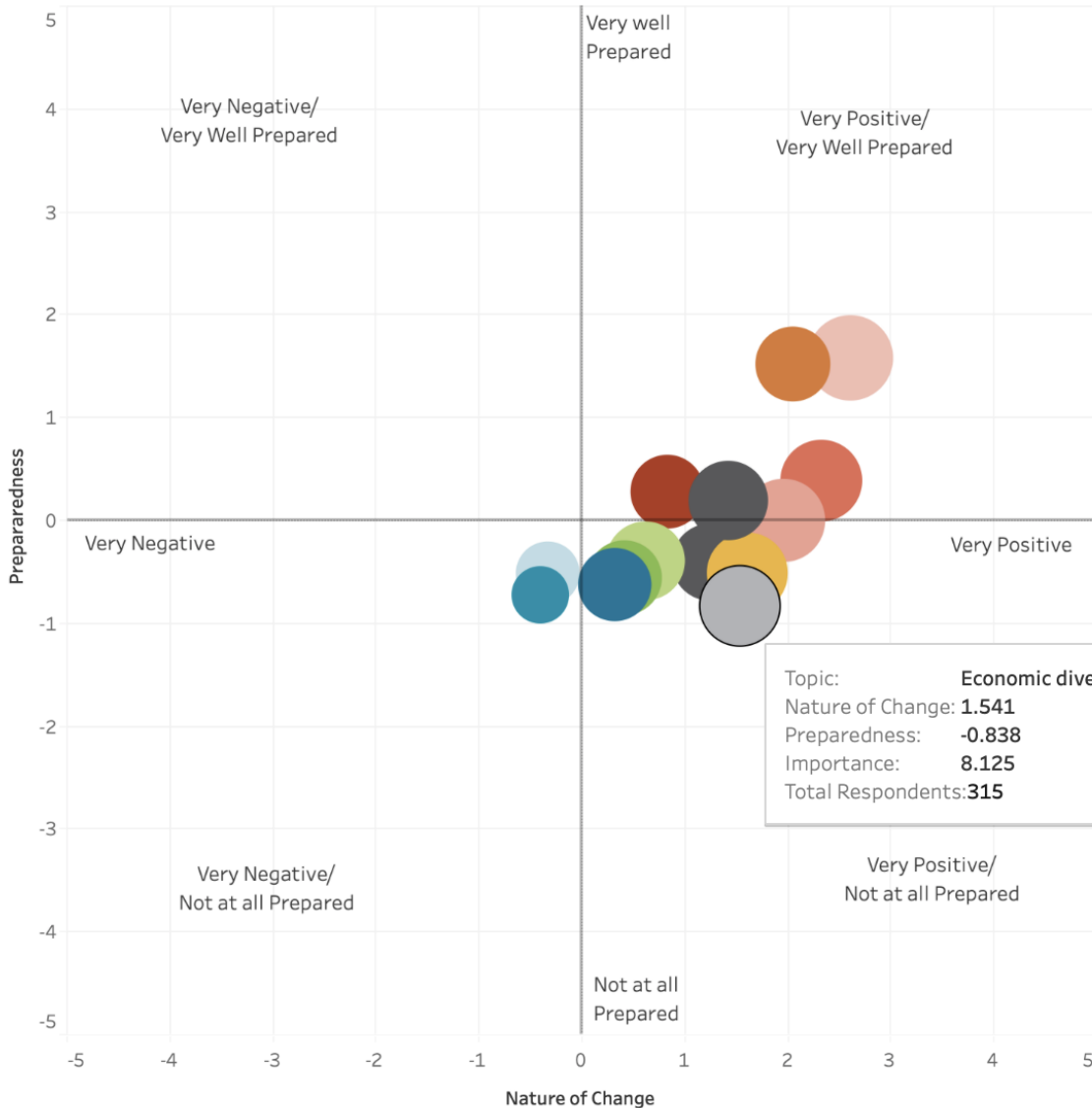


## Key Factors - Average Data

X-axis - Nature of change (Scale: -5 = Very negative; + 5 = Very positive)

Y-axis - Preparedness for change (Scale: -5 = Not at all prepared; + 5 = Very well prepared)

Size of circle - Importance in the future (Scale: 1 = Not at all important; 10 = Critically important)



Age Group

Ethnicity

How Long Lived/Worked in Smithvi...

Interested In

- Topic
- Aging population of the comm...
  - Autonomous vehicle technology
  - Changing long term weather c...
  - Cost and access of eldercare
  - Cost and access of healthcare
  - Economic diversification such ...
  - Housing options and types of ...
  - Job market and availability in ...
  - Proximity to Kansas City airport
  - Quality of education
  - Quality of public infrastrucur...
  - Recreational opportunities
  - Trends in agriculture
  - Workforce and skills levels

Importance

- 
- 
- 
- 
- 
-

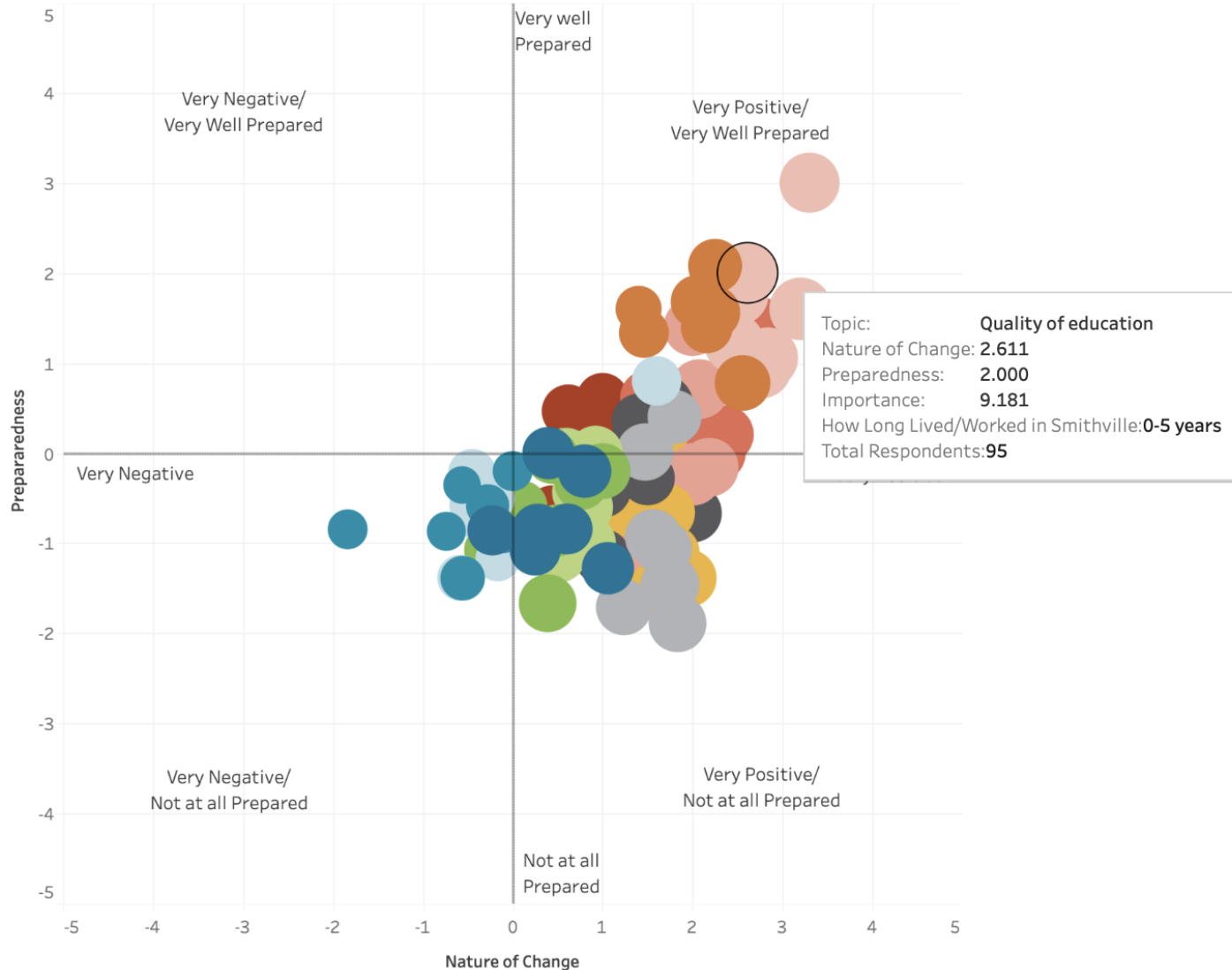
## Key Factors - Cohort Data

X-axis - Nature of change (Scale: -5 = Very negative; + 5 = Very positive)

Y-axis - Preparedness for change (Scale: -5 = Not at all prepared; + 5 = Very well prepared)

Size of circle - Importance in the future (Scale: 1 = Not at all important; 10 = Critically important)

Cohorts based on how long lived or worked in Smithville



Topic  
(All) ▾

Age Group  
(All) ▾

Ethnicity  
(All) ▾

How Long Lived/Worked i...  
(All) ▾

Interested In  
(All) ▾

- Topic
- Aging population of t...
  - Autonomous vehicle t...
  - Changing long term w...
  - Cost and access of eld...
  - Cost and access of he...
  - Economic diversificat...
  - Housing options and t...
  - Job market and availa...
  - Proximity to Kansas C...
  - Quality of education
  - Quality of public infra...
  - Recreational opportu...
  - Trends in agriculture
  - Workforce and skills l...

- Importance
- 3.510
  - 6.000
  - 8.000
  - 9.833

# Smithville Youth Survey



English

Future iQ >>

LAB HOME



HOME ABOUT THINK TANK DATA VISUALIZATION ENGAGEMENT REPORTS RESOURCES MEDIA CONTACT

City of Smithville Visioning Project

- Community Survey >
- Vision Survey >
- Youth Survey >

Lab / City of Smithville Visioning Project

- About the Survey
- Profile Information >
- Interactive Charts >
- Perception of Future Charts >
- Open Ended Questions >
- Categorized Responses >
- Shared Vision >

- Most exciting future trends
- Most concerning future trends
- How to be best prepared for the future
- What does Smithville need to be doing to be prepared for the future
- Advantages of living in Smithville
- How should Smithville change over the next 10 years



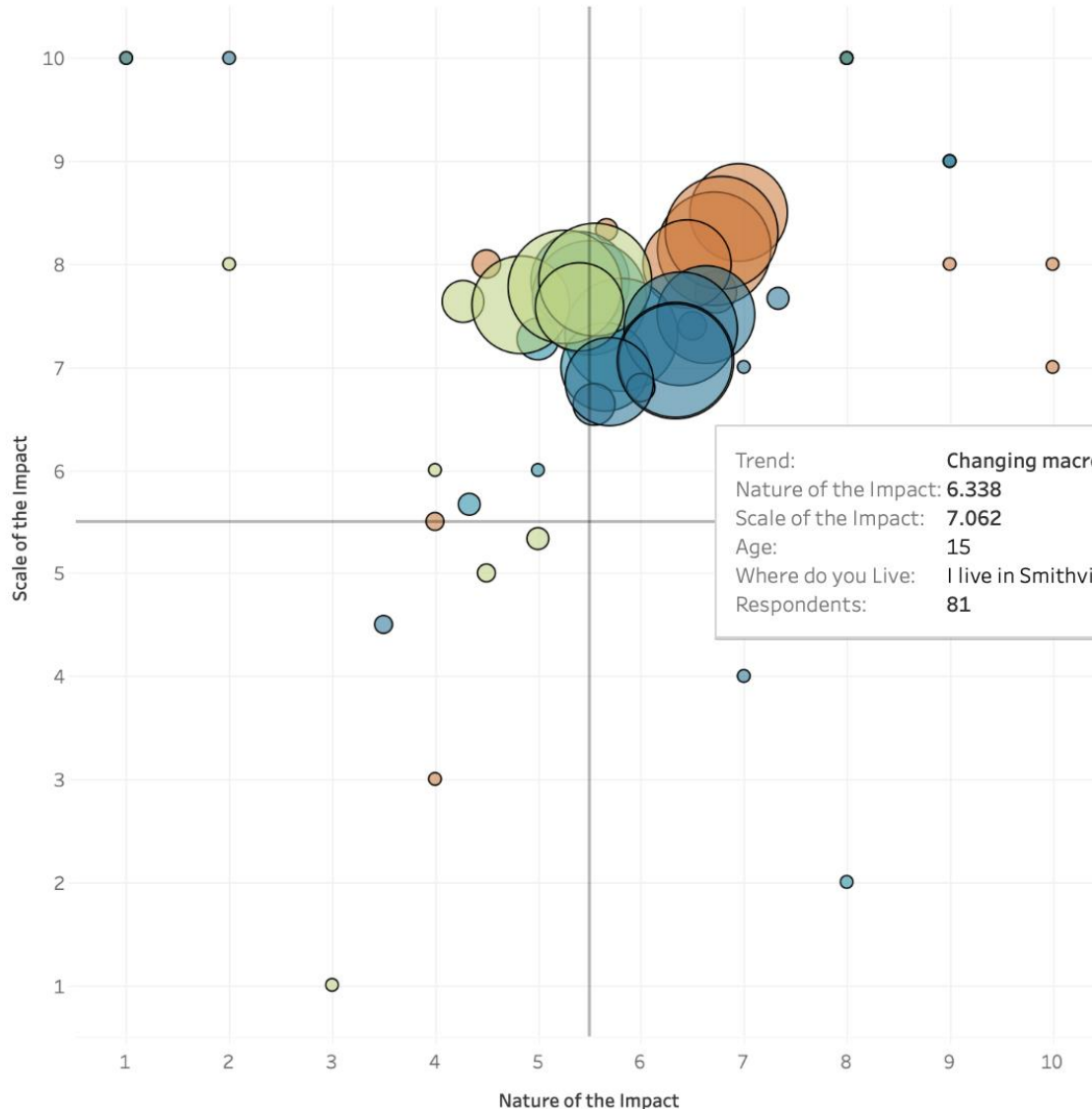
## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY VISIONING PROJECT

This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

## Perception of Trends - All Data

X-Axis is Nature of impact (SCALE: 1 = Very Negative; 10 = Very Positive)  
 Y-Axis is Scale of impact of major trends (SCALE: 1 = No impact; 10 = Massive impact)  
 Size of circle can be number of respondents

Cohorts are 'Age' and 'Where respondents live'



Age

Ethnicity

Where Respondents Live

My Grade

Trend

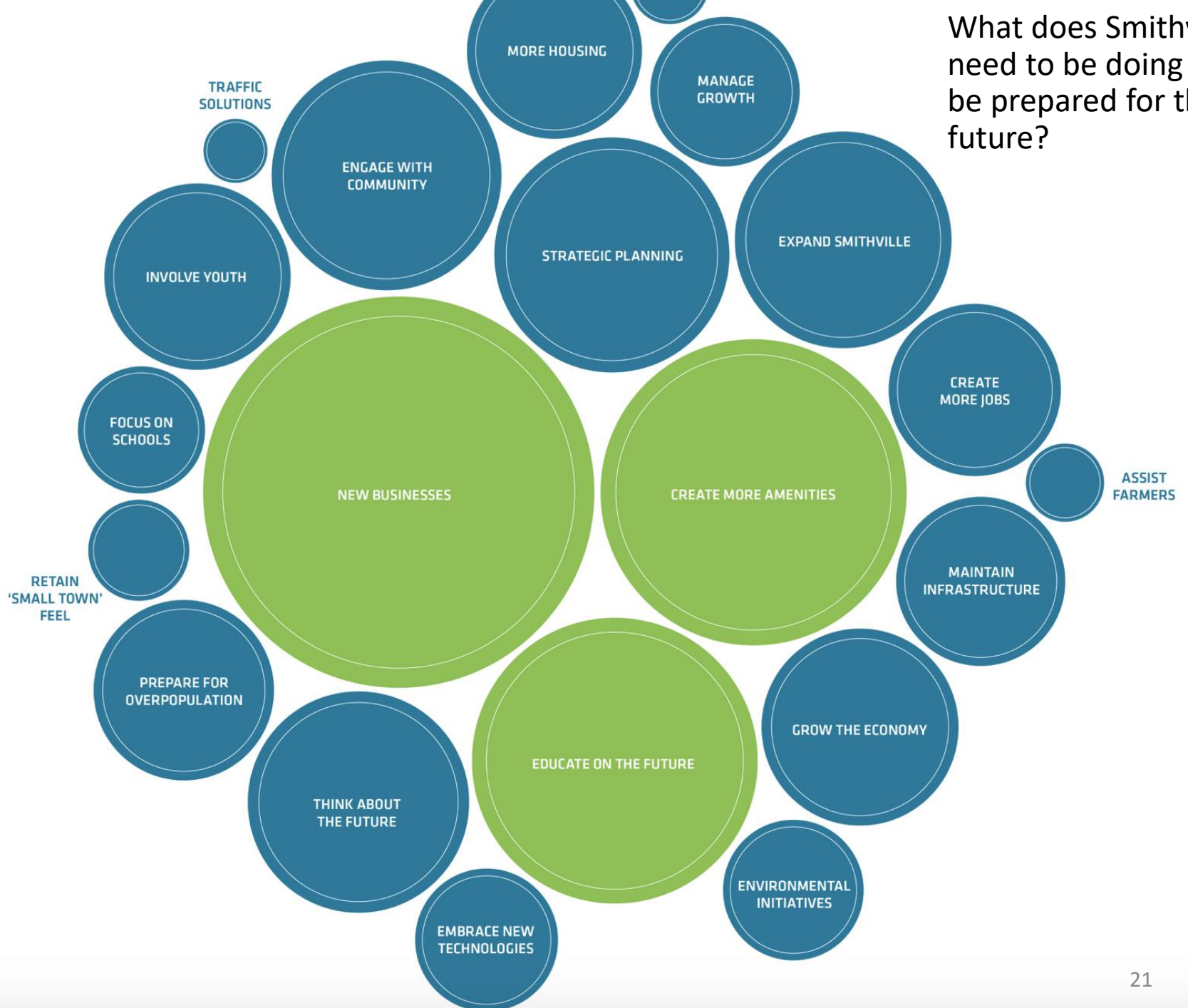
- Changing macro econ...
- Global demand for fo...
- Mass urbanization an...
- Technological revolut...

Size

- 1
- 20
- 40
- 60
- 82



What does Smithville need to be doing to be prepared for the future?

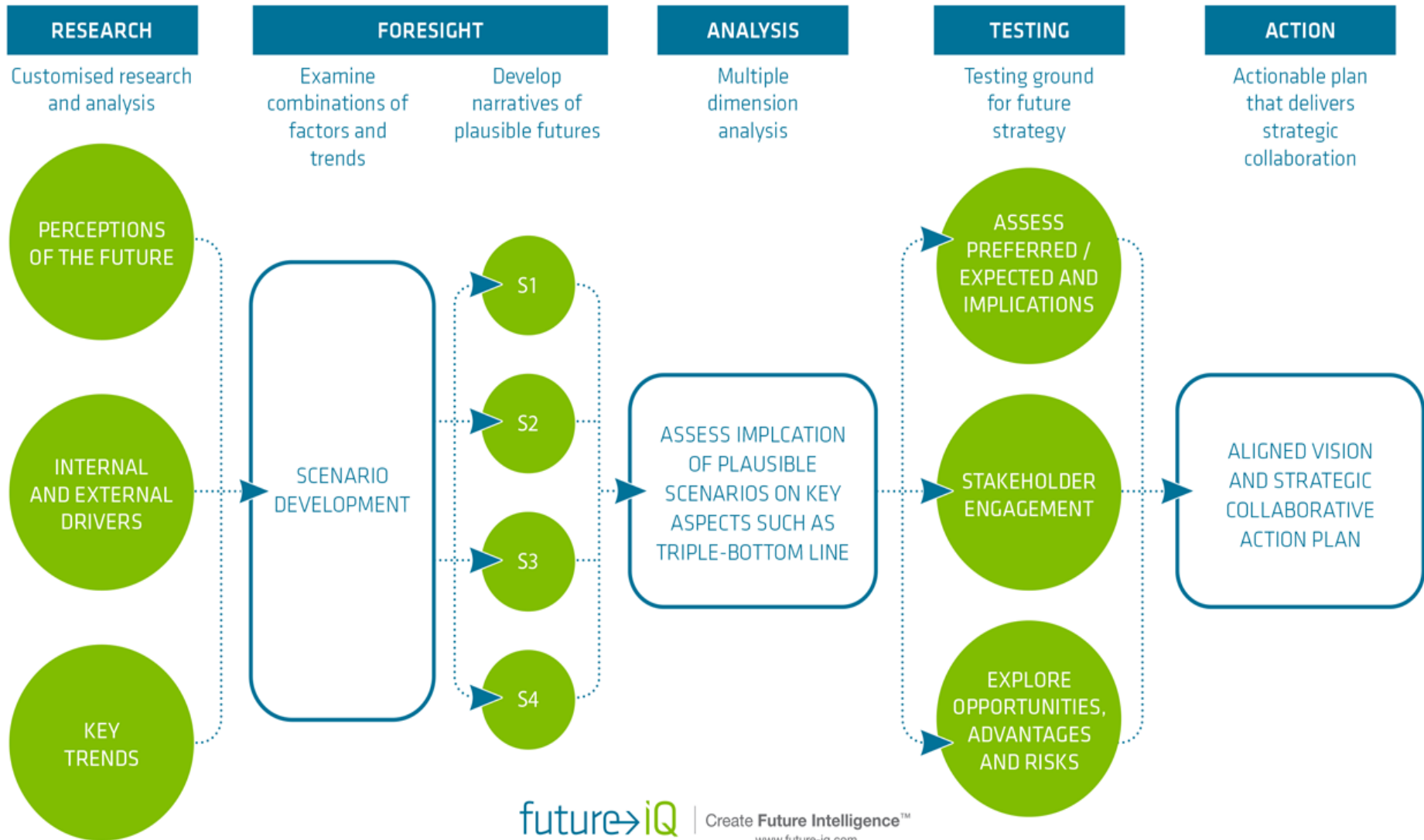




# City of Smithville Think-Tank 8 June 2019



# Scenario-based planning – ‘Think-Tank’

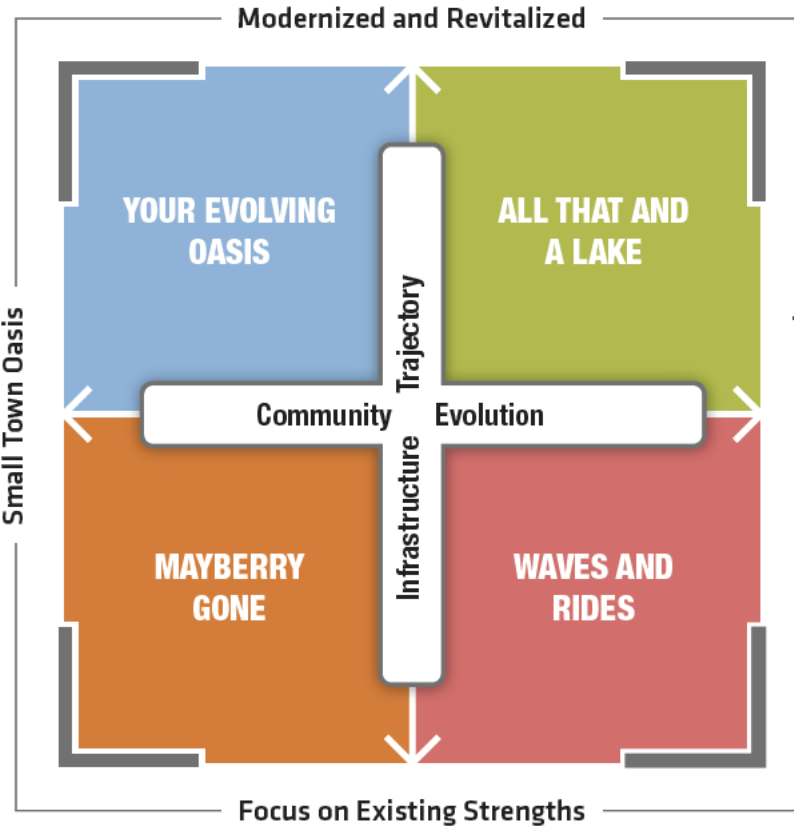




There is a focus on investing in infrastructure solutions that embrace new technology and offer quality amenities. The community invests in creating a range of innovation areas, such as downtown corridor, recreation zones and new business development.

The community focuses exclusively on internal key priorities, including strong school district and peaceful neighborhoods. The community protects the small town feel, and focuses on retaining more traditional values.

The community leverages its proximity to the airport and Kansas City metropolis, positioning itself as a vibrant small community that is connected to the world. The community focuses on being attractive and relevant to a wide cross-section of people.



The community focuses on modest cost-conscious infrastructure solutions, and limits the scale and pace of development. The community is primarily designed for residential development, and focuses on quality of life for residents.

# City of Smithville Vision Survey



HOME ABOUT THINK TANK RECONVENE THINK-TANK DATA VISUALIZATION ENGAGEMENT REPORTS RESOURCES MEDIA CONTACT US

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- Vision Survey >

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- Respondent Age
- Respondent Ethnicity
- Residency
- Relationship to Smithville
- Affiliation
- Interests
- Interactive Charts >
- Important Themes >
- Written Responses >
- Shared Vision >

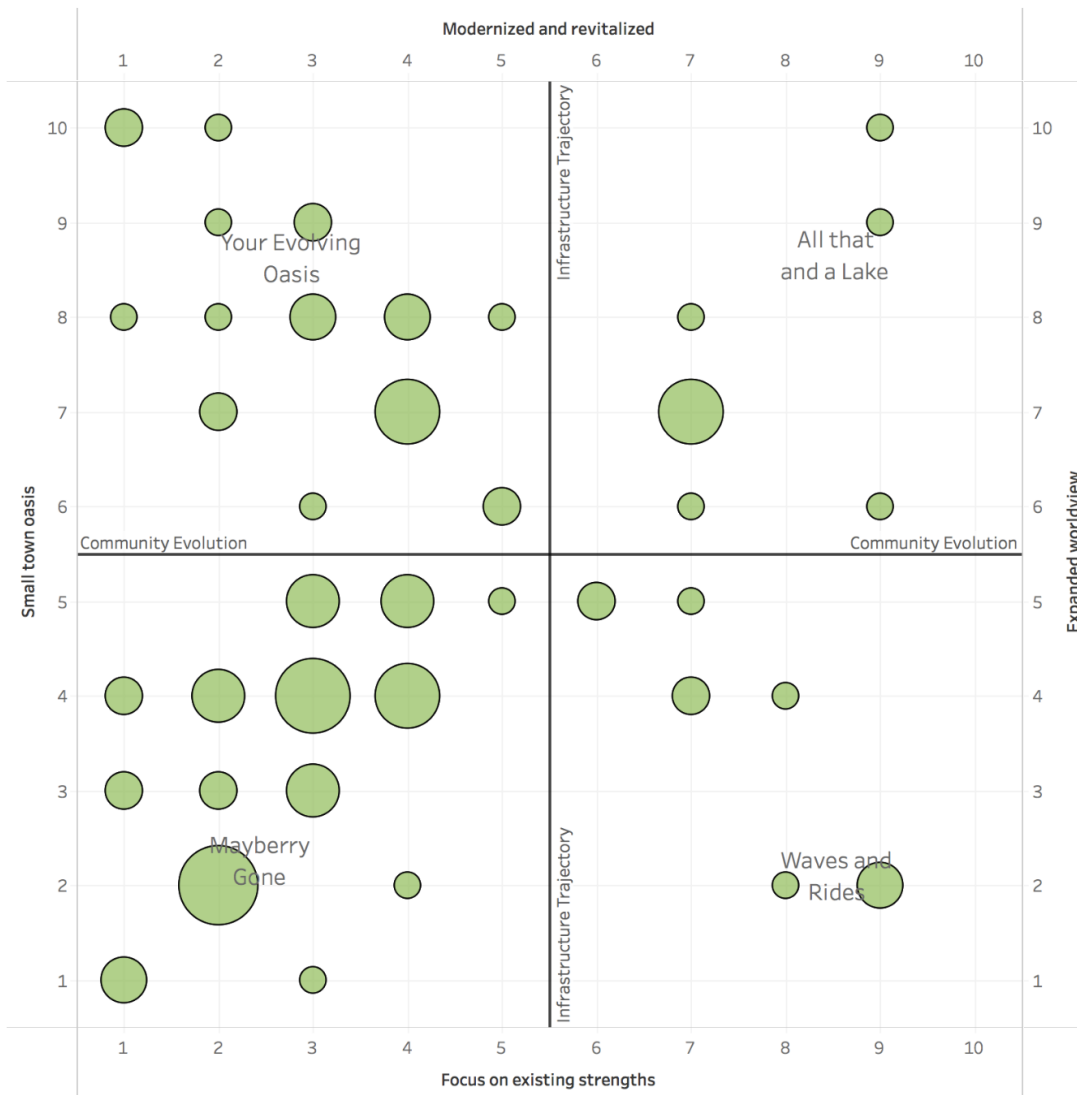
- Heat Map - Expected and Preferred Future - All Data
- Heat Map - Expected and Preferred Future - Cohort Data
- Heat-map - Scenario Matrix Validation Chart - All data
- Heat-map - Scenario Matrix Validation Chart - Cohort data

## WELCOME TO THE CITY OF SMITHVILLE COMMUNITY PROJECT



This project will produce a Community Vision and Strategic Action Plan for the City of Smithville, Missouri

Expected X Preferred - All Data



Age Group  
(All) ▼

Ethnicity  
(All) ▼

How Long Lived/Worked in...  
(All) ▼

Relationship  
(All) ▼

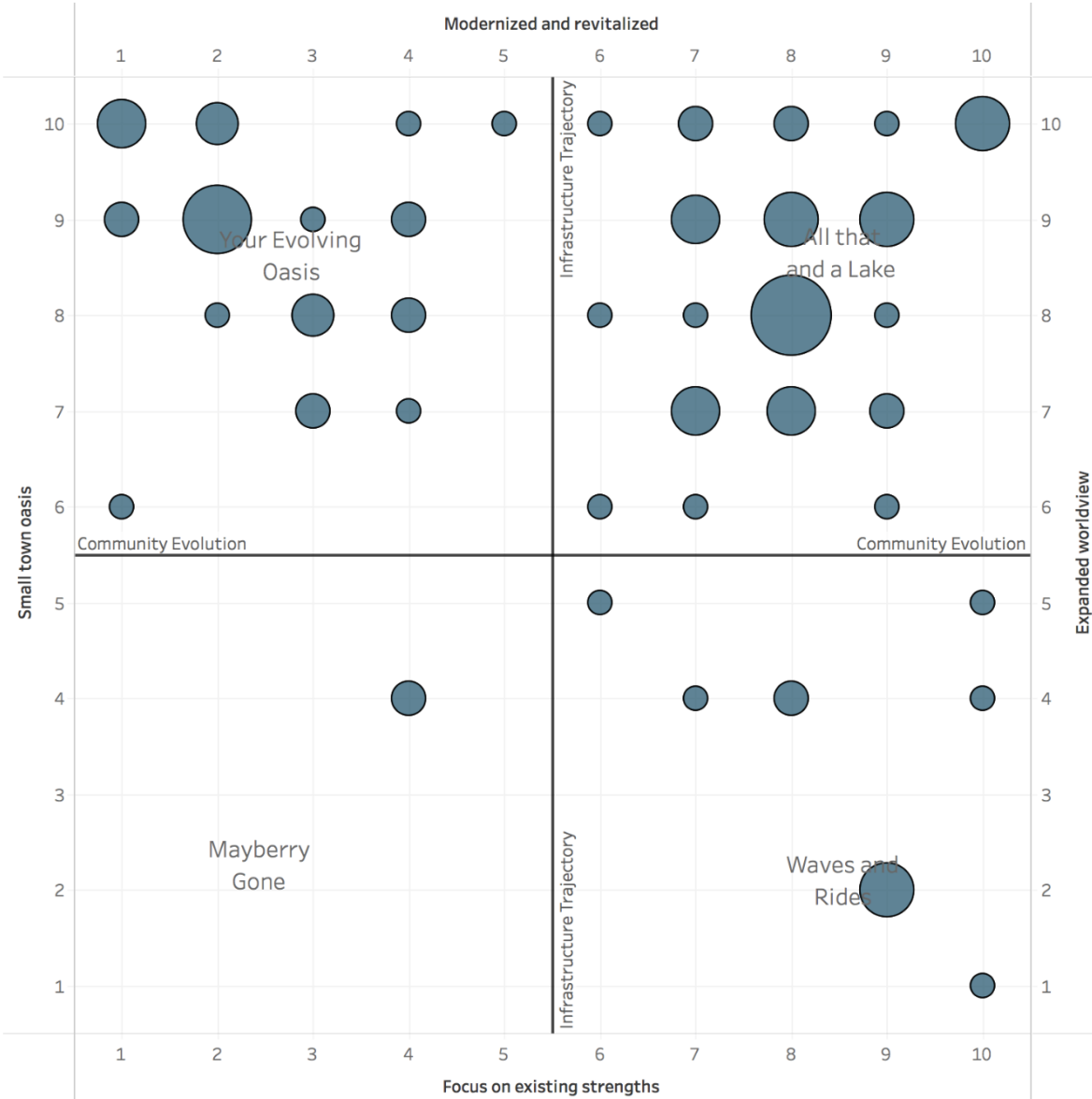
Most Interested In  
(All) ▼

Future  
Expected ▼  
 (All)  
 Expected  
 Preferred

Respondents  
1  
2  
4  
6  
8  
9



### Expected X Preferred - All Data



**Age Group**

**Ethnicity**








**How Long Lived/Worked in...**

**Relationship**

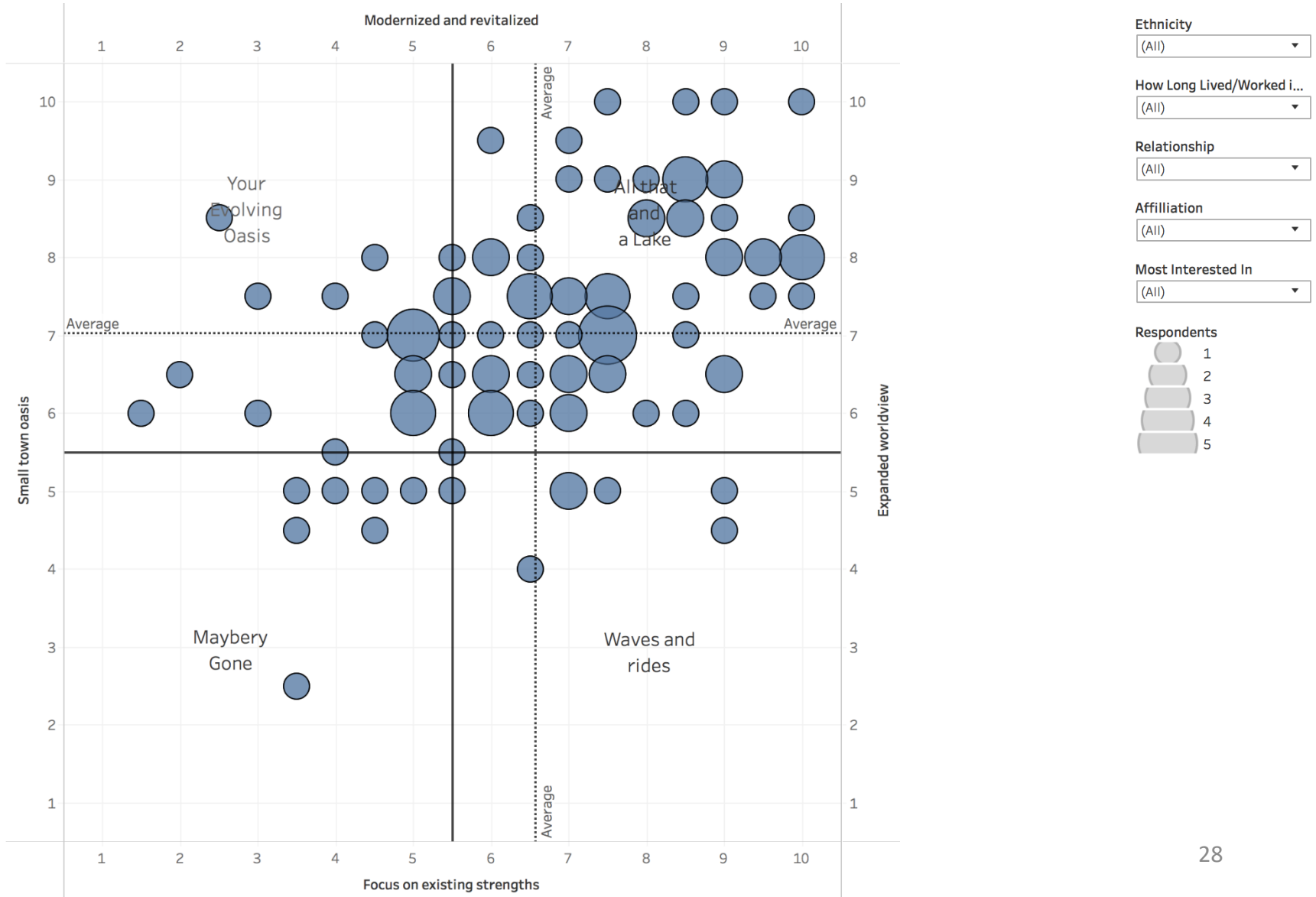
**Most Interested In**

**Future**  
 (All)  
 Expected  
 Preferred

**Respondents**

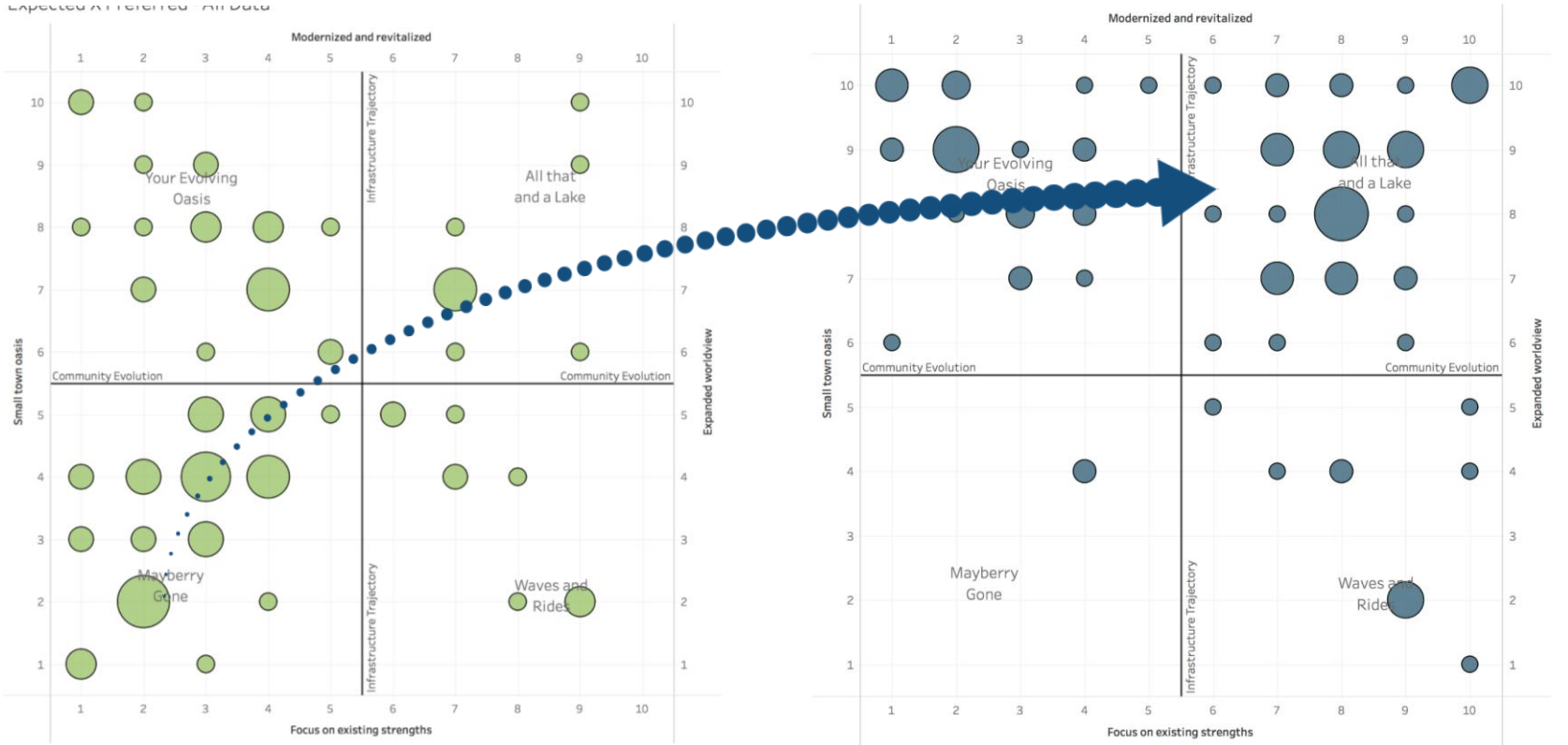
-  1
-  2
-  4
-  6
-  8
-  10
-  11

### Scenario Matrix Validation - All Data



# Closing the gap

Expected Affected Air Data



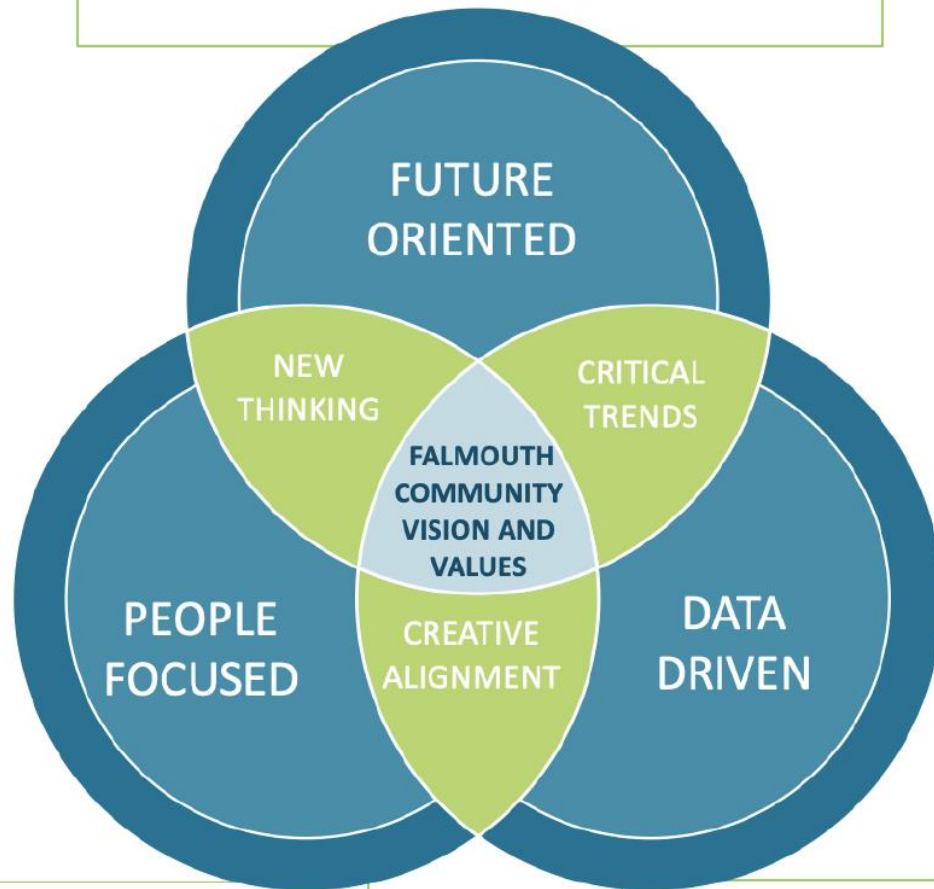


What are the most effective ways to unearth community conflicts, and what are the best ways to address those in a Vision and Values project such as this one?

What is the future of the Town of Falmouth? This project will examine critical emerging trends in cities, towns and regions to create an understanding of local implications and opportunities.

# Methodological Approach

Delivering the Outcomes

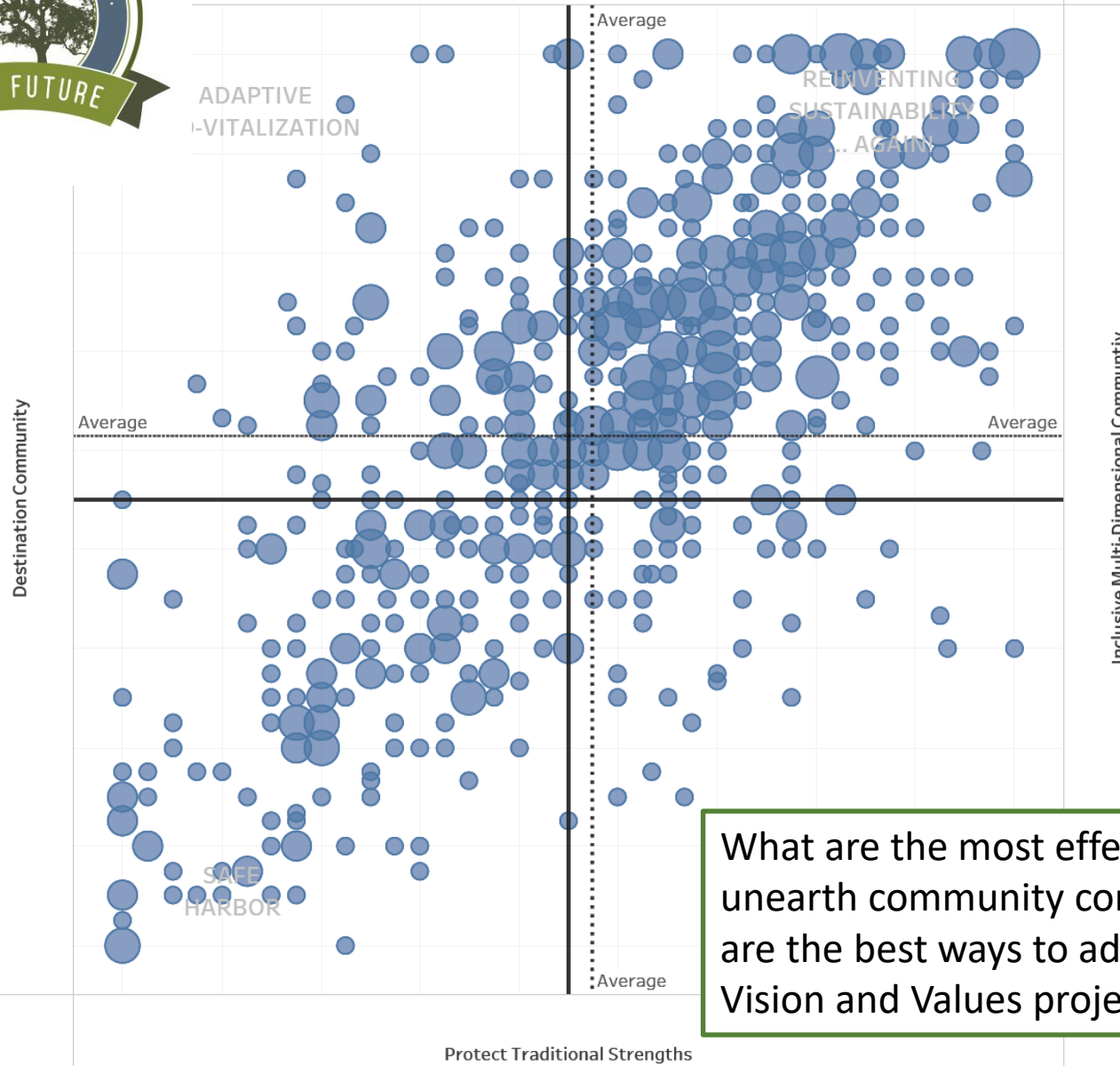


Structured people focused Falmouth community input will build knowledge and strengthen the community ecosystem.

Data driven analysis of project engagement results will empower leadership to make research-based decisions.

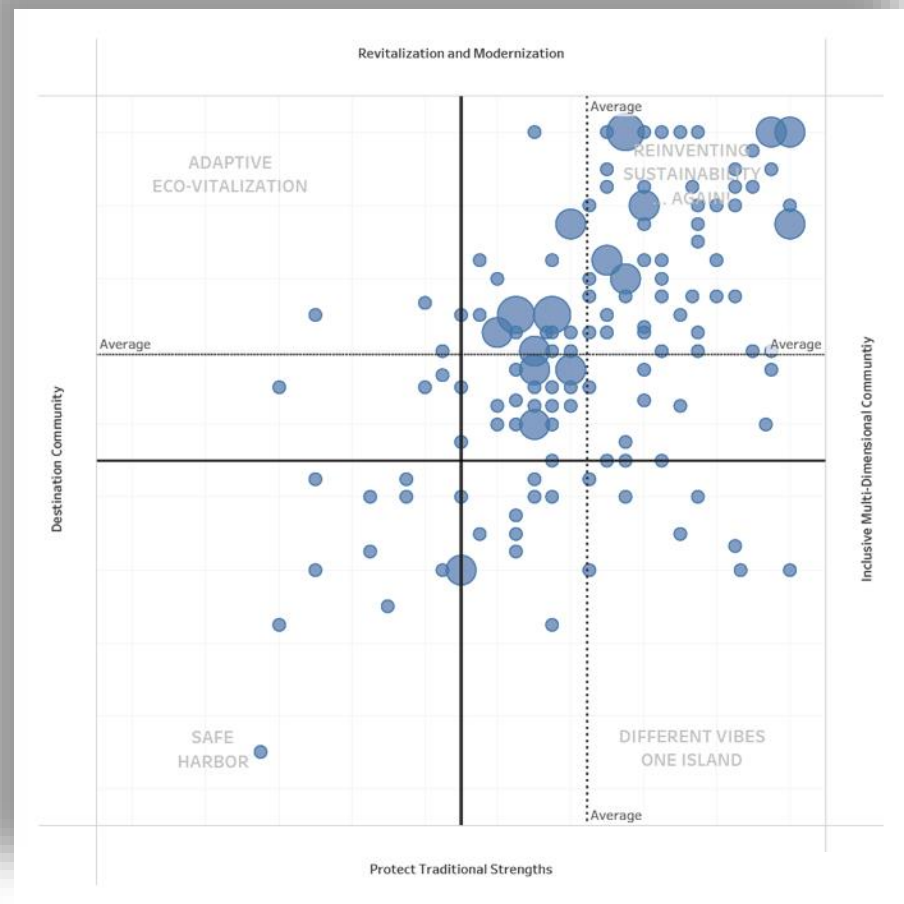
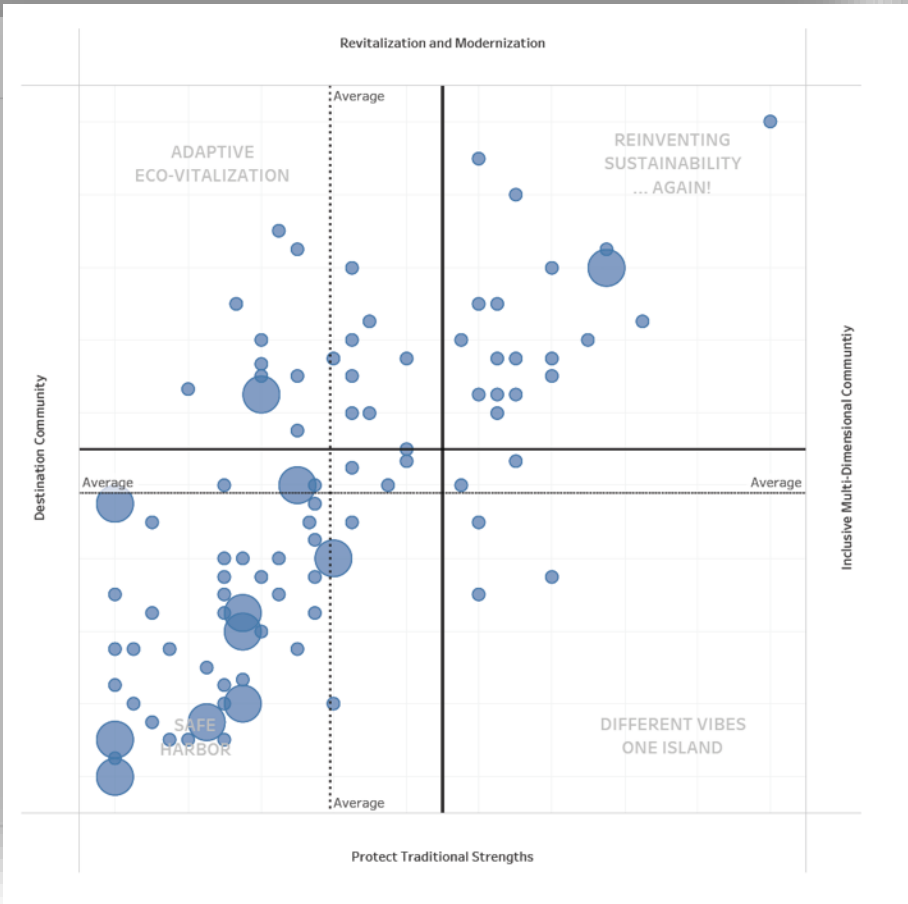


### Revitalization and Modernization



- Age Group  
(All) ▾
- Gender  
(All) ▾
- Ethnicity  
(All) ▾
- Self Description  
(All) ▾
- Most Interested In  
(All) ▾
- Where You Currently Live  
(All) ▾
- Gated/Not Gated  
(All) ▾
- Years Living in HHI  
(All) ▾

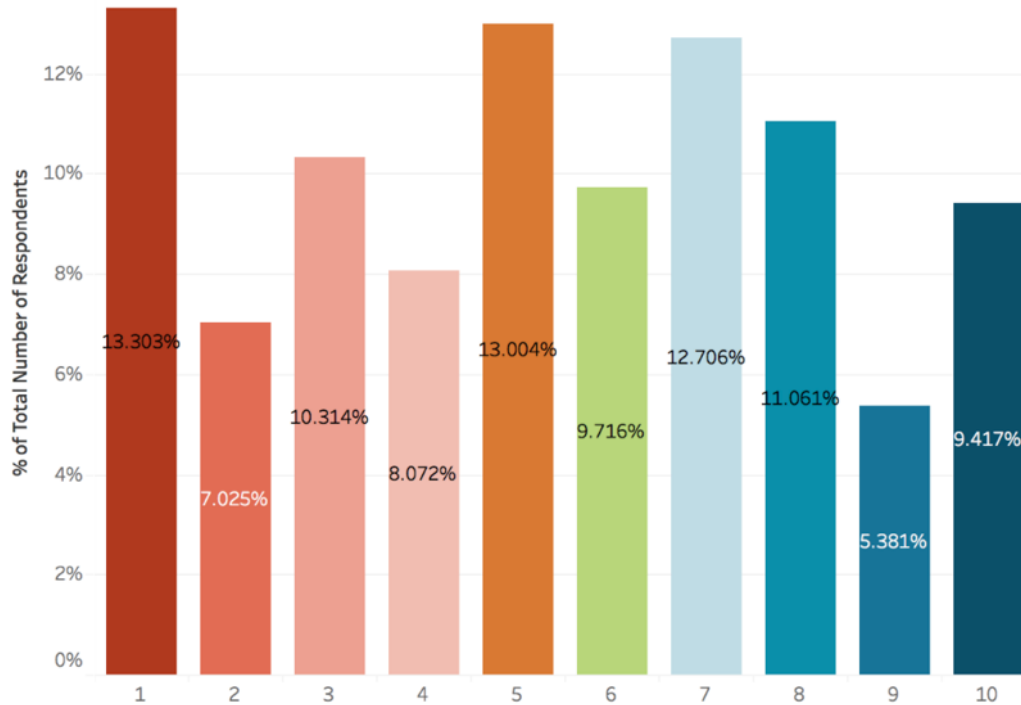
What are the most effective ways to unearth community conflicts, and what are the best ways to address those in a Vision and Values project such as this one?





## Residential Fabric

SCALE: 1= Strongly retain the exclusive and select residential focus; 10= More diverse residential and neighborhood options.



Age Group  
(All) ▼

Gender  
(All) ▼

Ethnicity  
(All) ▼

Self Description  
(All) ▼

Most Interested In  
(All) ▼

Where You Currently Live  
(All) ▼

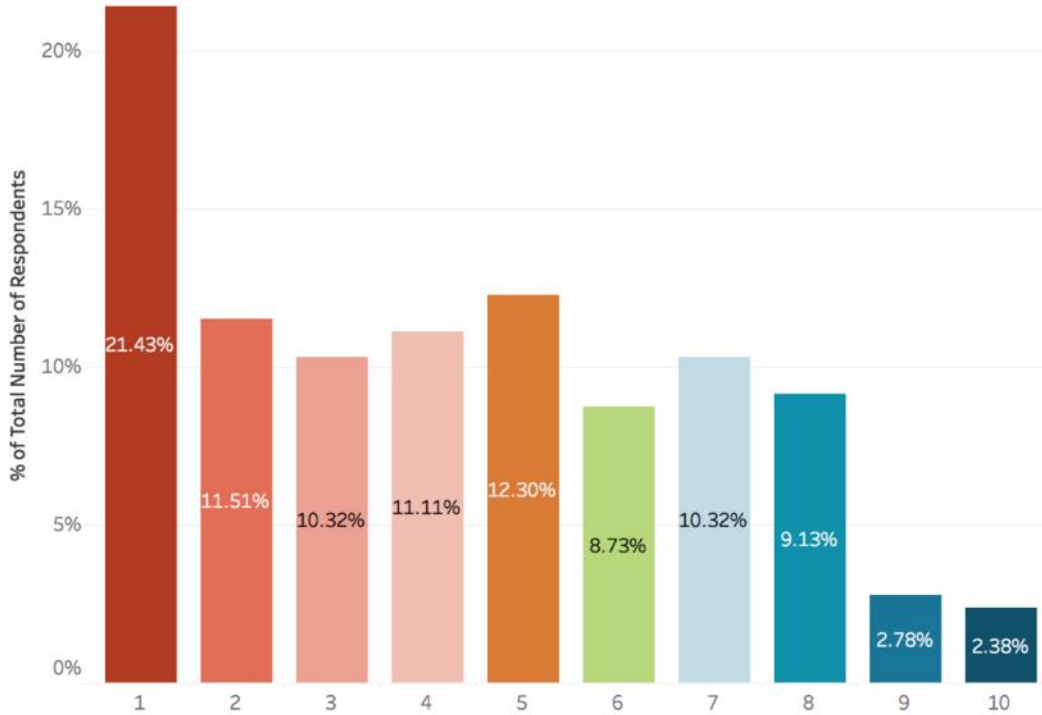
Gated/Not Gated  
(All) ▼

Years Living in HHI  
(All) ▼



# Residential Fabric

SCALE: 1= Strongly retain the exclusive and select residential focus; 10= More diverse residential and neighborhood options.



Age Group  
(All) ▼

Gender  
(All) ▼

Ethnicity  
(All) ▼

Self Description  
(All) ▼

Most Interested In  
(All) ▼

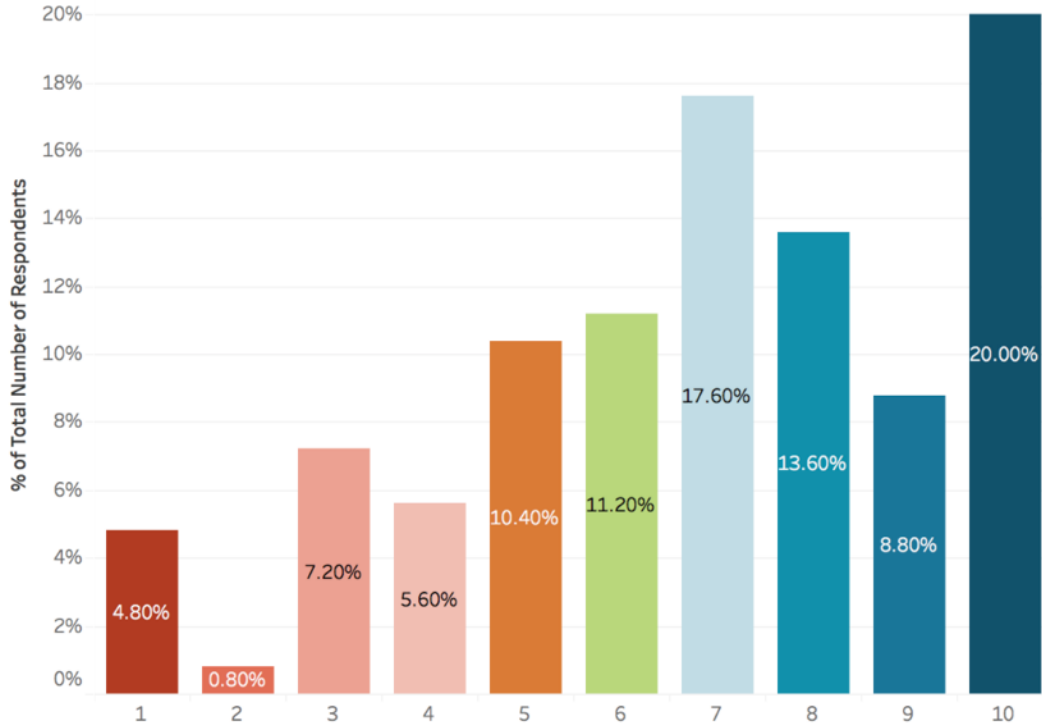
Where You Currently Live  
(All) ▼

Gated/Not Gated  
 (All)  
 Null  
 Gated  
 Not Gated



# Residential Fabric

SCALE: 1= Strongly retain the exclusive and select residential focus; 10= More diverse residential and neighborhood options.



Age Group  
(All) ▼

Gender  
(All) ▼

Ethnicity  
(All) ▼

Self Description  
(All) ▼

Most Interested In  
(All) ▼

Where You Currently Live  
(All) ▼

Gated/Not Gated  
Not Gated ▼  
 (All)  
 Null  
 Gated  
 Not Gated





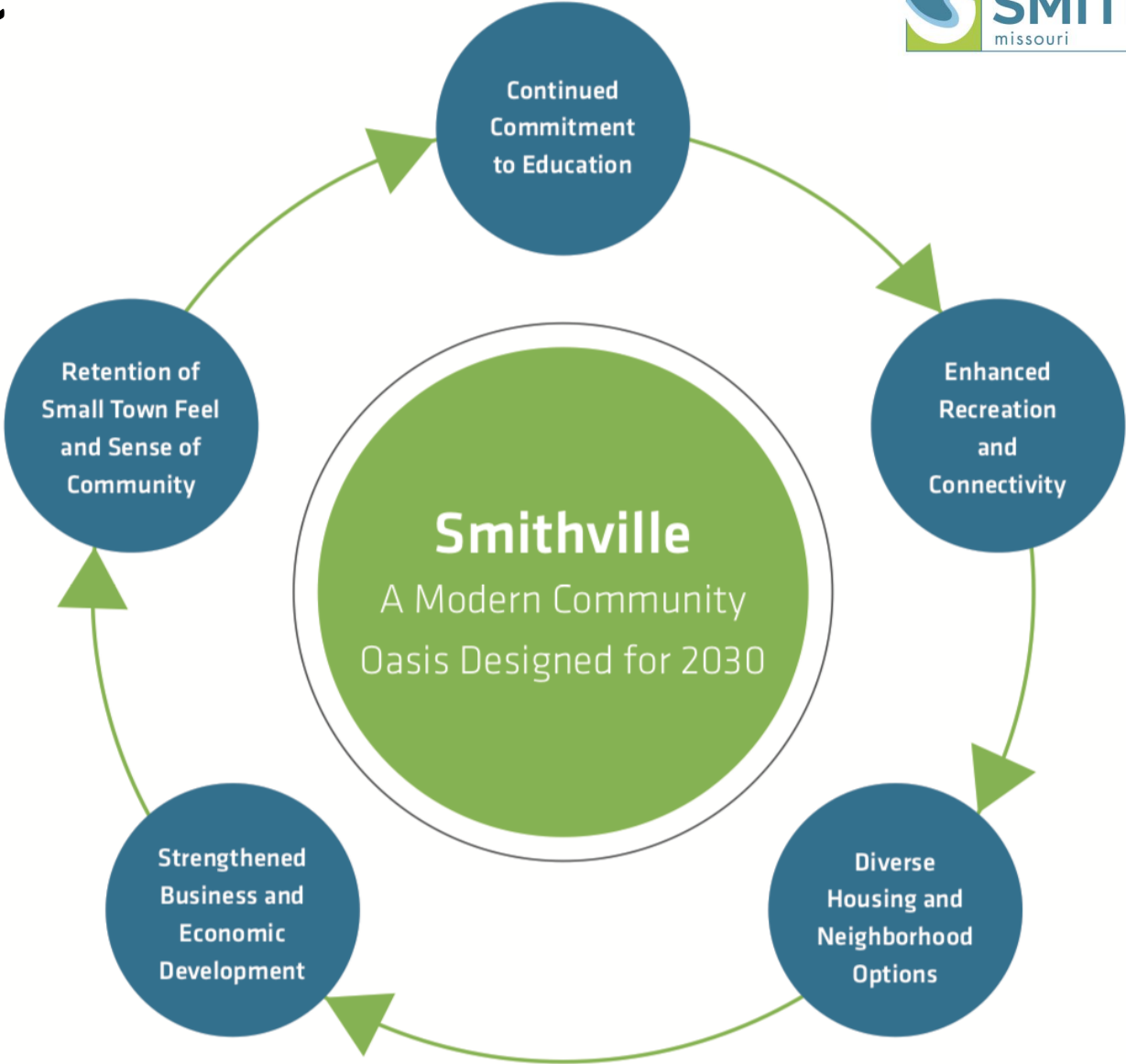
What type of Vision statements have you found to be most effective in helping a community develop an actionable plan?

# City of Smithville Strategic Action Plan

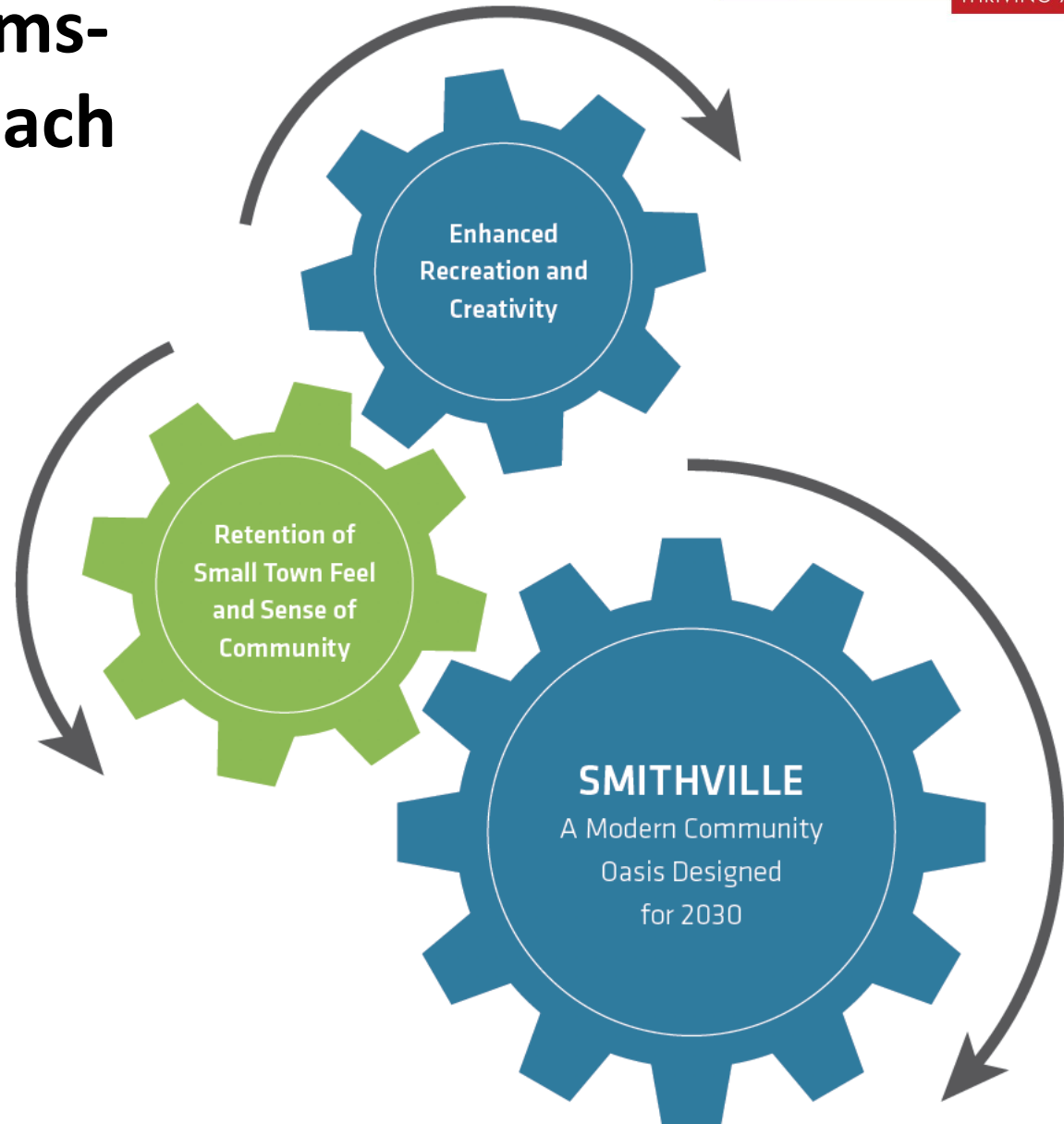
## STRATEGIC PILLARS



# Strategic Pillars



# Dynamic systems-thinking approach



## Multiple benefits:

- River-walk near the downtown
- Selective annexation of adjacent lands.
- Downtown live and work developments



**Information rich  
plans, that are  
easy to use**



## STRATEGIC PILLAR - CONTINUED COMMITMENT TO EDUCATION

### 7.1 CONTINUED COMMITMENT TO EDUCATION

#### 7.1.1 IMPORTANCE OF A CONTINUED COMMITMENT TO EDUCATION

The Smithville community places a high value on the local education system. The performance of the schools, and the quality of education, is a key value proposition of the community, and therefore a key economic driver for the city. This has resulted in community expansion, as school-aged families migrate into Smithville. The schools' expertise in innovative programs such as robotics also position it well for the future.

Smithville school systems is creating a high-tech learning and innovation environment. This offers considerable potential in terms of generating a skilled local workforce.



The community visioning process identified several new potential dimensions for education in the community. The population profile of the community is changing, with a larger retiree cohort now residing in the community. This cohort is generally active learners and seek life-long learning opportunities. In addition, much of the US is now in a highly constrained skilled labor market condition, and employers are interested in building connections to potential recruits, as far back as into the school system. This could build the attractiveness of Smithville as a business location, with the larger pool of skilled young students.

#### VALUE TO RESIDENTS:

- The high quality of the schools attracts families, and this is made even more appealing by the relatively low expenditure per student. This educational value for money scenario is a fantastic proposition for many people.
- High performing schools are often a source of great pride for communities, and Smithville is no exception. Leveraging this into a high performing learning community is an interesting and enticing concept.



## STRATEGIC PILLAR - CONTINUED COMMITMENT TO EDUCATION

### 7.1.2 KEY ACTION AREAS - GOALS FOR 2030

#### 1. Create educational cluster

As Smithville grows, its student population becomes more significant. There is the potential to create a significant high performing educational cluster, and possibly seek to attract a community college campus.

#### 2. Forge strong partnership between School and City

The School District and City of Smithville represent two of the strongest institutions in the community. Both are instrumental in shaping the community and building critical infrastructure. There should be a very close collaborative partnership, to help shape important community discussions and direction. The School Board and City Board of Aldermen have already commenced regular meetings, and this should continue.

#### 3. Industry responsive educational pathways

Connecting students closely with vocational and professional careers pathways will make Smithville more attractive to companies seeking to locate close to talent. Building connection to emerging local technology firms will have multiple benefits.

#### 4. Build a lifelong learning culture

As has been discussed, Smithville is entering a phase where there will be more active retirees living in the community. As people live longer, research is showing that mentally active people enjoy a better quality of life. Programs that support this lifelong learning culture will deliver benefits at many levels. This topic was of interest to a number of participants in the community engagement work.



FutureInsight

#### FUTURE INSIGHTS:

- Smithville has the opportunity to position itself as a smart, learning and educated city with unique geographic positioning.
- The partnership between the School and City could lay the foundation for deeper collaboration in the community. This will help accelerate community progress and help coordinate funding initiatives.



#### BOLD IDEAS:

- Seek to attract a community college campus to Smithville that would anchor a higher education cluster.





# Proposed Project timeline

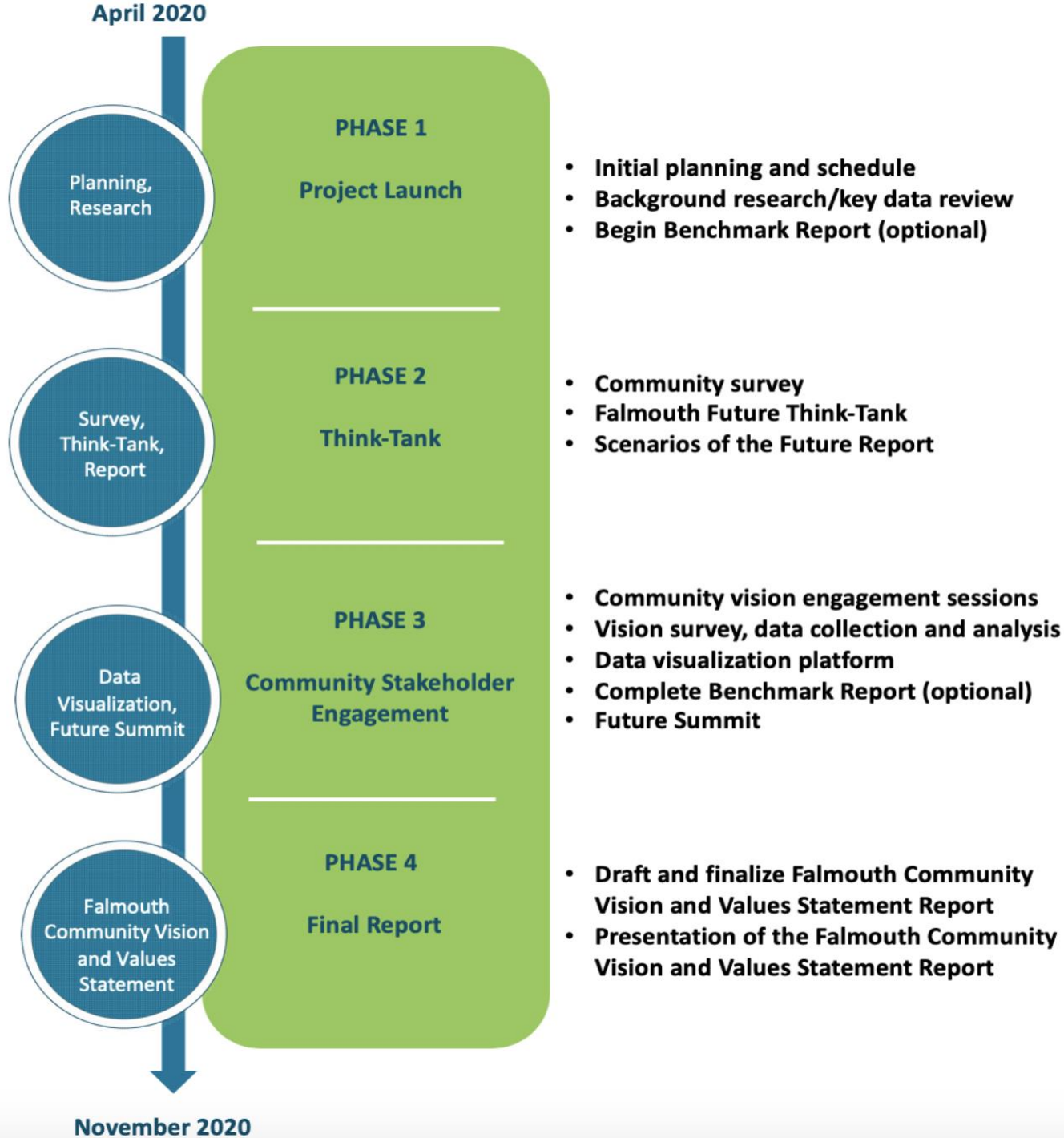
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# Project Timeline





# Questions?

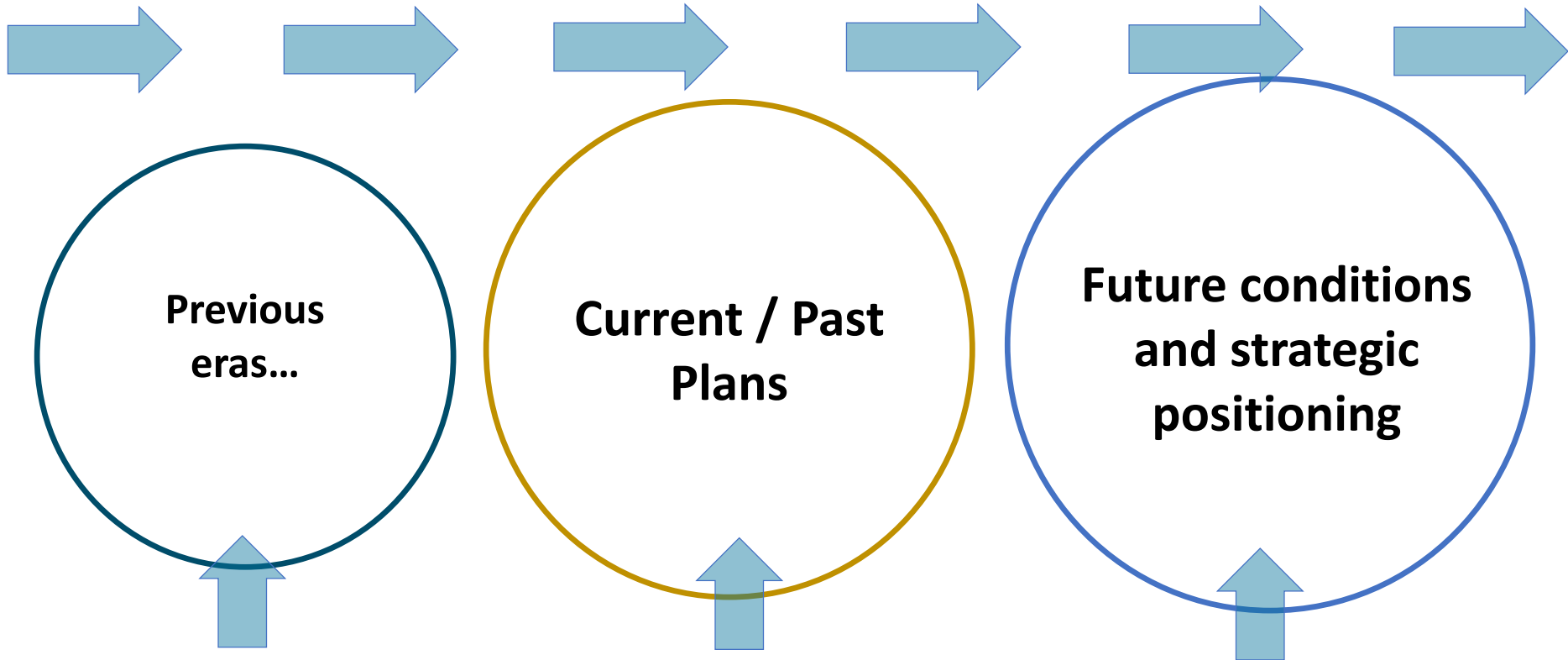
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# Vision and Strategic Action Plan – Evolution timeline

Internal dynamics (Population; demographics; workforce; economy; social fabric; housing; connections within to surrounding areas)

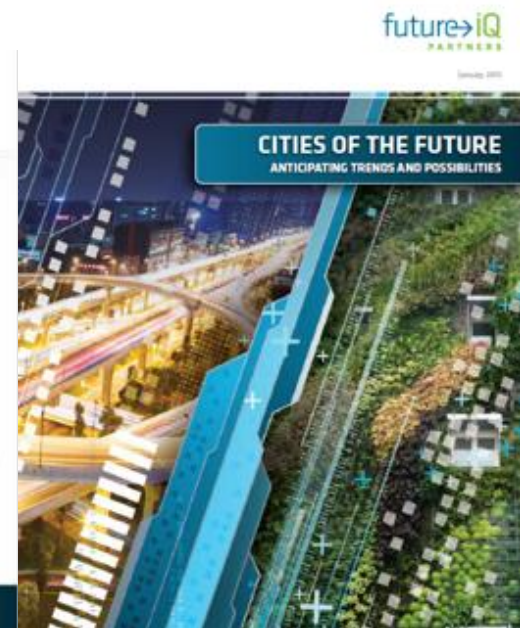
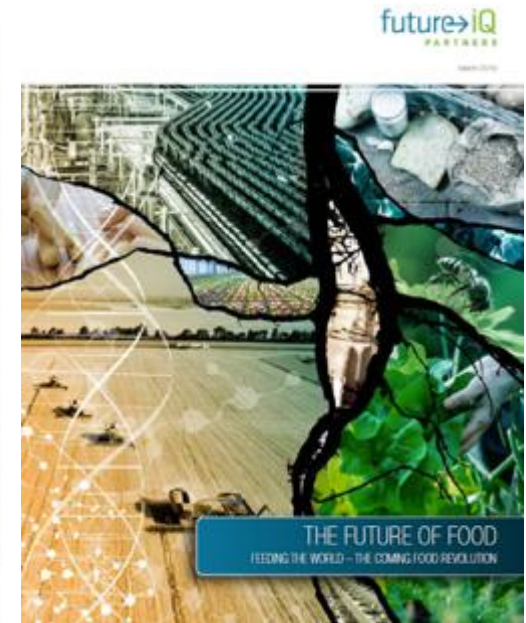
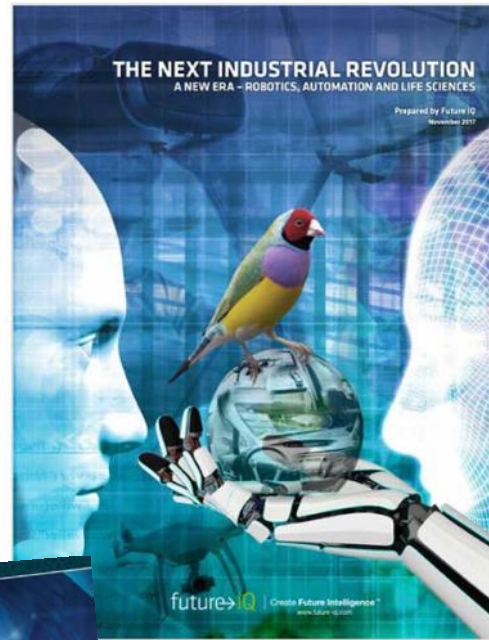


External forces (key trends societal values; macro economic drivers; technology; regional economy, etc.)

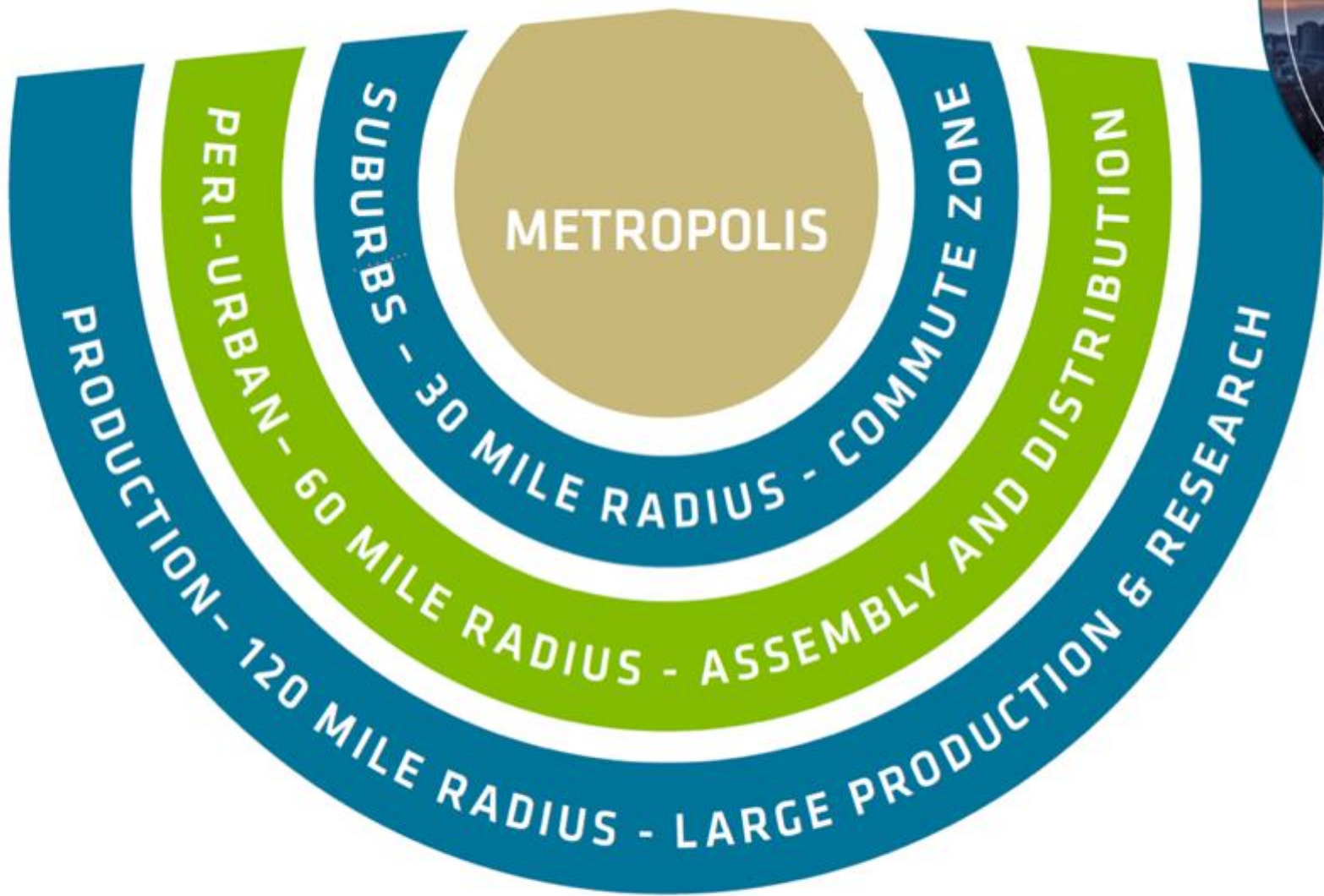


# Future Oriented - Foresight Research

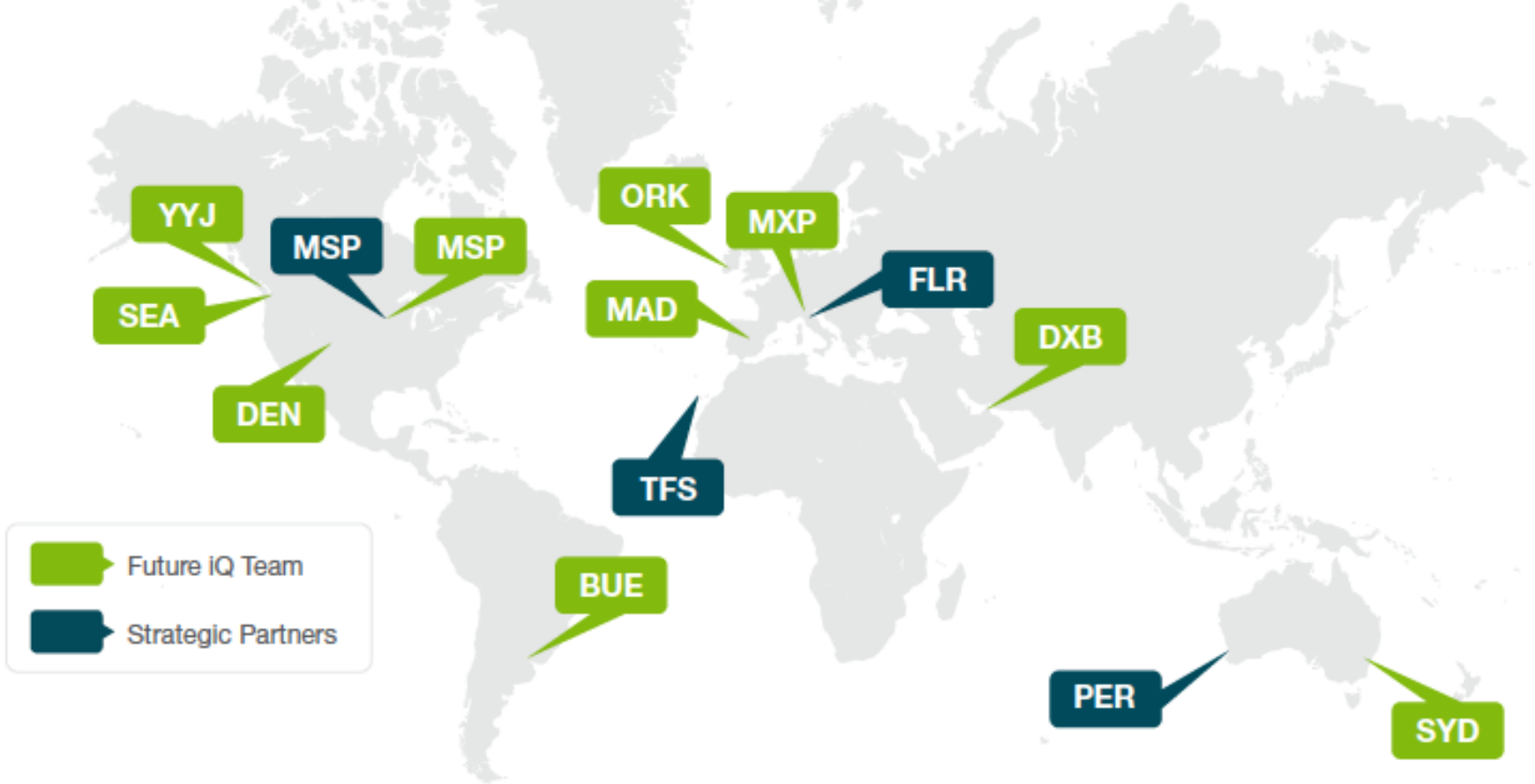
Foresight research that helps build local knowledge on emergent trends and forces that will shape the future of the community











**Global Presence  
Local Solutions**

future→iQ<sup>®</sup>

Create Future Intelligence<sup>®</sup>

# Future iQ – Proposed Project Team



David Beurle  
Founder and CEO



Johanna Hoffman,  
Senior Planning and  
Foresight Specialist



Heather Branigin  
Vice President,  
Foresight Research

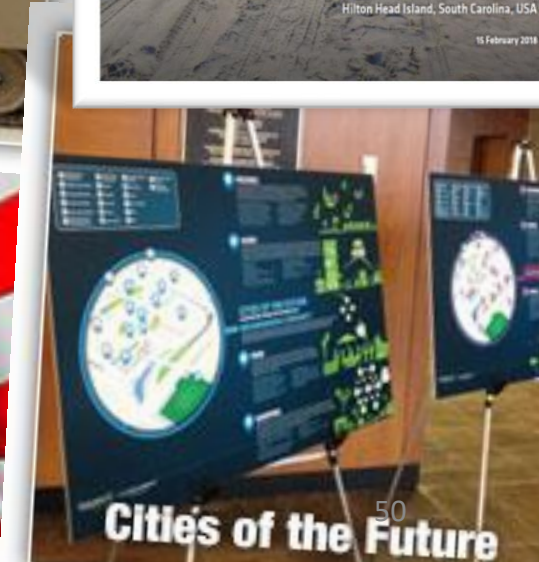
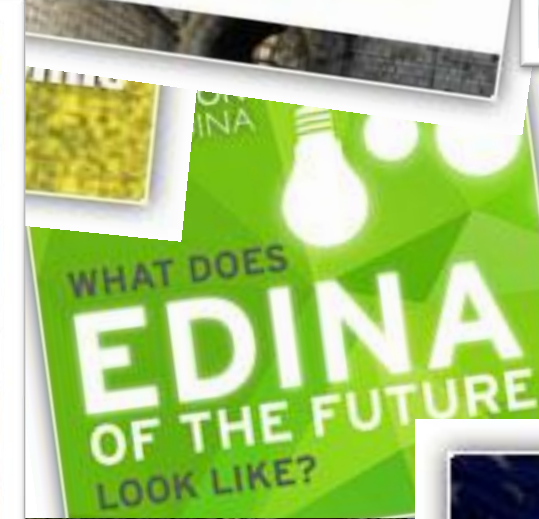


Tobiloba Adaramati  
Data Analyst



Walter R. Paixão-Côrtés  
Data Engineer









# Current and recent projects in Europe



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