

# Interactive Town Hall Meeting

There is an interactive portion to this Town Hall Meeting. To participate in the live polling, **you can simply use your smartphone or tablet.**

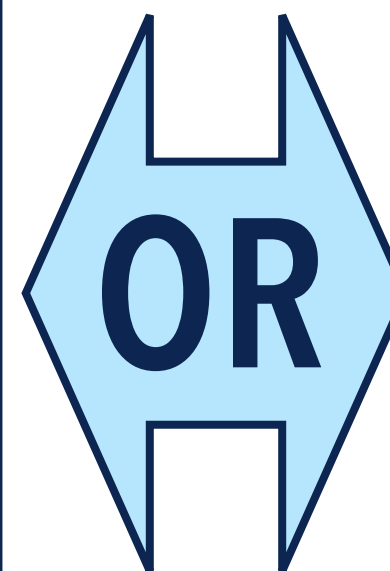
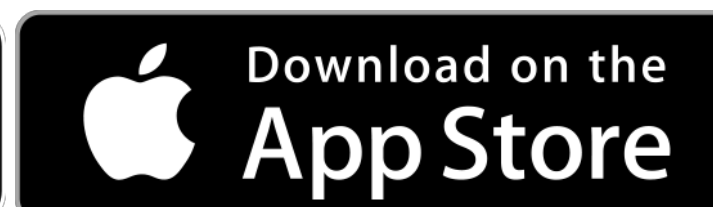
To prepare for the interactive portion of the meeting, you can choose between either of two methods:

## Download the App

(Free, no account needed)



**Username: jgray295**



## Use the Web

(Free, no account needed)

Open your web browser and go to:

**<https://PollEv.com/jgray295>**



# Interactive Town Hall Meeting

## Test Poll

## Test poll: Who's your team?

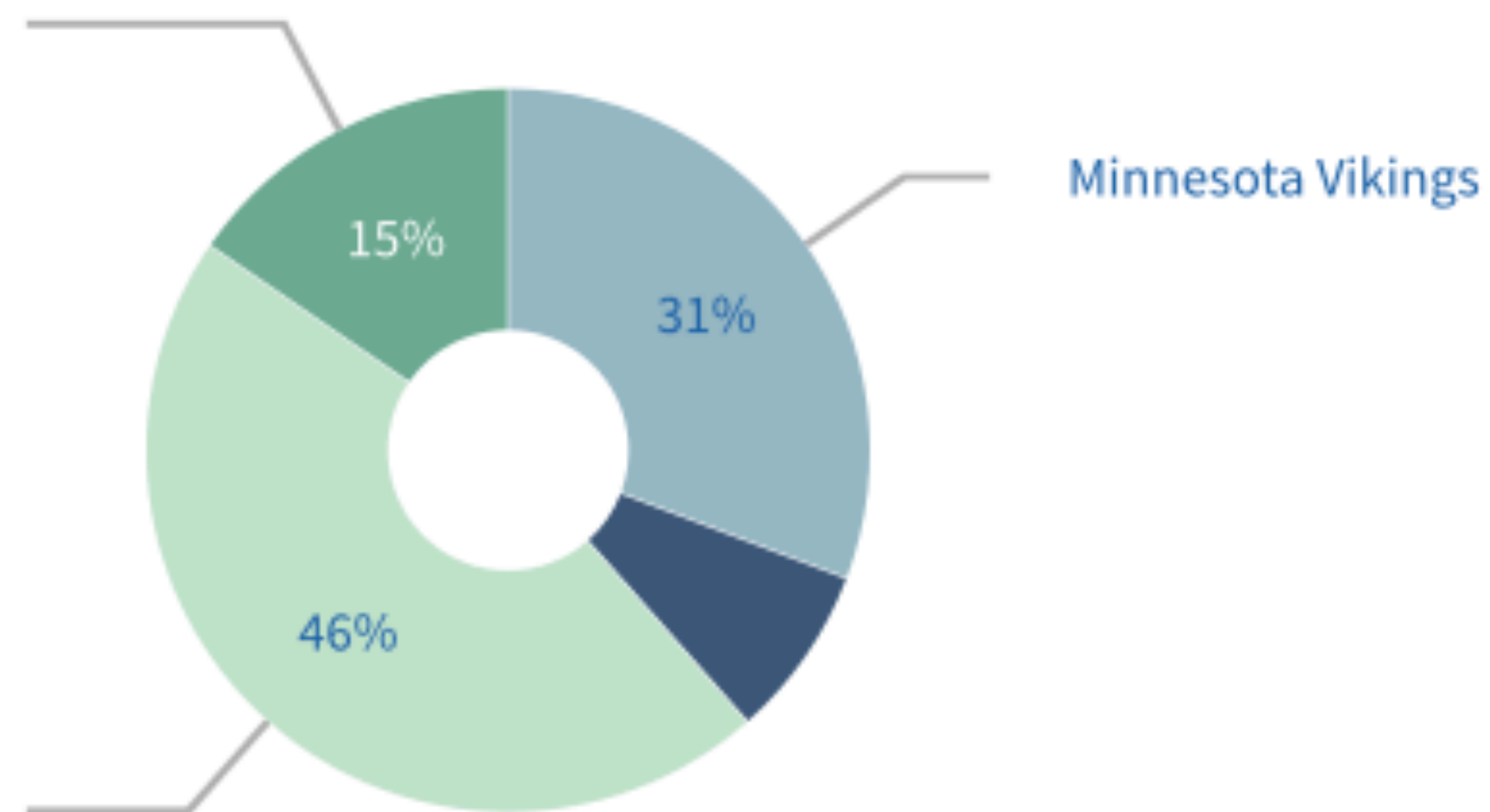
📱 When poll is active, respond at **PollEv.com/jgray295** 📱 Text **JGRAY295** to **22333** once to join

🕶️ Answers to this poll are anonymous

■ Minnesota Vikings **A** ■ Green Bay Packers **B** ■ NDSU Bison **C** ■ UND Fighting Hawks **D**

UND Fighting Hawks

NDSU Bison





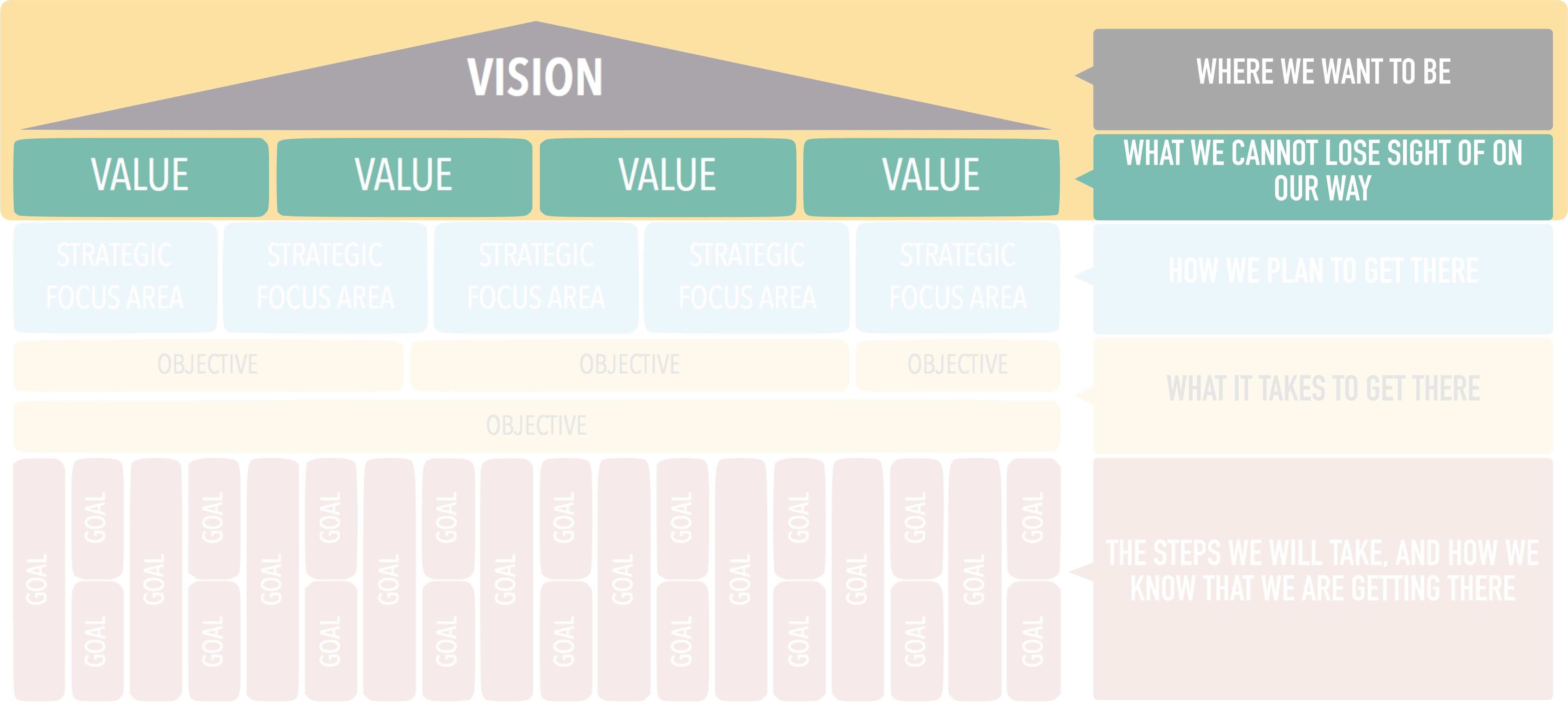
# Town Hall Vision & Values Workshop



Thank You to the following Community Partners for Sponsoring the Facility Rental



# THE STRATEGIC FRAMEWORK





# STRATEGIC PLAN UPDATE

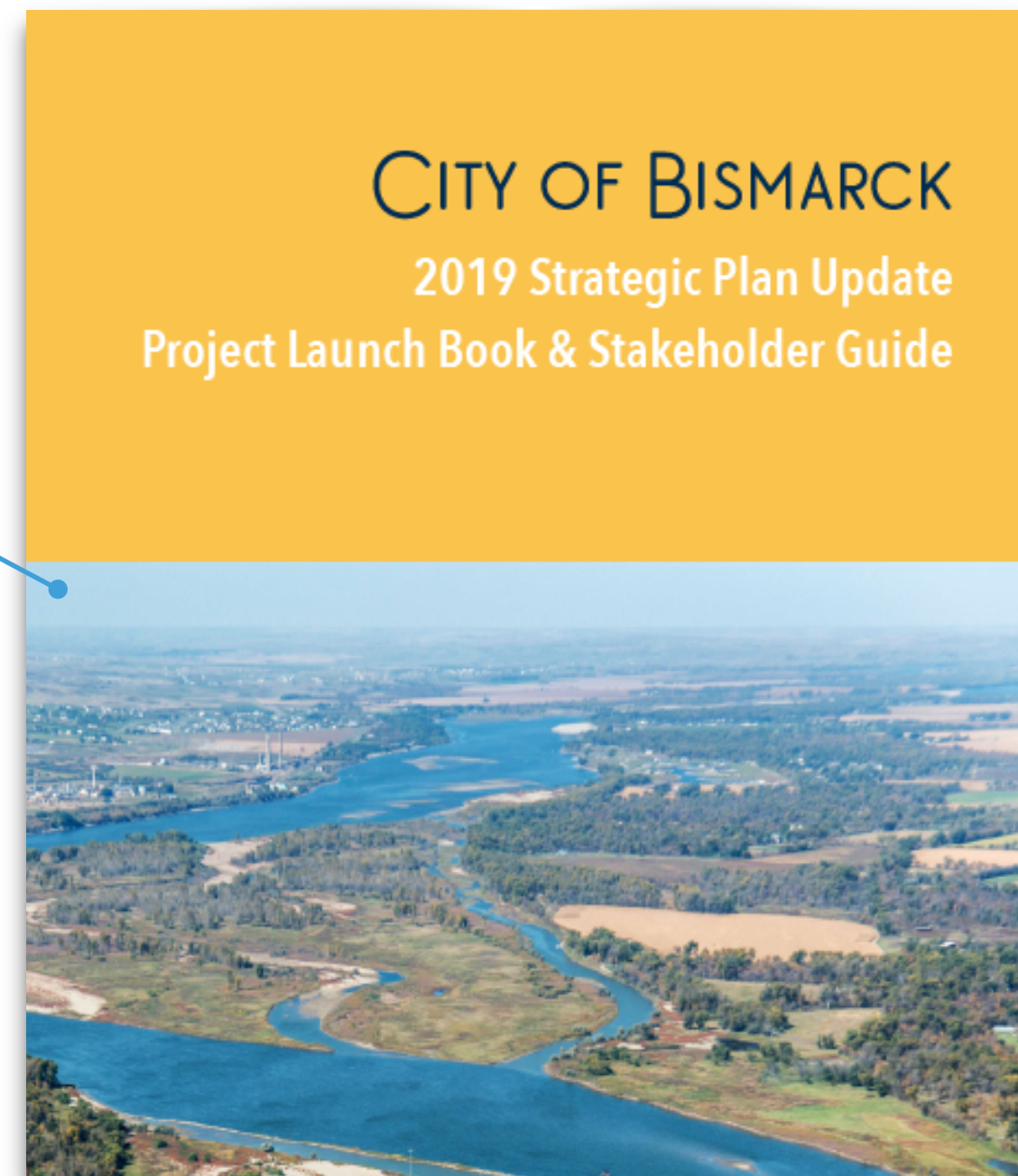
- ▶ Current Strategic Plan was completed in 2012
- ▶ Project to update the Plan started in late July 2018
- ▶ Scheduled to complete the update by spring 2019





# PROJECT LAUNCH

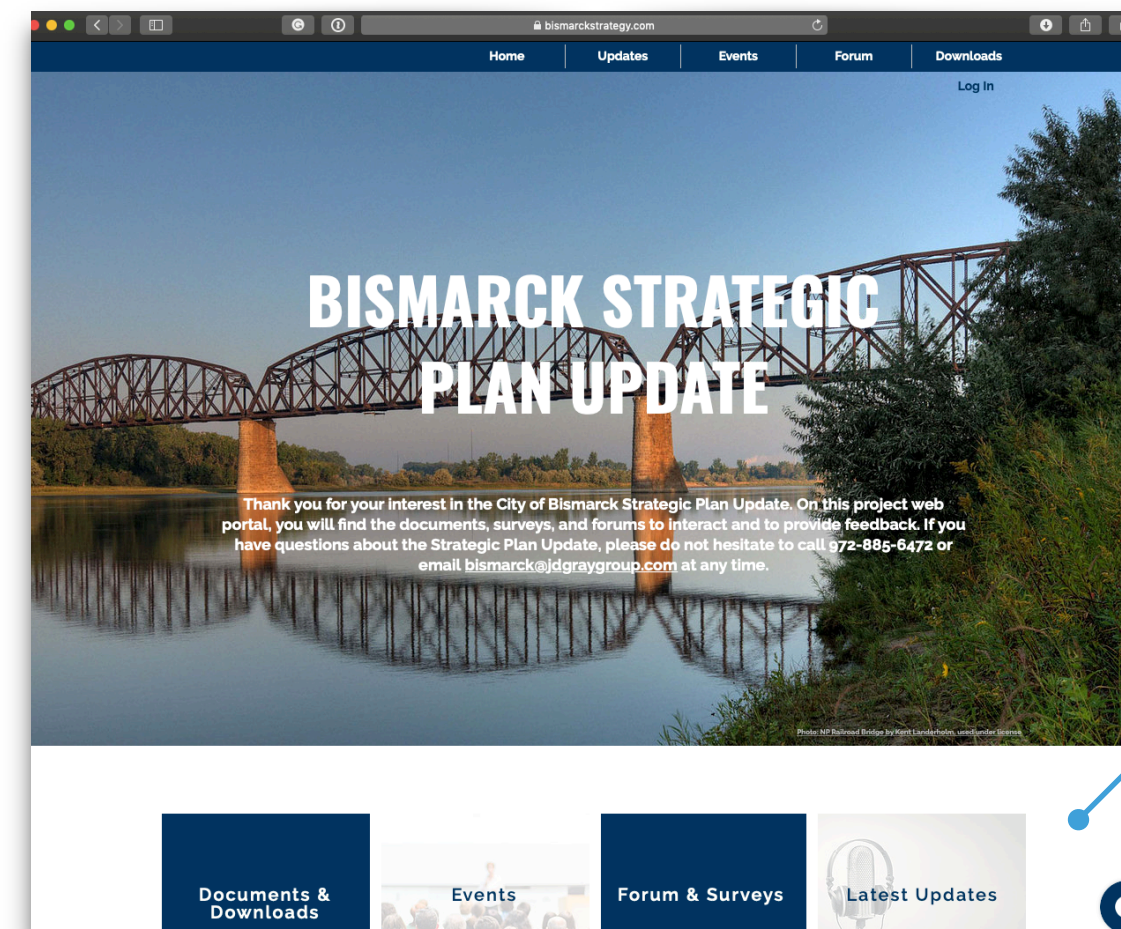
Project Launch Book & Stakeholder Guide



Focus Group Meetings



[www.bismarckstrategy.com](http://www.bismarckstrategy.com)

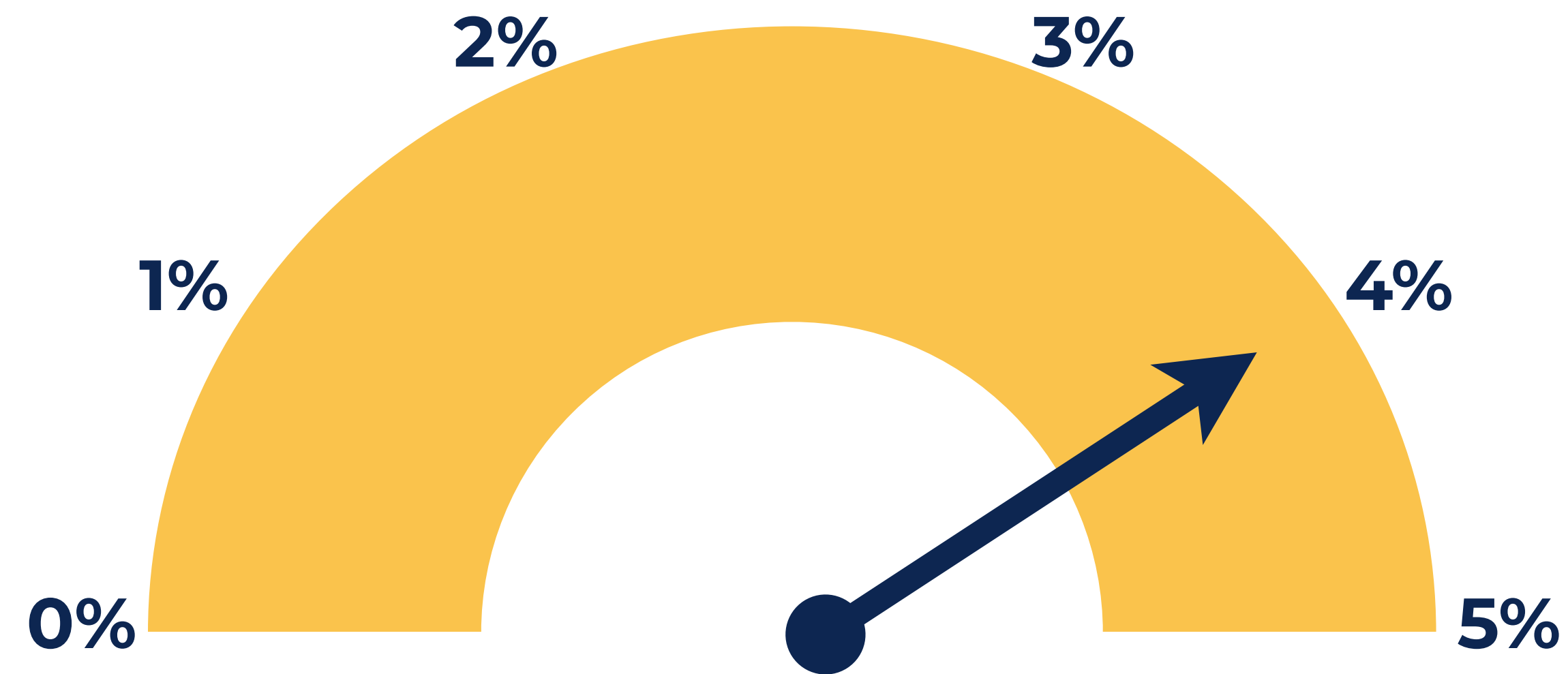


Local Media Coverage





# COMMUNITY ENGAGEMENT



2,814 people through 10/31/2018



# Strategic Framework

# THE STRATEGIC FRAMEWORK | VISION

- ▶ Based on the results that you want
- ▶ Is an affirmative description
- ▶ Rooted in desire, not in what you believe to be possible at the moment
- ▶ Stands on its own - is not reactive or obligatory
- ▶ Thought of in the present tense



**“The dynamic of preserving the core while stimulating progress is the reason that companies such as Hewlett-Packard, 3M, Johnson & Johnson, Procter & Gamble, Merck, Sony, Motorola, and Nordstrom became elite institutions able to renew themselves and achieve superior long-term performance.”**

*Jim Collins & Jerry Porras*

# THE STRATEGIC FRAMEWORK



# THE STRATEGIC FRAMEWORK

## Core Ideology

- ▶ Defines what we stand for and why we exist.
- ▶ A consistent identity that transcends individuals

**Core Purpose:**  
Why we exist.

**Core Values:**  
What we believe is always  
most important.



# THE STRATEGIC FRAMEWORK

## Core Ideology

"We hold these truths to be **self-evident**, that all men are created equal, that they are endowed by their Creator with certain **unalienable** Rights, that among these are Life, Liberty and the pursuit of Happiness.

That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed."

Core Values

Core Purpose

*The United States Declaration of Independence*



## Vision & Values



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OR

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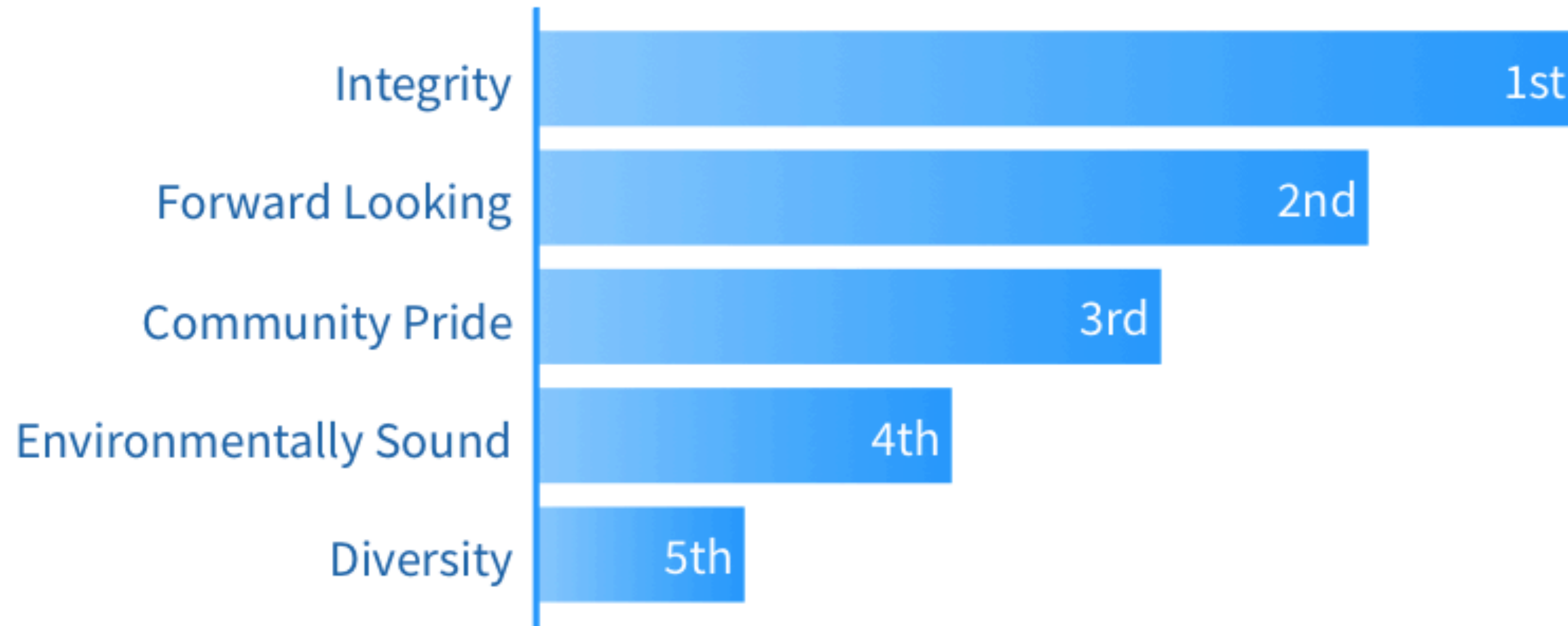


# CORE VALUES | POLLS

## How would you rank the following values in terms of the City of Bismarck:

 When poll is active, respond at [Pollev.com/jgray295](https://Pollev.com/jgray295)

 Answers to this poll are anonymous

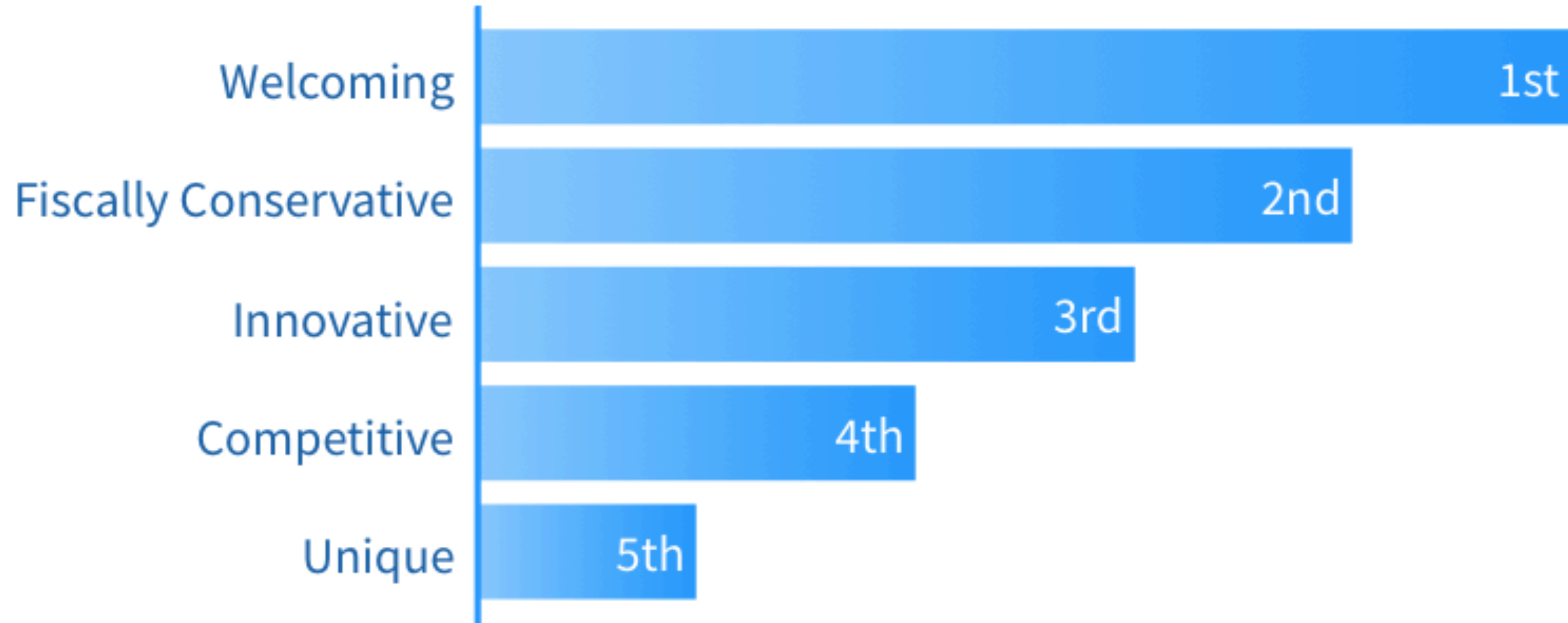


Total Results: 41

## How would you rank the following values in terms of the City of Bismarck:

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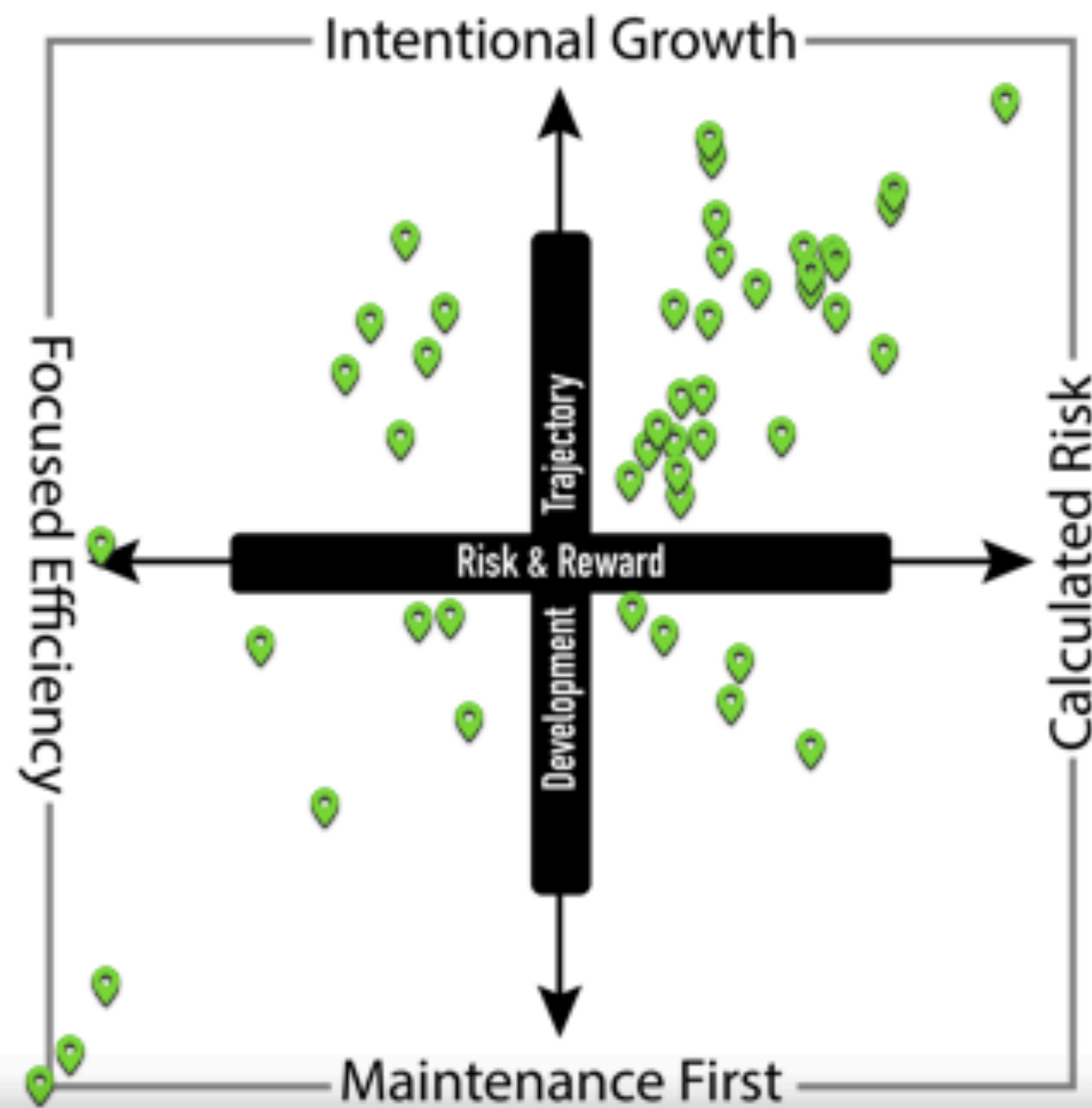
Total Results: 46



# CORE PURPOSE MAP | PRIORITIZING RESOURCES

**Every community needs to prioritize decisions. On the chart, please tap the area of the chart that best describes your mindset about the best way for the City of Bismarck to prioritize resources.**

 **Poll locked.** Responses not accepted.



# THE STRATEGIC FRAMEWORK

## Envisioned Future

- ▶ Is aspirational, should not be bound by the current condition
- ▶ Describes a clear target

### **Vivid Description:**

**What it looks like when we achieve the vision.**

### **Big Goals:**

**Impactful steps to get to the vision.**

# THE STRATEGIC FRAMEWORK

## Envisioned Future

### Big Goals

"...the US should commit itself to achieving the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth."

*President John F. Kennedy*

"The City of San Jose will be the most innovative city on the planet by 2020."

*City of San Jose, CA*

"Become the company most known for changing the worldwide poor-quality image of Japanese products."

*Sony (circa 1950)*

# BIG GOALS | SURVEY THEMES

## Signature Spaces

- ▶ Event/Performance Venue
- ▶ Riverfront Development
- ▶ Parks & Trails Expansions
- ▶ Embrace all 4 Seasons
- ▶ Public Art

## All Ages & All Wages

- ▶ Teen & Youth Activities & Venues
- ▶ Inter-generational integration
- ▶ Smart Neighborhoods
- ▶ Public 4-Year Higher Education Campus

## Meaningful Momentum

- ▶ Homelessness
- ▶ Mental Health
- ▶ Substance Abuse

## 21st Century Business Hub

- ▶ Innovative Energy
- ▶ Ag & Industrial Automation
- ▶ Cooperative Rental Economy
- ▶ Medical Technology
- ▶ Embracing Entrepreneurs

## Complete Connectivity


- ▶ Walking/Biking
- ▶ Driving/Transit
- ▶ Communications
- ▶ Social/Cultural/Interpersonal



# BIG GOALS | WORD CLOUD

**What is one of your Big Goals for the City of Bismarck over the next 20 years?**

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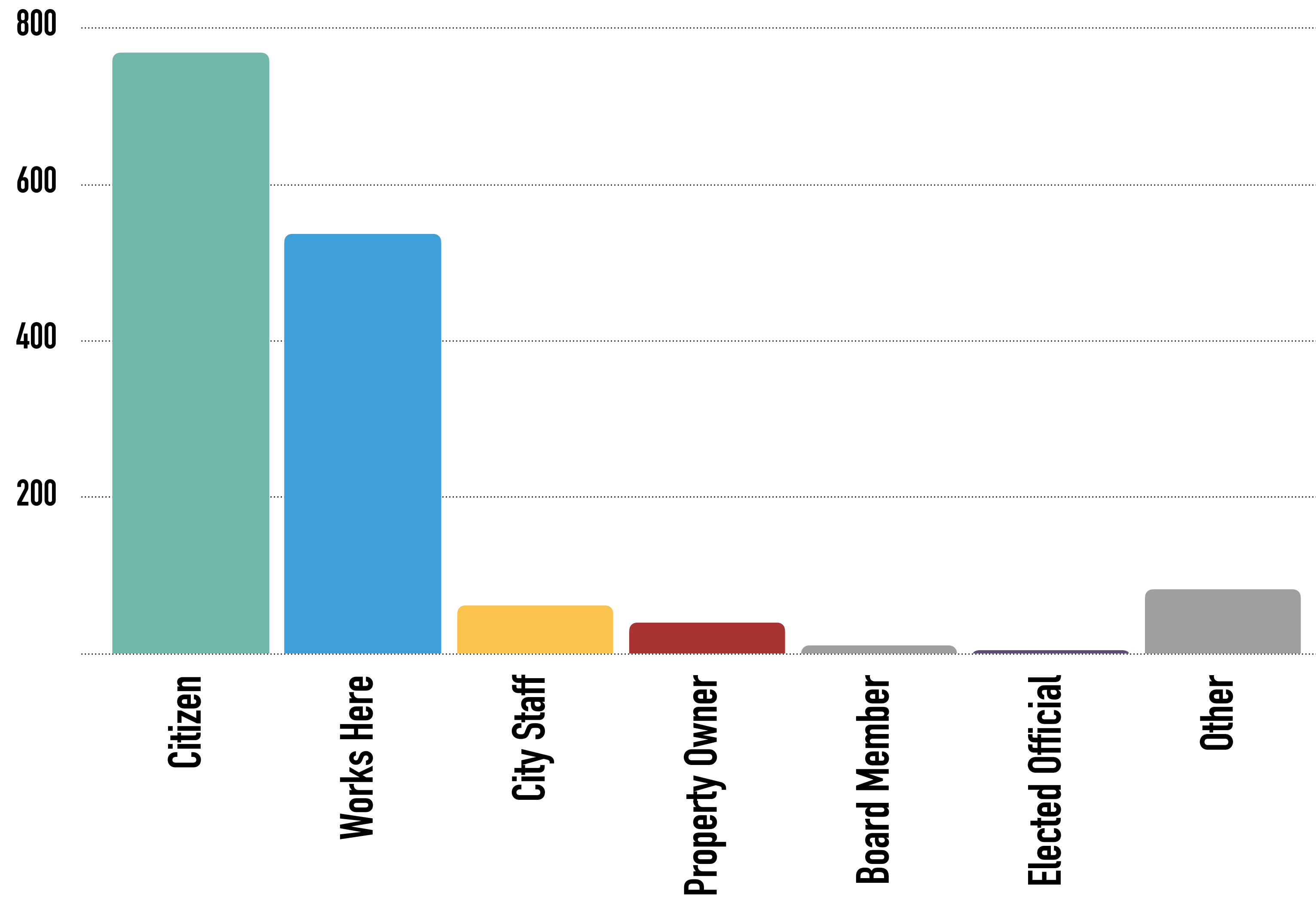
**WWW.BISMARCKSTRATEGY.COM**

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Updates, documents, surveys, and more.

# Current Survey Results

Which of the following describes your role with Bismarck?





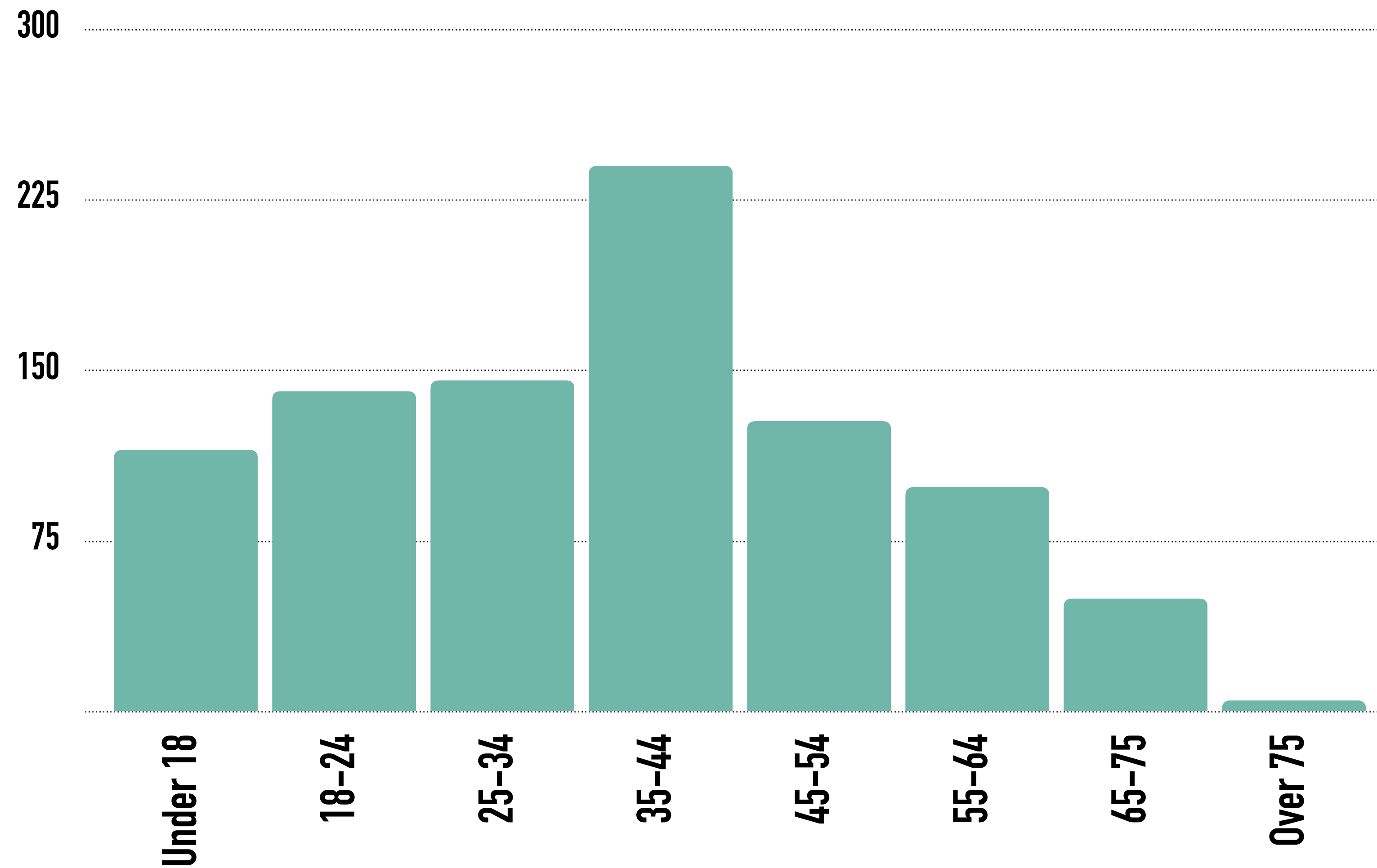
Citizens that responded have lived in Bismarck for an average of 22 years.

That's over 17,000 years of combined Bismarck wisdom!



# Current Survey Results

## Current Age of Respondents



## Gender of Respondents





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