



**COMMUNITY CONVERSATION KIT  
SUMMER, 2019**

Updated July 17, 2019



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## INTRODUCTION

### Thank you for your interest in hosting a White Salmon 2040 Community Conversation or Block Party!

The City of White Salmon is launching **White Salmon 2040**, a year-long effort to update the city's Comprehensive Plan. The Comprehensive Plan directs all activities related to land use and the future of natural and man-made systems and services in White Salmon.

The first step in this process is to create a Community Vision. A Community Vision is an aspirational document that describes the desired White Salmon in the year 2040. The Community Vision guides the Comprehensive Plan Update, including goals, policies and implementation measures that in turn will guide future growth and development in the city.

The Community Vision is based on extensive outreach to learn community preferences for the future of White Salmon. These conversations are one way the City is working with community members to identify what makes White Salmon unique, what is important to protect for the future, and what White Salmon should look like in 2040. **We need your help** to talk with people in their neighborhoods, work places, schools, churches, civic organizations, restaurants and many other places where they already spend their time.

#### How to use this guide.

Recognizing that there are many ways to talk about the future of White Salmon, we have created two guides with different approaches for different situations.

##### Guide 1: Community Conversation

- A 30-60 minute conversation at the regular/monthly meeting of an organization.
- The conversation begins with a brief presentation from the host about the purpose of the project and is followed by a facilitated conversation.
- Participants are engaged solely on the conversation for the time allotted.

##### Guide 2: Block Party

- A less formal opportunity where people are gathered for everyday activities (i.e. shopping center, restaurant, bar, neighborhood block party).
- A more passive activity is organized so people can participate in less than five minutes.
- Questionnaires are available if people want to spend up to ten minutes.
- Information about the project, including the website, is available if people prefer to participate at a later date.

You have downloaded the **Community Conversation Kit**. If you prefer the Block Party Kit, visit the project website at:

<https://www.white-salmon.net/bc-pc/page/comprehensive-plan-update>.

THANK YOU!





## COMMUNITY CONVERSATION PREPARATION AND FOLLOW-UP CHECKLIST

<b><u>Before the Event</u></b>	(v)
Be familiar with all the items in this guide. Contact Erika Castro-Guzman, City of White Salmon (509-493-1133 x209,) with questions.	
<u>Logistics:</u> <ul style="list-style-type: none"> <li>• Confirm the meeting time and location.</li> <li>• Confirm your place on the agenda and how much time you have.</li> <li>• What is the room size and layout?</li> <li>• What is the expected number of participants?</li> </ul>	
<u>Print materials:</u> <ul style="list-style-type: none"> <li>• Community Conversation Kit</li> <li>• Separate sign-in sheet</li> <li>• Discussion Questions (enough copies to hand out)</li> <li>• Meeting Agenda (if available)</li> </ul>	
<u>Bring supplies:</u> <ul style="list-style-type: none"> <li>• Based on room layout and number of participants, choose between a flipchart and easel (see Erika) or notepad. Flipcharts are generally appropriate for larger rooms and groups.</li> <li>• Markers or pens</li> <li>• Extra pens</li> <li>• Name tag for facilitator if you are not known to the group</li> </ul>	
<b><u>After Event (within one week of event)</u></b> <b><u>Send the following materials to Erika (ErikaC@ci.white-salmon.wa.us):</u></b> <ul style="list-style-type: none"> <li>• Sign-in sheet</li> <li>• Typed up notes</li> <li>• Photo</li> </ul>	





## PRESENTER'S GUIDE (60 Minutes)

Please review this guide prior to leading your discussion. Adjust times accordingly if you have less than 60 minutes, leaving a majority of the time for discussion. If less than 30 minutes, consider omitting the final question (How do we get there?).

### Presentation

#### 0 – 15 minutes: Introduction and Overview

- Distribute sign-in sheet. Invite participants to indicate on that form whether they want to sign up for the project email list.
- Introduce yourself and your role in the City/project. If there are two of you, one will facilitate the discussion and the other will take notes and track the conversation.
- Provide a brief contextual overview of the 2040 White Salmon Comprehensive Plan Update and your role. Sample blurb below:

*The City of White Salmon is launching White Salmon 2040, a year-long effort to update the city's Comprehensive Plan. The first step in this process is to create a community vision. The City is working with community members to identify what makes White Salmon unique, what is important to protect for the future, and what White Salmon should look like in 2040. The subsequent development of Comprehensive Plan goals and policies and implementation measures will implement the vision and guide future growth and development in the city.*

*Thank you for taking the time to talk with us!*

#### 15 – 45 minutes: Listening and Discussion.

- Lead the group discussion around the questions in this kit.
- For frequently mentioned themes, ideas or topics, place a check mark for each mention in your notes.

#### 5 – 15 minutes: Report Back and Next Steps.

- Have participants affirm that the notes that you are taking on the flipchart/notepad reflect their comments and the direction of the discussion. "Is what I wrote in the notes what you were saying" or "Is that accurate"
- Ask for additional questions and comments.
- Thank participants for the discussion.
- Direct participants to the project website (<https://www.white-salmon.net/bc-pc/page/comprehensive-plan-update>.) for access to materials and updates on meetings, events and surveys.
- Collect all your materials and flipchart/notepad notes.
- **Summarize your notes soon after your discussions.** You'll remember more the sooner you write your notes down.

**Thank You!**





## DISCUSSION LEADER TIPS

### General Principles

As the presenter and discussion leader, your role is to help create an open and collegial environment so that all participants have the opportunity to speak. “Prompts” are shown in quotes and italicized print below. There is no need for consensus or agreement.

### General Guidelines

- Start and end on time.
- Be an active listener.
- Stick to the agenda and gently keep the conversation moving by summarizing and synthesizing.
- Encourage everyone to participate but do not allow anyone to dominate.
- Resist the temptation to voice your own opinions or to be the “expert” on the subject.
- Have fun!

### Specific Guidelines

- Emphasize that there are no “right” or “wrong” answers. Everyone’s opinion is valid.
- Give credence to differences, but do not dwell on them. *“It’s important that we have an open discussion. There are no right or wrong answers.”*
- Do not hesitate to say you do not know the answers to a specific question. Make note of the question and ask the individual to see you later. *“That’s a good question that I don’t know the answer to right now. If you leave your contact information I can get back to you with more information or put you in touch with someone who can help answer your question.”*
- If the discussion goes off-topic, write the comments down, but guide the discussion back to the question at hand. *“That’s a good question/idea/issue, I’ll write it down to make sure we don’t forget that point.”*
- Move the group along politely but firmly. *“I see we have only a few minutes left and we have more discussion questions to cover”* or *“Thank you for your suggestion”*.
- Make sure each participant has a chance to speak. *“Who else has something to add?”*
- Summarize the discussion as you go along, validating it with participants. *“Have I captured all key points?”*
- Five minutes before the discussion ends, summarize the discussion. Ask participants for any final thoughts. *“Is there anything we have missed?”*
- Thank everyone for participating. Have your contact information or project contact information available to distribute.





## COMMUNITY VISIONING QUESTIONS

Visioning is an important precursor to local planning and a tool to help communities better manage growth and change. A comprehensive approach to visioning can be framed by the following bolded question themes and the many different ways to ask them.

### Where are we now?

- Why do you choose to live/work in White Salmon?
- What are White Salmon's most cherished attributes?
- Where do you spend time in White Salmon? Specific parks, stores, restaurants, etc.
- What is going well in White Salmon?
- What about White Salmon makes you proud?

Use the following prompts as needed:

- Neighborhoods
- Natural beauty/views
- Small-town character
- Small geographic size
- Vibrant downtown
- Access to nature
- Small streets
- Housing stock

### Where do we want to go?

- What do you wish you could change or improve about White Salmon?
- What, if anything, causes you concern about the future of White Salmon?
- How has White Salmon changed over the last 5 -10 years? What changes do you like? What changes do you not like?
- Looking into the future, describe your ideal White Salmon in 2040. What do you want to see in the White Salmon of 2040? What has changed from today?
- What is on the horizon that we should be sure to consider?

Use the following prompts as needed:

- New, mixed use neighborhoods
- Shared City/County approach to growth
- Connected park system
- Focus on long-term rentals (vs. short-term)
- Shared amenities (e.g. parking) to stay small
- Improve road maintenance
- Amenities for youth and seniors
- Variety of housing types

### How do we get there?

- What are some of the steps towards making your vision a reality?
- What do we need to work on or overcome to achieve our ideal White Salmon in 2040?

Use the following prompts as needed:

- Zoning amendments
- Small-scale, local-serving businesses
- Right-sized infrastructure
- Secondary streets; off-road paths
- Continue White Salmon "feel" in new urban areas





**Other**

- How would you like to be involved going forward?
- What community partners should we be sure to engage?
- What are the best ways to communicate with White Salmon community members?
- Is anyone interested in hosting a conversation with their co-workers, neighbors, civic organization, church/school group?







## Sign in Sheet

Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Location: \_\_\_\_\_

Venue: \_\_\_\_\_

Discussion leaders: \_\_\_\_\_

NAME	MAIL OR E-MAIL ADDRESS



NAME	MAIL OR E-MAIL ADDRESS





Organization: \_\_\_\_\_

Date: \_\_\_\_\_ Location: \_\_\_\_\_

Venue: \_\_\_\_\_ Discussion leader(s): \_\_\_\_\_

**CONVERSATION NOTES**

A large, empty rectangular box with a thin black border, intended for handwritten conversation notes.





# Envision Your Future, AND THE FUTURE OF WHITE SALMON!

## What is White Salmon 2040?

White Salmon 2040 is a 15-month process to imagine the City's future and chart a path to get there successfully. White Salmon 2040 is an update to the City's comprehensive plan, which is the policy document that guides future development and public investment. This process will build on the history of what makes this City an amazing place to live and create a guide to lead White Salmon toward a successful future. The updated comprehensive plan will include a new community vision that will capture where the community wants to be in 20 years.

Developing a vision for the community is a crucial step in preparing the comprehensive plan update.

The visioning process will focus on three questions:

**Where is White Salmon now?**

**Where does White Salmon want to be by 2040?**

**How do we get there?**

Help set the stage for next 20 years and share your ideas for the vision of White Salmon by completing our survey!

[www.surveymonkey.com/r/WhiteSalmonVision](http://www.surveymonkey.com/r/WhiteSalmonVision)

If you prefer a paper version, please visit City Hall.

## What's Next?

During July and August 2019 - look for us at farmers' markets and Movies in the Park! The City will be collecting feedback through various outreach activities. The information gathered will inform the community vision and be the foundation for the comprehensive plan update.

**Want to host a 2040 Vision discussion with your friends, neighbors or co-workers?**

Visit the project website to download a Community Conversation Kit.



## Comprehensive Plan Elements:



Housing + Land Use



Transportation



Facilities + Capital Improvement Plans



Parks and Recreation

## 2040 Survey

[www.surveymonkey.com/r/WhiteSalmonVision](http://www.surveymonkey.com/r/WhiteSalmonVision)

## Stay Involved!

Visit the project website:  
[www.white-salmon.net/bc-pc/page/comprehensive-plan-update](http://www.white-salmon.net/bc-pc/page/comprehensive-plan-update)

Questions? Contact Erika Castro Guzman:  
509-493-1133, ext. 209  
[erikac@ci.white-salmon.wa.us](mailto:erikac@ci.white-salmon.wa.us)

