

## "What We Heard" at the Vision Workshops

*Imagination is a fundamental planning tool. The power of Bakersfield lies not only within its existing strengths, but most importantly in the imaginations of its residents, business owners and stakeholders. As one of the most readily accessible assets, imagination allows people to discover what's possible, shape their future, and to build a relationship with themselves and their communities.*



### THE PROCESS

Approximately 150 Bakersfield residents, business and property owners, and other stakeholders participated in eleven independent Vision Workshops, each of which were hosted by a different local organization over four different days. The Vision Workshops provided a supportive and creative space for participants to design, share and in turn develop a shared vision of their future. Each Vision Workshop began with an individual icebreaker exercise followed by a collaborative team exercise. The icebreaker familiarized participants to the outreach methodology and functioned as a team building exercise as each participant shared their first or favorite mobility experience (i.e. riding a bike, walking to school, first bus ride, etc...). The collaborative team exercise then asked small groups of participants to design their ideal Downtown Bakersfield.

### SHARED VALUES

Through the language of design, the Vision Workshop group exercise encouraged participants to articulate their aspirations and values. Some groups focused on Downtown, others on the whole City, and still others on the entire region. Throughout these exercises several common themes began to emerge across the diverse group of interests represented at each Vision Workshop. Below are the common values that were identified:

#### Making Downtown Bakersfield Work Planning Team Values (March 10, 2016):

*Density, Activity, Connectivity, Open Space, Livability, Vibrancy, Safety, and Culture*

#### Making Downtown Bakersfield Stakeholder Committee Values (March 10, 2016):

*Density, Connectivity, Place-Making, Open Space, Prosperity, Vibrancy, Diversity, Culture and Safety*

#### San Joaquin Valley High-Speed Rail Association (March 10, 2016)

*Connectivity, Prosperity, Density, Open Space, Diversity, Culture and Safety*

California State University Bakersfield Values (March 29, 2016):  
*Connectivity, Diversity, Open Space and Beautification*

Bakersfield College Values (March 29, 2016):  
*Diversity, Livability, Open Space, Culture and Connectivity*

Bakersfield Senior Center Values (March 29, 2016):  
*Open Space, Connectivity, Safety, Diversity and Livability*

Bike Bakersfield Values (March 30, 2016):  
*Density, Activity, Connectivity, Open Space, Livability, Vibrancy, Safety and Culture*

Downtown Business Association Values (March 30, 2016):  
*Density, Multi-Modal, Activity, Connectivity, Open Space and Green, Livability, Vibrancy, Safety and Culture*

Golden Empire Transit Values (March 30, 2016):  
*Density, Activity, Connectivity, Open Space, Livability, Vibrancy, Safety and Culture*

Bakersfield Association of Realtors Values (April 7, 2016):  
*Density, Vibrancy, Safety and Open Space*

Bakersfield Chamber of Commerce Values (April 7, 2016):  
*Connectivity, Density, Diversity, Safety, Open Space, Beautification and Equity*

City of Bakersfield Planning Commission Values (April 7, 2016):  
*Density, Diversity, Livability, Open Space, Safety, Iconic, Beautification and Culture*

#### **NEXT STEPS**

These values will inform the development of several development scenarios for Downtown that will be evaluated in the next phase of the Making Downtown Bakersfield planning process. The creation of various alternatives will be accompanied by a second round of public outreach culminating in the first community meeting, where these values will be further defined (i.e. What makes a place Connected and Diverse?).

