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City invites community to participate in ‘Think Tank’ workshops to create a vision for Moab’s future

Register online at bit.ly/MoabTomorrowTogether by April 1, 2022

The recently launched community visioning process – “Moab – Tomorrow Together” – will soon conclude its extensive community survey. The survey was only the first of many opportunities for community input. To date there have been over 600 responses to the survey, which remains open until March 31.

The next step in the process is a “Think-Tank” workshop, which will be held at the Grand Center, 182 North 500 West, from 5-8 p.m. on both Wednesday, April 6 and Thursday, April 7. Registered participants will sign in from 4:30- 5 p.m. each evening. Refreshments will be served.

To sign up to participate in the Think-Tank, community members are asked to complete the registration form on the project website: bit.ly/MoabTomorrowTogether. The deadline to register is Friday, April 1.

“This visioning process provides an opportunity for the City of Moab to hear directly from residents and business owners about how they want the community to look, feel, and function over the next many years,” said City Communications and Engagement Manager Lisa Church. “Moab – Tomorrow Together aims to give our residents a strong voice in Moab’s future. We hope everyone will participate in this process.”

The Think-Tank process will help define a broad vision, values, goals and potential directions for Moab looking out to the future. It is a highly participatory process that will produce a preferred future scenario for Moab, validated by the Think-Tank participants. Using scenario-planning methodology, the Think-Tank will try to answer important questions such as:

What should Moab become?

What makes Moab unique and special and how can the City use these characteristics to prepare for the future?

How will community stakeholder preferences fit into this vision?

“The input from the Moab community has been fantastic to date with so many thoughtful responses to the community survey. This in-person Think-Tank is the next step in the process, where we will be asking community stakeholders to work together to formulate four plausible future scenarios for Moab,” said David Beurle, CEO of Future iQ and lead facilitator for the process. He noted that, “Future iQ has used scenario-planning via Think-Tanks across the U.S. and in Europe and Australia for well over a decade.”

The Think-Tank will be followed by additional engagement workshops, another extensive survey, focus-group sessions and a “Future Summit.” The Moab Vision and Strategic Action Plan, which will be created as a result of this entire process, is expected to be presented in late October.

Read more about the project, register to participate in the Think Tank, and learn about the extensive community engagement events coming up at the Moab – Tomorrow Together website, bit.ly/MoabTomorrowTogether. For more information email communication@moabcity.org

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About Future iQ

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Future iQ® is a consulting and research company specializing in foresight and scenario-based strategic planning. Future iQ uses a proven combination of planning methodologies including The Future Game®, Strategic based Scenario Planning, Network analysis, Data Visualization and in-depth Stakeholder analysis and engagement, which results in an actionable roadmap for the future.

With over a decade of global experience, Future iQ has amassed a diverse portfolio of projects that have built aligned visions and strategic actions. Their client base includes governments, cities, regional communities, corporations, non-profit organizations, and industry. Future iQ works across cultures, sectors, and languages, with team members and clients spanning North America, Europe and Australia, in order to shape unique and effective planning solutions. For more information about Future iQ – www.future-iq.com

Visual outline of how the Think-Tank scenario-planning methodology works:

