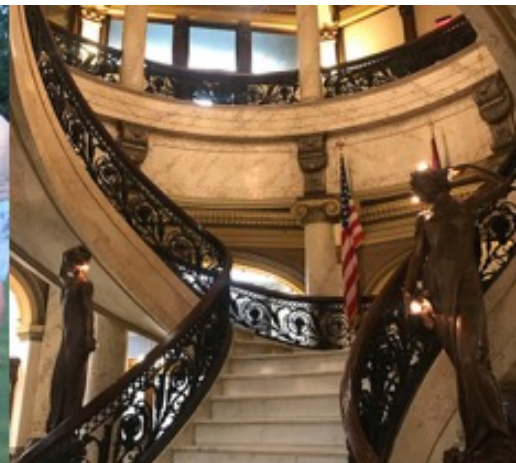


WELCOME TO THE UNIVERSITY CITY COMMUNITY VISION 2040 PROJECT



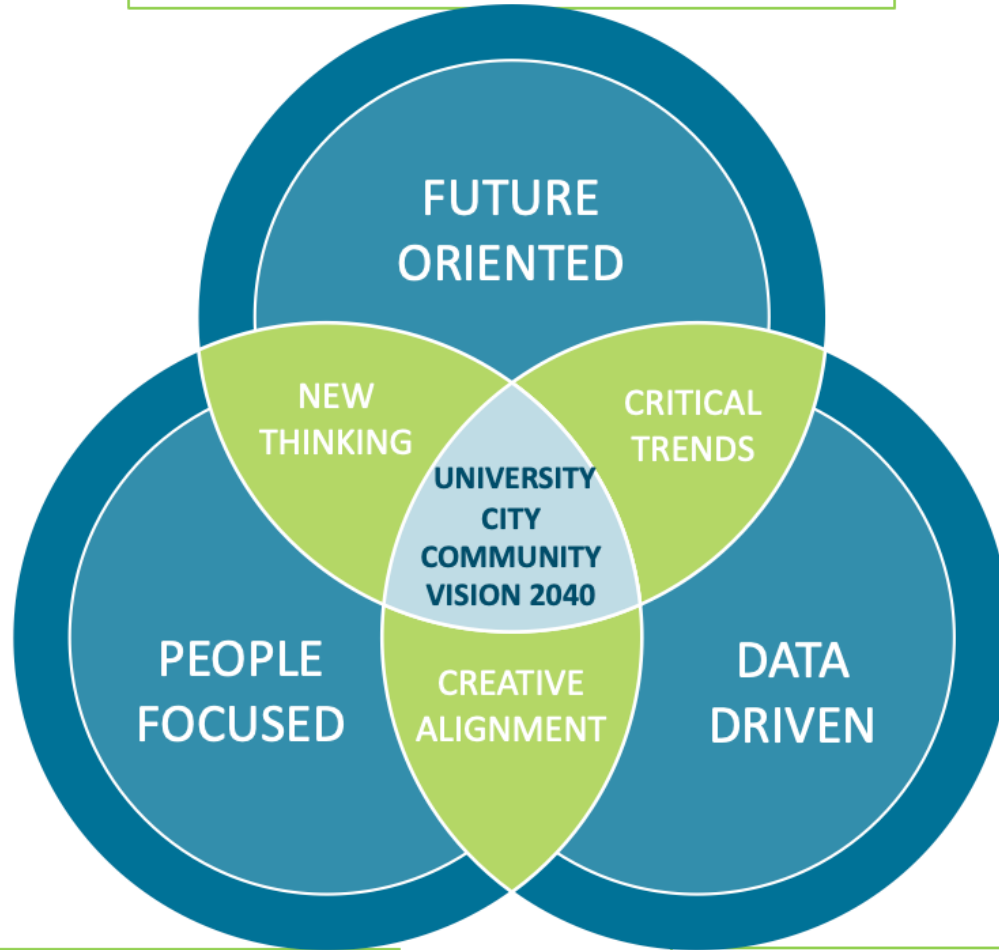
University City Community Vision 2040 Focus Groups
June 15-18, 2022





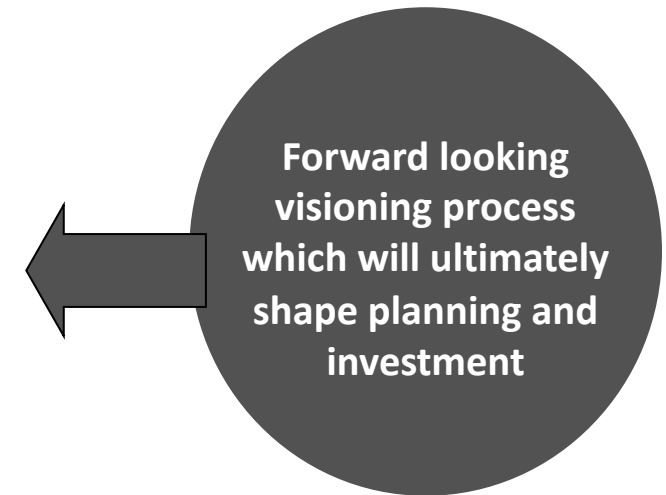
The Importance of Future Thinking

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



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

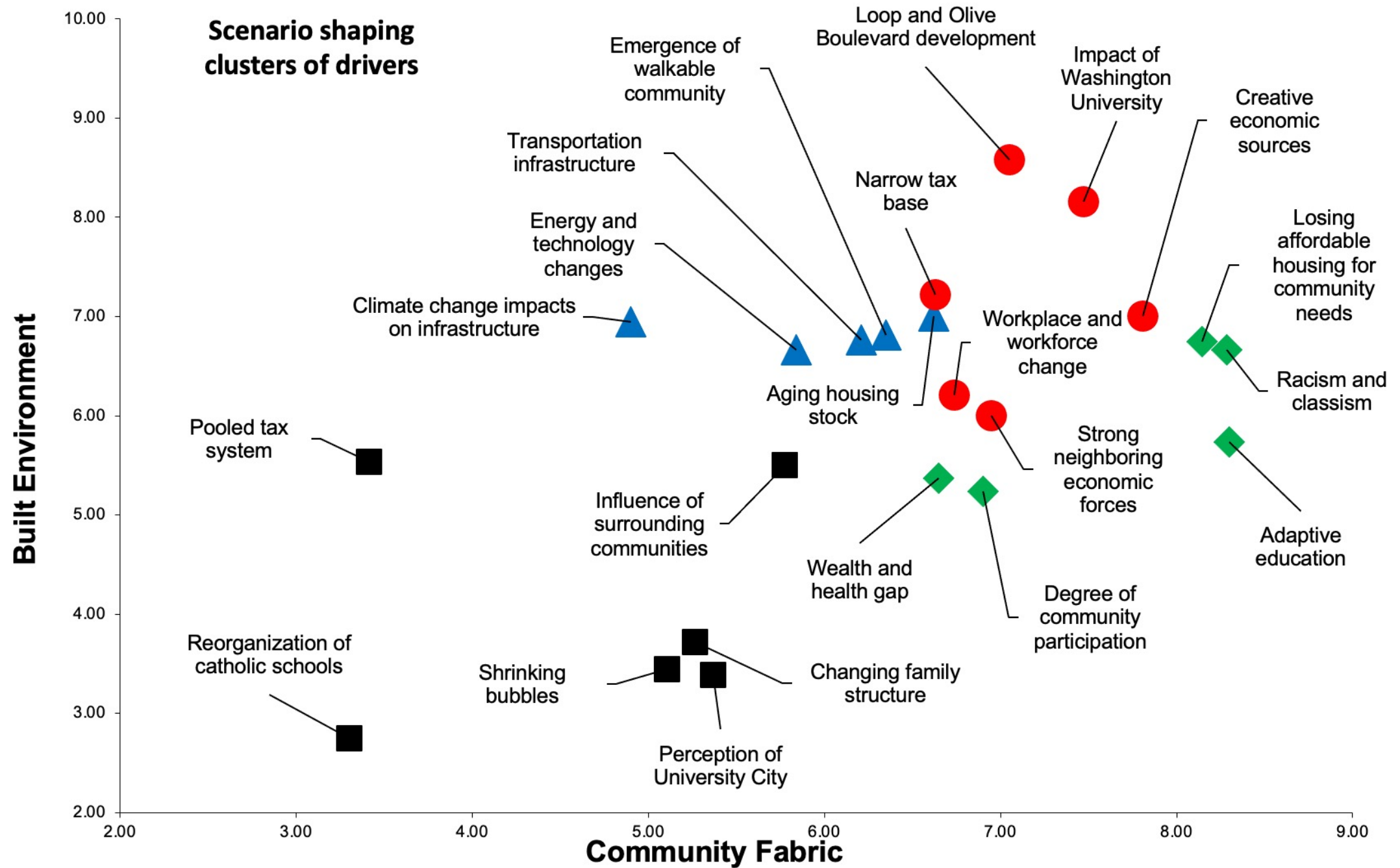
Data driven analysis of project engagement results will empower leadership to make research-based decisions.



Key Drivers Identification: What internal trends are happening (or are emerging) that could be game-changers for the future of University City?

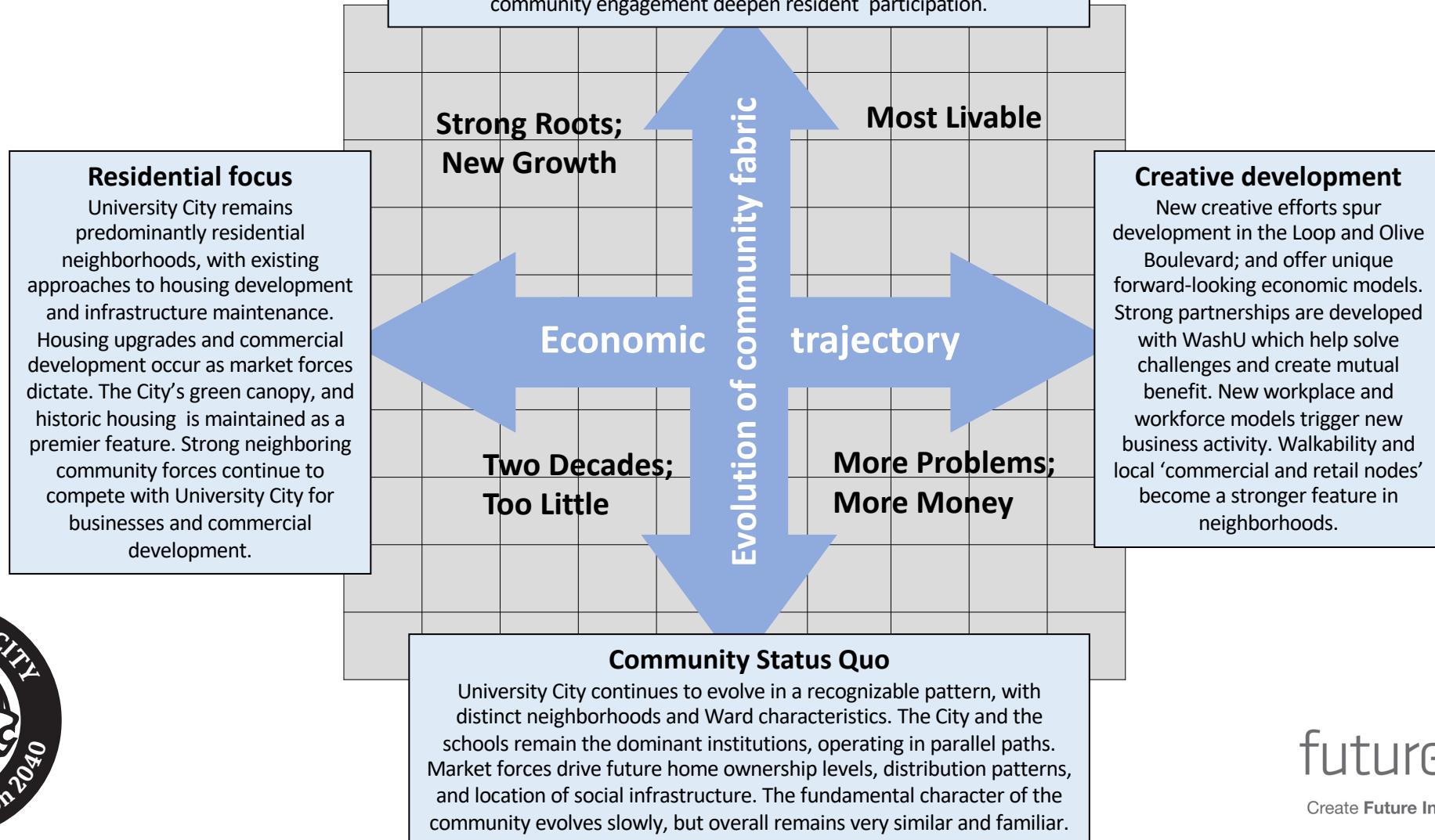
(Key drivers are events, trends, developments, catalysts of forces that actively influence or cause change.)



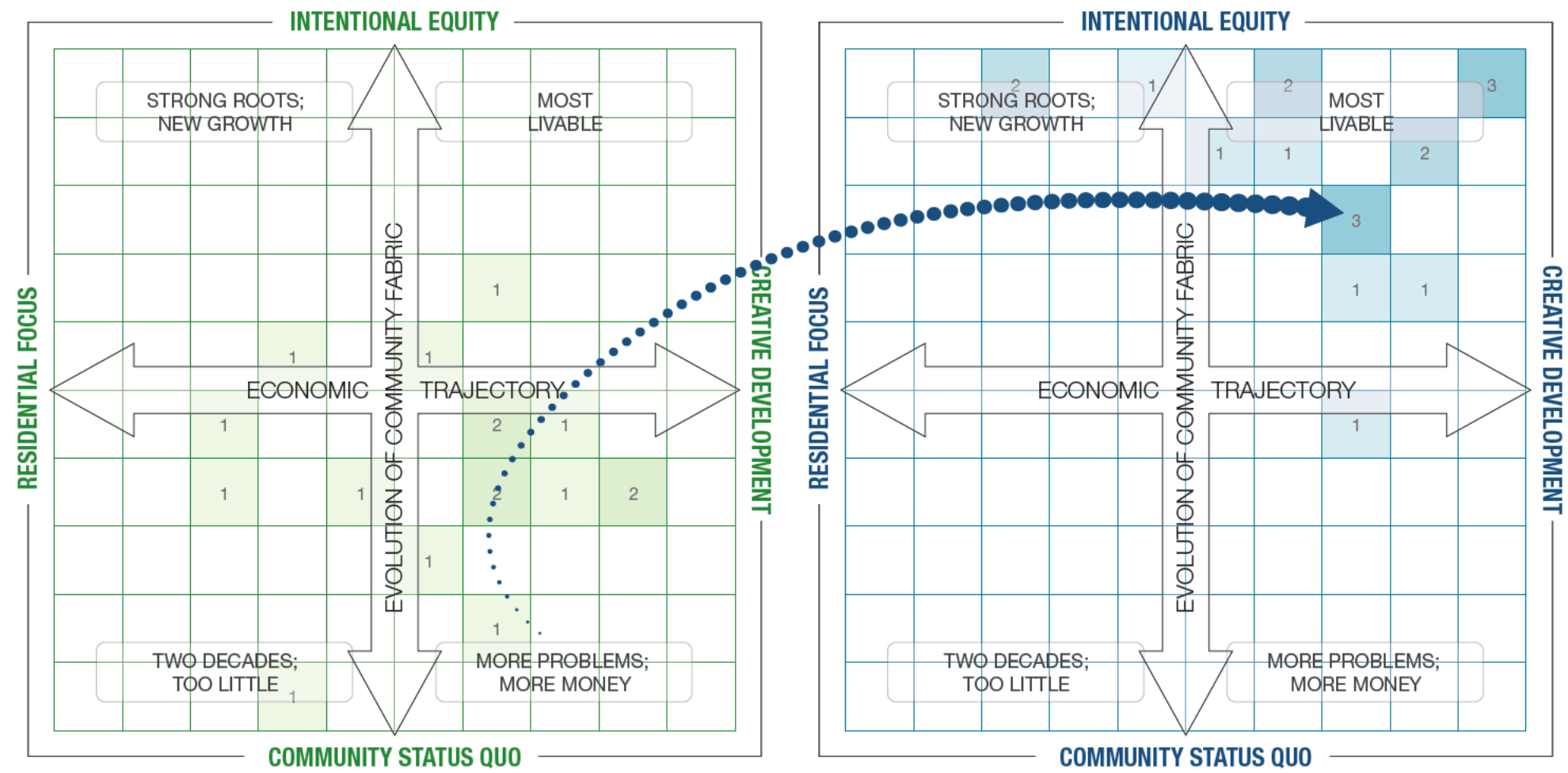


Plausible Scenario Matrix 2040

**University City
Community Vision 2040
Think-Tank
10 & 12 March 2022**



Getting from the Expected to the Preferred Future



SCENARIO B CHARACTERISTICS: 'MOST LIVABLE' – 2040



Built Environment and Economic Characteristics

Residential change occurs and 3rd Ward is rebuilt.

- Mixed-use residential and workplaces combine to expand housing options.
- High-tech housing with charging stations are encouraged.
- Adjacent services and amenities are expanded throughout the City.



Community and Social Values Characteristics

U-City schools flourish and diversity is nurtured.

- Increased owner-occupied housing occurs and absentee landlords are reduced.
- Partnerships and joint development with WashU increase.
- Educational options expand by becoming adaptive and employment oriented.



Environmental and Landscape Characteristics

The City embraces new technologies and solutions.

- Pocket parks and community gardens occur throughout the City.
- Solar power is embraced and charging stations are installed City-wide.
- Green buildings (LEED) are required. Roof gardens are installed where possible.

2025 HEADLINE NEWS:

'Pocket Parks are growing.'



2030 HEADLINE NEWS:

'U-City schools thrive.'



2040 HEADLINE NEWS:

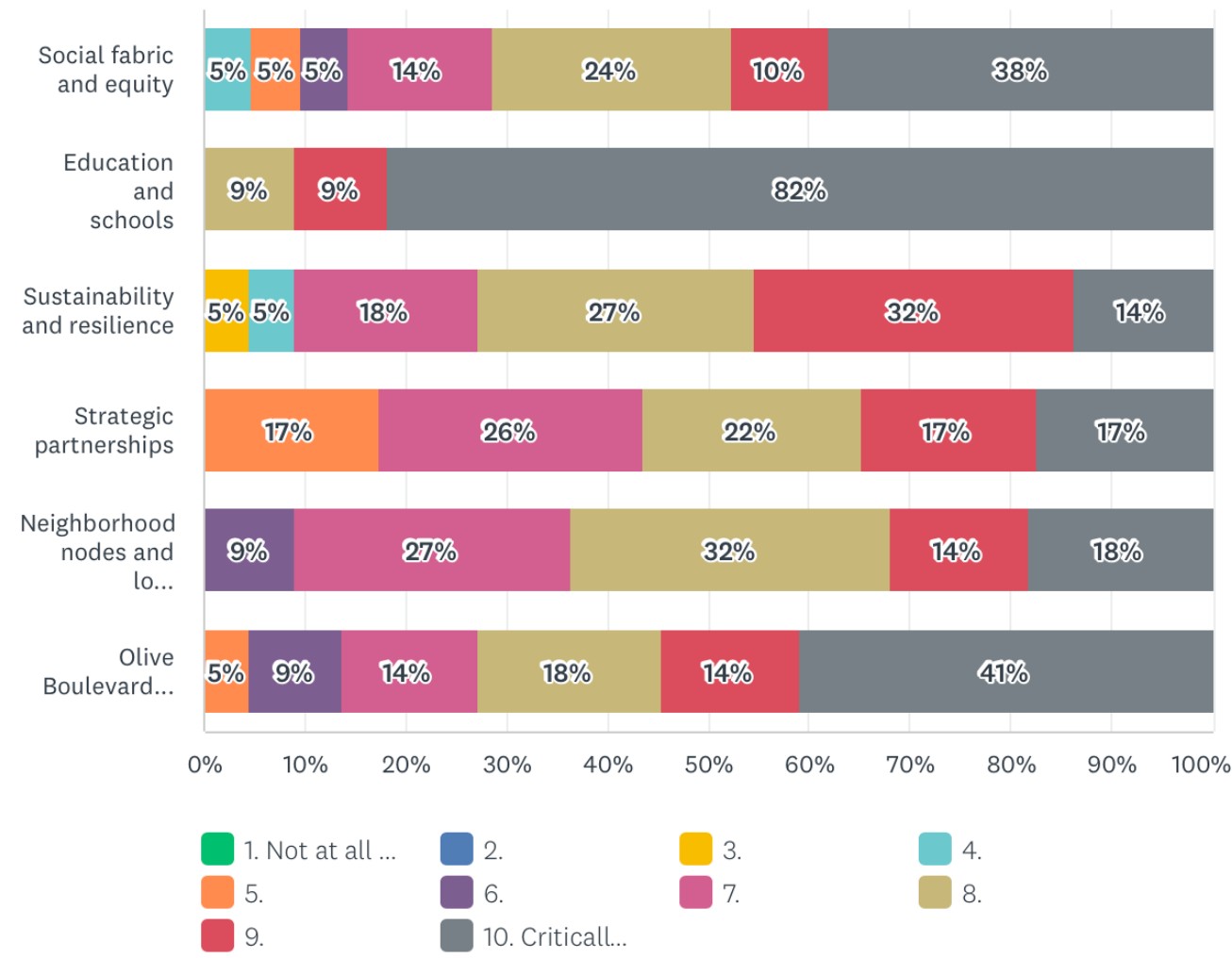
'U-City best livability.'





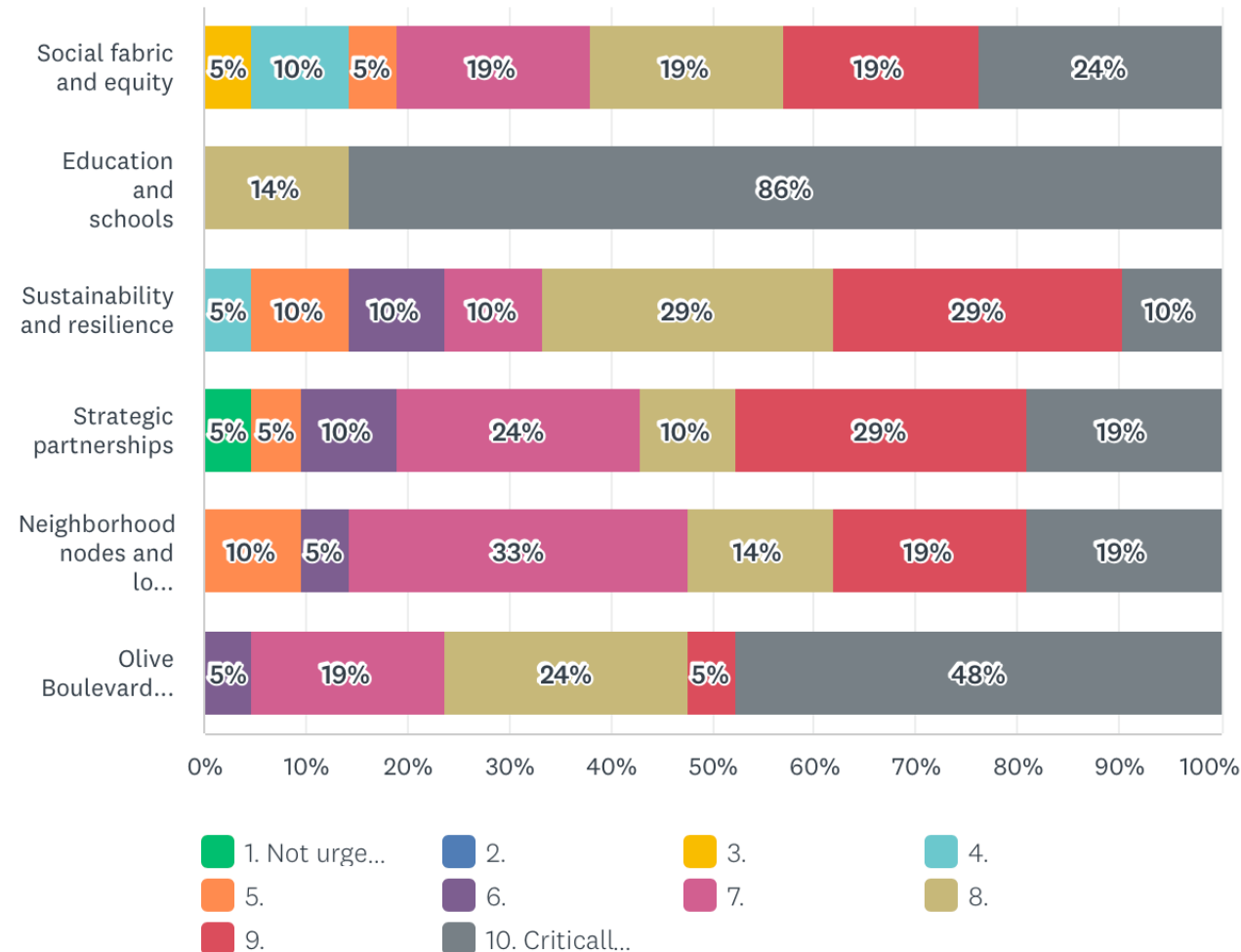
How important do you think each of these strategic pillars to shaping the future of University City? Please rank each one individually on the scale provided. (Scale: 1 = Not at all important; 10 = Critically important to the future)

Answered: 23 Skipped: 18



How urgent do you think it is for community leadership to take action on each of these strategic pillars? Please rank each one individually on the scale provided. (Scale: 1 = Not urgent right now; 10 = Critically urgent right now)

Answered: 21 Skipped: 20



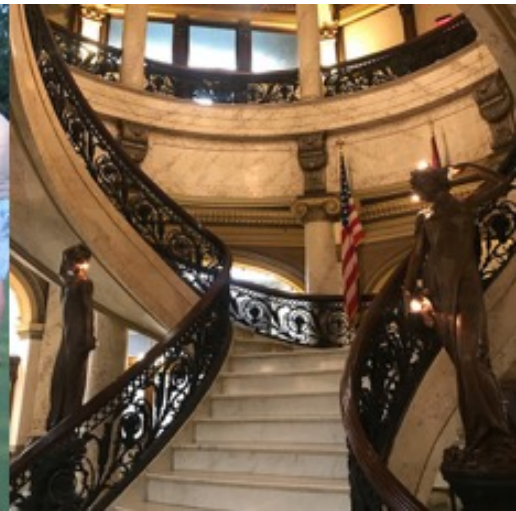
Focus Group Session Timeline (total 90 min)

- Brief Introduction (15 min)
- **STEP 1:** What should be the overall objectives of this strategic pillar, and how do we measure success? (20 min)
- **STEP 2:** What are 2-4 specific actions you think need to happen to enable the outcomes/objectives for this strategic pillar? (30 min)
- **STEP 3:** What might be some of the roadblocks or challenges, and how does the community overcome these? (15 min)
- Large Group Discussion (15 min) - For this strategic pillar, what progress do you think we can realistically make in the next 5-10 years? (10 min)



NEXT STEPS

- Produce Vision and Strategic Roadmap Report
- Review by Task Force, then to Council





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