

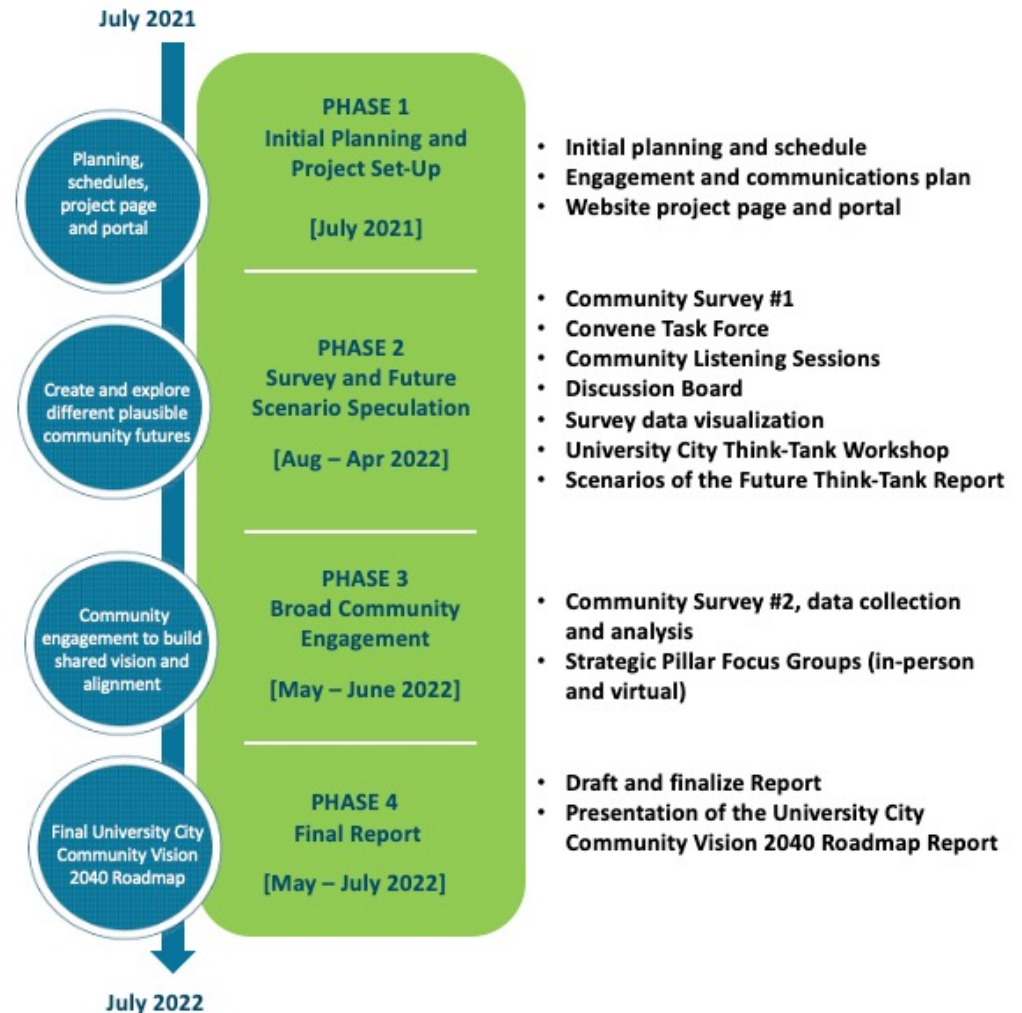
WELCOME TO THE UNIVERSITY CITY COMMUNITY VISION 2040 PROJECT



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



University City Community Vision 2040 Project Plan





The Importance of Future Thinking

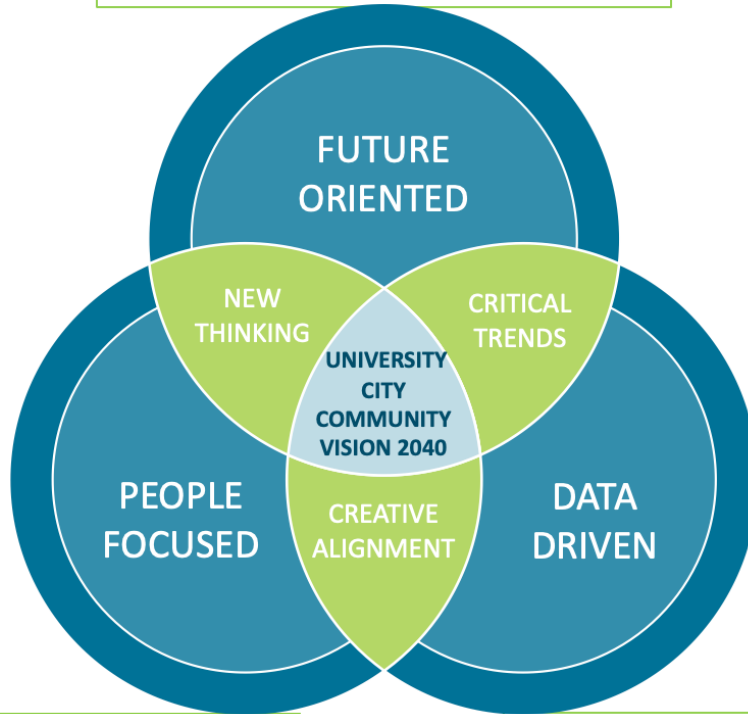
The key to effective future thinking...

- Explore and anticipate a range of plausible futures.
- Consider both trajectory (direction of change) and velocity (speed of change).
- Explore the combined impacts of multiple potential trends.

The magic is how it alters our perceptions of how certain decisions might play out over time.

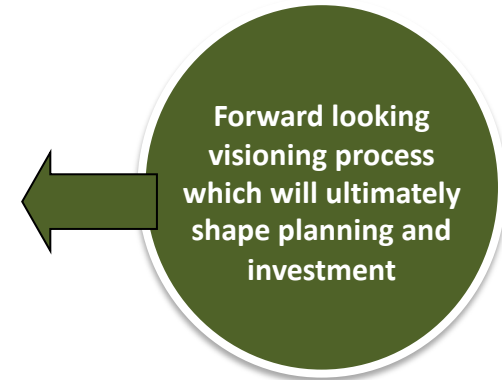


What is the future of University City?
This project will examine critical emerging trends in cities, towns and regions to create an understanding of local implications and opportunities.



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.





**Forces impacting the
world (and regions)**

**What are the emerging
macro drivers...**

Macro Trends and Forces of Change Related to . . .

- Demographics, population and mass urbanization
- Energy, food, water & climate change
- Technology driving change



Future-Readiness

**Attributes exercise –
How future ready are we?**



1. Evidence of strong community pride and inclusive culture

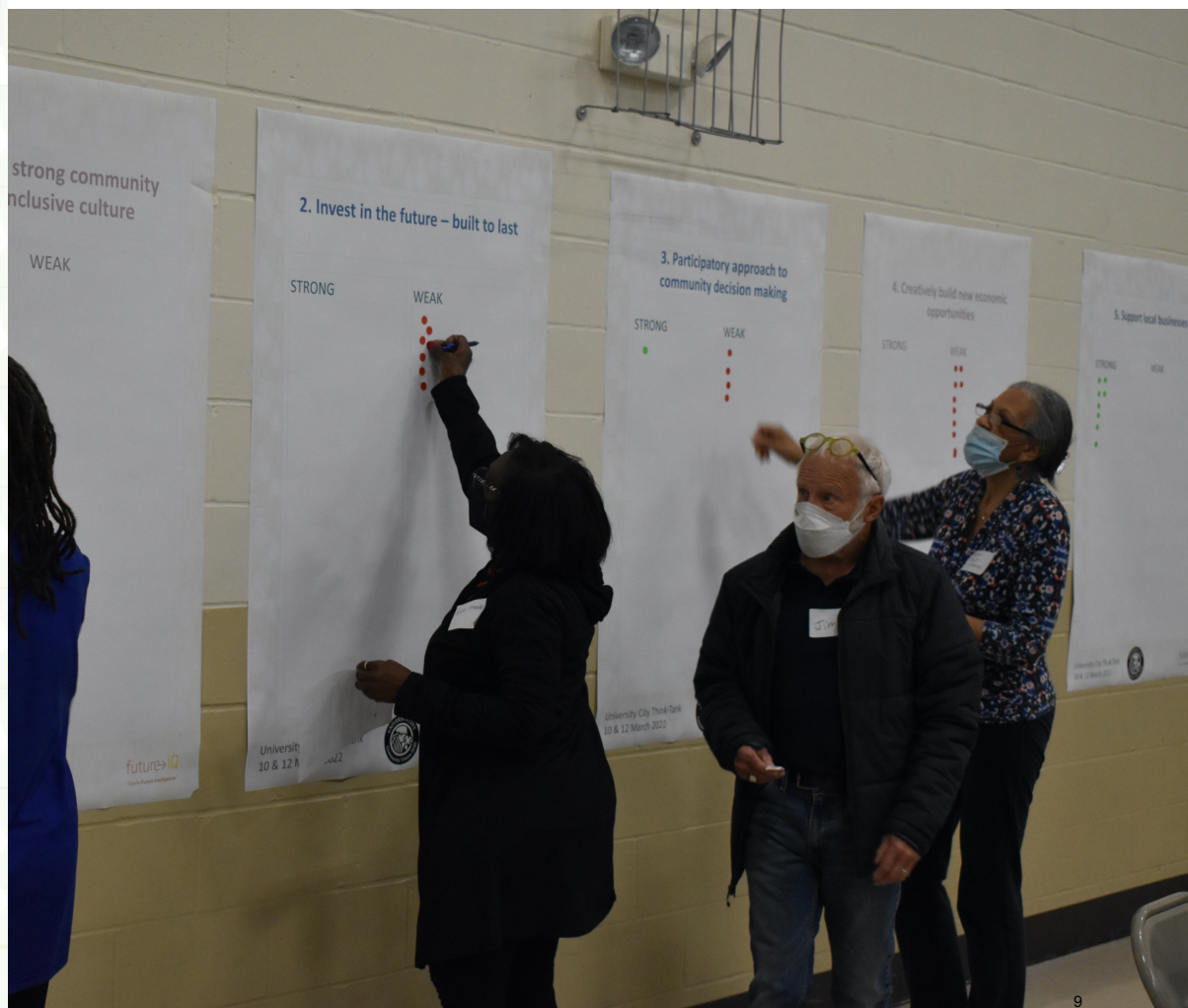
STRONG

WEAK

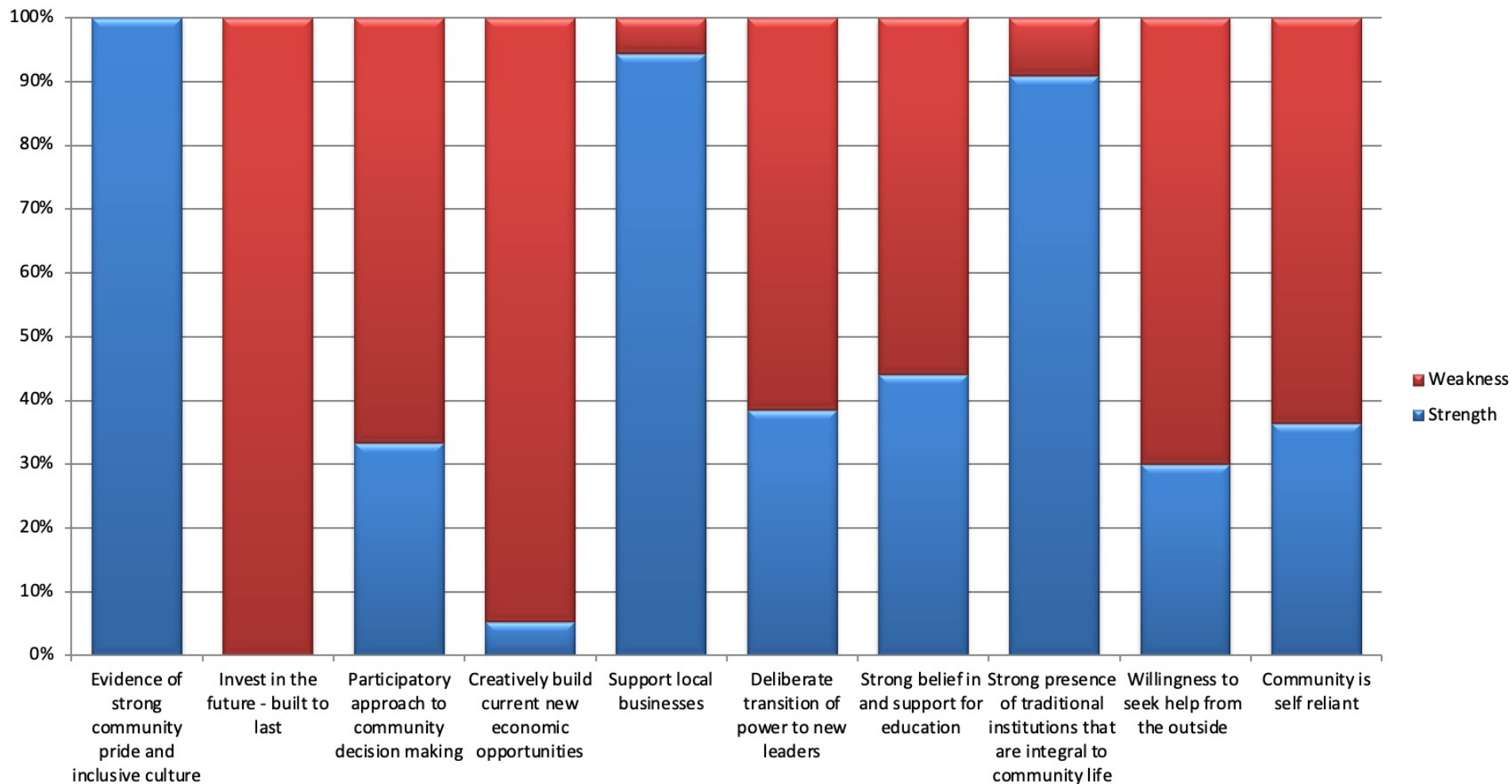
Dots

Red = Weak

Green = Strong



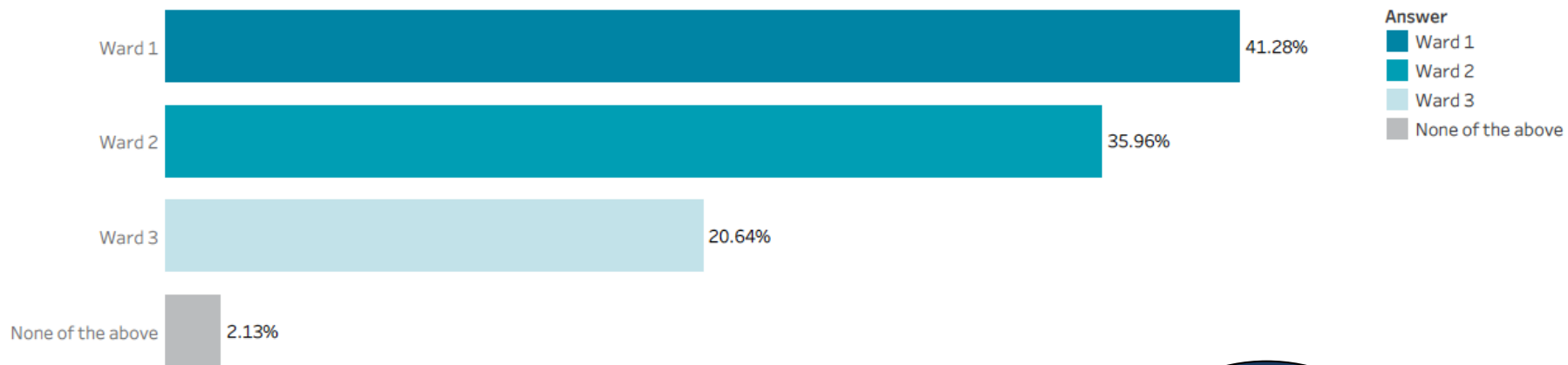
Attributes for Successful Communities - University City 2040 - March 2022



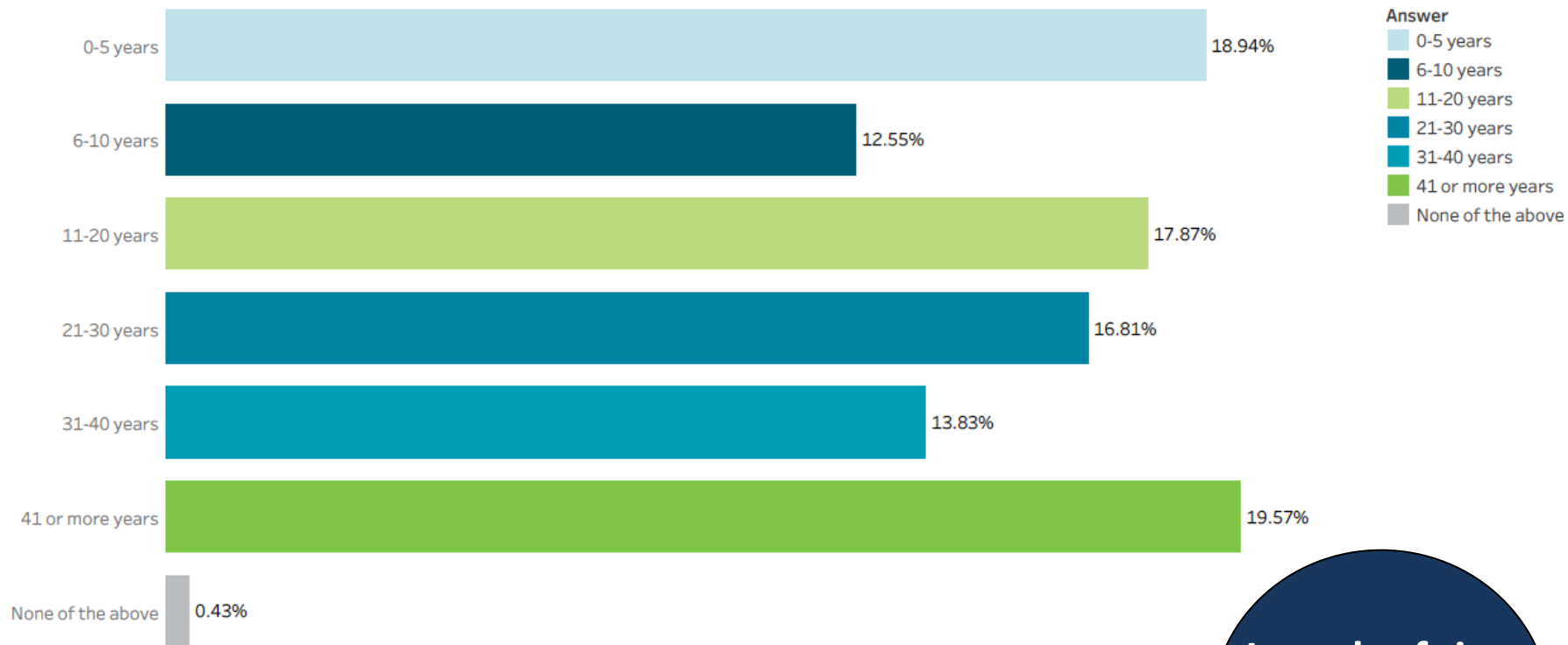


Preliminary Survey Results (n = 494)

future→iQ
Create Future Intelligence™



**What Ward do
you live in?**

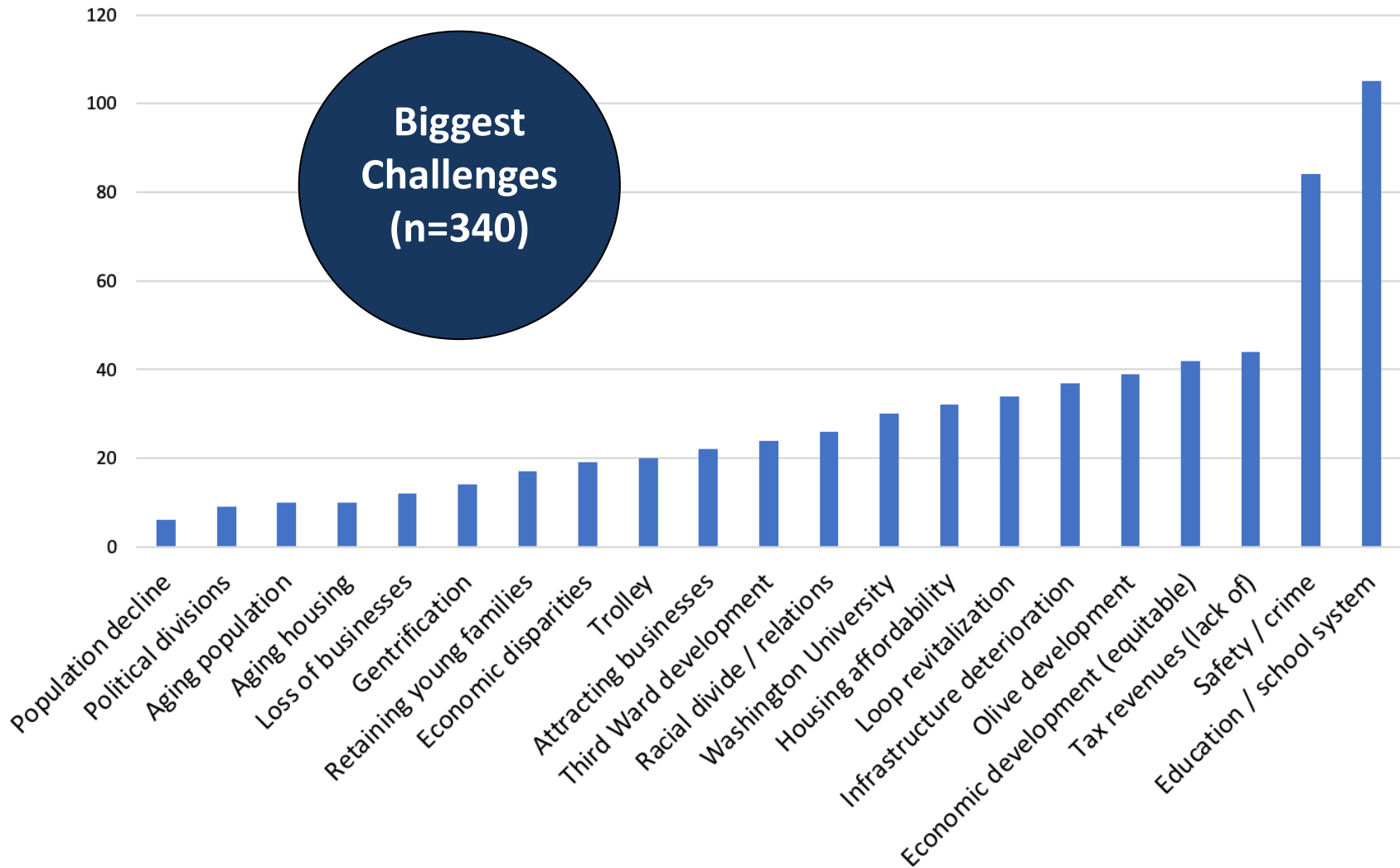


**Length of time
live or work in
UCity**

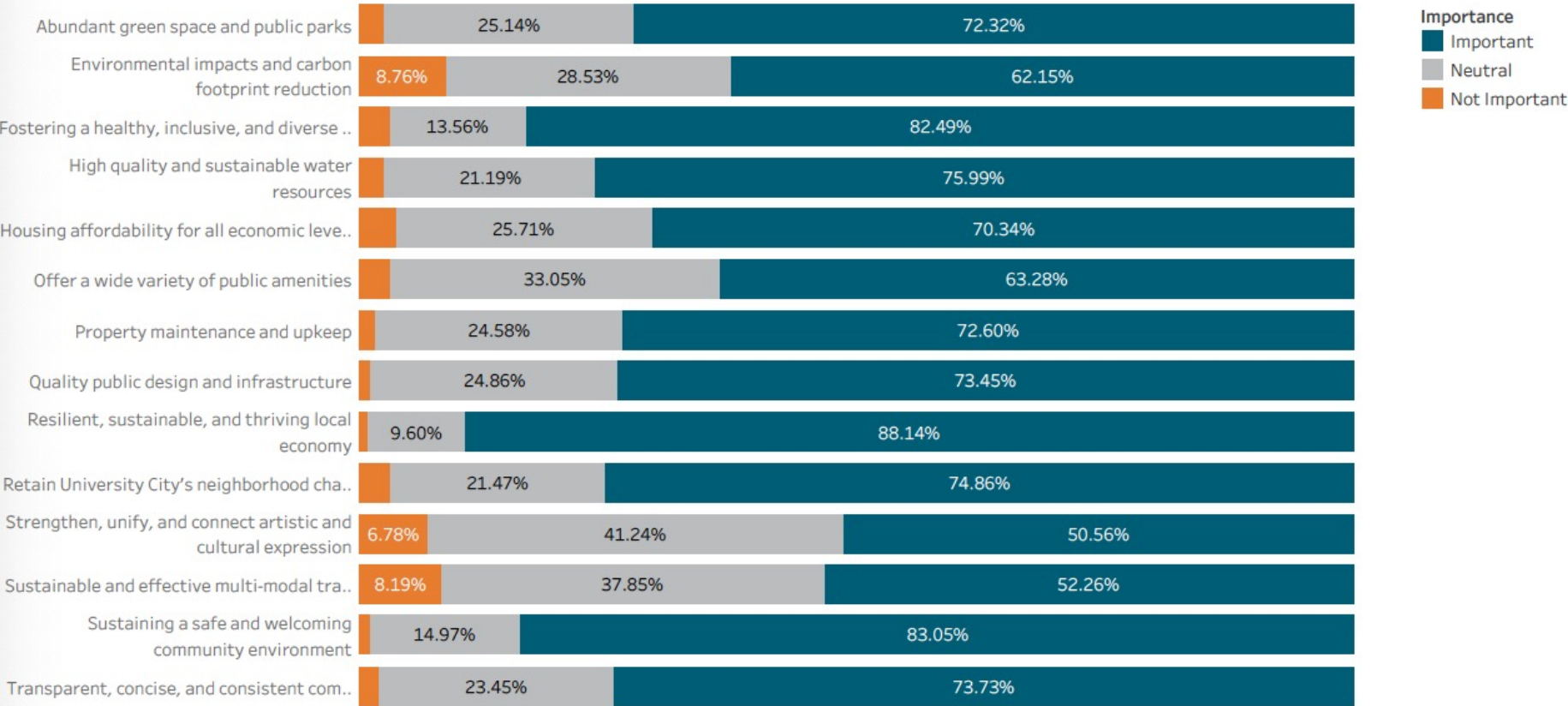
**Biggest
Opportunities
(n=331)**



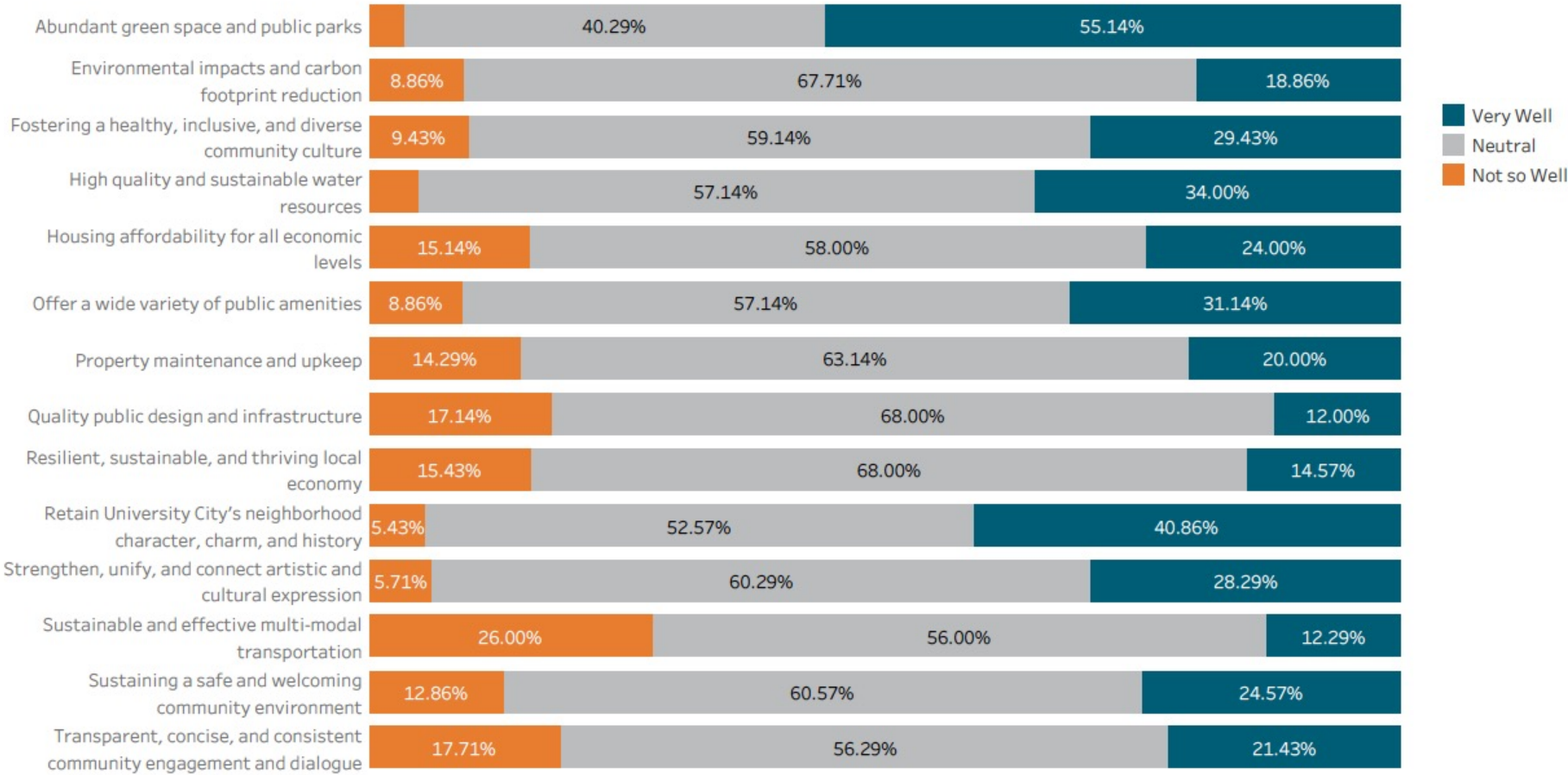
**Biggest
Challenges
(n=340)**



How important do you think these issues and topics are in terms of the future of University City over the next 10 years?



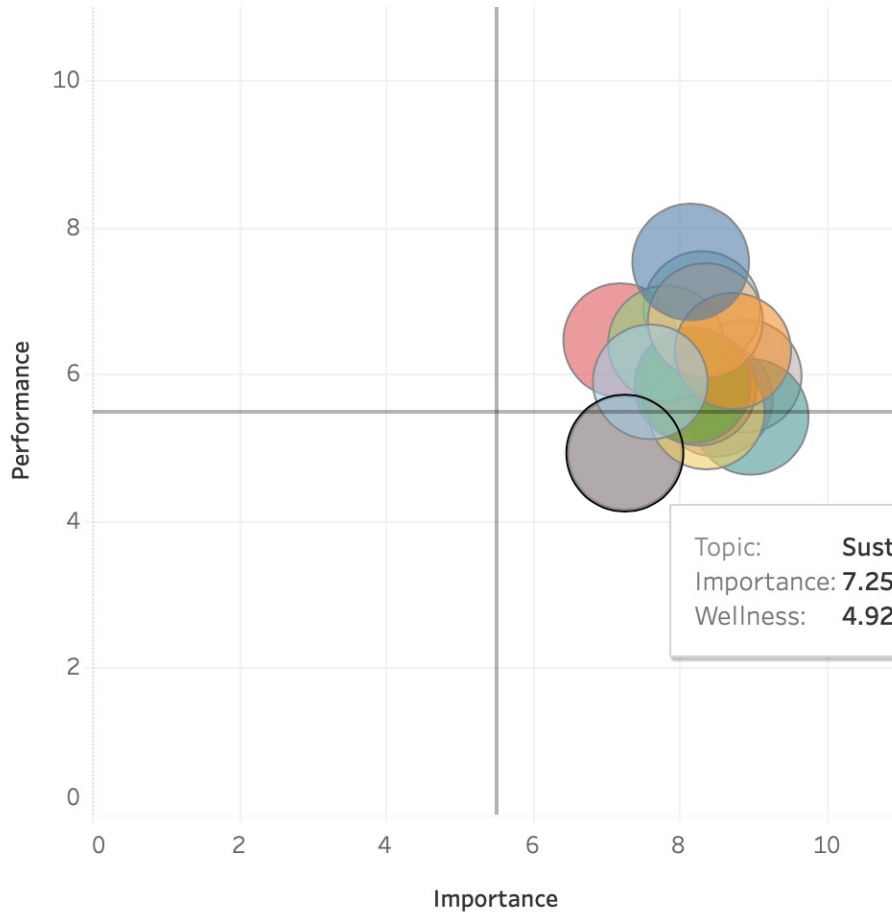
How well do you think University City is currently doing on each of these issues?



Important Topics - Average Data

X axis is Importance

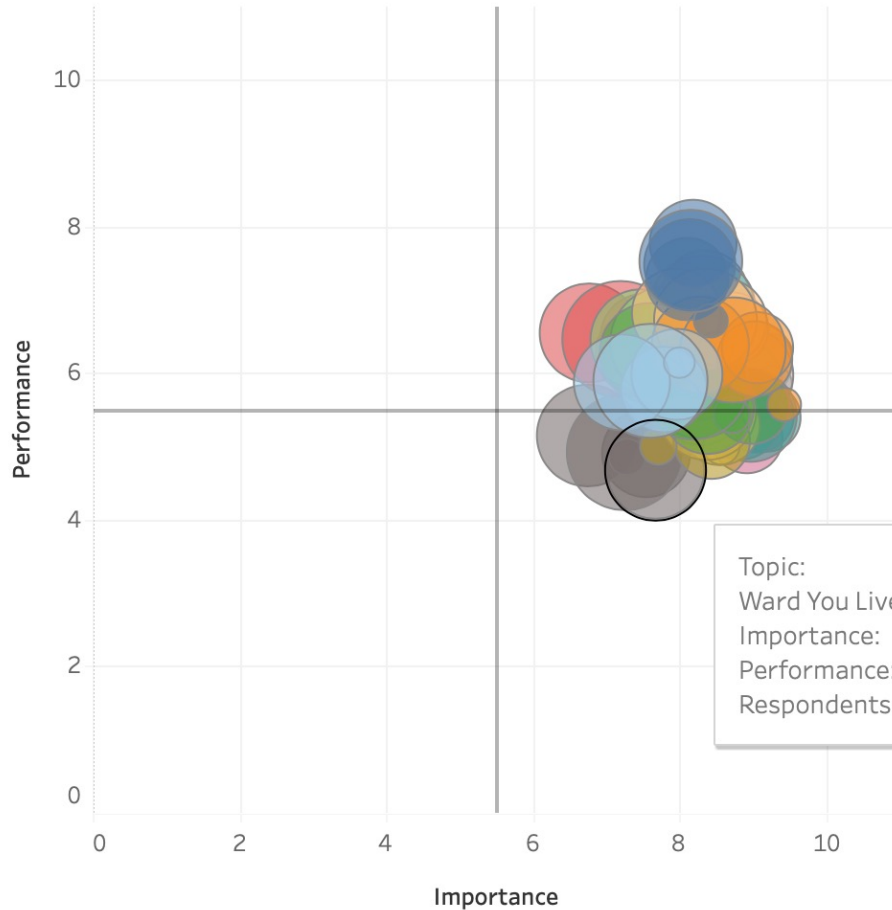
Y Axis is Performance



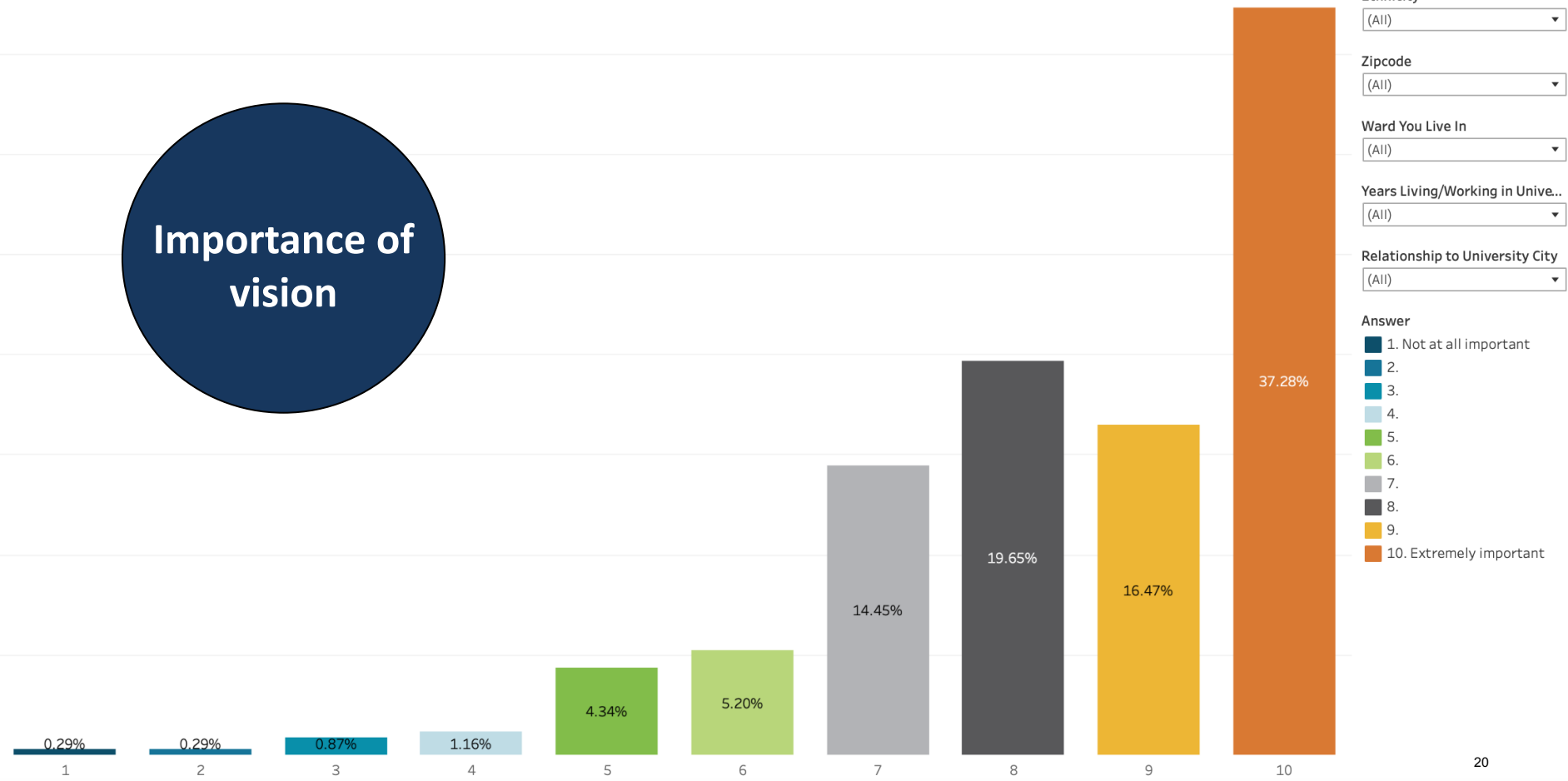
Important Topics - Ward Cohort

X axis is Importance

Y Axis is Performance



How important is it to consider the shared vision when MAKING DECISIONS for University City?



Key Drivers:

What key drivers do you think are most important for the future of University City?

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



What do you think?

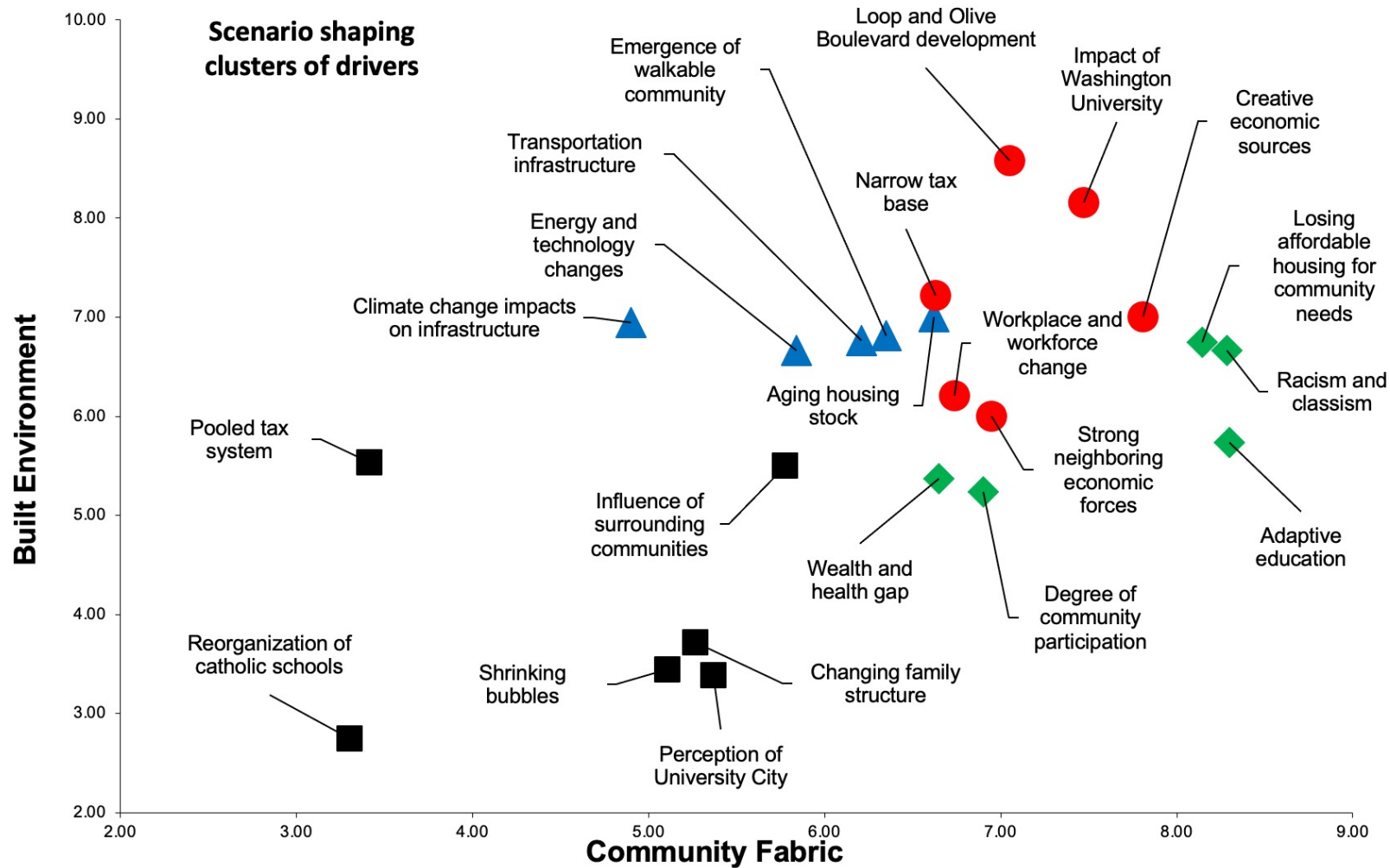
Key drivers future impact score



Your Name:

Rate each driver on a 1 – 10 scale of future impact (1 = small impact; 10 = very large impact)

DRIVER	DRIVER NAME	Community Fabric	Built Environment
1			
2			
3			
4			
5			
6			
7			
8			
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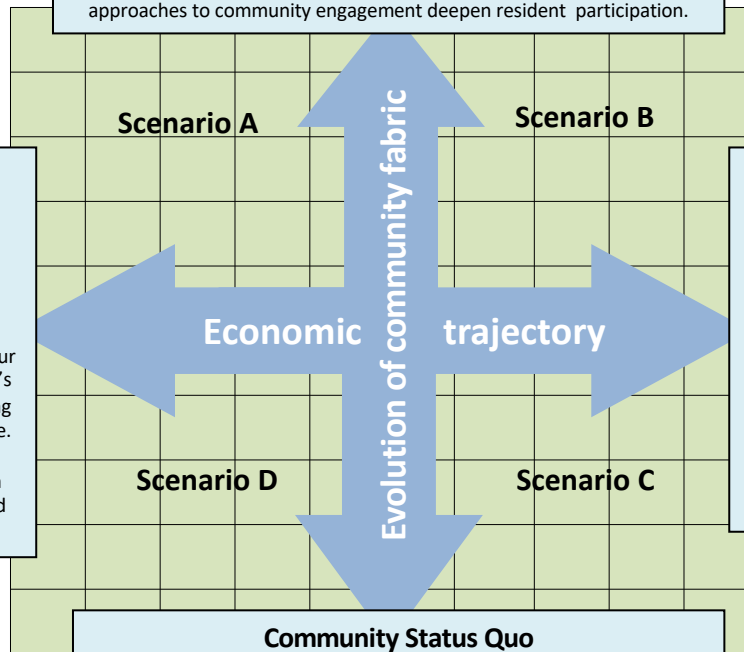


Plausible Scenario Matrix 2040

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

Residential focus
University City remains predominantly residential neighborhoods, with existing approaches to housing development and infrastructure maintenance. Housing upgrades and commercial development occur as market forces dictate. The City's green canopy, and historic housing is maintained as a premier feature. Strong neighboring community forces continue to compete with University City for businesses and commercial development.

Intentional equity
Intentional action builds more equity within the community, with social and commercial infrastructure distributed in new ways. A stronger partnership between the City and school system is developed, with a focus on innovative adaptive education strategies, that aim to boost the school system performance. Housing affordability and ownership is addressed by embracing innovative investments and solutions. New approaches to community engagement deepen resident participation.



Creative development
New creative efforts spur development in the Loop and Olive Boulevard; and offer unique forward-looking economic models. Strong partnerships are developed with WashU which help solve challenges and create mutual benefit. New workplace and workforce models trigger new business activity. Walkability and local 'commercial and retail nodes' become a stronger feature in neighborhoods.

Community Status Quo
University City continues to evolve in a recognizable pattern, with distinct neighborhoods and Ward characteristics. The City and the schools remain the dominant institutions, operating in parallel paths. Market forces drive future home ownership levels, distribution patterns, and location of social infrastructure. The fundamental character of the community evolves slowly, but overall remains very similar and familiar.





NEXT STEPS

- Produce Think-Tank Report
- Publish initial survey results
- Engagement sessions (April / May / June)
- Produce final vision report





**Your opportunity and future role:
Sign-up to stay involved**

<https://lab2.future-iq.com/university-citys-community-visioning-project/>



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Thank you!

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