



WELCOME TO THE

VISION GREENWOOD

COMPREHENSIVE MASTER PLAN 2035 PROJECT

Think-Tank
Part 2

Vision Greenwood Think-Tank PART 2



Vision Greenwood Think-Tank



Part 1 – Explore Future Trends

- Macro trends shaping the future
- Key drivers shaping the future
- Rating future impact of drivers

Part 2 – Build Scenarios

- Develop plausible scenarios of the future
- Identify expected and preferred futures
- Build strategic pillars

January 31



February 1





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COMPREHENSIVE MASTER PLAN 2035 PROJECT

The Importance of Future Thinking

The key to effective future thinking...

Consider both **trajectory** (direction of change) and **velocity** (speed of change).



The challenge for the Think-Tank

- Explore the future -
- Ask the hard questions -
- Think creatively -

The outcome may be a new view of the future.



Key Drivers:

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

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

Table brainstorm



Key Drivers

1. Community Safety
2. Stability of the tax base
3. Infrastructure and utilities
4. Small town charm
5. Commuter patterns
6. Growth in surrounding communities
7. Space constraints
8. School district and new school potential
9. Confused land use zoning
10. Rock Island Trail
11. Church expansion
12. Housing variety and ownership
13. Mobility / Walkability
14. City capacity and stability
15. Community engagement and participation
16. Community and regional leadership
17. Traffic on Highway 150
18. Economic development and revitalization
19. Community reputation and profile
20. State and Federal regulation

Key Drivers – Future Impact Score

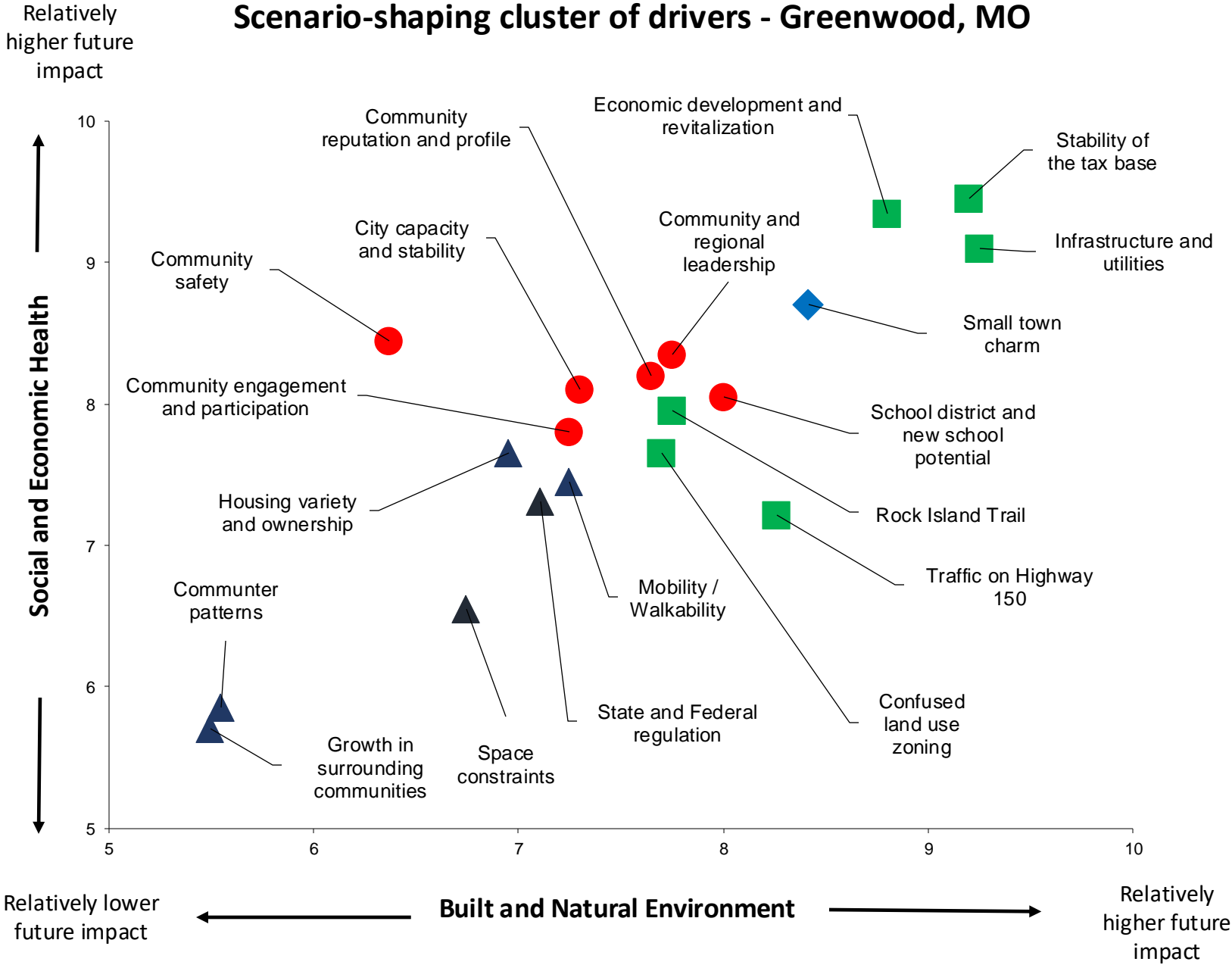
*Rate each driver on a 1 – 10 scale of future impact
(1 = small impact; 10 = very large impact)*



DRIVER	DRIVER NAME	Built and Natural Environment	Social and Economic Health
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Rating the future impact of each driver – individual scoring

Scenario-shaping cluster of drivers - Greenwood, MO



Future-splitting themes – based on clusters of drivers

Development Trajectory

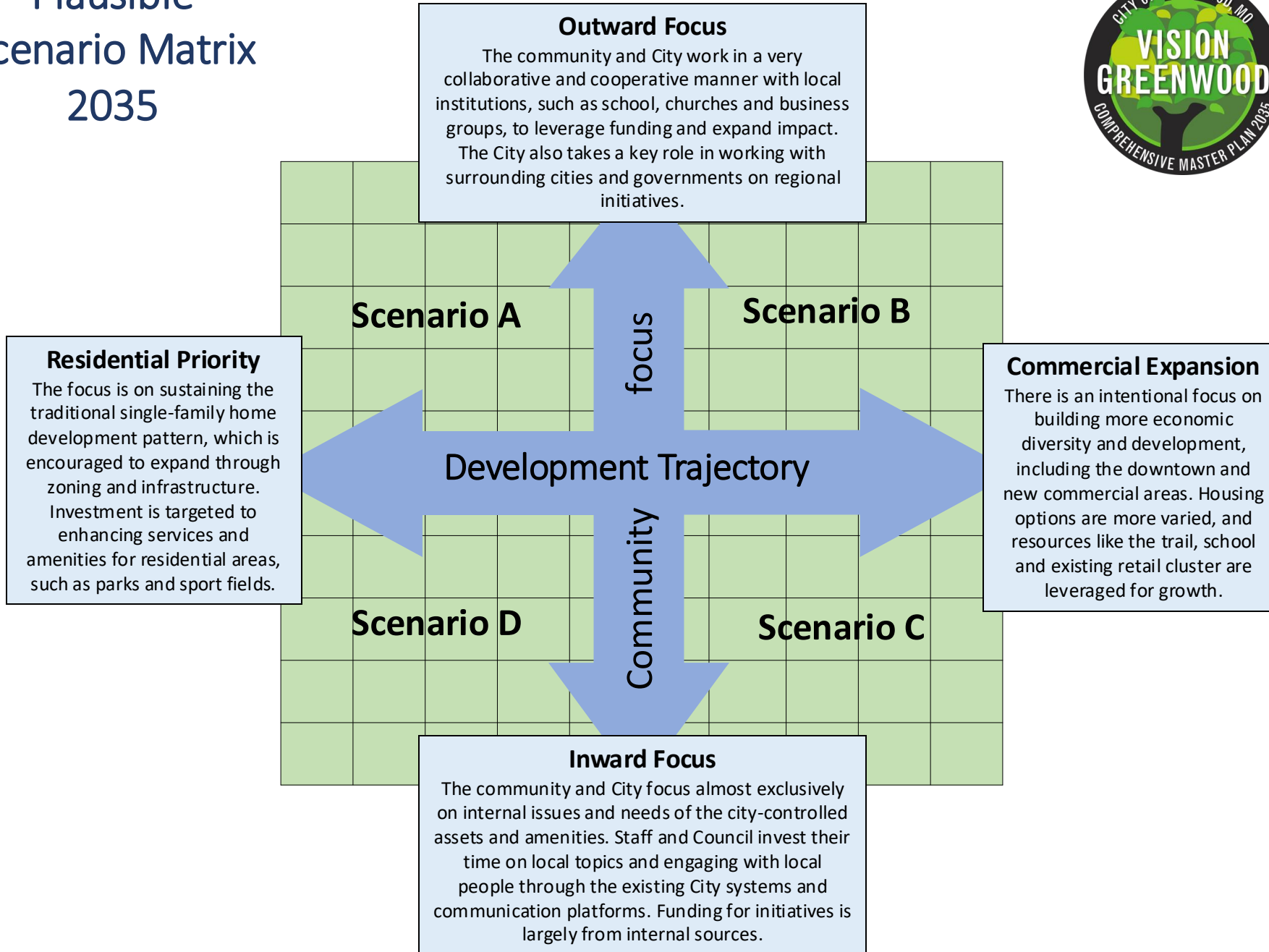
- *Small Town Charm*
- Stability of tax base
- Economic development and revitalization
- Infrastructure and utilities
- Confused land-use zoning
- Rock Island Trail
- Traffic on Highway 150

Community focus

- *Small Town Charm*
- Community safety
- City capacity and stability
- Community reputation and pride
- Community and regional leadership
- Schools district and new school
- Community engagement and participation

Key drivers were clustered under future splitting themes – based on data in scatter plot. These clusters are used to formulate the scenario matrix.

Plausible Scenario Matrix 2035



Scenario name (A):

**Community and Social Fabric
Characteristics – 2035**

**Economic and Built Environment
Characteristics – 2035**

**Environmental and Landscape
Characteristics – 2035**



Scenario Characteristics - Dimensions to Consider

Community and Social Fabric Characteristics

- Population makeup / demographics
- Key social infrastructure – housing, childcare, schools, parks, amenities
- Community safety and wellness
- Workforce and skills profiles, workplace models and opportunity
- Community vitality and celebration of history; arts and culture - feel and 'vibe'
- Community inclusiveness and values
- Downtown core/Main Street and architectural assets
- Role of educational institutions and models of education

SUGGESTED
TOPICS

Economic and Built Environment Characteristics

- Businesses and industry sectors (retail, education, health, technology, recreation, tourism)
- Type and size of industries in Greenwood
- Hard infrastructure (roads, water, transport, utilities)
- Development patterns in the community
- Level of innovation and investment
- Regional appeal and competitiveness
- Small business ecosystem

Environmental and Landscape Characteristics

- Housing types and affordability
- Neighborhood character
- Transportation, mobility, and geographic location
- Natural resource usage
- Adaptation to climate change / severe weather events
- Streetscapes, parks, green spaces, and recreation amenities
- Energy systems and sources
- Key buildings and assets – what's being preserved, uplifted, catalyzed on



Headline News (Scenario A)

Community and Social Fabric Characteristics	Economic and Built Environment Characteristics	Environmental and Landscape Characteristics
2025	2025	2025
2030	2030	2030
2035	2035	2035



Avoiding potential pitfalls.....



- Stay in your swim lane (your scenario)
- Don't try to 'fix' the scenario
- We are doing objective forecasting and predictive - don't get emotionally hooked
- We are exploring possible futures; not deciding on preference
- Scan and predict widely – don't get micro-focused
- Make it a group discussion, everyone has a perspective to contribute



Breakout Session Roles

Each Scenario Group must include the following roles:

- **Facilitator:** Each breakout group will have one or two assigned facilitators who help moderate the conversation and encourage participation. The Facilitator doesn't need any special knowledge on any particular subject matter – all backgrounds and viewpoints are welcome and encouraged.
- **Timekeeper:** The Timekeeper helps keep the breakout group on track using the provided schedule to make sure that the group gets through the full activity.
- **Recorders:** The Recorder(s) is responsible for taking notes for the breakout group using the provided worksheets.
- **Presenter(s):** 1 or 2 Presenter(s) will share back key takeaways to the larger Vision Summit group at the end of the Breakout Session.
- **Participants:** Everyone in the breakout group is encouraged to share insights and perspectives. Active participation means a wide variety of voices and more meaningful conversations.

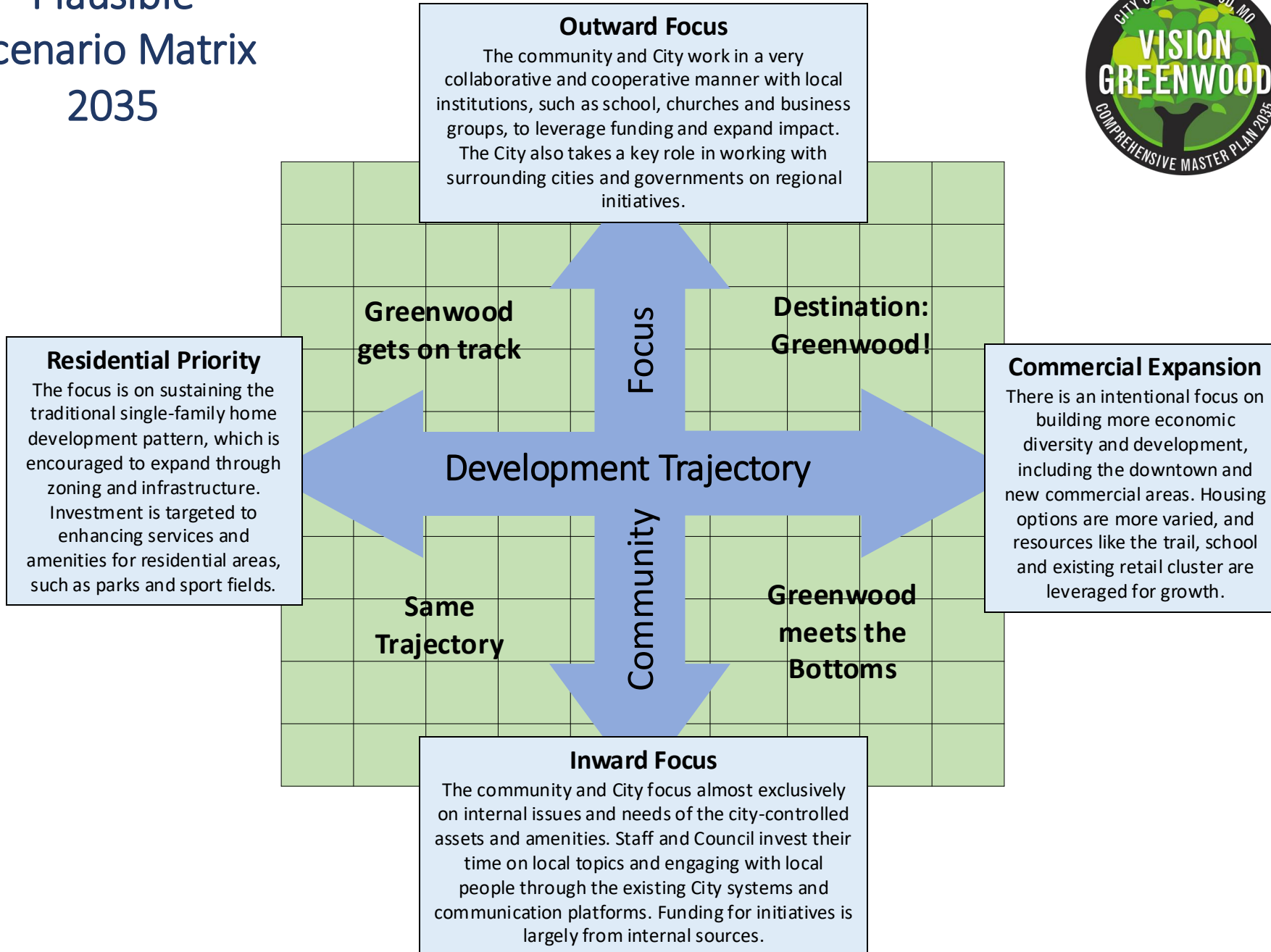
**All roles are voluntary and selected by the group at the start of the breakout. The Facilitator should help make sure that all roles are filled.*



Suggested Scenario Group Timeline (elapsed time - minutes)

0:00 min	Group to meet and scope out scenario (10m)
0:10 min	Develop Characteristics & Narratives (35m)
0:45 min	Develop Headlines News – 2025, 2030, 2040 (10m)
0:55 min	Short scenario name and description (5m)
0:60 min	Return; ready to present

Plausible Scenario Matrix 2035



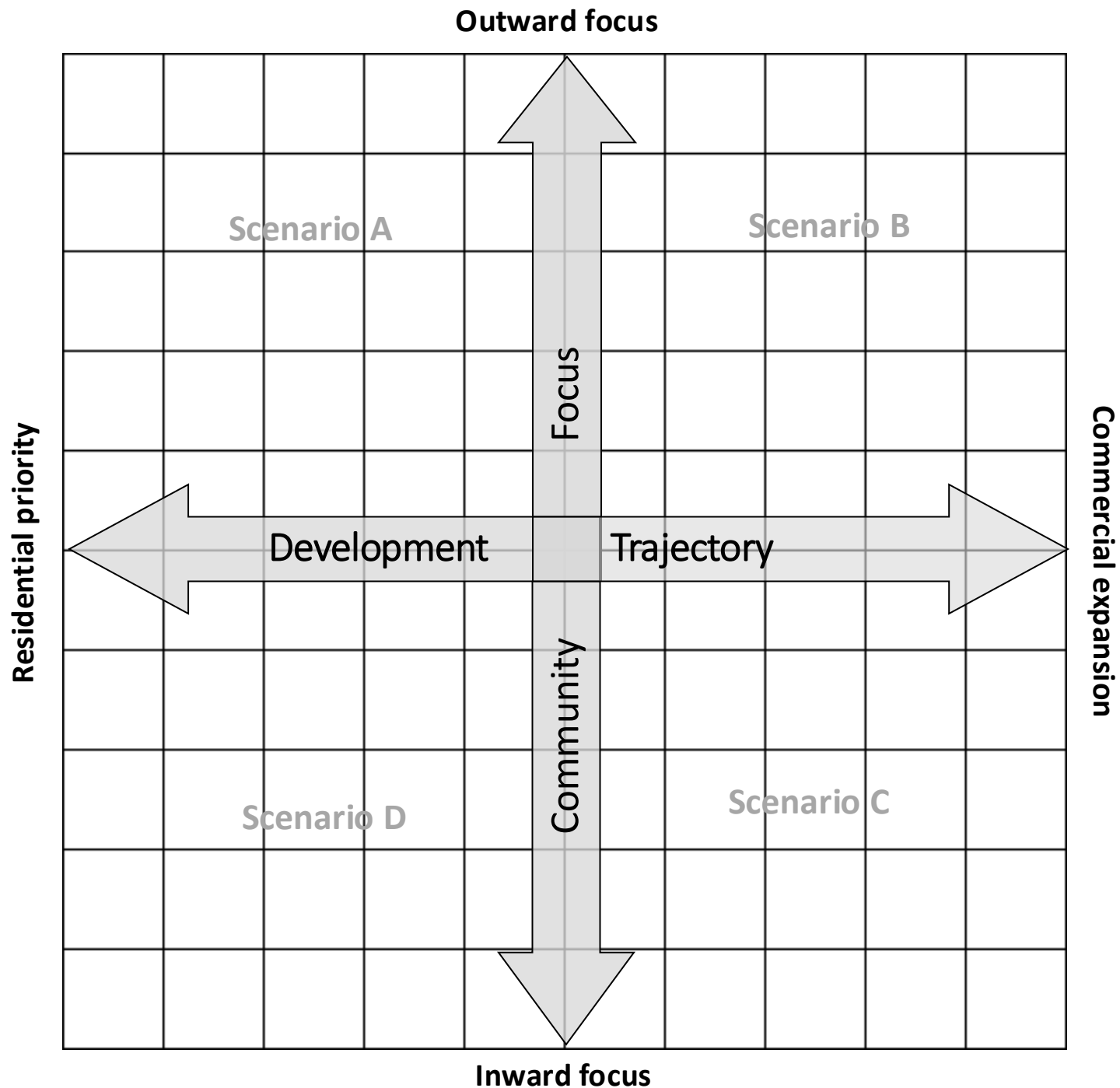


VISION GREENWOOD

Expected, Preferred and Least Desirable Futures Heatmaps

Expected, Preferred and Least Desirables of the Future – What do you think?

1. **LEAST DESIRABLE FUTURE** - The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future in 2035.
2. **EXPECTED FUTURE:** The Expected Future is the future you expect most likely to eventuate by 2035, if existing trends and trajectory persists.
3. **PREFERRED FUTURE:** The Preferred Future is the future you think is optimal and creates the best outcome for Greenwood in 2035.



**Vision Greenwood
Think-Tank Heatmaps**

January 31 & February 1

Instructions

On the grid at the left, please assign coordinates for the following:

- **EXPECTED FUTURE (E)**
- **PREFERRED FUTURE (P)**
- **LEAST DESIRABLE FUTURE (L)**



Possible High-Level Strategic Themes

What are some of the high level strategic themes or actions that could be pursued to achieve the preferred future for Greenwood over the next 10 years?

1.

2.

3.



City of Greenwood, Missouri Comprehensive Plan Update Process



Vision Greenwood - Next Steps

Community Visioning Sessions

- Recap on Think-Tank outcomes
- Explore Preferred Future for Greenwood
- Identify key desired outcomes and objectives
- Heatmap Survey



Community Visioning Sessions
March 13-15, 2025

March
2025





Thank you!

For more information on the Vision Greenwood comprehensive master planning project, please visit the project portal at:

<https://lab2.future-iq.com/vision-greenwood/>

