



SCOTT COUNTY 2040 VISION UPDATE REPORT

SCOTT COUNTY 2040 VISION UPDATE WORKSHOP

April 24, 2017

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Jordan, Minnesota

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This report summarizes the half-day vision review workshop held in Jordan, Minnesota, on April 24, 2017. Approximately 40 stakeholders and county staff participated in the workshop and developed the findings presented in this report.

REPORT PREPARED BY:

future→iQ

WORKSHOP HOSTED BY:



Scott County, Minnesota

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1.0 INTRODUCTION

The vision update work presented in this report includes pre-Vision Update Workshop surveys, discussion of global future trends and their impact on local issues, revisiting the County 2030 Vision and making recommendations for additions.

- **Pre-Vision Update Workshop Surveys** – A survey was sent to invited participants of the vision update workshop, and this input, along with assistance from County staff helped to create framework for discussion at the 2040 Vision Update workshop.
- **Scott County 2040 Vision Update Workshop** – The vision update workshop held on April 24, 2017, provided an important opportunity to engage county stakeholders in a critical dialogue about the future and changing dynamics of Scott County.





2.0 SCOTT COUNTY'S 2030 VISION

Scott County's 2030 Vision was a culmination of workshops, surveys, meetings and open houses in 2005 and 2006 as part of the 2030 Comprehensive Planning process. The following is the 2030 Vision for Scott County as unanimously recommended by the Vision Advisory Committee in August 2006. These key priority areas were reviewed and discussed at the Scott County Planning 2040 Vision Update Workshop and were incorporated into the pre-workshop stakeholder surveys.

2030 VISION

In 2030, Scott County is a well-planned, safe, prosperous and fiscally responsible community built by citizens and businesses who value neighborhoods, education, families, health, and public safety, and who enjoy its natural beauty, rural character, and location in the region. In 2030, Scott County is recognized metro-wide as one of the best places to live, work, shop, and play in the Twin Cities because we have:

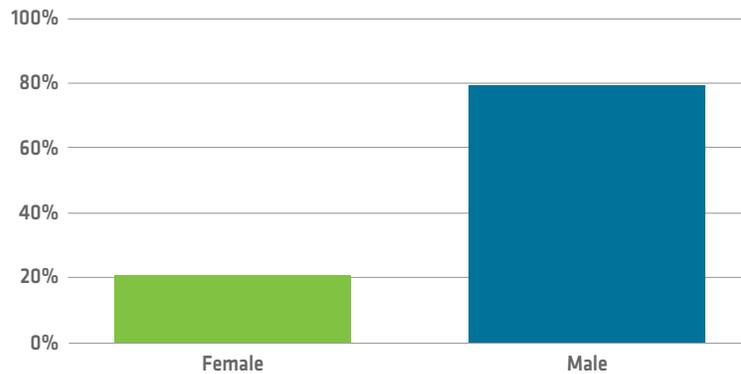
- prospered with a diversity of urban and rural lifestyle choices;
- respected and managed our natural and environmental resources;
- developed and maintained a safe, efficient, and comprehensive transportation and trail system;
- met the human and social service needs of our most important resource...our citizens and neighbors;
- diversified our economy; and
- secured a high quality of life for our citizens through leadership at the local, regional state, and federal level.



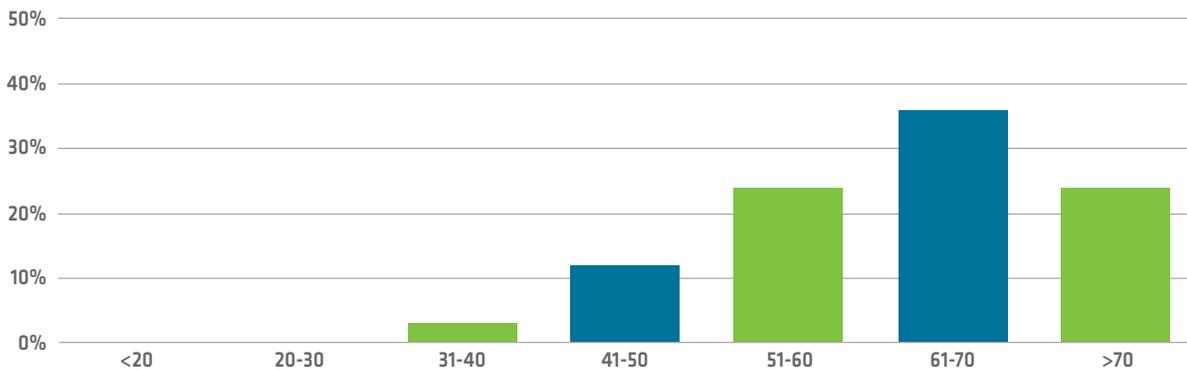
3.0 STAKEHOLDER SURVEYS

Prior to the vision update workshop, surveys were conducted. Workshop participants were asked about their views on having a shared community vision for Scott County. Twenty three (70%) of the thirty three respondents indicated having previously been involved in a future planning process with Scott County. In terms of demographics, 79% of the respondents were male and 21% were female. The majority of respondents were in the 51-70 age range, with 15% in the 31-10 age range.

What is your gender?

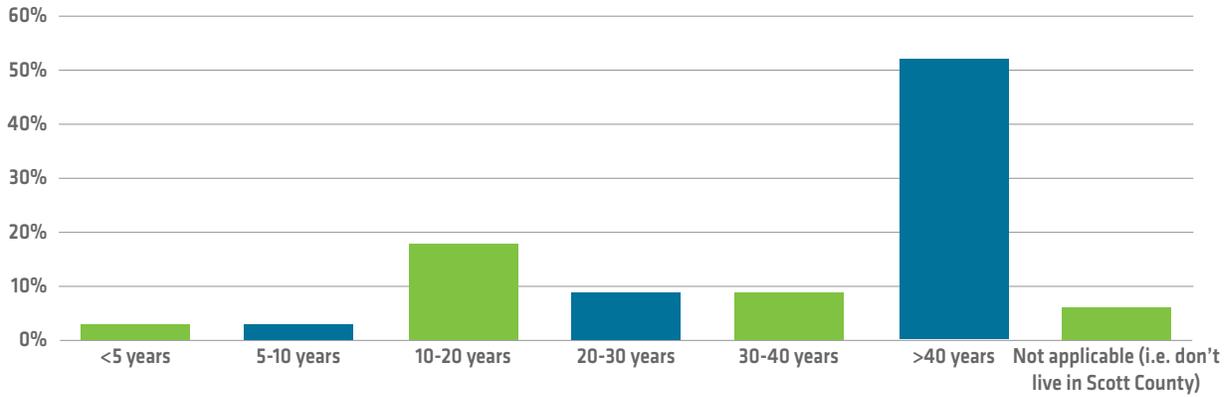


What is your age group?



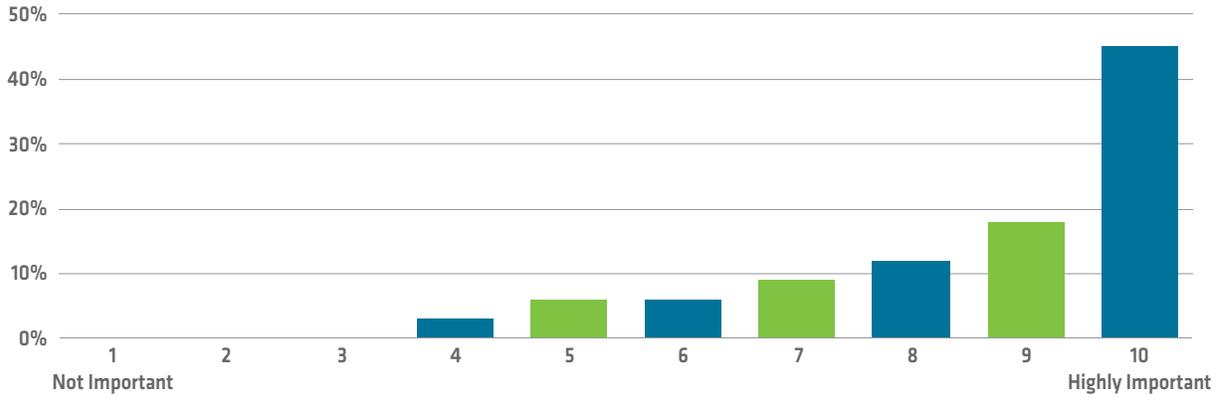
Respondents were asked how long they have lived in Scott County. Fifty two percent indicated they had lived in Scott for more than 40 years.

How long have you lived in Scott County?

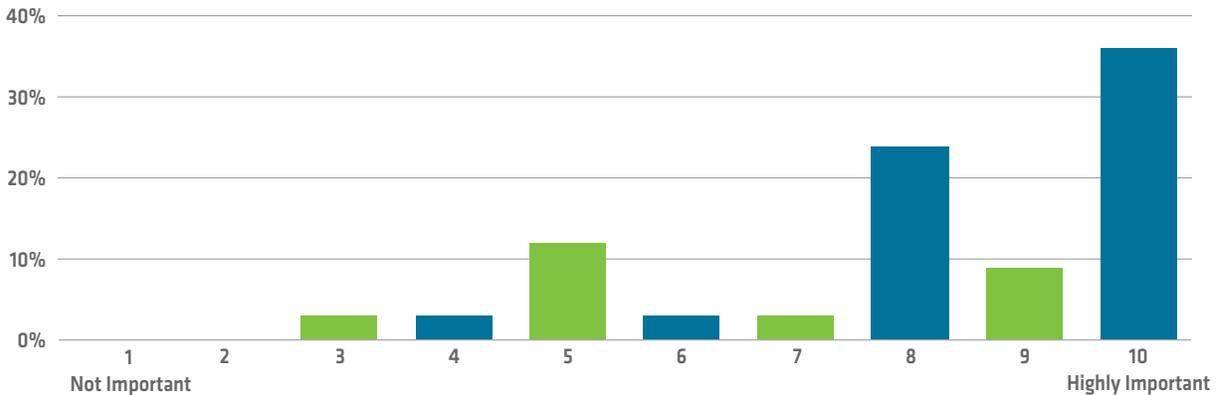


The following graphs show a high level of importance placed on having a common vision for Scott County, and the importance of using the vision in decision-making.

How important do you think it is to have a shared vision for the future of Scott County?

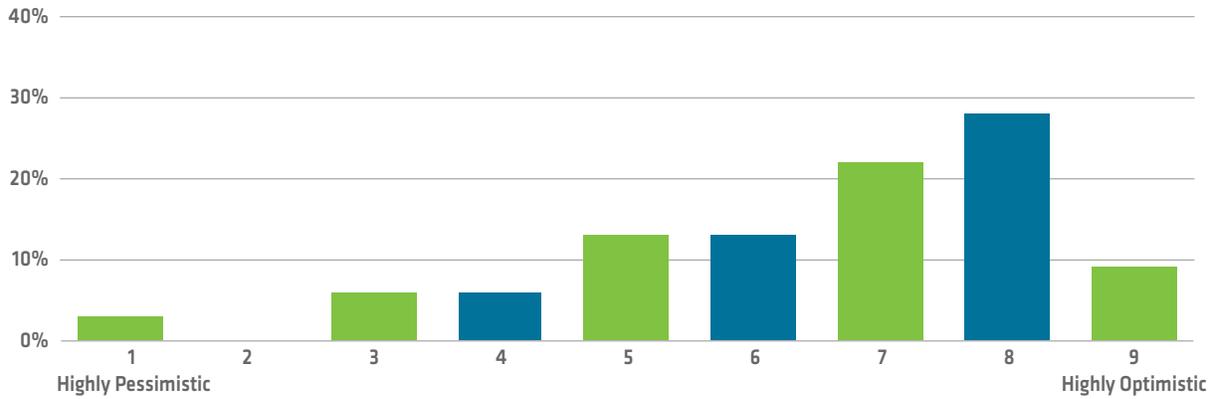


How important will a shared vision for Scott County be in making decisions for YOUR organization?

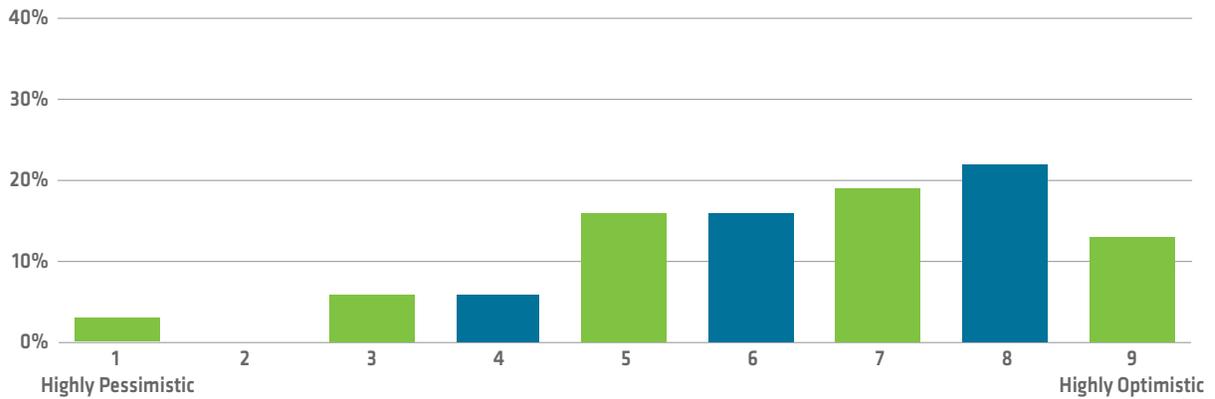


Survey respondents were asked to indicate how they felt about the future prospects for Scott County in the next 3 to 5 years and in the next 15 to 20 years.

How do you feel about the future prospects for Scott County in the next 3-5 years?

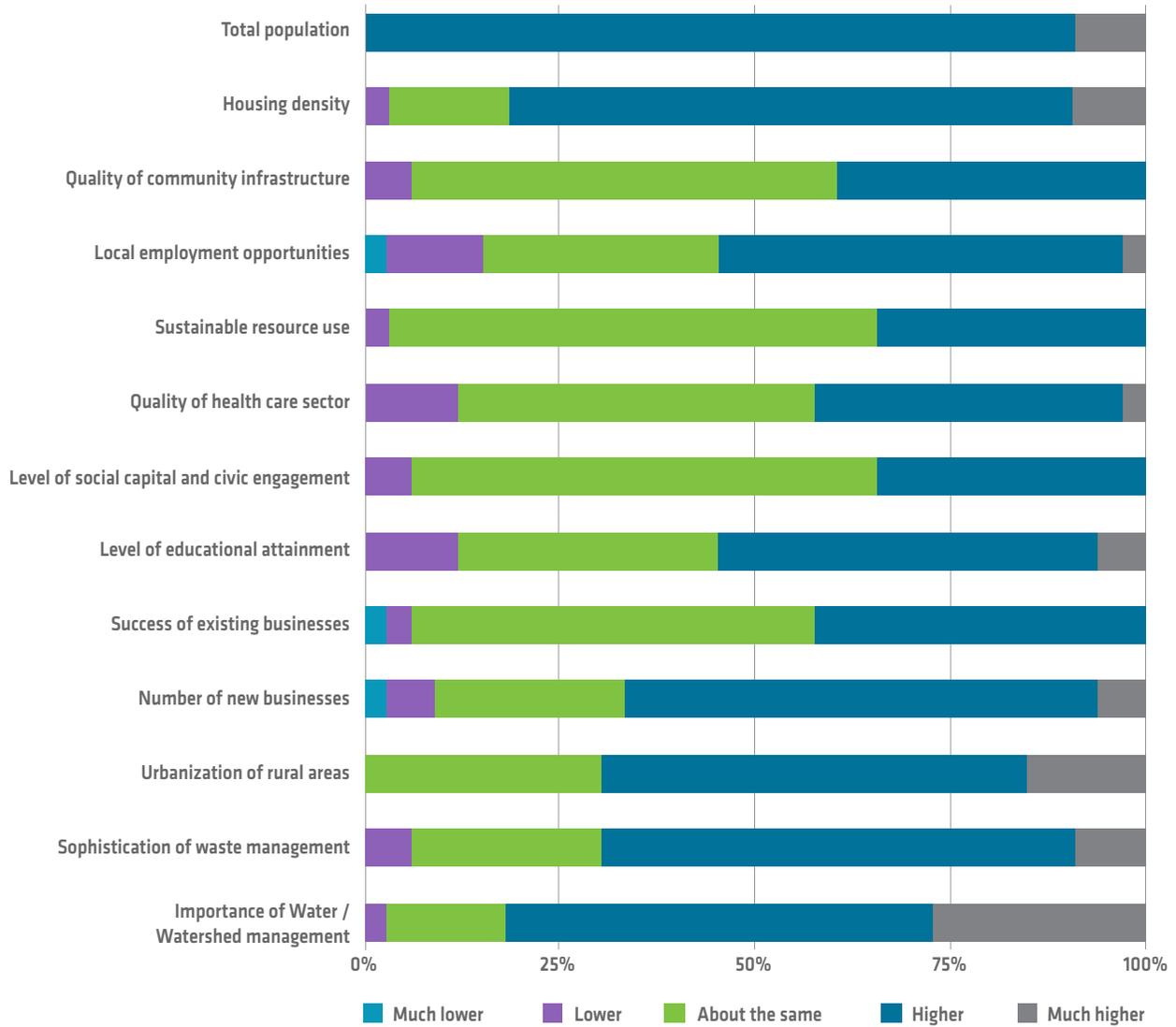


How do you feel about the future prospects for Scott County in the next 15-20 years?



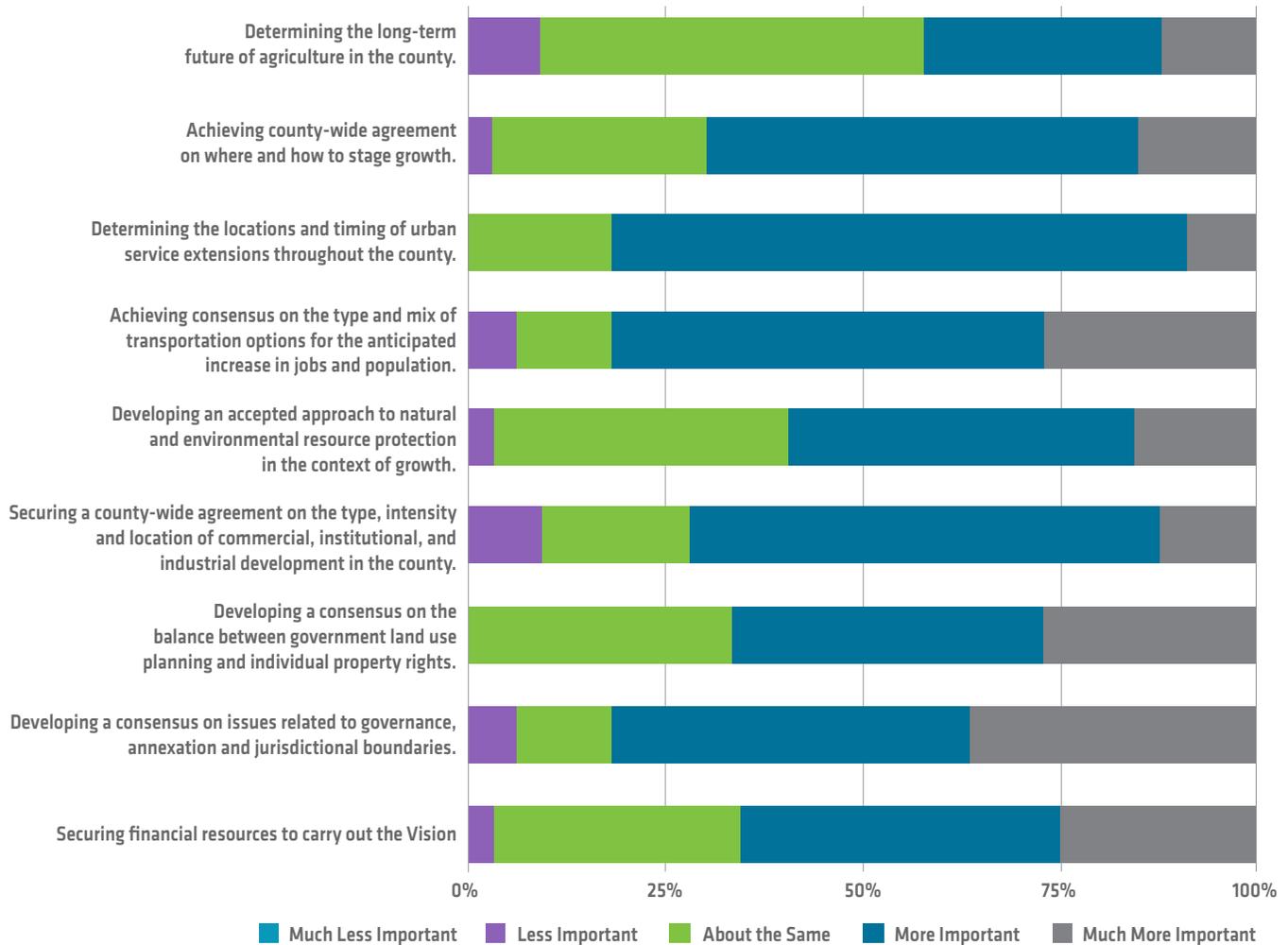
Survey respondents were also asked how they expected the following aspects to change by 2030, compared to today. Respondents were to click one option for each aspect.

In Scott County, how do you expect the following aspects to change by 2030, compared with today?

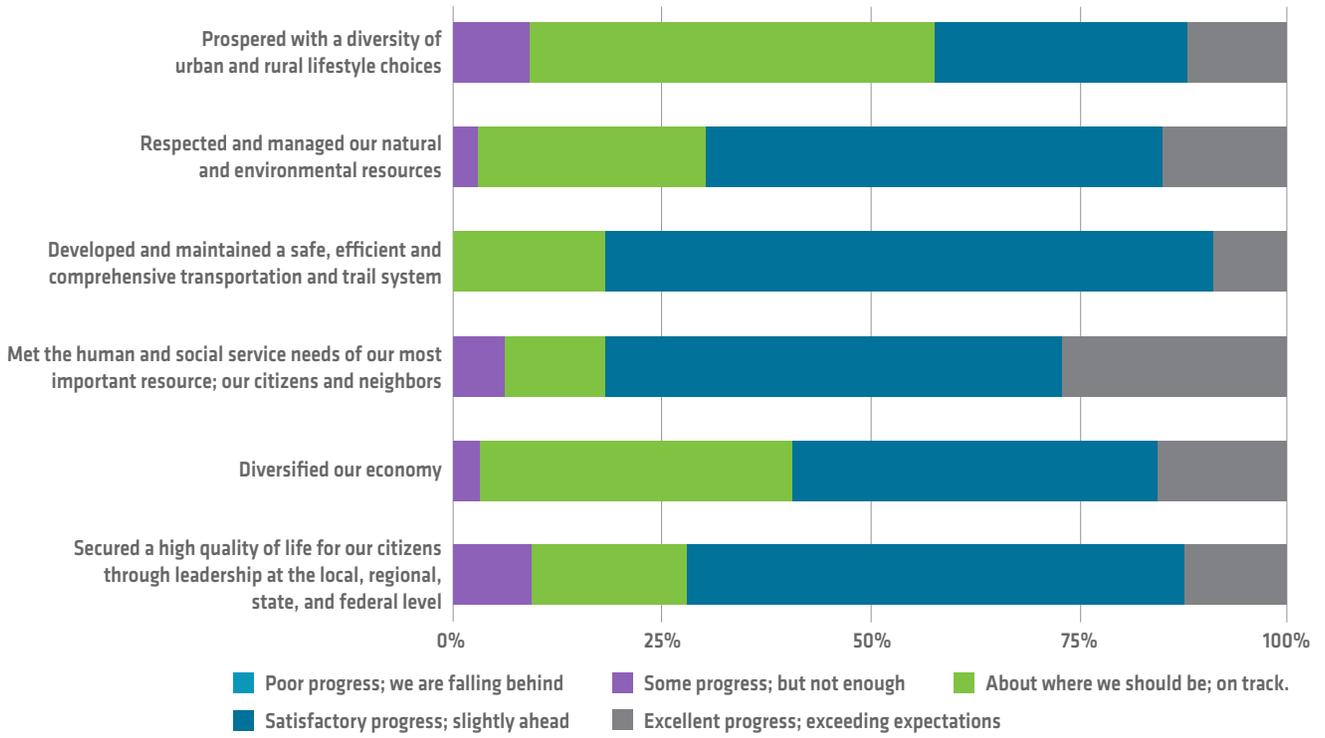


Survey respondents were asked two questions referencing the 2006 Scott County Visioning Process. The first identified the Strategic Challenges that must be addressed if Scott County is to be successful in achieving its 2030 Vision and asked if respondents thought these issues are now more or less important than they were in 2006. The second question asked respondents how satisfied they were with the progress that has been made on the six key pillars defined for the 2030 Vision.

In the 2006 Scott County Visioning Process, the following Strategic Challenges were identified. These were those issues or conditions that must be addressed if Scott County is to be successful in achieving its 2030 Vision. Do you think these issues are now more or less important than they were in 2006?

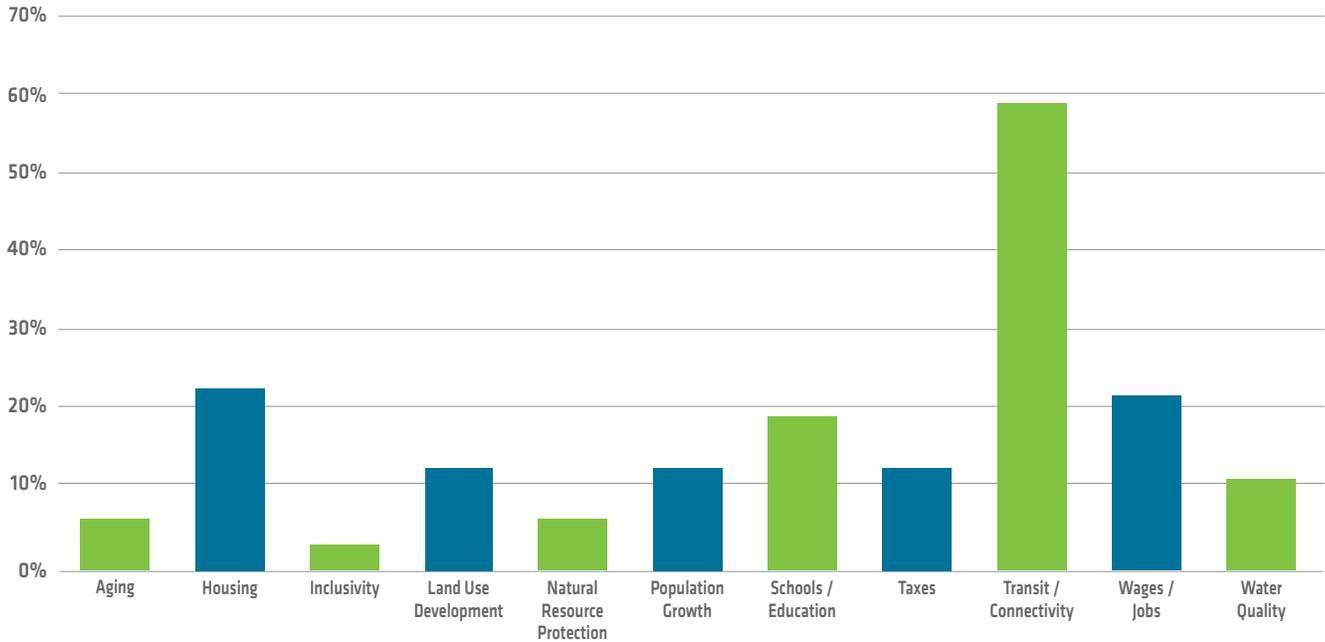


In the 2006 Scott County Visioning Process, the following key pillars were defined for the 2030 Vision. How satisfied are you with the progress that has been made on each of these key areas?

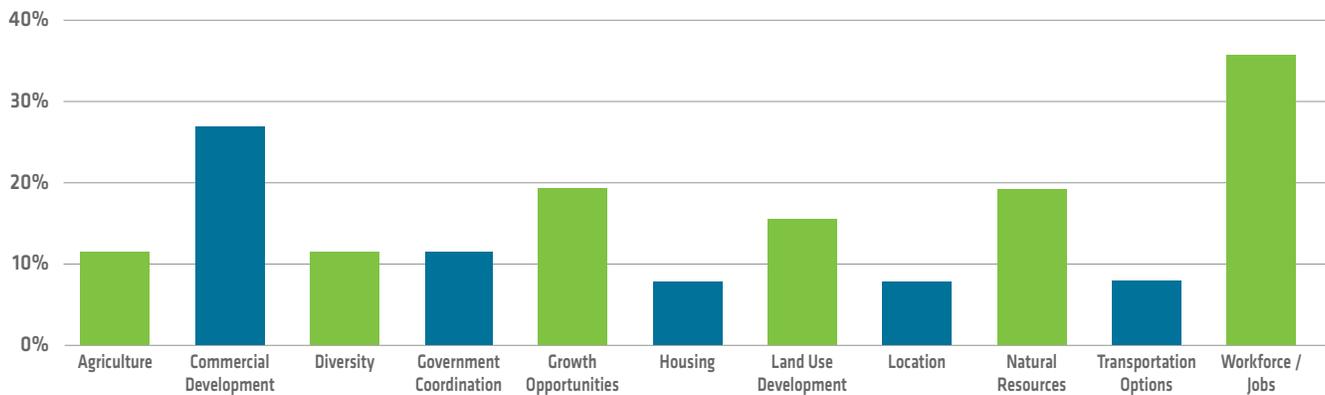


In conclusion, survey respondents were asked to describe what they thought were the biggest problems and challenges facing Scott County in the medium and long term (15-20 years), as well as the biggest opportunities facing Scott County in the next 15-20 years.

What do you think are the biggest problems and challenges facing Scott County in the medium and long term (15-20 years)?



What do you think are the biggest opportunities facing Scott County in the next 15-20 years?





4.0 VISION UPDATE

4.1 SCOTT COUNTY 2040 VISION UPDATE WORKSHOP

The half-day vision update workshop was conducted on April 24, 2017, and attended by approximately 40 participants. The workshop was intended to assist in the understanding of future drivers that affect Scott County and look ahead at what is wanted for the County. Outcomes were intended to include recommendations for vision updates that will be used to inform the upcoming comprehensive planning process.

In order to begin considering recommendations for the 2040 Vision initiative, Scott County visioning stakeholders and staff reviewed the priorities of the 2030 Vision and were presented with future local and global trends that will affect Scott County in the next 5-20 years. Stakeholders were asked to explore the future by answering the series of questions in table groups. After each question was answered, groups were asked to select one priority issue and present it to the workshop group. A compilation of all responses and priorities are described below.

4.1.1 MAJOR TRENDS AND ISSUES SINCE SCOTT COUNTY'S 2006 VISIONING

What major trends and issues have changed in the world since Scott County's 2006 visioning?

- Development has slowed down due to recession; real estate crash
- Rural development does not appear to have the financial capacity of previous decade
- Warehouse developments – city/rural
- More neighborhood type developments occurring
- Fiber was completed for schools, City and County; government and private
- Cell phone and mobility - public communications; social media
- Major change at SMSC – land acquisition, business
- Major transportation changes
- Growing solar
- Drain tile increases
- Agricultural technology
- Small lot farming
- Farm fields getting bigger
- Market crash – growth has slowed significantly
- Trends don't impact me; live on 40 acres

- Manufacturing – moving to idea based economy
- Working from home
- Growing elderly population
- Recycling
- Dual income families
- Income disparities
- Climate change awareness
- Declining population and job base
- More skilled workforce
- Cost of higher education – drives kids to stay in Cities where jobs pay more
- High Tech Employers – Amazon, Shutterfly
- National debt and growth of it
- Economic uncertainty and volatility
- Addition of park land and trails
- Economy is much more uncertain
- People change jobs more frequently
- Greater MSP – marketing of the region noticed more on a national level
- Inexpensive cheap oil
- World changes:
 - renewable energy increased
 - technology increased
 - retail practices (less brick and mortar, more online)
 - increased longevity
 - increased fracking
 - increased working from home

Priority Focus Areas:

- Social media
- Economic certainty and volatility
- Cheap energy
- World trends – renewable energy
- Market crash
- Shift in jobs / manufacturing to idea-based economy



4.1.2 EMERGING CHALLENGES AND OPPORTUNITIES

What emerging challenges and opportunities do we now face in Scott County as we look to the future?

- Housing – lifecycle all aspects; workforce and age
- Agriculture – where headed; rural development
- Meeting recreational demands
- Adjusting to increased precipitation
- Costs of infrastructure
- Cost of government / unfunded pensions
- Unfunded mandates
- Lack of good jobs – opportunity and challenge; workforce development
- Citizen expectations not in balance with available resources
- Senior housing and aging population
- Waste / Recycling
- Natural resources
- Climate change and resiliency
- Access to technology (speed of internet) and its economic development impact
- Social isolation vs. community building (social capital)
- Disconnect between available housing (cost) and available job (wage)
- Recession / less growth than projected
- Transportation – increased access
- Sand / gravel resource is huge
- Power of Met Council
- More diverse population
- Scott County is more of a regional player
- The drive for more services and amenities from citizens
- Collaboration of SCALE
- Post-secondary, especially 2 and 4 year programs
- Zoning flexibility – housing accessory units, home based businesses
- Trends in housing – tiny homes and smaller home stock
- Water issues – surface, water, quality
- Increasing value of agricultural land – scarce
- Diverse, high tech work force
- Need to have desirable communities to live in – ‘small town but classy feel’
- Need for transit during non-business hours
- Maintaining median family income

Priority Focus Areas:

- Scott County SCALE
- Cost of infrastructure
- Education
- Maintain high median per family income
- Affordable housing
- Social isolation and need to build community
- More good paying jobs
- Citizen expectations vs. reality

4.1.3 SCOTT COUNTY SUCCESSFUL ACCOMPLISHMENTS

What have been our most successful accomplishments in the last 10 years?

- Fiber (connected – government)
- Transportation – 494/169 Interchange and road updates
- Waste Management – groundwater is good; surface in process
- SCALE as an organization
- Preserved parks and park system development
- Attracting businesses
- RiverSouth – work together
- Strong Township Association – information exchange and accessibility
- Transparency
- Livable community
- Senior housing
- Economic development through collaborative transportation
- Preserved county resources (workers/ employees)
- Diversity of employment base
- First Stop Shop
- Managing the economic downturn while continuing to make progress and keeping taxes flat
- Increase in business and business parks

Priority Focus Areas:

- SCALE / Collaboration
- Managed and moved forward during the economic downturn
- Information accessibility
- Transportation improvements
- Business park development and business attraction
- Transportation, Economic Development, Preservation of Resources



4.1.4 KEEPING PACE WITH CHANGE AND CHALLENGES

Where have we not kept pace with change and challenges?

- Jobs that pay livable wages; post-secondary job opportunities
- Divided boundary of urban/rural in Scott County
- Use of abandoned rail lines
- Rural broadband – need to capitalize on fiber infrastructure
- Rural transportation
- Transit – buses
- Trails
- Walkable communities
- Affordable housing
- Education – facilities and post-secondary
- Engagement of diverse populations and meeting their needs – housing, education, area of concentrated poverty, transportation
- Drug use
- Workforce needs
- Have not diversified enough
- Maintain downtown areas in communities
- Not captured the value of the Minnesota River
- We are behind on another river crossing

Priority Focus Areas:

- Lack of living wage jobs
- Meeting the needs of diverse populations
- Walkable communities
- Affordable housing
- Lack of diversification (jobs)
- Rural infrastructure (broad band, trails, transit)
- Not providing post-secondary education opportunities



4.1.5 NEW STRATEGIC CHALLENGES

What new strategic challenges need to be addressed?

- Be flexible to adapt to new technology but preserve the uniqueness of Scott County regarding agriculture / housing / business
- Land use
- How do you keep character of a community along with growth?
- Role of annexation
- Governmental efficiencies in delivery of services
 - water quality
 - policy makers need to be nimble and flexible
 - communication
- Housing to reflect changes in population and needs; workforce
- Technology and job training; higher education
- Continued coordination / collaboration through SCALE
- Preserving identity as we evolve with changes
- Investing in early childhood
- Lifecycle housing, including senior housing options
- Resiliency – control what you can
- Adjusting to global environmental conditions
- Acknowledge we may not have consensus on where and how to grow
- The disconnect in vision action between rural versus northern – there are almost 2 visions
- Long term future of agriculture – vision developed; rural / residential
- Cybersecurity
- Not to become irrelevant – unique identity

Priority Focus Areas:

- Technology and Job Training
- Cybersecurity
- Acknowledging we may not have consensus on where and how to grow
- Investing in early childhood
- Governmental efficiencies – in delivery of services
- Housing to reflect changes in population needs
- Be flexible to adapt to new technology but preserve the uniqueness of Scott County regarding AG/Housing/Business

4.2 SUGGESTED ADDITIONS FOR SCOTT COUNTY 2040 VISION

To conclude the workshop, participants were asked to take into consideration what was discussed and to create a list of additional focus areas that they recommend for Scott County. Below is a compilation of those responses.

What are the emerging areas of focus that need to be added to the vision?

- Create a sustainable local economy that supports better wage jobs and jobs that don't only fit jobs that are here; focus on diversifying job opportunities
- Hamlets – look at new technology for sanitary/septic to remove barriers to hamlets; look at zoning
- Technology – vision for being prepared to use it
- Locate new business in smaller cities (Belle Plaine, Elko, New Market)
- Help existing businesses grow or adapt rather than only focus on new
- Policy aligning vision (turn lane example)
- Sense of individuality built by Scott County
- Technology adaptability / innovation
- Competitive quality of life (metrics TBD)
- Being nimble – policy makers and policy
- Creating and elevating a sense of community (from sub-bullet to major bullet); development patterns
- Technology
 - automation of vehicles, drones, systems
 - impact on community and isolation
 - embracing technology changes
 - advances in wastewater to allow development of hamlets
 - secondary education to keep up / stay trained
 - vocational training (electricians, plumbers)
- Community focused, neighborhood development (hamlets)
- Preserve agricultural land and micro farming
- Farming practices and policies – chemicals and runoff; preserving water quality and pollinators
- Address drug use (heroin, opioids)
- Balance of bedroom community with livable wage jobs
- Renewable / alternate energy
- Security – terrorism, cyber, ID theft
- Attracting CEOs / executives to live here and subsequently move business here
- Accommodate corporate campus development
- Have amenities in the community to attract businesses
- Better integrate SMSC into our economic development plan
- Capture the value of the fiber infrastructure / asset we own
- Infrastructure to support agriculture
- Discussion support for agriculture to remain in the County. Provide a vision for AG to stay; commodity agriculture vs. feed the Twin Cities
- Autonomous vehicles
- Will older population be disproportionate to the rural areas requiring services, transit and trails
- Ports should be in taxes for Scott County not Bloomington
- Ports to feed the world – how do we invest in them?
- How do we become a 'premier community'?
- Dynamic – maintain uniqueness with all change coming (not like Hennepin County); children connected to slower environment
- Walking trails
- Diversity of community styles; maintain diverse ways to connect people



5.0 EMERGING 2040 VISION FOCUS AREA PRIORITIES

Workshop participants discussed the ramifications and implications of failing to address Scott County's future challenges and opportunities head on. It was recognized that some of the existing work in the county is already significantly shaping the future directions and actions. As an effort to prioritize potential recommendations County's 2040 Vision, participants at the workshop were asked by group to identify what they saw as the most important emerging areas of focus that needed to be added 2040 Vision. Each group reported out and arrived at the following recommendations to guide the County in its vision update.

Emerging areas of focus for Scott County's 2040 Vision

- A vision for Agriculture:
 - Rural / Residential
 - Invest in ports
 - Design vs. React
- Lifecycle housing and housing affordability
- Securities:
 - Terrorism
 - Cyber
 - ID theft
- Being nimble in Policy and Policy Making
- Innovative
- Use critical thinking with new technology; embrace, but be brave in slowing down to use it right
- How do we attract/facilitate corporate campus development?
- Address how technology can both enhance and detract from the creation of community



6.0 ABOUT FUTURE IQ

Future iQ is a market leader in the development and application of visioning, scenario planning, network analysis, industry and regional analysis, and community engagement and capacity building. Future iQ specializes in applying innovative tools and approaches to assist cities, counties, organizations, regions and industries shape their economic and community futures. With over a decade of business experience, the company has grown to have a global clientele spanning three continents. To learn more about Future iQ, and our recent projects visit www.future-iq.com or by email at info@future-iq.com

Report and Scenario Planning workshop prepared by:



DAVID BEURLE, CEO, FUTURE IQ

As CEO of Future iQ, David specializes in creating future planning approaches for the use in regional, community and organizational settings. David has worked in the field of organizational and regional economic and community planning for over 20 years. His work in community and economic development has earned his work international, national and state awards.



HEATHER BRANIGIN, VICE PRESIDENT, BUSINESS DEVELOPMENT

Heather has an academic background in Political Science, International Relations and Education and is committed to helping people understand global interconnectedness and collaboration. She is past President and current Advisory Council member of the United Nations Association of Minnesota and has worked for over 20 years in the fields of international education and development.



7.0 SCOTT COUNTY PLANNING & ZONING DEPARTMENT, MINNESOTA

The Planning and Zoning Department of Scott County consists of several service areas including comprehensive planning and special studies, building permits, rezoning, platting, conditional and interim use permits, and requests to the Board of Adjustment, Planning Commission and County Board. For the purposes of this report, the Planning and Zoning Department of Scott County contracted Future iQ to facilitate a workshop that would assist community stakeholders and staff in the understanding and evaluation of the potential need for vision revisions. This increased understanding will be used to inform the County as well as the department's recommendations to the upcoming comprehensive plan update.

For more information on the Planning Department of Scott County, please contact:

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8.0 ACKNOWLEDGMENTS

Future iQ would like to thank Brad Davis for the significant time and effort put into the planning and execution of this vision update workshop. We sincerely appreciate your contributions.

