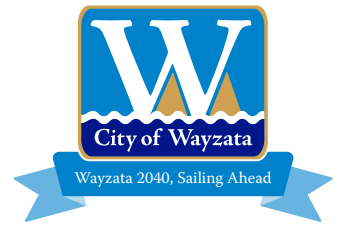


future→iQ



CITY OF WAYZATA

SCENARIOS OF THE FUTURE REPORT

September 25-26, 2017



CITY OF WAYZATA

SCENARIOS OF THE FUTURE REPORT

September 2017

Wayzata, Minnesota

This report summarizes the two-evening City of Wayzata Think Tank Workshop conducted in Wayzata, Minnesota on the 25th and 26th of September 2017. Approximately 60 Wayzata residents and stakeholders participated in the workshop and developed the scenarios presented in this report. This report has been produced as part of the wider visioning project – Wayzata 2040, Sailing Ahead – which is the public engagement piece of Wayzata's Comprehensive Plan update.

PREPARED BY:

future→iQ

WORKSHOP HOSTED BY:

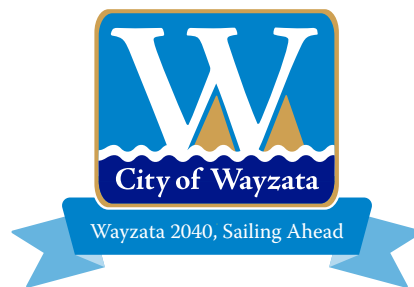


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1.0 INTRODUCTION

The City of Wayzata Think Tank Workshop was conducted as part of the wider Wayzata 2040, Sailing Ahead project. Wayzata 2040, Sailing Ahead is the visioning project for the City of Wayzata. It is the first half of the Comprehensive Plan process, which will be strictly dedicated to community engagement. The second half will build on this vision and create a cohesive and strong Comprehensive Plan.

The City's Comprehensive Plan is a framework for development through 2040. The plan dictates public policy in terms of transportation, utilities, land use, recreation, and housing. Every ten years, the Metropolitan Council requires all cities within the seven-county metropolitan area to update their Comprehensive Plan.

Wayzata 2040, Sailing Ahead will create shared goals that will ensure every decision made in Wayzata's Comprehensive Plan Update brings the city closer to the vision that has been outlined for the entire community. This City-wide project will build on the decisions and aspirations from the Wayzata's Lake Effect project and rely on the City residents' and stakeholders' deep knowledge to build a vision for the entire City.





2.0 CITY OF WAYZATA THINK TANK WORKSHOP OBJECTIVES AND STRUCTURE

2.1 WORKSHOP OBJECTIVES

The City of Wayzata Think Tank provided an opportunity for a key group of residents and City stakeholders to undertake a foresight oriented workshop that explored the future of the City of Wayzata.

The key features of the September 2017 workshop included:

- Gathering of a selected group of key residents and stakeholders that were nominated by members of the community and/or self nominated.
- Gathering of the groups' collective intelligence, beginning with the examination of emergent trends and evaluation of the community's attributes.
- Identifying key drivers shaping the future of Wayzata and ranking these drivers based on importance and uncertainty.
- Building a range of plausible scenarios about the future, examining the implications and assessing the scenario's plausibility.

This process aimed to help understand and assimilate the complex and interrelated forces that are combining to shape the future of Wayzata.



2.2 WORKSHOP STRUCTURE

DAY ONE – SEPTEMBER 25TH

Creating the Backdrop, Assessing Community Attributes, and Exploring Drivers of Change:

- Outline of the scenario planning process and the connection to larger goals of the Wayzata 2040, Sailing Ahead project and the Comprehensive Plan Update.
- Examine Future Trends and Emergent Issues.
- Assess Community Attributes.
- Identify Key Drivers of the Future – used insight gathered from personal, community, and professional experiences coupled with the examination of future trends and emergent issues.

The first day of the workshop was recorded and is available to the public via the City of Wayzata Community TV - www.wayzatacommunitytv.org

DAY TWO – SEPTEMBER 26TH

Future Scenario Development:

- Develop Future Scenarios – 4 breakout groups developed range of scenarios.
- Examine Implications – discussed what scenarios mean for the future of Wayzata.
- Assessment of Plausibility – determined which scenarios are the most likely to eventuate and why; explored scenarios' blind spots.
- Overview of the visioning project's next steps, including the stakeholder engagement sessions and survey, projects, next steps and timing.





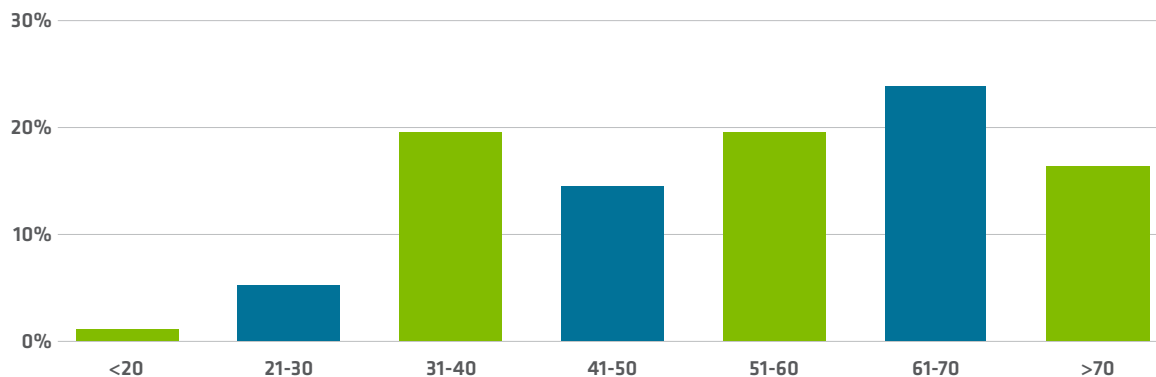
3.0 COMMUNITY SURVEY

Prior to the Think Tank workshop, a City-wide community survey was made available to Wayzata residents and stakeholders. Think Tank participants were encouraged to complete the survey and forward it to their networks and neighbors. The community survey went live three weeks before the workshop and will continue to run until late fall, 2017. At the time of the publication of this report, there were 124 responses to the survey.

3.1 PROFILE OF SURVEY RESPONDENTS

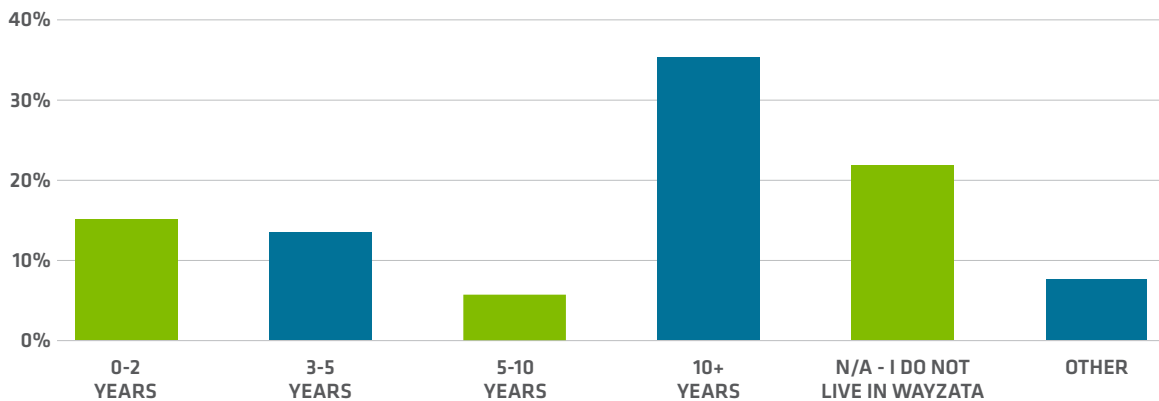
The majority of respondents are older than 51 years of age and 6% of respondents are younger than 30 years of age.

What is your age group?

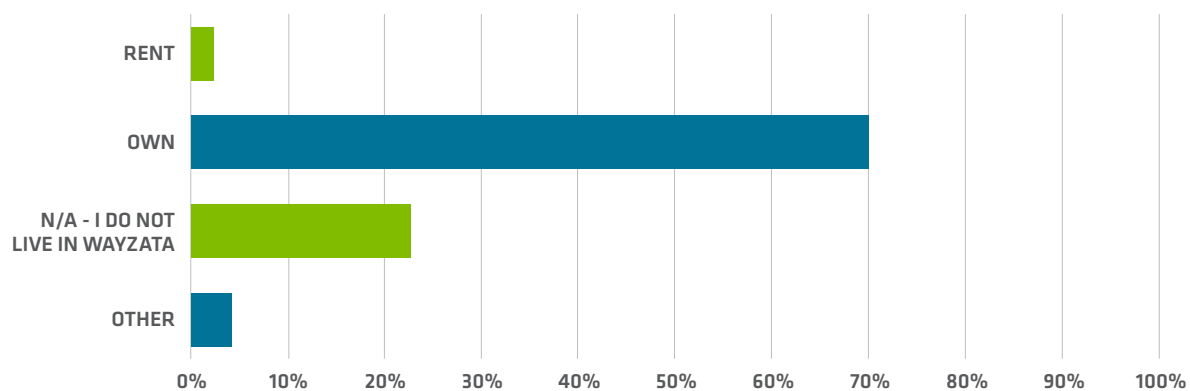


Of the survey respondents, 35% have lived in Wayzata for over 10 years. Of note is that close to 30% of respondents have moved to Wayzata in the past 5 years.

If you are a year-round or seasonal resident, how long have you lived in Wayzata?



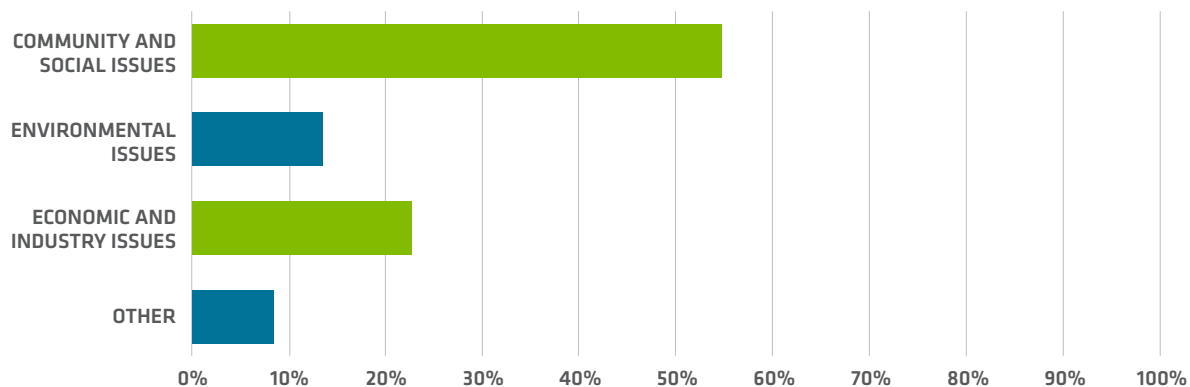
If you live in Wayzata, do you:



3.2 TOPICS OF INTEREST

Respondents were asked which broad category of issues they identify themselves as being most interested in. The majority of respondents identify as being most interested in community and social issues.

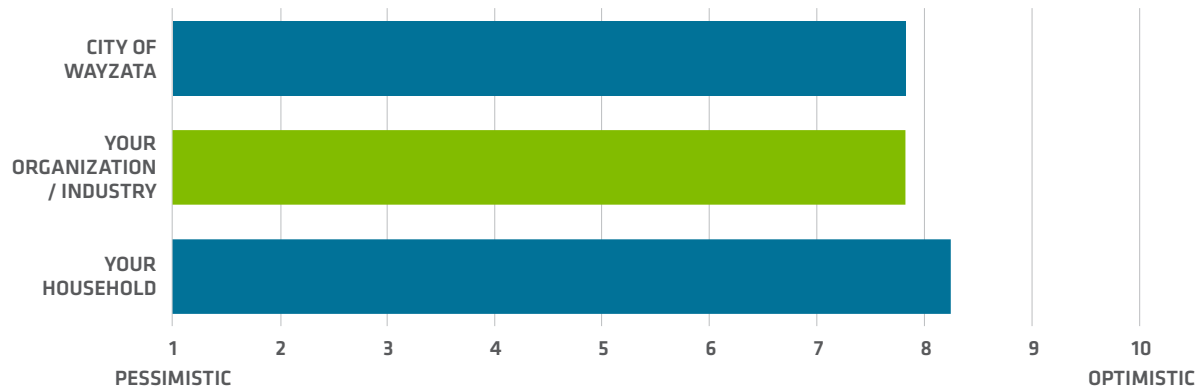
In which broad category of topics do you identify yourself as being most interested?



3.3 VIEWS OF THE FUTURE AND BIGGEST OPPORTUNITIES

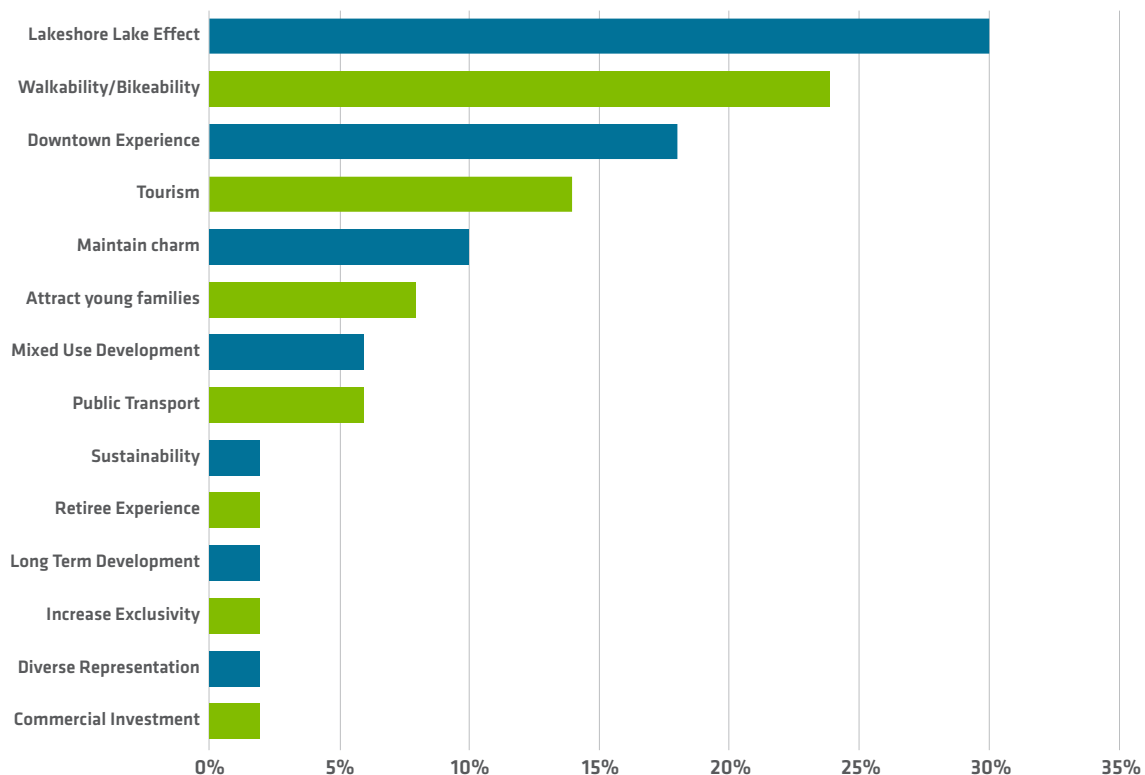
Respondents were asked how they would rate the future prospects for the City of Wayzata, the respondents' organization / industry and the respondents' households over the next 5 years.

How would you rate the future prospects for the following bodies in the next 5 years?



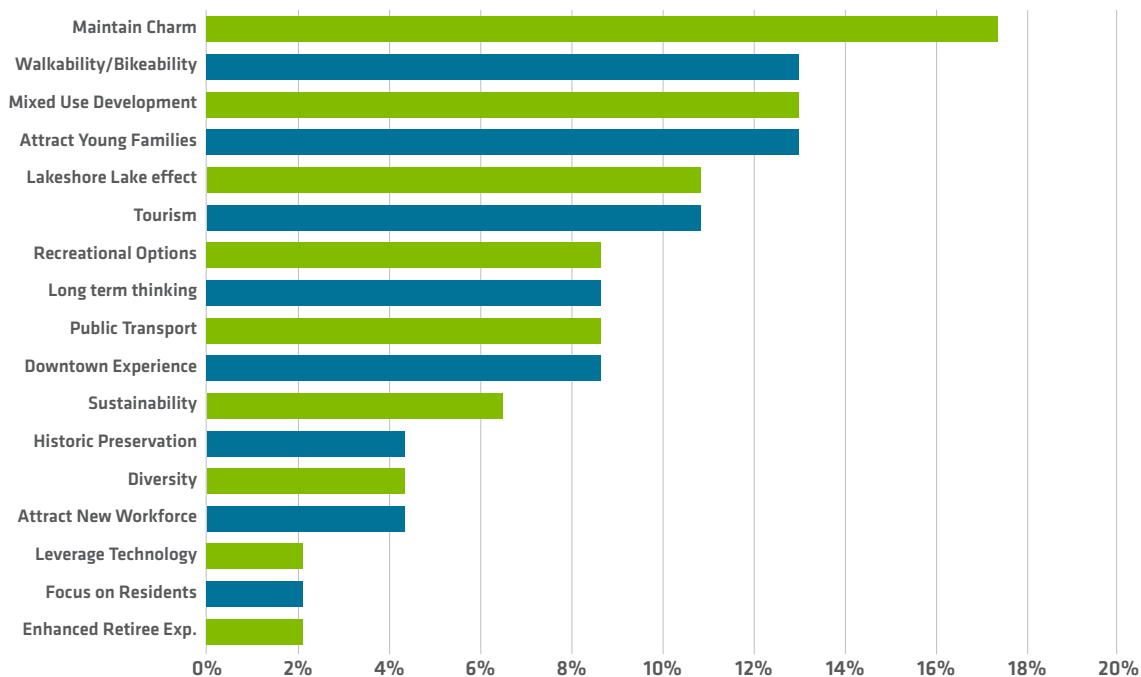
Respondents were asked what they believe to be the biggest opportunities for the future of Wayzata in the next 5 years. Responses were categorized.

What do you believe are the biggest opportunities for the future of Wayzata in the next 5 years?



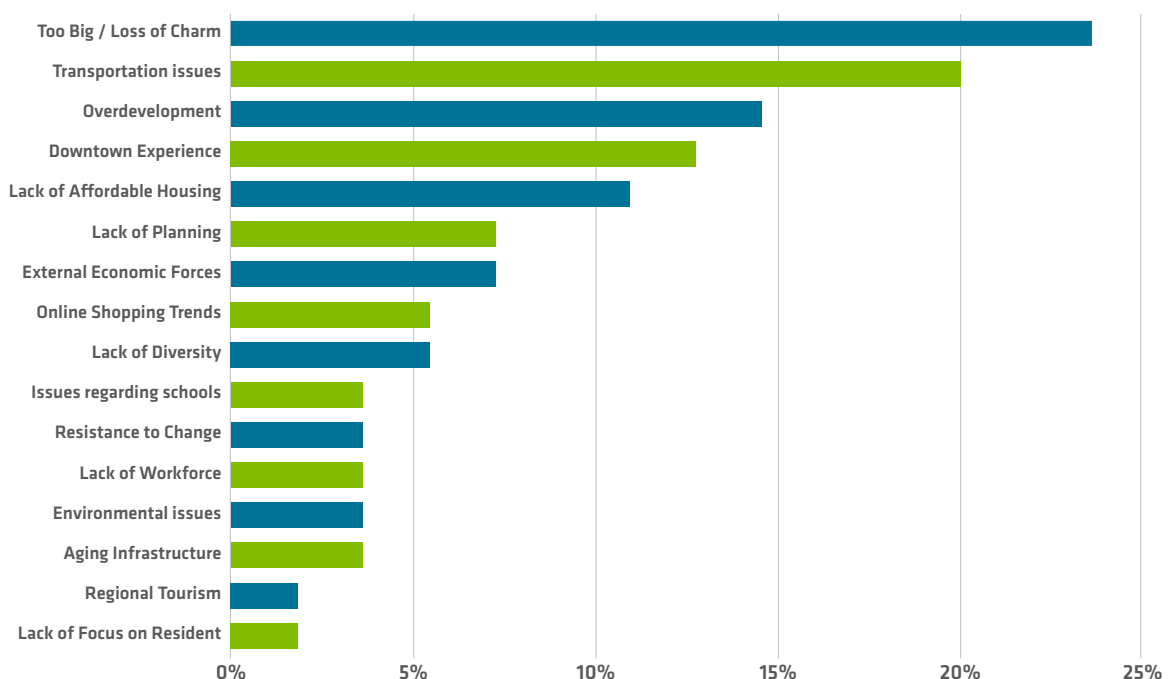
Respondents were then asked what they believe to be the biggest opportunities for the future of Wayzata in the next 10-20 years. Responses were categorized as follows.

What do you believe are the biggest opportunities for the future of Wayzata in the next 10-20 years?



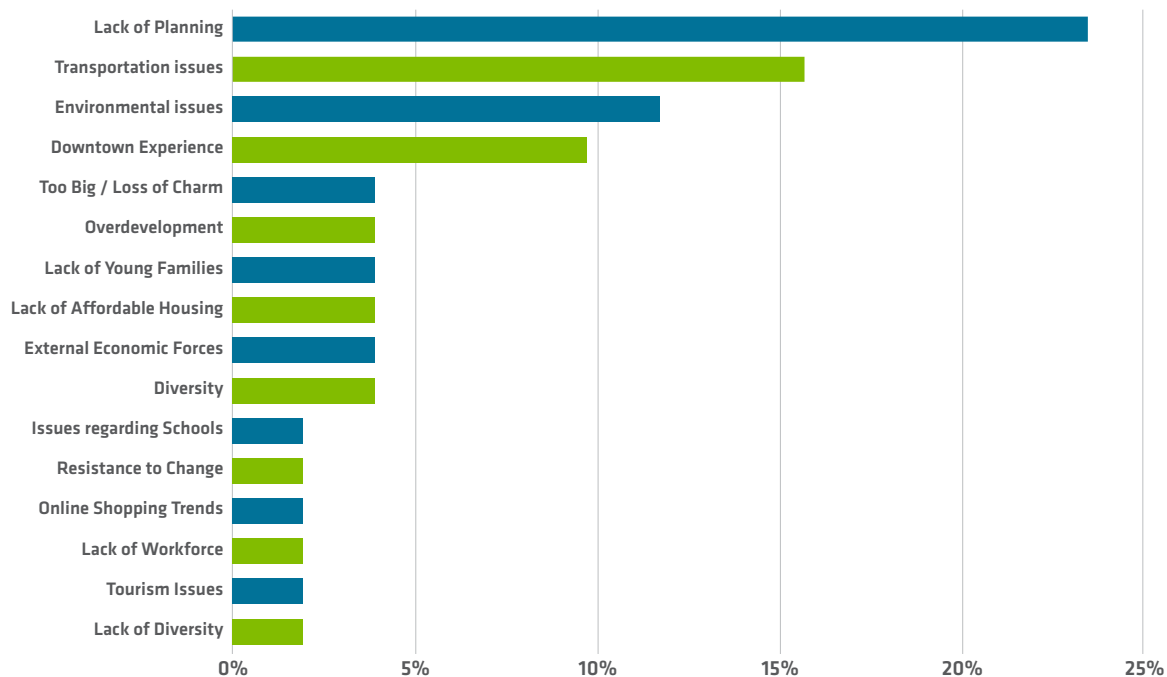
Respondents were asked what they believed were the biggest threats to the future of Wayzata in the next 5 years. Responses were categorized as follows.

What do you believe are the biggest threats to the future of Wayzata in the next 5 years?



Respondents were asked what they believed were the biggest threats to the future of Wayzata in the next 10-20 years. Responses were categorized as follows.

What do you believe are the biggest threats to the future of Wayzata in the next 10-20 years?



3.4 FULL SURVEY RESULTS AND CONCLUSION

Respondents were also asked the importance of a number of issues impacting Wayzata, the nature of the impact of each issue (whether it would have a positive or negative impact on the future of Wayzata), and how prepared the City is to deal with each issue.

Of note, traffic stood out as an issue that would negatively impact the future of Wayzata and respondents perceive the city to be only somewhat prepared to deal with this issue. Similarly, the decrease in brick and mortar retail stores / increase of online shopping was rated as a potential negative impact on the City and that the City is not well prepared to handle.

Full survey results will be published at the Wayzata 2040, Sailing Ahead Lab data visualization portal page at www.wayzata.org/wayzata2040



4.0 ATTRIBUTES OF SUCCESSFUL COMMUNITIES

4.1 ASSESSING COMMUNITY ATTRIBUTES

1. Evidence of strong community pride and inclusive

Successful communities are often showplaces of care, attention, history and heritage. They celebrate their success and have a strong and positive local attitude and support a culture of risk taking and innovation. Diversity is often celebrated and people are welcomed.

2. Invest in the future – built to last!

People believe that something worth doing is worth doing right. In addition to the brick-and-mortar investments, all decisions are made with an outlook on the future. Expenditures are considered investments in the future, including investments in people.

3. Participatory approach to community decision making

Even the most powerful of opinion leaders seem to work toward building consensus. Emphasis is placed on working together towards a common goal and the focus is on positive results. People collaborate and share resources.

4. Creatively build new economic opportunities

Successful communities build on existing economic strengths in a realistic way and explore new economic opportunities provided by the 'new economy'. They actively seek out new opportunities and ideas for new businesses.

5. Support local businesses

Local loyalty is emphasized, but thriving communities know who their competitors are and position themselves accordingly.

6. Deliberate transition of power to new leaders

People under forty regularly hold key positions in civic and business affairs. Women (and people from 'minority groups') often hold positions as elected officials, plant managers, and entrepreneurial developers.

7. Strong belief in and support for education

Good schools are the norm and centers of community activity.

8. Strong presence of traditional institutions that are integral to community life

Churches, schools and service clubs are strong influences on community development and social activities.

9. Willingness to seek help from the outside

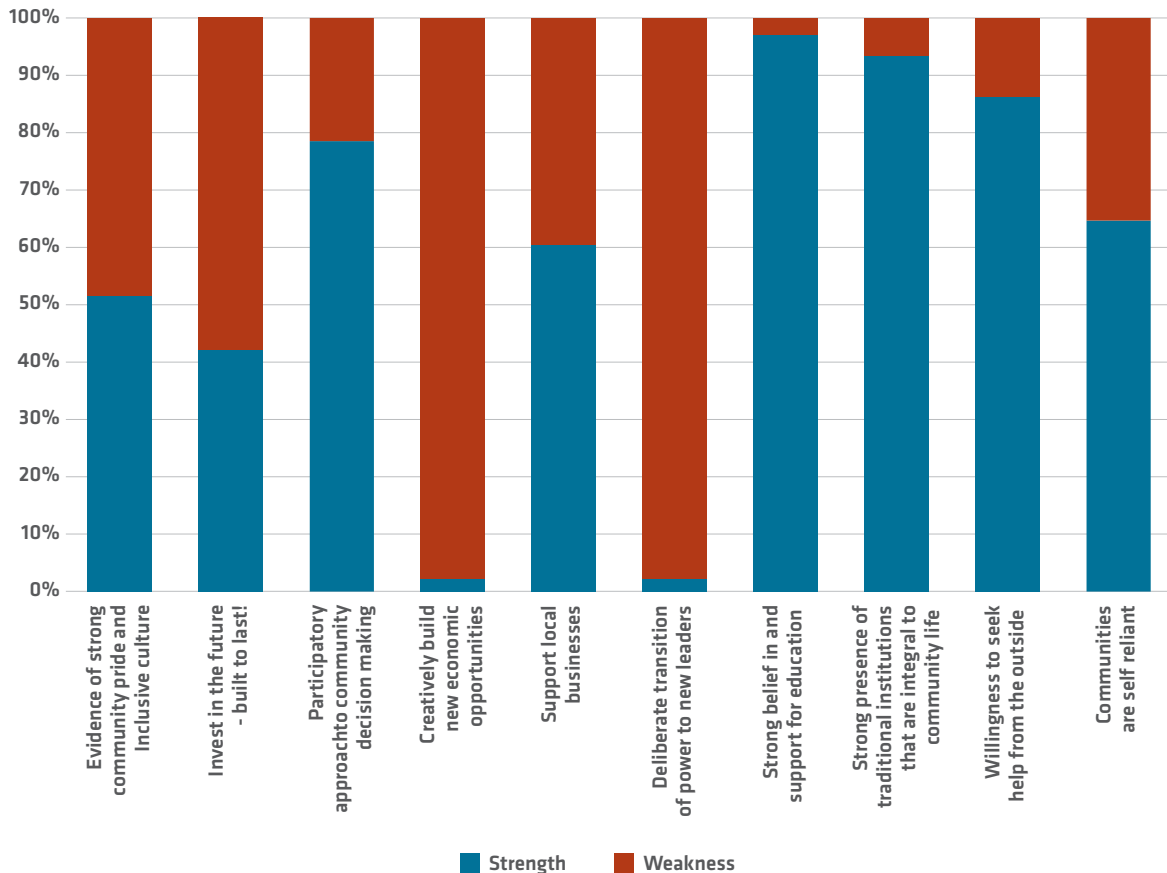
People seek outside help for community needs, and many compete for government grants and contracts for economic and social programs. They seek out the best ideas and new people to help build their community strengths.

10. Communities are self-reliant

There is a widely-held conviction that in the long run, 'You Have to Do It Yourself'. Thriving communities believe their destiny is in their own hands. Making their communities successful is a pro-active assignment, and they willingly accept it.

The group discussed the top ten attributes of successful communities. The group then ranked each attribute as either a strong or weak attribute of Wayzata. This exercise was adapted from 'The Heartland Centre for Leadership Development'; '20 Clues to Rural Survival' and informed by The Arkleton Centre for Rural Research – through the Dynamics of Rural Areas (DORA).

Attributes of Successful Regions – City of Wayzata – September 2017





5.0 IDENTIFYING KEY DRIVERS SHAPING THE FUTURE OF WAYZATA

5.1 DEVELOPING A LIST OF KEY DRIVERS AND RANKING

With the background of external trends, participants identified drivers that they considered most likely to shape the future of Wayzata. The drivers were then discussed at group and workshop levels. The scope of each driver was clarified, and any similar drivers were grouped and new drivers added, until a list of twenty unique key drivers were identified.

Key drivers shaping the future of Wayzata, as identified by participants:

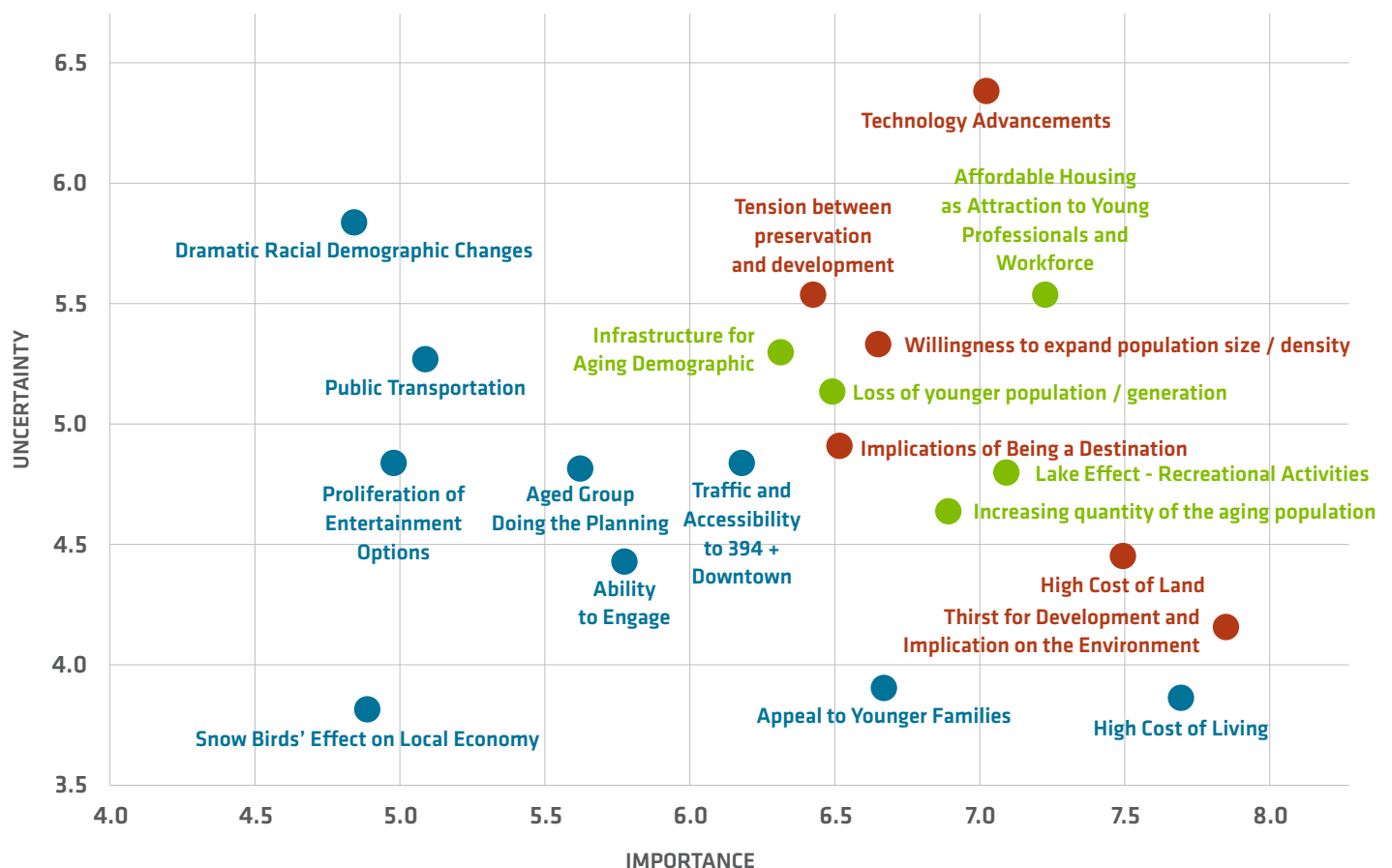
- | | |
|--|---|
| 1. Thirst for development and implication on the environment | 12. Affordable housing as attraction to young professionals and workforce |
| 2. High cost of living | 13. Aged group doing the planning |
| 3. Loss of younger population / generation | 14. High cost of land |
| 4. Public transportation | 15. Appeal to younger families |
| 5. Implications of being a destination | 16. Snow birds' effect on local economy |
| 6. Lake effect – recreational activities | 17. Proliferation of entertainment options |
| 7. Infrastructure for aging demographic | 18. Tension between preservation and development |
| 8. Technology advancements | 19. Willingness to expand population size / density |
| 9. Increasing quantity of the aging population | 20. Ability to engage |
| 10. Dramatic racial demographic changes | |
| 11. Traffic and accessibility to 394 + Downtown | |

5.2 IDENTIFYING SCENARIOS SHAPING CLUSTERS OF DRIVERS

The participants rated each of the twenty key drivers for its 'Importance' and 'Uncertainty'. The scale used was 1 – 10 (1 = low 10 = high). Importance refers to how important the participant considers the driver will be in shaping the future of Wayzata. Uncertainty refers to the degree of uncertainty associated with the driver in terms of its future level of uncertainty, impact, or both.

The individual ratings by each participant were pooled and averaged, providing an overall rating for each driver by the entire group of stakeholders. Then, a scatter diagram of the drivers based on importance and uncertainty was developed. The scatter diagram allows the identification of clusters which are relatively high in Importance and Uncertainty. This process illustrates the clusters of the drivers that were seen as critical in shaping the future – these clusters are termed 'Scenario Shaping Clusters of Drivers'.

Key Drivers Shaping the Future of Wayzata



5.3 CREATING SCENARIO SPACES – FOUR PLAUSIBLE SCENARIOS FOR THE FUTURE

Grouping similar drivers in two categories, then adding a thematic name that represented a general theme linking the drivers in the clusters, identified the clusters of drivers. These themes became the basis for two axes on the scenario matrix that define four scenario 'spaces', with quadrants either towards or away for each driver cluster. These quadrants were used to formulate four plausible scenarios. The two axes were defined as 'Development Trajectory' and 'Intergenerational Relevance.'

CLUSTER THEMES

DEVELOPMENT TRAJECTORY:

- Tension between preservation and development
- Willingness to expand population size/density
- Implications of being a destination
- High cost of land
- Thirst for development and implication on the environment
- Technology advancements

INTERGENERATIONAL RELEVANCE:

- Affordable housing as attraction to young professionals and workforce
- Lake effect – recreational activities
- Increasing quantity of the aging population
- Loss of younger population / generation
- Infrastructure for aging demographic

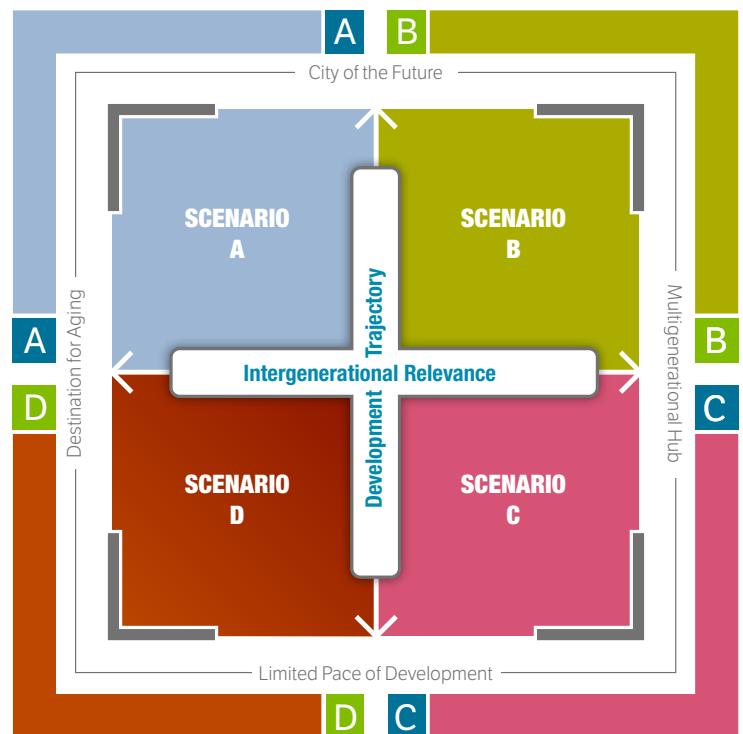
The four quadrants (scenario spaces), based on increase and decrease directions of the two cluster themes, were reviewed and discussed with the participants. This discussion explored the drivers included in each scenario-shaping cluster, the scope of each cluster, and how they formed the axes that defined the four scenario spaces. The participants were asked to consider the main attributes of each of the quadrants and to begin to speculate about how Wayzata would look in a future based on each of the quadrants.



6.0 SCENARIO PLANNING

6.1 FOUR PLAUSIBLE SCENARIOS FOR THE FUTURE

During the second day, workshop participants were presented with a scenario matrix, defined by two major axes entitled ‘Development Trajectory’ and ‘Intergenerational Relevance’. These two axes embody the major key issues facing the future of Wayzata collectively developed and ranked in the key drivers’ analysis. Brief descriptions were attached to the end points of each axes. While these end points do not necessarily represent two extremes on a linear continuum, they are distinct enough to suggest some degree of separation and a plausible range of outcomes between them. The four quadrants (scenario spaces) based on different combinations of the two cluster themes, were reviewed and discussed with the workshop participants. This discussion explored the description of the end points included in each scenario space, the possible interaction between these drivers, and how they formed the axes that defined the four scenario spaces.



6.2 CREATING NARRATIVES FOR EACH SCENARIO QUADRANT

Workshop participants were randomly allocated to one of four groups and asked to formulate a scenario for their respective quadrant. Participants were asked to evaluate each scenario in terms of the triple-bottom line of Social (Community and Societal), Environmental (Environment and Landscape), and Economic (Economic and Business) Characteristics. Additionally, they were asked to devise major events or headlines of how the scenario occurred using the years 2020, 2030, and 2040 and to give their scenario a descriptive name.

Characteristics

Participants were requested to develop scenario narrative to include multi dimensional analysis of the following points and sub points:

Community and Societal

- Demographics and ethnic mix
- Workforce and residential profiles
- Community 'vibe' and reputation

Environmental and Landscape

- Community physical infrastructure
- Landscape and neighborhood impacts
- Environmental quality and health

Economic and Business

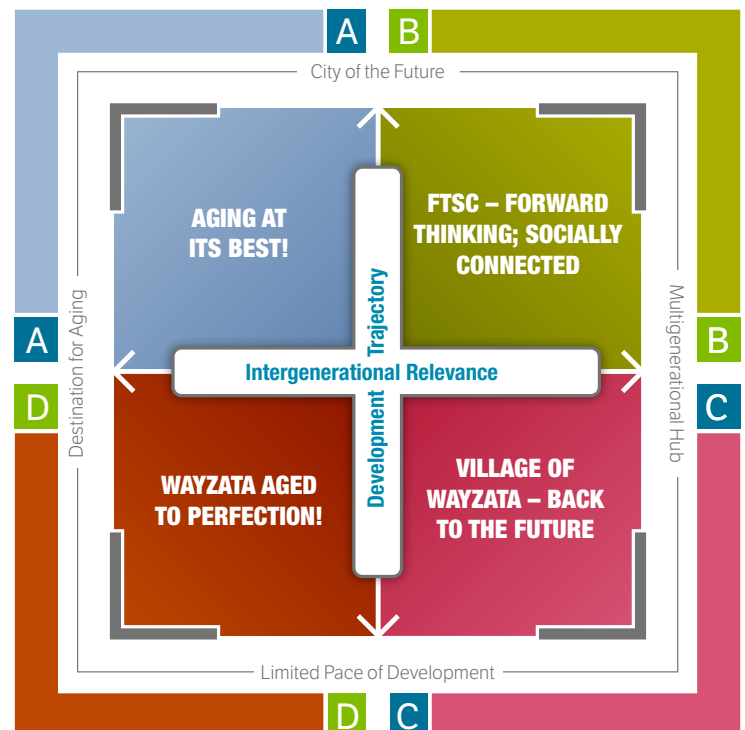
- Economic and business profiles
- Visitor Traffic and Experience
- Development activities

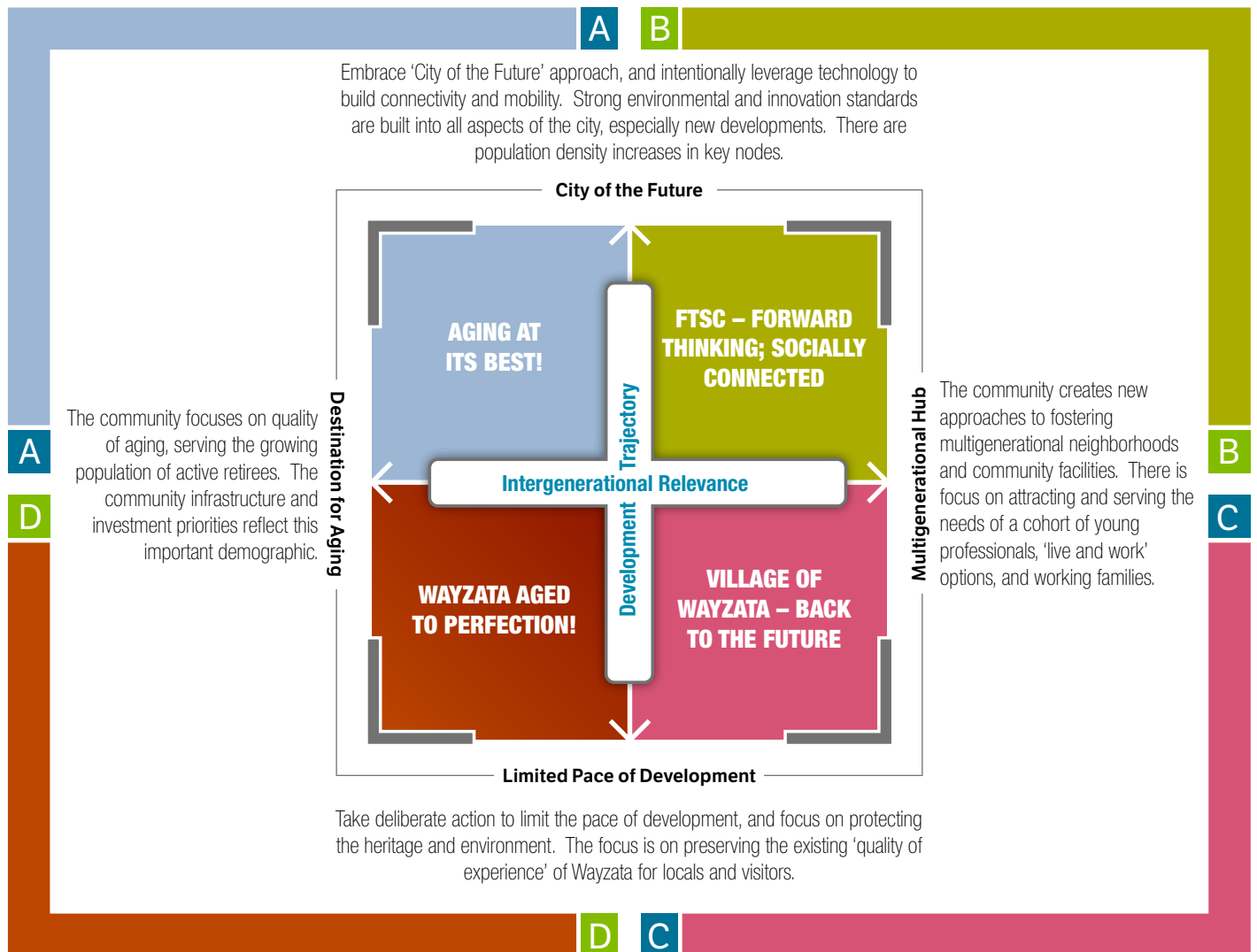
Headline News

Participants were then asked to summarize the characteristics into Headline News for each category (Community and Societal, Environment and Landscape, Economic and Business) in 2020, 2030, and 2040.

Once the scenarios had been developed, each group reported back, describing their scenario to the other workshop participants. Each group's notes for their scenario and the description were used to produce the detailed narrative for each scenario.

These four scenarios paint very different plausible futures for Wayzata. The workshop participants considered them all as largely plausible futures, as in, they could actually happen. Narratives and descriptions of each scenario, as developed by the workshop participants, are included in the following section. Each scenario has its subsequent consequences and impacts on Wayzata – impacting the community, services, and organizational fabric in different ways. No one future is the 'perfect' future, as each comes with its attendant challenges and implications. The process, however, does provide a way to tease out the future scenarios and examine them from a speculative standpoint. They represent different possibilities for the future, and are not predictions.







7.0 DETAILED DESCRIPTION OF THE SCENARIOS

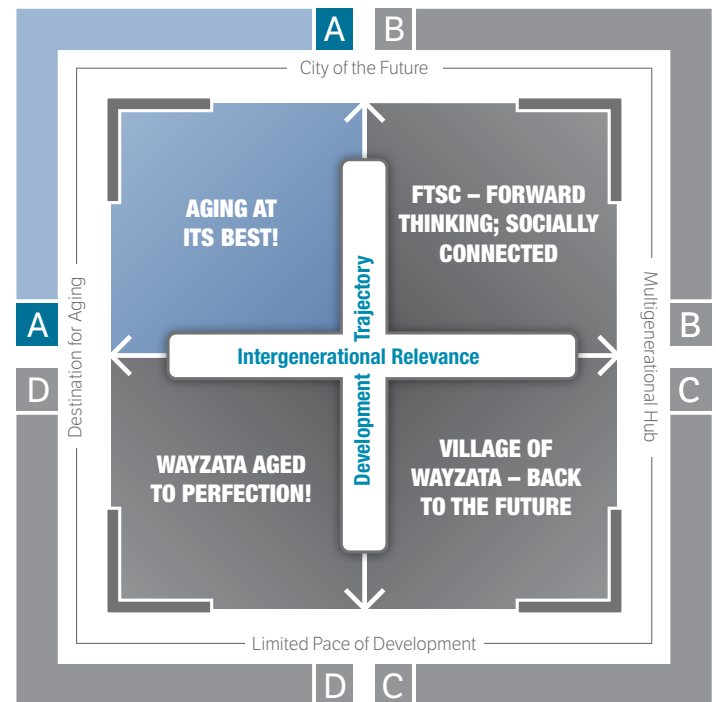
7.1 SCENARIO A – AGING AT ITS BEST – 2040

Wayzata has become a community that is a prime destination for aging. It has a very affluent resident base with a homogeneous profile of people aged early 60s through end of life. The main focus of this community is on an active lake living retiree life and development in the community is centred around this demographic. Senior Think Tanks – a concept where seniors come together to learn and share knowledge - flourishes. Community-wide, a highly specialized and highly monitored ‘aging in place’ framework emerges and prospers. Most of the workforce is made up of healthcare workers with a technology emphasis. Smaller mixed use units have developed to support the workforce and the older demographic.

Community gardens are a very important piece of this community's fabric. These meticulously kept and high tech gardens provide food to the City's population and provide seniors plenty of activity. There is a stronger focus on art and senior entertainment.

The City discontinues the use of street lights, becomes very walkable with autonomous electric cars boosting senior mobility. Moving sidewalks are also popular among seniors, who can get up and down Wayzata's hills much more efficiently.

There is a strong focus on ecological sustainability. Lake Minnetonka is the cleanest it has been in decades, carbon emissions are at their lowest, and the community is proud of the increased green space areas. Wayzata becomes a place where “snowbirds nest” and stay year-round.



7.1.1 SCENARIO CHARACTERISTICS - 2040

COMMUNITY AND SOCIETAL

Demographics and ethnic mix

- 65+
- White
- Increase in population
- Mixed homes

Workforce and residential profiles

- Health services
- Home services
- Workforce based on Technology
- Senior Think Tank
- Educated residents
- Professional background

Community 'vibe' and reputation

- Lake living
- Recreation
- Active
- "Lily white"

ENVIRONMENTAL AND LANDSCAPE

Community physical infrastructure

- Walkable
- No street lights
- Electric cars
- Moving sidewalks

Landscape and neighbourhood impacts

- Gardens
- Associations
- Less chemicals
- Less single family homes / one level living
- Increase in green spaces

Environmental quality and health

- Leading the way in lake health
- Less emissions
- Clean Air
- Solar energy

ECONOMIC AND BUSINESS

Economic and business profiles

- Less retail spaces
- High service industry
- More arts and entertainment
- More financial services
- Technological advances in environment / lake, health, and energy production

Visitor traffic and experience

- More visitors (family and friends)
- City will adapt
- Traffic solutions
- Positive experience

Development activities

- Slow down
- Residential redevelopment
- Destruction of buildings
- History will be lost



SCENARIO A - HEADLINE NEWS

	2020	2030	2040
Community and Societal	"Snowbirds Nest in Wayzata"	"Long Living through technology and recreation"	"Millenniums' come home: to their parents' house"
Environment and Landscape	"Trees and Trails are in"	"Wayzata leading the way in healthy clean lake"	"Big Woods still stand"
Economic and Business	"Dave & Busters for Seniors"	"Wayzata becomes new technology hub" "Seniors think tanks thrive"	"Drone traffic a problem in Wayzata"



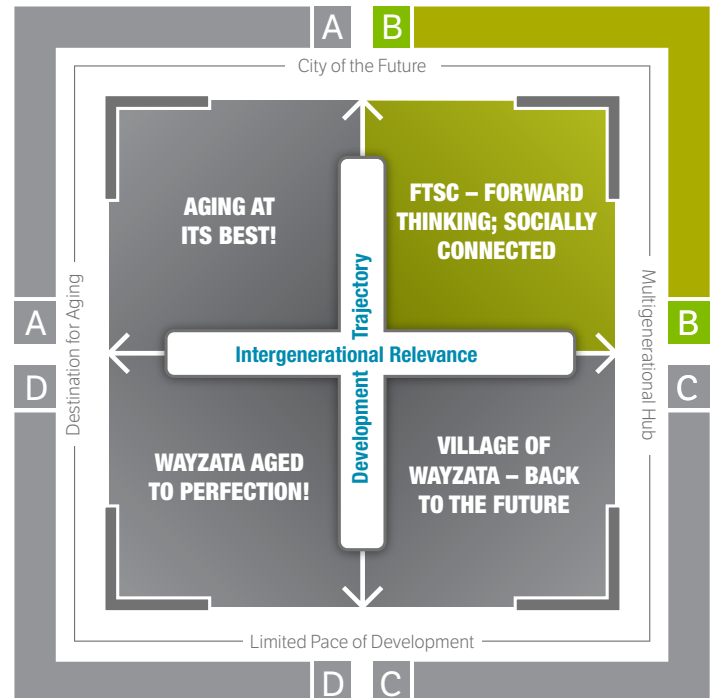
7.2 SCENARIO B – FTSC – FORWARD THINKING; SOCIALLY CONNECTED – 2040

Wayzata has become a ‘poster city’ in terms of engaging multiple generations and embracing progress. It has a median age of 40, with a wide ethnic and generational mix. Young families, seasoned professionals, and retirees share a vibrant city that has newly developed apartments, modern and traditional single family homes, and subsidized housing.

Wayzata is a trailblazing City that is proud to have achieved energy neutrality. Its downtown hosts a pedestrian-only Lake street, a beautifully finished Lake Effect Park and a state of the art transportation system. Lake street has evolved into a multigenerational hub, where people of all ages come together to live, work, and play. The shops are small, local, and relevant and numerous markets exist throughout the City. The City

boasts a cutting-edge storm treatment center, and it focuses strongly on environmental sustainability.

Wayzata’s larger population means a larger police force that is able to effectively maintain Wayzata’s reputation for being a safe and inclusive City. The City now has state of the art medical facilities and places a strong emphasis on options for healthy living and exercise. The City launches programs such as “Olders taking care of babies” where the city’s retiree population comes together to support young working families.



7.2.1 SCENARIO CHARACTERISTICS - 2040

COMMUNITY AND SOCIETAL**Demographics
and ethnic mix**

- Median age: 40
- Multigenerational
- Ethnic Mix

**Workforce and
residential profiles**

- Multigenerational housing
- Mix of housing: apartments, rentals, subsidized housing
- Shared workspaces
- Commercial: smaller spaces, social experience
- Larger police force

**Community 'vibe'
and reputation**

- Vitality
- More options for exercise
- Lots of redevelopment
- More events
- Cutting edge

ENVIRONMENTAL AND LANDSCAPE**Community physical
infrastructure**

- State of the art transportation
- Charging stations
- Energy neutral
- Communication
- Monorail
- Wireless
- 2 lane streets, more sidewalks
- Pedestrian Lake street
- Multigenerational hub

**Landscape and
neighbourhood impacts**

- Community Gardens: Sustainable
- Green spaces decreased
- State of the art storm water treatment

**Environmental quality
and health**

- Compost
- State of the art medical care
- Older residents taking care of babies

ECONOMIC AND BUSINESS

Economic and business profiles

- Farm-to-table
- Diverse
- Multipurpose business spaces / repurposed
- No big chains, small shops, originality

Visitor traffic and experience

- Lots of small markets
- Huge!
- Destination
- Vitality and Uniqueness
- Lots of options

Development activities

- Re-development
- Re-purposing what we already have
- More density



SCENARIO B - HEADLINE NEWS

	2020	2030	2040
Economic	"Wayzata median age drops 10 years!"	"Wayzata opens new world market!"	"Wayzata, the best place to find the home of your choice"
Social	"Wayzata: highest per capita charging stations in the country!"	"Wayzata's sustainable community gardens thrive!"	"Wayzata, first city in MN to become 100% energy neutral"
Environment	"Lake Effect complete! Destination and environmentally friendly"	"Wayzata achieves cutting edge connectivity for its businesses and schools"	"Wayzata opens new center of sociability!"

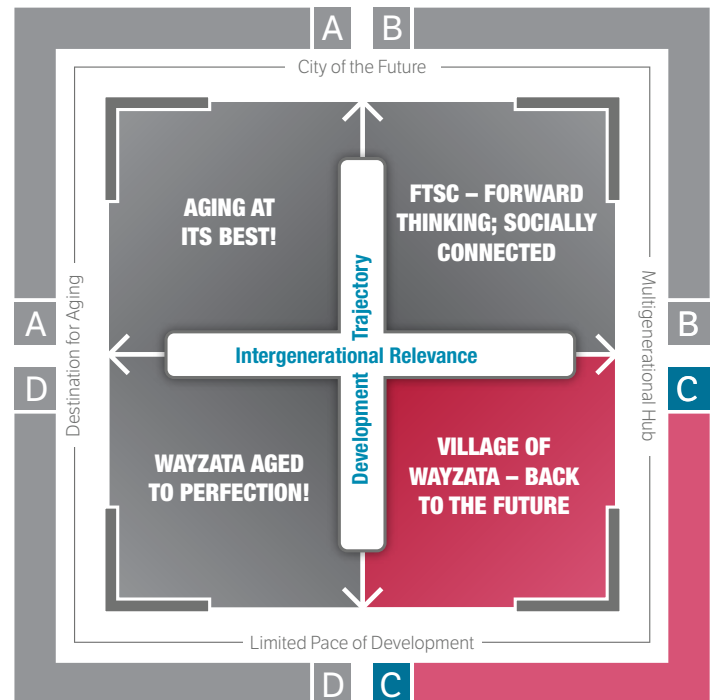


7.3 SCENARIO C – VILLAGE OF WAYZATA: BACK TO THE FUTURE – 2040

While the city tries to establish itself as a place for young families and mid-career professionals, the development restrictions and focus on remaining an exclusive city prove to be very challenging. The city has very limited housing for its growing workforce, and transportation – especially public transportation - is an issue as hundreds of workers attempt to come to Wayzata each day.

Wayzata continues to be an even more exclusive and traditional City, and lake living is still a strong part of the community's character. Development looks a lot like building maintenance and repurposing. "Progress" looks a lot like painted bike lanes and home adjacent dwellings – such as now obsolete garages - being transformed into parent's apartments. Homes that are

functionally obsolete today are even more functionally obsolete in this future. There is a constrained tax base, and a dull retail experience. While still a destination City, this status and vibrancy is strongly seasonal.



7.3.1 SCENARIO CHARACTERISTICS - 2040

COMMUNITY AND SOCIETAL

Demographics and ethnic mix

- Exclusive
- Homogeneous

Workforce and residential profiles

- No workforce housing – need transportation
- Single family / exclusive

Community 'vibe' and reputation

- Destination / Seasonal
- Hubris
- Authentic
- Traditional

ENVIRONMENTAL AND LANDSCAPE

Community physical infrastructure

- Maintenance – Bike Lane
- Community Centre
- Increased Connections

Landscape and neighbourhood impacts

- Mature
- Character / Repurpose

Environmental quality and health

- Neutral

ECONOMIC AND BUSINESS

Economic and business profiles

- Constrained tax base
- Declining Retail

Visitor traffic and experience

- Less demand
- Dull

Development activities

- Repurpose
- Limited



SCENARIO C - HEADLINE NEWS

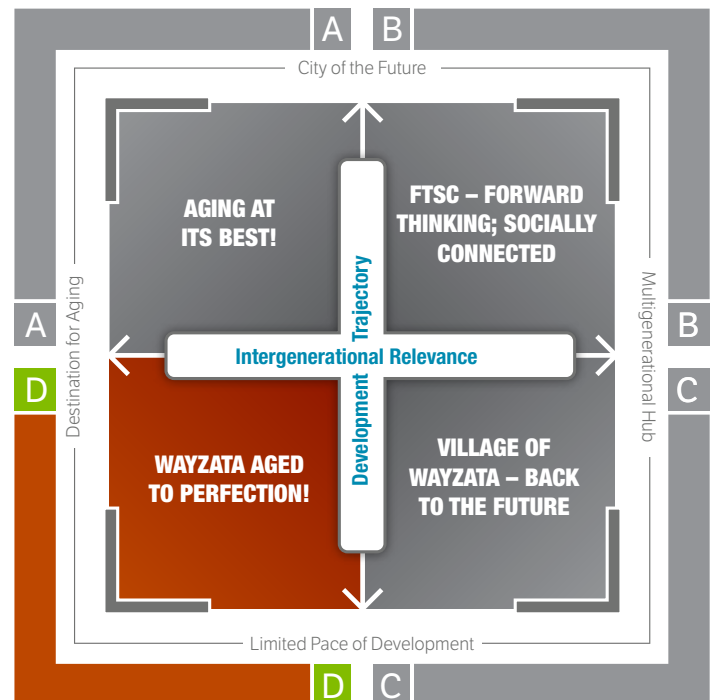
	2020	2030	2040
Economic	"Wayzata Builds Community Center"	"Wayzata hosts international Platform tennis tournament"	"Crowned as Blue Zone Community"
Social	"Lake Minnetonka Water Quality Remains Status Quo"	"HPB preserves first building"	"Lake Effect is Completed"
Environment	"Willcox Raises Taxes again"	"Co-working opens in Pink Building"	"Wayzata named 'Historic City of the Year'" (Draws 1 million visitors)



7.4 SCENARIO D – WAYZATA AGED TO PERFECTION - 2040

Wayzata has become a community of active retirees with a greater diversity mix in the population. The motto of this future is “70 is the new 50.” The community has a strong focus on wellness, being outdoor, walking, and the parks. It is a relaxed City with a great number of seasonal residents. Development is limited and centered around repurposing existing buildings for new use. There are more people in smaller spaces living in Wayzata – more density, less volume.

The local businesses are mostly focused on the service industry to provide to this aging demographic. Flexible workspaces are the norm, with smaller communal spaces and flexible working opportunities replacing the traditional office. To meet the needs of children and grandchildren visiting the grandparents, there are more hotels and extended stay facilities located in the City. Trolley and golf carts are the main mode of transportation.



7.4.1 SCENARIO CHARACTERISTICS - 2040

COMMUNITY AND SOCIETAL**Demographics
and ethnic mix**

- Affluent
- Retired 65+
- Loss of younger generations
- Greater diversity / ethnic diversity
- 70 is the new 50

**Workforce and
residential profiles**

- Service industry workers
- Healthcare practitioners
- Wealth management advisors
- Wellness/Neuropathic/Yoga

**Community 'vibe'
and reputation**

- Relaxed
- BlueZone
- Seasonal Residents
- Leisure

ENVIRONMENTAL AND LANDSCAPE**Community physical
infrastructure**

- Modified single family homes
- Repurposed existing structures
- Condo/Villa/Multi-family buildings

**Landscape and
neighbourhood impacts**

- More "green"
- Less density (buildings)
- More density with less volume
- Mature landscape / trees

**Environmental quality
and health**

- Walking / active
- Leisure (boating / lake activities)
- Tennis / pickle ball
- Lake Effect
- Intentional Healthy living

ECONOMIC AND BUSINESS

Economic and business profiles

- Health services
- More service focused businesses
- Flexible workspace
- Entertainment / restaurant
- Full service

Visitor traffic and experience

- Hotel / extended stay options
- Multigenerational visitors (grandchildren)
- Trolley / golf carts / bikes
- Small scale transport option

Development activities

- Redevelop / Repurpose existing buildings
- “The Marsh” health spa
- Platform tennis
- Focus on winter / indoor activities



SCENARIO D - HEADLINE NEWS

	2020	2030	2040
Social	"70 is the new 50"	"Walkable Wayzata! Residents and Visitors flock to completed Lake Effect amenities"	"Presbyterian Homes now offering street level garden Villas"
Economic	"Wayzata Council has oldest demographics in the State!"	"Wayzata prohibits motorized vehicles on Lake Street!"	"TCF Corporate now becomes senior living"
Environment	"Wayzata: Healthiest place to turn 100!"	"Existing Train Tracks Converted to High Speed Mass Transit Train"	"Wayzata West Middle School closes to become senior community Center!"

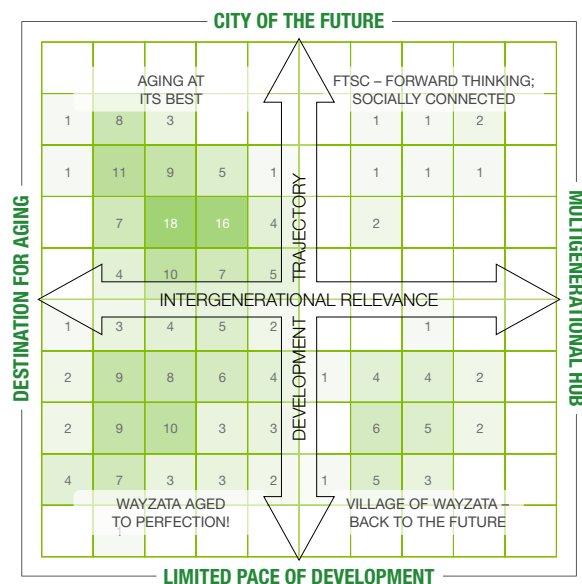


8.0 PREFERRED AND EXPECTED FUTURES

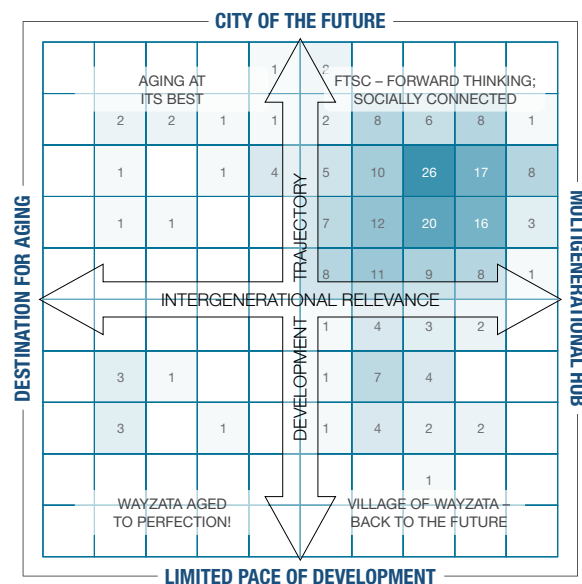
Participants individually assessed the plausibility of the scenarios across a 100-cell matrix. This information was collated to produce 'plausibility heat map', providing insight into what was considered the most likely scenario version to eventuate, if nothing changes, and which scenario is preferred.

For both the expected and the preferred scenarios, each participant identified the cell representing the most plausible future in their view (given a weighting of 2); then the next most 4 plausible cells (given a weighting of 1). These results were aggregated across all workshop participants to produce a single number for each cell.

8.1 EXPECTED FUTURE



8.2 PREFERRED FUTURE



Heatmaps will be further developed in the upcoming the Visioning workshops. A roadmap will be created to close the gap between the expected and preferred futures.



9.0 NEXT STEPS

With the completed Scenarios of the Future, the visioning process will move on to the next phase of engagement into the wider Wayzata community. For the overall Wayzata 2040, Sailing Ahead and the Comprehensive Plan update to be successful, it is essential that there is broad engagement across Wayzata. Residents and Stakeholders from across Wayzata will be able to attend and participate in visioning workshops throughout October and November 2017.

For workshop dates / locations visit www.wayzata.org/Wayzata2040

WAYZATA 2040 – VISION DEVELOPMENT



FOR MORE DETAILS, AND TO ACCESS COPIES OF ADDITIONAL REPORTS, PLEASE VISIT:

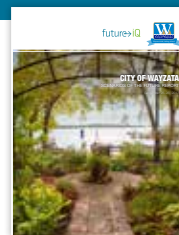
lab.future-iq.com/wayzata-2040-sailing-ahead or www.wayzata.org/Wayzata2040



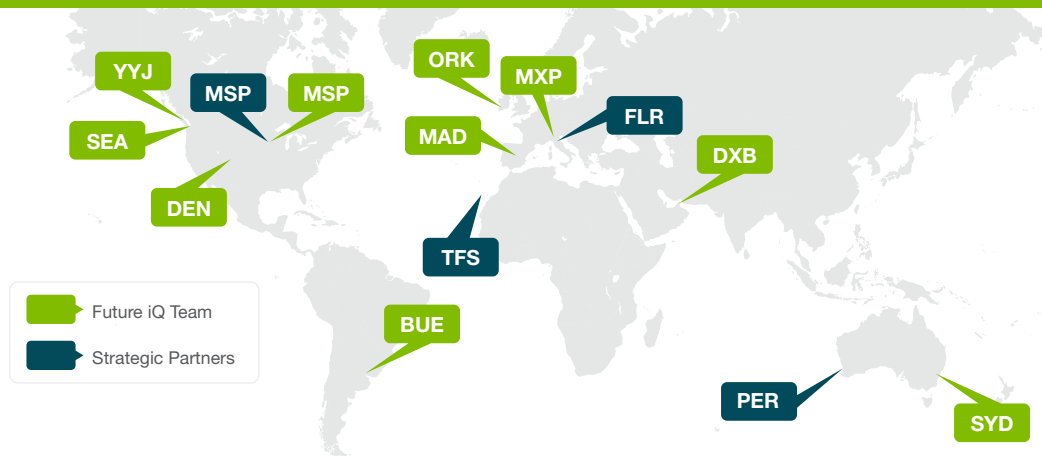
**Wayzata 2040,
Sailing Ahead
Community Survey**
September 2017



**Community Profile
and Benchmark
Analysis**
September 2017



**City of Wayzata
Scenarios of the
Future Report**
September 2017



10.0 ABOUT FUTURE IQ

Future iQ is a market leader in the development and application of 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 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 PARTNERS

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.



JULIANA PANETTA, IN-HOUSE ATTORNEY AND ENGAGEMENT SPECIALIST

Juliana Panetta is Future iQ's in-house attorney and engagement specialist. She is originally from São Paulo, Brazil, where she attended the University of São Paulo (USP) before moving to Minnesota and completing her Bachelor's Degree in International Relations and her Juris Doctor at Mitchell Hamline School of Law. Juliana works with clients on a variety of projects, leading engagement efforts, assisting clients with strategic planning, and providing data analysis.



HEATHER BRANIGIN, VICE-PRESIDENT, BUSINESS DEVELOPMENT

Heather has worked in the fields of Development and Education for over 20 years. She has extensive experience in local government and growing small business and organizations, and is an accomplished project manager, research analyst and writer. She is Past President and current Advisory Council Member of the United Nations Association of Minnesota and is committed to encouraging international understanding and global collaboration, especially through experiential education program.



11.0 FOR MORE INFORMATION

For more information on Wayzata 2040, Sailing ahead and Wayzata's Comprehensive Plan Update, please contact:



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12.0 ACKNOWLEDGEMENTS

Appreciation is extended to the City of Wayzata's staff, particularly extended to Jeffrey Dahl, Jeffrey Thomson, and Kristin Classey. In addition, grateful appreciation is extended to Mayor Willcox and to the members of the Wayzata 2040 Advisory Committee for the time and effort put into the nominations, planning, and execution of this workshop.

Thank you to all the workshop participants, who brought such enthusiasm, good humor and robust thinking to the workshop conversation about the future of Wayzata.



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