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Vision & Values

Community Engagement

Community outreach is a critical component of the comprehensive planning process, serving as the primary channel for incorporating Westfield's larger community into the future vision of the comprehensive plan. It is a proactive effort by the city and consultants to inform, involve, and collaborate with residents, businesses, and other stakeholders to ensure that the resulting plan reflects Westfield's diverse needs and aspirations. The importance of this engagement lies in its ability to build trust, foster a sense of ownership among community members, and ultimately lead to a more widely supported plan. By actively seeking out a wide range of perspectives, community outreach helps to identify potential conflicts early on, address the needs of different groups in Westfield, and create a plan that is both visionary and grounded in the realities of the Westfield community.

The application of community outreach in the comprehensive planning process is multifaceted and extends throughout all phases of the plan. In the early stages, outreach is used to gather input on community values, identify key issues and opportunities, and collaboratively develop a shared vision for the future. This was accomplished through a variety of methods, including public meetings, workshops, surveys, pop-up events, and focus groups, all designed to gather a broad spectrum of public opinion. As the plan developed, outreach continued to play a vital role in presenting draft concepts, gathering feedback on goals, objectives, and specific recommendations, and ensuring that the plan remains aligned with community priorities. This iterative process of engagement not only improved the quality of the plan but also built a stronger, more connected community by providing residents with a meaningful voice in shaping their collective future.

Looking to the Horizon engagement process started with an emphasis on creating a brand for the project, consistent messaging, and meeting people "where they are." The plan draws its priorities and action steps from extensive community input, which was critical to developing the plan. Since 2024, Westfield residents actively participated through various ways including in-person meetings, pop-up events, focus groups, online surveys, Meeting in a Box, Pastry with a Planner, and presentations to different stakeholder groups (WECAN, young professionals, high school students, etc.). Public feedback was summarized into key land use themes which shaped the vision, goals, objectives, and action steps.

Meeting in a Box.

Groups who weren't able to attend public meeting were able to check out a Meeting in a Box. It contained complete exercises, that were similar to the public open house exercises, where groups could provide feedback during different phases of a project. These boxes were geared toward groups of people to foster meaningful discussion about the future of the city. The box included instructions via a facilitators guide, materials to respond to, and a survey. Once completed, the facilitator turned the box back to Community Development. The box contents were then incorporated into the public input for that phase.

Meetings were broadly publicized on Westfield's social media accounts, digital and printed newsletters, and comprehensive plan website to encourage participation. For demographic groups that were underrepresented, specific outreach was conducted in the form of surveys or events such as a high school workshop at Westfield High School, a presentation given at the monthly Westfield Chamber young professionals coffee event, provided input opportunities to the Westfield Diversity Coalition, and a housing survey distributed to residents of rental properties. Focus groups were conducted based on professional affiliation. This included groups that represented local businesses, non-profit organizations, city utilities and services, and developers.

There were five topics where we received the most input: - transportation, housing, economic development, quality of place, and utilities. Those became focus areas for the plan and helped shape the value statements that the plan is based around.

Sub-themes also emerged, which include managing the rapid growth Westfield has experienced in recent years, the density and intensity of growth, and infrastructure improvements. Grand Park was also a popular topic in terms of the use of the campus as an economic driver for the community and other development. Housing variety and affordability was frequently discussed with concerns about housing costs and a lack of options apart from large-scale apartments and single unit homes. Quality of life amenities such as parks, trails, schools, and family-friendly entertainment were also emphasized as a priority for the future.



1. Steering Committee Meeting. 2. Community Open House. 3. Meeting in a Box materials.

Visioning

What Is A Vision Statement?

A vision statement in a comprehensive plan serves as the community's aspirational statement, describing the ideal future that residents, stakeholders, and elected officials collectively hope to achieve. It is concise yet paints a picture of what the community wants to become over the next 10, 20, or 30 years. This provides a unified theme that aligns all other plan elements. By painting a clear picture of the desired future, the vision statement helps guide decision-making, investments, policies, and partnerships, ensuring they are all moving the community in a consistent direction.

Beyond inspiration, a vision statement also establishes a foundation for measurable goals and objectives. It bridges present-day conditions with future aspirations, allowing city staff and city council and plan commission to evaluate whether proposed strategies, land use policies, and development initiatives support the community's long-term ambitions. In this way, the vision statement is not just a ceremonial introduction — it is the anchor of the comprehensive plan, shaping how priorities are set, resources are allocated, and progress is monitored over time.

Westfield's Vision Statement

Westfield is a welcoming, connected, and resilient community that appreciates its past while purposefully directing its future. Innovative growth, defined neighborhoods, dynamic public spaces, flourishing businesses, and a strong economy support residents of all ages and backgrounds. Using strategic planning and investment, Westfield remains a leader in livability, with excellent schools, walkable districts, preserved green spaces, and a deep sense of civic pride.

What Is A Value Statement?

Value statements articulate the core principles and shared beliefs that guide Westfield's decision-making and long-term growth. These statements capture what matters most to residents and serve as the moral and cultural foundation for the plan's goals, policies, and actions. By clearly stating these values, the plan builds consensus among diverse stakeholders, ensuring that future choice aligns with Westfield's identity and priorities. Value statements are essential because they help maintain consistency and integrity throughout the planning process, providing a common touchstone that keeps policies grounded in the community's collective vision, even as conditions and leadership change over time.

Westfield's Values

Westfield is a place where...

- Community thrives with strong social connections among residents, schools, businesses, local institutions, and government.
- Residents are at the heart of everything we do, ensuring safety, quality of education, access to health care, and support of every stage of life.
- Local, national, and global businesses, entrepreneurs, and other industries are growing, fueling a strong and diverse economy.
- Recreation and entertainment amenities and programming are integral to health, wellness, and social interaction of the community.
- Thoughtful planning guides intentional growth, preserves community identity, and enhances quality of life.
- Attainable housing and services are available at a variety of price points to support a high quality of life for residents of all ages, abilities, and interests.
- Trails, sidewalks, and transit connect people to daily necessities and activities.
- Everyone is welcome.

