

# Developing a Vision & Goals

(Time to get out your smart phone! ...or let us know if you'd like to borrow a tablet.)



# What is a Vision?

An aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future.

It is intended to serve as a clear guide for choosing current and future courses of action.

<http://www.businessdictionary.com/definition/vision-statement.html>

# What is the main purpose of a vision statement?

The vision statement is a narrower, future-oriented declaration of the organization's purpose and aspirations.

<http://open.lib.umn.edu/principlesmanagement/chapter/4-3-the-roles-of-mission-vision-and-values/>

# Example Vision 1 (Indianapolis, IN)

Indianapolis will be a great place to walk, leading to a community that is healthier, safer, resilient, and economically vibrant.



## Example Vision 2 (Edina, MN)

Edina is an innovative, people-friendly community where people of all ages and abilities walk and bike for transportation, recreation and fitness, and where walking and biking are safe, comfortable, inviting and convenient everyday activities during the entire year.

Edina uses a cost-effective and integrated 6Es approach to grow walking and biking throughout the community, and to develop and maintain its existing and developing infrastructure and programs.



# Example Vision 3 (Town of Davidson, NC)

The Town of Davidson is a livable community with the walking and bicycling infrastructure, culture, and programs to ensure that:

- Pedestrians and bicyclists of all types can safely and comfortably walk or ride on all streets to work, school, for fun, shopping, and exercise.
- The streets of Davidson are designed, built, and maintained to accommodate walking and bicycling as viable means of transportation.
  - Pedestrian and bicycle facilities or transit connect all neighborhoods, parks, shop...

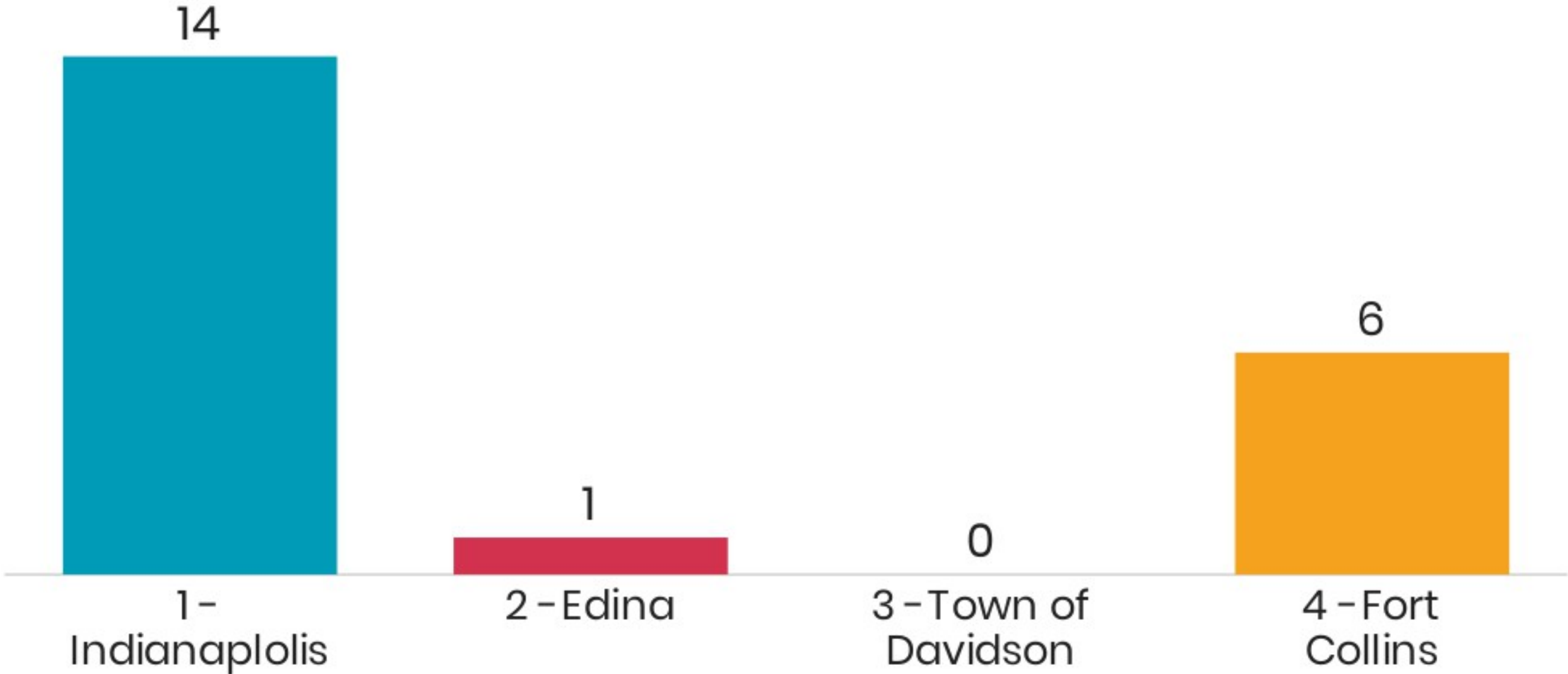


# Example Vision 4 (Fort Collins, CO)

The city's high quality pedestrian network will provide for a safe, easy, and convenient mobility option for people of all ages and abilities.



# Which vision resonated the most with you?





# What about that vision resonated the most with you? Why?

It was brief

Simple and straightforward

Short and simple

People focused  
Used word  
"community" Brief

Simple and concise.

"All ages and abilities" and "mobility"

Economically vibrant in addition to  
safety and comfort. And brevity.

Inspiring and brief.

Person centric



# What about that vision resonated the most with you? Why?

Key words, safe healthy, convinient, easy, for all

Brevity. Key points. All ages and abilities. Personally would combine the best of 1 & 4.

Short. Resiliency (resonates for climate change and winter cities).

Clear, consice, easy to articulate in an elevator speech,

A focus and connection on community

Concise and focused on all the reasons the plan matters

Felt inclusive

Positive

I like when it gets personal and is about people.



# Which vision elements could be removed, altered, revised? (key words)

Remove about 75 words

Need the word "everywhere" to fit our definition of equity

It was their structure...no bulleted list

Infrastructure "Culture" seems generic Programs

A long checklist. Redundant

Livable is a dumb word

Pedestrian network. Too wonky.

Too verbose. "LIVABLE", health equity, repetitive wording

"Accommodate" "of all types"



# Which vision elements could be removed, altered, revised? (key words)

High quality not good - better to use "connected"

Everything bike related. Words are important enough to have their own plan and priorities.

Jargon potpourri

Safe, all, great place

Remove program, exercise, accomodate.

Too narrow and not very visionary

connected. all ages and abilities.  
safe. resilient. vibrant. convenient.  
mobility. healthy.



# What themes or messages are most important to you?

Everyone. Everywhere.

People of all ages and abilities

Safe, vibrant. GET IT DONE

Everywhere All people

Inclusivity

Safety.

Nature. Health. Happiness.  
Connectivity. Community.

People-friendly. Everyone,  
everywhere. Resilient.

Includes all people and places.



# What themes or messages are most important to you?

All ages and abilities. Access. Health. Equity.

Walking is a great way to get where you want to be

All ages and all abilities

All ages and abilities, community, healthier, safer, resilient and vibrant

Inclusive, Mobil " City of Saint Paul will be a great place of everyone of all ages and abilities to "walk" leading to a Community that is

Safe, great place to walk, all

Healthy, connected, comprehensive communities

A "connected" network is most important. Included in connected is safe, resilient and community focused.

All people. All abilities.



# What themes or messages are most important to you?

A community that is healthier, safer, connected, resilient, and vibrant

Connections to places people need and want to go. Prioritize projects to meet daily needs. Creative maintenance solutions. - all Indy

# Goals

The goals that we develop will help track our success and will serve to help push our initiatives along.

Goals are more specific and defined than a vision.

Think about what specific goals are most important to you?

S.M.A.R.T. (Specific, Measurable, Achievable, Realistic, Timely)





# What elements of the example goals resonated most with you?

Brief and memorable.

Brief and easy to articulate: if staff can easily memorize the goals, it's easier to keep goals at the forefront.

Continuous and comfortable network. (Edina)

Safety, connectivity, remove obstacles

Short and bold. Fit on one page.

Measurable goals for davidson, Themes - safe, street crossings, maintenance, connections

Having buckets like Indianapolis of key topics

Safety goals should reflect both safety data and perception. Also, center equity with safety goals.

Concise goals; Development/building; Safety; Accessibility for all; Financial infrastructure; Maintenance; each goal should have a timelin



# What elements of the example goals resonated most with you?

"Build out and maintain the sidewalk network" should be our overarching goal toward promoting walking.

They're brief and tangible. Easy to read and come to common understanding of their intent.

Vibrant places, daily transportation needs, connected, safety and comfort

A commitment to get it done. Brief and succinct goals and bullet points.

Eliminate preventable injury and death.

Year round approach. Snow clearance.

I like Indianapolis because it is clear concise and understandable

Clear short goal Good goal followed up by bullet points (objectives) in Indy. Need way to measure progress.



# What elements were missing from the example goals?



# Thank You!

**Your input will be integrated into the Draft Vision & Goal Themes.**

