

Creating Community Plan Goals & Policies

What is a Community Plan?

A community plan is a public document which provides tailored policies and a long-range physical development guide for elected officials and citizens engaged in community development. The community planning process allows refinement of citywide ([General Plan](#)) goals and policies to address issues unique to that community to be best addressed.

The following are brief descriptions of a vision statement, guiding principles, goals, and policies. Following these descriptions are examples of goals and policies and rules for consensus building.

What is a vision statement?

01 A vision statement describes the desired future state of the community through the implementation of the Community Plan.

What are guiding principles?

02 Guiding principles are core principles that represent the long-term priorities of the Community Plan. They are either standalone statements or woven into the fabric of the plan.

What are goals?

03 The Community Plan goals are succinct statements that identify a desired future state of the community. Goals are broad enough to be widely applicable, but specific enough to identify priorities. Goals are what a plan hopes to accomplish and provides direction for decisions.

What are policies?

04 The Community Plan policies are rules or actions which implement the goals. They are specific statements with a call to action to achieve the desired goals.

Goals	Policies
Broad	Narrow
General	Precise
Intangible	Tangible
Abstract	Concrete

Source: https://www.uwsp.edu/cnr-ap/clue/Documents/Comprehensive_Planning/Land_Use_Resource_Guide_Chapter_5.pdf

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Examples of Goals & Policies

Example #1 -

- Goal 1: Vibrant commercial districts with a unique, local ambiance that attracts visitors.
 - Policy 1a: Provide active streetscapes and building frontages created by innovative and creative building forms.
 - Policy 2a: Establish an integrated public realm framework of connected sidewalks, urban pathways, paseos, and other multimodal connections.

Example #2 -

- Goal 2: Improved access to transit stations by providing first/last mile infrastructure improvements for people who walk, bike, ride scooters, or use other shared mobility.
 - Policy 2a: Improve active transportation access to transit, which includes providing visible, convenient, and comfortable bicycle and pedestrian connections and treatments adjacent to transit stations.
 - Policy 2b: Support and encourage collaboration between businesses to incorporate community circulators, micro-transit, or other fixed route or on-demand transit options.

Consensus Building*

“The development of goal language will include initiating draft language, discussing what each goal means to the community and identifying concerns, questions or unclear aspects of the goal.” While we’re discussing the draft goals and policies language, please remember the following:

- Respect others and their opinions.
- There is no such thing as winners or losers in these discussions.
- Everyone will be offered an opportunity to add comments, offer concerns, and make suggestions, whether during the meeting or by submitting comments directly to staff after the meeting.
- Everyone must allow the person commenting to complete his or her thoughts, without interruption.
- Personally criticizing others for their opinions will not be allowed.
- If a person raises an issue, then a potential solution must also be given.
- Everyone should focus on completing the task at hand.
- No shouting.

*Source: https://www.uwsp.edu/cnr-ap/clue/Documents/Comprehensive_Planning/Land_Use_Resource_Guide_Chapter_5.pdf