



## WELBY SUBAREA PLAN COMMUNITY WORK FOR MEETING #5

### GOALS & OBJECTIVES

By now your group has identified and defined: key issues and concerns, strengths, weaknesses, opportunities, threats (SWOT), and developed a vision statement for your interest topic. In addition, the Welby community has developed a preliminary overarching vision statement for the Welby Subarea Plan. It is now time to create goals and objectives that will support this vision statement.

**GOALS:** Goals are generalized, broad or overarching statements identifying what a community wants to accomplish for its desired future. The community's goals should be representative of ideas and values expressed throughout the public process, i.e. community meetings.

When formulating goals, ask the following questions:

1. What would we like our neighborhood to look, feel, and be like in the future?
2. What type of neighborhood would we like to leave for future generations?

**Objectives:** An objective drills down to the next level of why this goal is important and what elements are important to attaining this goal. Objectives are generally listed in the order of priority. Most likely, there will be several objectives for one goal.

#### **Examples:**

##### **Neighborhood Parks**

**Goal:** Develop community parks to serve neighborhood residents.

- Objectives:**
- a. Incorporate community facilities such as a community or fine arts center into open space where appropriate.
  - b. Provide passive and active recreation opportunities at no cost with a focus on open spaces oriented to young children and teens.

##### **Street Improvements**

**Goal:** Improve the appearance and physical condition of neighborhood streets.

- Objectives:**
- a. Reconstruct curbs, gutters, and sidewalks as needed to improve pedestrian circulation.
  - c. Improve street lighting to increase pedestrian safety and visibility.

**EXERCISE:** Develop Goals and Objectives that address the top 3 -5 issues for your interest topic. Keep in mind that once these are developed, we will be prioritizing them and making action steps that are S.M.A.R.T – Specific, Measurable, Achievable, Relevant and Timed.