

Example Vision Statements and Guiding Principles from Strategic Plans

VISION STATEMENTS

A vision or vision statement is the collective understanding of the ideal future of a community. It establishes a tone for the plan and the planning process. The entire Strategic Plan must start with and relate back to the vision. It can be general and does not need to include specifics. The vision statement should remain the same in subsequent updates of the Strategic Plan.

BOISE: *"The City of Boise – a great place to live, learn, work, and play."*

BLOOMINGTON: *"The most progressive and efficient local government that, through innovation and teamwork, enhances City services and makes our community the ideal place to live, work and recreate."*

GAITHERSBURG: *"Gaithersburg will set the standard for other cities as a "special" place where people want to live, work, learn and play."*

OTHER VISION STATEMENTS:

Vision statements from local government strategic plans

Bartlett, Illinois ...is a community of small-town charm with a high level of responsive municipal services. Prudent economic development and diversification of the tax base make the village of Bartlett a safe, family-oriented community that is a great place to live, shop, work, and play...a place where community isn't just a word, but a way of life.

Clark County, Nevada ...a dynamic and vibrant community valuing diversity, opportunity, and partnerships, which fosters a healthy environment where individuals and families choose to live, work, and play.

Dover, Delaware ...a place where people want to live! ...[with] a reputation for being a clean and safe community, with a future of balanced growth and opportunity, where all citizens are heard, enjoy a high quality of life, and diversity is valued.

Hamburg, New York ...is the most desirable community in western New York, where quality of life, affordability, and innovation are the norm.

Mesa County, Colorado ...will be the best of government in the State of Colorado.

Montgomery, Minnesota ...will become the leader in LeSeur County, where others look to see how good a city can become.

Wildwood, Missouri ...is about the bonds that link neighbors and neighborhoods into a cohesive community of caring, involved, and dedicated citizens. It's also about a quality of life based upon careful stewardship of the magnificent natural environment found within the city, and ensuring that this legacy is passed on to future generations as a result of planned, responsible, sustainable growth.

Worcester, Massachusetts ...the most vibrant, welcoming, medium-sized community in the Northeast.

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GUIDING PRINCIPLES

The values are the core values that provide a foundation for the Strategic Plan. They are the basis of all decisions and actions. They can also be called guiding principles or critical success factors.

GAITHERSBURG:

We are guided by the Six Pillars of CHARACTER COUNTS! As demonstrated by:

Customer Focus – *We actively pursue the identification of citizen needs through citizen involvement to provide effective services to our community with efficiency, accountability, and a caring attitude.*

Open Communication – *We promote honest, open communication and easy access to information.*

Creativity – *We strive to improve the quality and efficiency of City services through creative approaches and new, innovative, and cost effective technologies.*

Fiscal Responsibility – *We provide quality services, of the best value, to effectively meet the needs of our community while maintaining a pay-as-you-go philosophy.*

Cooperation – *We promote a spirit of fairness, trustworthiness, respect and teamwork among our elected officials, City employees, residential and business communities, neighboring jurisdictions, and other governmental agencies.*

Commitment of Excellence – *We strive to achieve excellence in all we do.*

Continuous Improvement – *We advocate good citizenship and support the freedom to actively pursue suggestions, ideas, and creative approaches, leading to continuous improvement in everything we do.*

SAINT PAUL:

Within each of the visionary phrases above, we see much more. Responsive service includes a workforce that strives to always be effective at what we do and efficient in the delivery of those services. Quality facilities does not just mean infrastructure that provides our customers trouble-free service but that we are committed to public and personal safety and that our infrastructure design and maintenance will be progressive and forward thinking. Employee pride shall always mean that we are an organization made up of individuals that place the utmost value on our work product, that we are an organization made up of individuals of the highest integrity who take pride in the diversity of our City and our workplace.

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BOISE:

Respect – *We embrace diversity and treat everyone with courtesy, equity, and fairness.*

Integrity – *We operate openly and hold the highest ethical standards.*

Responsibility – *We are accountable to the citizens of Boise and to each other.*

Agility – *We are devoted to constant innovation and improvement in our services.*

Boldness – *We are willing to make tough decisions, and we focus on results to ensure a healthy future for the city.*

Collaboration – *We communicate and work as a team, and we partner with the community to solve problems.*

Dedication – *We are proudly committed to providing outstanding customer service.*

Commitment – *Our employees are our most valuable asset, and we are dedicated to attracting, retaining and supporting the highest quality work force.*

BLOOMINGTON:

Open and fair governance.

Fiscally sound use of public funds.

Environmental safeguarding through responsible stewardship of our natural resources.

Professionalism and expertise gained through employee enrichment and development.

A commitment to fostering civic engagement.

Uncompromising customer service in the delivery of City services.

Diversity as a source of strength.

Risk taking, forward thinking, innovation and creativity.

The active involvement of all City staff and a team-oriented approach in our achievement of goals.

Responsible practices that will ensure short- and long-term success.