

# TEAM EXERCISE #1 - VISIONING

## What is a Vision Statement?

Description of the community's image of itself...at its best...in the future

## What does a Vision Statement do?

Expresses community values

Sets direction for the rest of the plan (especially the development of goals and plan principles)

Provides a basis for decision-making and community action after the plan is adopted

## In preparing a Vision Statement, think about:

- Shared community values
- Princeton's history (past) and legacy (future)
- Community character/appearance
- Quality of life
- Inclusiveness
- Community engagement/involvement
- Economic vitality/Economic development
- Jobs/Employment opportunities
- Growth and resiliency
- Housing and neighborhoods
- Education and learning
- Parks and recreation
- Transportation and infrastructure
- Public health and safety
- Preservation of the environment
- Arts and culture
- Princeton's role in the region
- Other....

- **Create a statement that is easy to understand and communicate. Speak in broad, general terms.**
- **Focus on community values. Think long-term / big picture.**
- **Be uplifting, aspirational. Be realistic.**

## DRAFT VISION STATEMENT:

In 2050, Princeton will be \_\_\_\_\_

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