

CITY OF HAMPTON | HAMPTON 2040 COMMUNITY PLAN

Guidelines for Constructing Goal Statements for Your Strategic Priority

What is a goal statement?

A description of a measurable outcome that, if achieved, will help realize a stated vision. Goal statements are typically organized around key elements of the community that need to undergo some change in order to accomplish the vision.

Common elements of effective goal statements:

- **Outcome-oriented:** Focus on the results we hope to see to achieve the vision.
- **Measurable:** Ensure that the outcomes you’re describing can be quantified to track progress.
- **Achievable:** Set goals that are realistic, yet still aspirational.
- **Relevant:** Make sure there’s a clear connection between the outcome and the vision.



Helpful Hints:

- **Avoid getting too far in the weeds.** The specific steps needed to accomplish the goal don’t need to be included in the goal statement. Those details will be included in the actions.
- **Identify the key issues that need to undergo change to accomplish the vision.** These can become the “buckets” around which your goals develop.
- **Use data and information to assist you.** Identify what data you need to determine how much change can reasonably be accomplished and measured within your planning timeframe.

For Example...

You might set a personal vision to embrace a healthy lifestyle that promotes longevity and health. Key issues that you might like to change could include your diet, exercise, interpersonal relationships, and rest. Perhaps the goal related to your diet is: incorporate healthy foods into every meal. This goal is outcome-oriented, measurable, achievable, and relevant to your vision. It’s also not too detailed. There are still individual actions you would need to take to accomplish it; for example, to cook dinner at home every weeknight.

Flip the page for an example of a vision and goals from a past Hampton Community Plan.

Example of a Vision and Goals from Past Plan¹

Strategic Priority

Economic Base, Regionalism, Transportation & Infrastructure

Vision

Hampton is an innovative and economically vibrant city, central to the success of the region.

Key Issues

- Educated workforce
- Modern infrastructure
- Sustainable development (for heritage and natural resources)
- Cutting-edge technology

Goals

1. Enhance the region's worldwide economic competitiveness through a shared vision and collaboration with neighboring communities.
2. Strengthen the City's workforce development initiatives, support for small business development, and relationships with major institutions and federal neighbors.
3. Maintain and enhance existing infrastructure, and expand new infrastructure to keep pace with global trends.
4. Create and enhance local and regional transportation options for residents and visitors.

¹ This text is adapted from the City of Hampton's 2011 Community Plan Update, Strategic Issues.