

Goals & Objectives

Each Advisory Group is asked to prepare a set of **goals and objectives** related to their group's component of the Master Plan. These goals and objectives will provide the framework for future planning recommendations, City policies, and potential projects and actions.

Relationship to Vision

Goals and objectives support and add clarity to the Vision and Guiding Principles. Participants should review the Draft Vision and Guiding Principles and prepare their thoughts regarding overarching goals and specific actions or objectives that they feel relate to their plan component and the draft Vision.

What are 'Goals and Objectives'?

Taken together, the goals and objectives provide specific direction and establish the broad picture of what the City of Flint wants to accomplish within its Master Plan.

- **Goals** describe desired end situations toward which planning efforts should be directed. They are broad, community-wide statements and long-range. They represent an end to be sought, although they may never actually be fully attained.
- **Objectives** describe more specific actions that should be undertaken in order to advance toward the overall goals. They provide more precise and measurable guidelines for planning action.

Goals and objectives combine to provide direction, and serve as a guide for evaluating specific projects, land use alternatives, and community initiatives.

Generic Examples

The following generic examples have been provided to illustrate the general form and content of a goal and related objectives. They are not intended as a starting point for any Advisory Group.

Example 1:

Goal: Retain and attract middle income households.

Objectives:

- Establish a home ownership policy to maintain and increase moderate and middle income households
- Identify and promote market-rate housing locations.

Example 2:

Goal: Strengthen existing neighborhoods.

Objectives:

- Continue to target the use of CDBG funds (for housing acquisition, demolition, rehab. Infill) in established focus areas. (10%–35% vacancy rates)
- Explore stabilization strategies for the temporary and permanent use of vacant lots/areas in collaboration with neighborhood residents.
- Build on the special assets of older neighborhoods by preserving historically and architecturally significant structures.

Example 3:

Goal: Build stronger neighborhoods through public-private partnerships

Objectives:

- Increase faith-based organizations' involvement in community improvement and revitalization
- Encourage and provide involvement of social service providers in planning neighborhood improvement programs
- Increase neighborhood organizations' and private sector involvement in community development activities.