

Chapter 1: General Plan Vision, Goals and Policies

This chapter of the Monterey Bay Area Complete Streets Guidebook provides suggestions as to how communities can meet requirements of the Complete Streets Act by incorporating complete streets policies into general plans. Although the California Complete Streets Act requires complete streets policies only in the circulation element, the most effective policies are present or supported in more than one element of the general plan.

Guidance for developing a vision statement and circulation element and land use element goals are provided in this chapter and in Appendix B.

VISION

The vision statement of a general plan encapsulates community values and desires and provides inspiration for goals and policies. Developing a vision statement that considers complete streets is often a precursor to adopting complete street goals and policies. A vision statement may be included in the circulation element of the general plan focusing entirely on the community's vision, or may appear at the beginning of the circulation element. Vision statements are generally developed through a consensus-driven, collaborative community engagement process. When developing a vision statement the following questions should be considered:

- **What are the benefits of adopting a Complete Streets policy in our community?**
- **What reason for adoption (such as health, safety or providing transportation choice) will consistently rally support from the community, its transportation professionals and its leaders?**
- **What is our vision for Complete Streets?**

The model vision language below is provided to offer an example of a detailed vision statement and demonstrate the range of goals that can be considered in setting out a statement.

Sample Transportation Vision Statement

"The community of [Jurisdiction] envisions a safe, balanced and environmentally-sensitive multi-modal transportation system that supports greater social interaction, facilitates the movement of people and goods, and encourages active living, mobility independence, and convenient access to goods and services for all users including but not limited to pedestrians, bicyclists, children, seniors, persons with disabilities, motorists, movers of commercial goods and transit"

GOALS & POLICIES

Communities may include the entire sample complete streets policy in the general plan circulation element as a complete policy package, or may selectively adopt specific objectives or policies. Communities are encouraged to tailor the policy and implementation measures to local needs, concerns, and conditions, and to identify the local agency or department responsible for implementation. Most circulation elements already include goals, objectives, and policies addressing the needs of motorists and movers of commercial goods, so the suggested complete streets goals and policies focus on other types of users.

Sample general plan goals and policies are included as in Appendix B.