

CHAPTER 3 – VISION AND GOALS

Planning for the future begins with a **vision**, a broad statement of how the community views what it will become in the 21st Century, particularly over the next 20 years. This vision is an ideal, the result of imagining the future based on established perceptions and values. To establish its vision, the City of Stephenville sought input from citizens and City staff to create a vision that best described their ideal image of Stephenville for the future. This vision statement serves as the basis for developing the City's Comprehensive Land Use Plan.

The Vision

Stephenville, proud of its heritage, is a community that is known as:

- ◆ The Cowboy Capital of the World;
- ◆ One of the 100 best small towns in America;
- ◆ Having state of the art educational facilities and;
- ◆ The regional center for Erath County and the Cross Timbers area

all located in a country environment, far removed from the pressures of an urban lifestyle.

While a vision is at the heart of the planning process for the future, goals, objectives and actions are the guides for implementation. After the vision is formed, the next step is to identify the ways to secure it through goals, objectives and actions.

Goals

Goals are broad statements of the needs and priorities of citizens. They are the general ends toward which community leaders should direct their efforts. Goals may stretch and challenge cities, but should not be unrealistic. An important reason for establishing goals is to encourage citizen participation and understanding that results in a unified approach toward desired accomplishments and to promote consistency in plan implementation as the community changes over time.

Based on the vision, goals have been identified in each element of the Comprehensive Plan. These elements are: Land Use, Transportation, Downtown Revitalization, Community Facilities/Public Services, Parks and Recreation, Utilities and Drainage, Economic Development, Capital

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Improvements Plan and Implementation. These goals are based on citizen input from the Town Meeting, identification of the strengths and weaknesses of the community, extensive consideration by the Stephenville Comprehensive Plan Steering Committee and review by the Planning and Zoning Commission before consideration by the City Council.

Objectives and Actions

Once goals have been identified, the next step to achieve the long-range goals is to establish objectives. **Objectives** are clear targets for specific action. Linked directly to goals, objectives are measurable statements of intent. Objectives and their related actions are the guides for the implementation process. Once objectives are established, the next step is to decide upon the appropriate actions. **Actions** are even more specific methods that determine how to achieve the objectives and must reflect budgetary constraints and resources.

Goals, objectives and actions for each of the elements of the Comprehensive Plan are included in their respective chapter.