Vision Statement Definition

A short phrase describing the future you are ultimately working towards (i.e. your final destination or end state)

- Concise – short and to the point. 20-25 words max.
- Clear and easy to understand language
- Avoid buzzwords and jargon
- Limit word strings
- What would the world look like if this problem were solved? If you were completely successful, what would it look like?
- Do you want to self-impose a timeline?
A vision statement differs from a mission statement

**MISSION:** Present tense – describes what you do and who/what benefits

**VISION:** Future objective – description of a future you are working towards
Mission statement example:

“To create lasting solutions to poverty, hunger and social injustice.”

Vision statement example:

“A just world without poverty.”
VISION 2050

Outcomes

- Climate
- Community & Culture
- Economy
- Environment
- Equity
- Health
- Housing
- Innovation
- Mobility and Connectivity
- Natural Resources
- Public Facilities & Services
- Resilience
- Rural Areas
“In 2050, the central Puget Sound region will sustain a resilient, environmentally-friendly, carbon neutral growth pattern with healthy ecosystems, sustainable working farms and forests, and restored marine waters.

The region’s built environment will be framed by a network of thriving, compact, mixed-use growth centers that enhance community health and are connected by a world class high capacity transit system and multimodal transportation choices.

Healthy and safe housing affordable to households of all incomes, and high quality, living wage employment opportunities will be distributed throughout the region and accessible to all.

Investments in high quality services, amenities, and infrastructure will ensure equitable access to opportunity, and create communities where all people can reach their full potential.”
“Our vision is for an economically, environmentally, and socially thriving central Puget Sound region where all people have the resources, services, and opportunities for an exceptional quality of life in the places they call home.”
No Vision - 2050 End State

Short, high-level statement, followed by outcomes.

“In 2050, the central Puget Sound region is an economically, environmentally, and socially thriving metropolitan area where all people have the resources, services, and opportunities for an exceptional quality of life in the places they call home.”
“In 2050, the central Puget Sound region is prepared for and equitably accommodating growth, with robust infrastructure, services, and opportunities supporting an exceptional quality of life in every community.”
In 2050, the central Puget Sound region’s exceptional quality of life is sustained by connected communities, a spectacular environment, and the most innovative, globally competitive, and equitable economy in North America.”
“In 2050, the central Puget Sound region has an exceptional quality of life, connected communities, a spectacular natural environment, and an innovative, thriving economy, providing opportunity for all.”
“The central Puget Sound region provides an exceptional quality of life and opportunity for all, connected communities, a spectacular natural environment, and an innovative, thriving economy.”
Thoughts on approach?
Reflective of and unique to our region?
Ambitious, visionary enough?
Bulleted list of outcomes?
Thank you.

More information: psrc.org/equity

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