

2050 Regional Development Guide

Values, Vision, and Goals

Metropolitan Council

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Goals for Today



Review and recap

Reinforce shared approach to language

Explore ideas for regional goals

From General to Specific From Knowledge to Practice From Guidance to Action

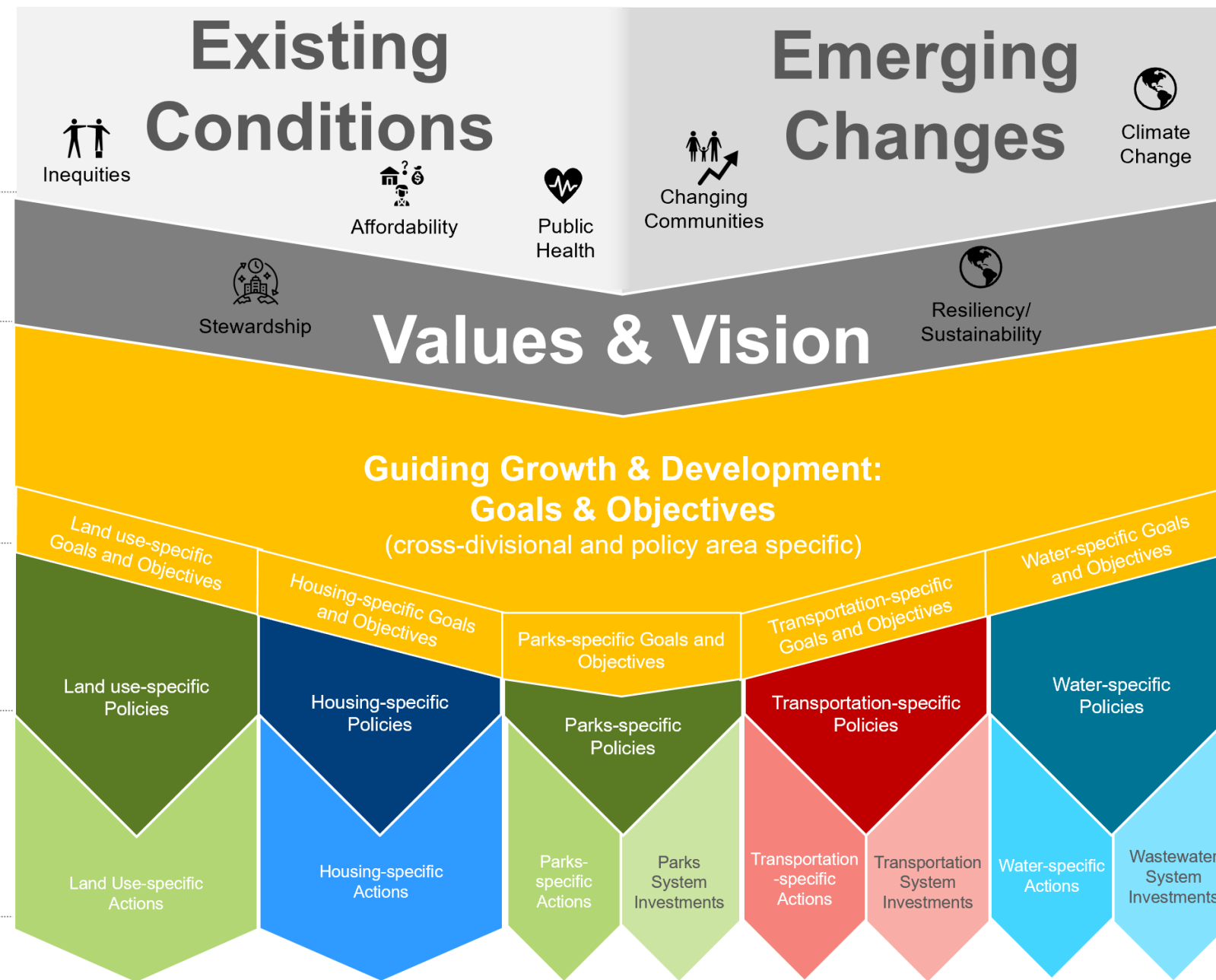
Our work reflects the region's existing conditions and emerging changes

Our shared values reflect the **core beliefs** that guide how we work toward the vision of **what we want to achieve**.

The goals and objectives articulate **desired end states** and **achievable results** that advance toward them, to achieve the vision.

Policies set the **intent and approach to regional issues** that will help achieve goals and objectives – policies clarify expectations for both Council and partners.

Policies are implemented through **specific actions by the Council and partners**.



Values, Vision & Goals: Definitions

Values

Core beliefs (principles) that guide how the Council carries out work

Clear what it looks like in action
Adherence can be evaluated
Will change everyday behavior
Short and simple

Vision

Overarching description of **what we want to achieve** for the region

Challenging
Needs 'all hands on deck' to achieve
Written in present tense
Does not provide numeric measures
Short and simple phrase

Goals

Broad directional statements that more specifically describe the **desired end states** for the region

Challenging
Benefits from Council support
May involve multiple Council divisions
We can measure it
Short and simple

Values, Vision & Goals: Examples

Values

Core beliefs (principles) that guide how the Council carries out work

“The Metropolitan Council and its partners are transparent in our work and accountable to the people we serve.”

-staff proposal

Vision

Overarching description of **what we want to achieve** for the region

“The region is interconnected by multiple modes of transportation, especially in ways that increase choice and reduce GHG.”

-staff proposal

Goals

Broad directional statements that more specifically describe the **desired end states** for the region

“The region has clean, reliable, and affordable sources of water.”

-staff proposal

Objectives, Policies & Actions: Definitions

Objectives

For each area of Council responsibility, **achievable results that advance each regional goal**

- Addresses types of work done repeatedly in each area of Council responsibility
- Does not have to be division-specific; can be involve multiple policy areas
- Brings about the goals
- Measurable
- Short and simple

Policies

Statement of the Council's **intent and approach to regional issues or topics**, independently and in its roles with partners

- Explains WHO does WHAT for WHOM to accomplish objectives and advance goals
- Clear, concise and easily understood

Actions

Specific strategies or activities to implement policies and achieve goals

- Explains HOW policies will be implemented
- Includes or references supporting procedures, protocols, requirements/rules, etc.
- Clear, concise and easily understood

Objectives, Policies & Actions: Examples

Objectives

For each area of Council responsibility, **achievable results that advance each regional goal**

“The Council will leverage Regional Parks System to restore and protect natural resources.”

-2040 Regional Parks Policy Plan

Policies

Statement of the Council’s **intent and approach to regional issues or topics**, independently and in its roles with partners

“The Metropolitan Council will focus regional growth in areas that support the full range of multimodal travel.”

-2040 Transportation Policy Plan

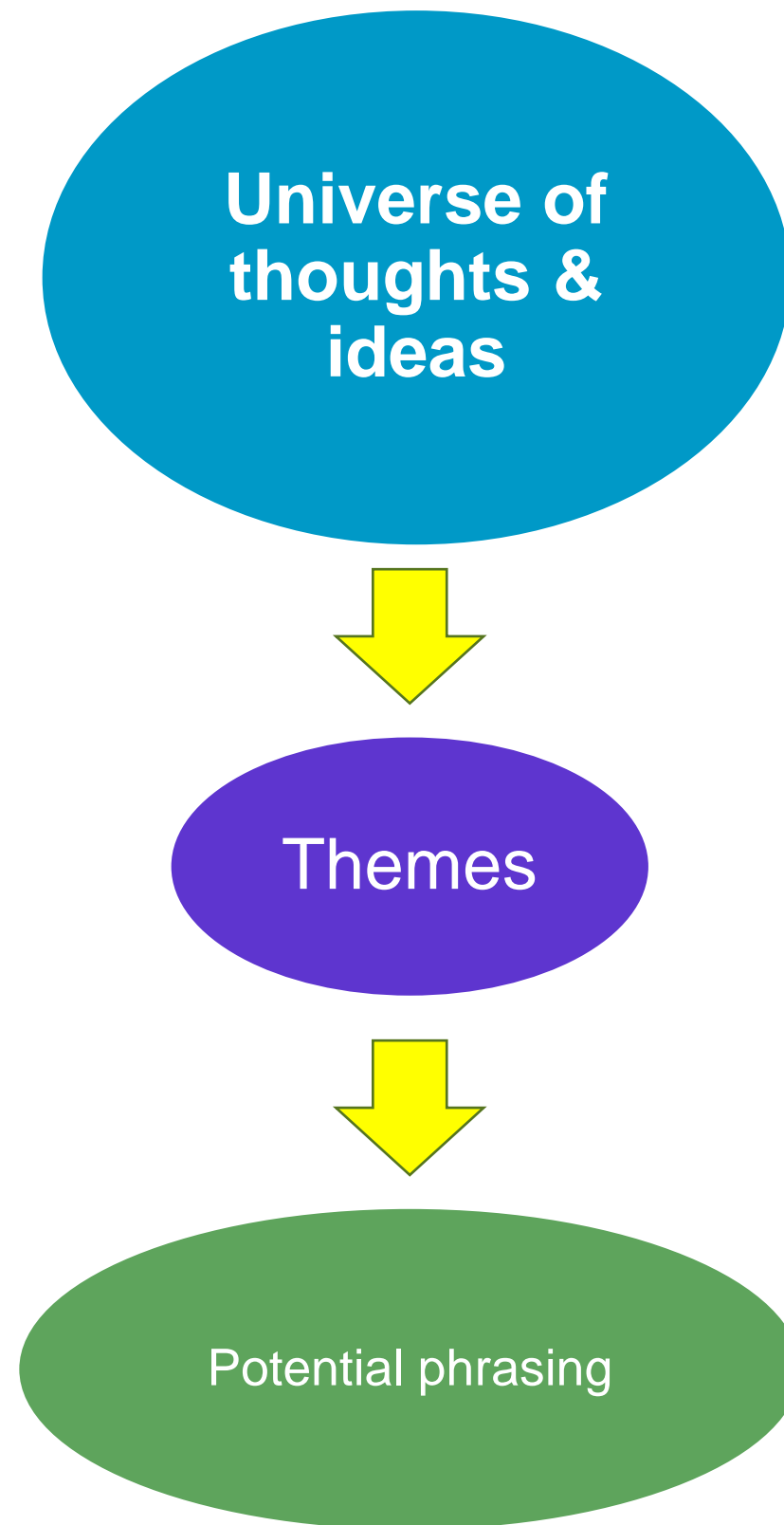
Actions

Specific strategies or activities to implement policies and achieve goals

“The Council and regional transit providers will use regional transit design guidelines and performance standards.....to manage the transit network, to respond to demand, and balance performance and geographic coverage.”

-2040 Transportation Policy Plan

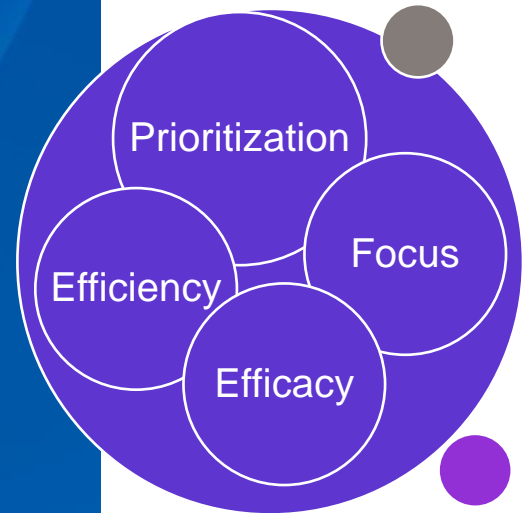
Regional Values



Values: *Current Themes*



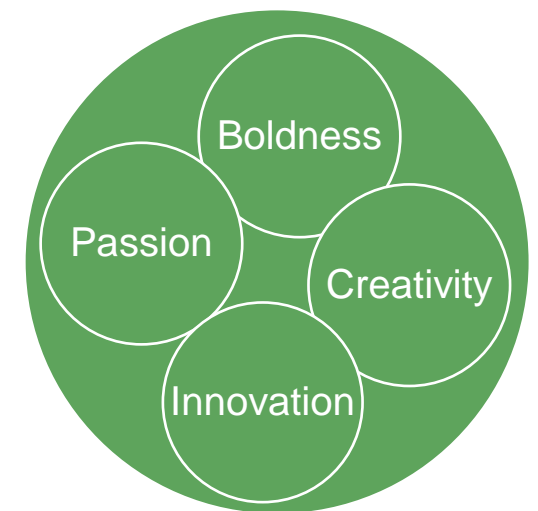
Could we say it this way?



“The region is effective and efficient in its work, prioritizing the most important challenges and opportunities.”

Could we say it this way?

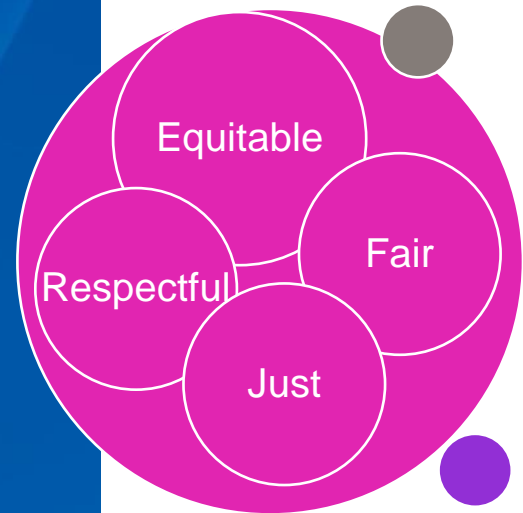
“The region is bold and innovative, bringing creativity, cultural competence, and innovation to our work.”



Values: *Current Themes*



Could we say it this way?



“The Metropolitan Council and its partner organizations work to create a fair, respectful, and just region that overcomes racial inequities.”

Could we say it this way?

“The region values its natural resources and works to ensure their resilience and sustainability in the face of climate change and regional development.”



Regional Vision: Current Themes

Racial inequities are eliminated.

Individuals and communities feel welcome, valued, and safe.

The region's diversity and entrepreneurship help drive economic growth.

Development and redevelopment preserve and restore natural systems.

The region becomes more interconnected and navigable for those without personal vehicles.

Public investments support economic growth, sustainable development patterns, equitable outcomes, and GHG reduction.

Affordable housing and workforce opportunities exist throughout the region.

A diversity of existing and emerging "places" contribute to vibrancy and sense of community throughout the region.

What Should Our Goals (Outcomes) Be?

Themes

- Racial equity
- Welcoming / safe
- Economy / workforce
- Housing choice / affordability
- Development vis-à-vis natural resources
- Transportation
- Vibrant places / destinations
- Investment / policy priorities (e.g., equity, climate, economy sustainability)
- Other?

Reminders

Where our emphasis has been:

Values

Core beliefs (principles) that guide how the Council carries out work

“The Metropolitan Council and its partners are transparent in our work and accountable to the people we serve.”

Vision

Overarching description of **what we want to achieve** for the region

“The region is interconnected by multiple modes of transportation, especially in ways that increase choice and reduce GHG.”

Where we are today:

Goals

Broad directional statements that more specifically describe the **desired end states** for the region

“The region has clean, reliable, and affordable sources of water.”

Policy Phase:

Objectives

For each area of Council responsibility, **achievable results that advance each regional goal**

“The Council will leverage Regional Parks System to restore and protect natural resources.”

+ Policies
+ Actions

Thank you

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