

Thinking of Your
Destination: Be SMART



A Goal Is. . .

An observable and measurable outcome that you want to achieve within a specific period of time. Goals are focused on outcomes and/or impacts.



Specific

- What do you want to achieve?
- Where will you focus your efforts?

Measurable

- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

Attainable

- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

Relevant

- Is this important for your region?
- Does this matter or bring benefit to the region?

Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?

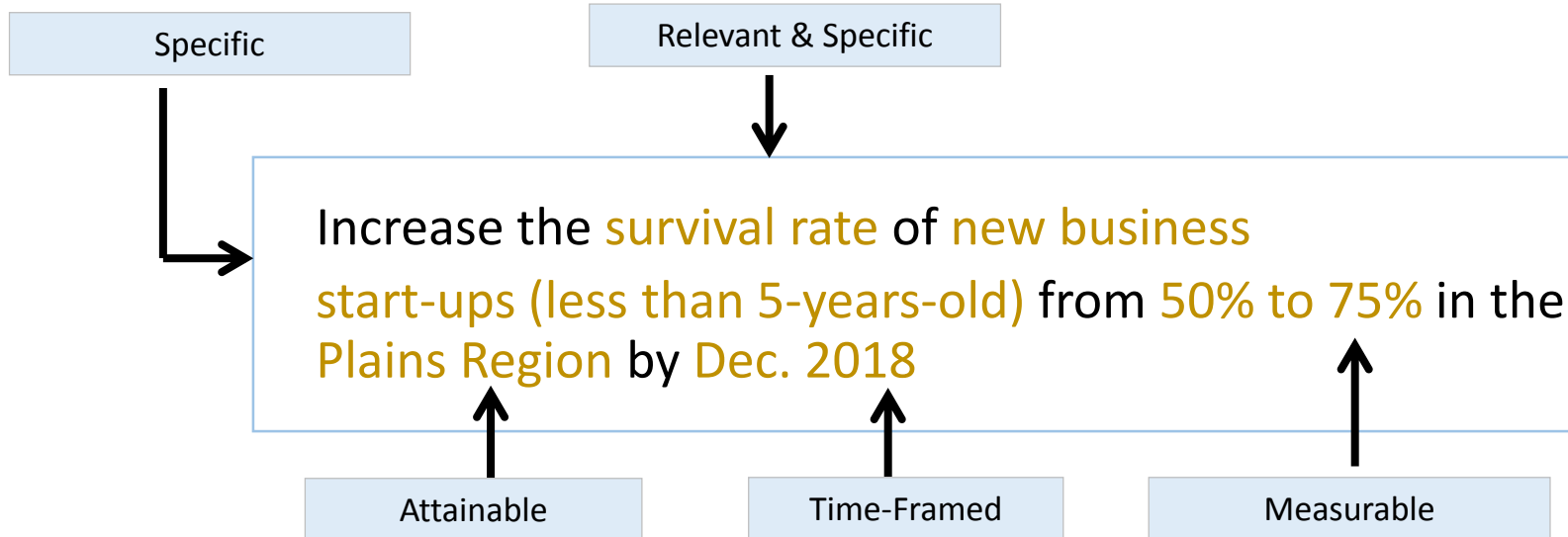
Adapted from: Heathfield, S.M. (2011)

SMART Goal Example: an Ideal Example

Increase the survival rate of new business start-ups (less than 5-years-old) from 50% to 75% in the Plains Region by December 2018

***NOTE:** A goal focuses on what changes or results you want to have happen as a result of the programs and strategies you are proposing to carry out.

SMART Goal : An Ideal Example





Introduction

The Housing Plan Element strives to enhance housing opportunities for all residents. This Plan Element provides the policy context to encourage a diverse range of affordable and accessible housing stock throughout the community.

The Housing Plan Element contains three overarching Goals to help frame this community's vision for housing. These Goals are supported by 15 Objectives that provide greater clarity and definition. The Housing Plan Element also includes a series of action-oriented Policies that have been organized as either a "land use and development" policy achieved primarily by future development or a "programmatic" policy, brought about largely through governmental actions.

GOAL
1

Expand and ensure a diverse range of housing choices.

GOAL
2

Facilitate the development of connected, mixed use neighborhoods.

GOAL
3

Ensure long-term affordability and livable options in all neighborhoods.



Taken Together...

Do these goals align with the CHASE (Louisville Planning process) principle:

- Connectivity
- Health
- Authenticity
- Sustainable
- Equitable

Connected

Louisville Metro is connected through a multi-modal transportation system that considers all users and provides safe, convenient access to jobs, housing opportunities, and regional and national transportation facilities. Louisville Metro is also primed for technologic advances that will offer more opportunities for citizens and business. Louisville Metro leverages its natural environment and geographic position to improve quality of life for all citizens.

Healthy

Louisville Metro's built environment supports active lifestyles by ensuring that all neighborhoods promote a state of complete physical, mental and social well-being. The built environment supports the natural environment by considering air, water and soil quality while allowing for appropriate growth and development. Citizens' quality and quantity of life is enhanced through equitable access to parks and open space, recreation, healthcare and healthy food with no systematic and changeable differences in health between socially, economically, demographically or geographically defined populations.

Authentic

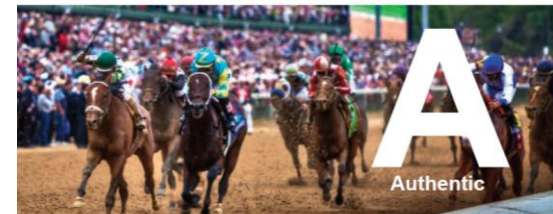
Louisville Metro is a compassionate community that recognizes its unique culture by supporting the evolution of its neighborhoods through engaging all citizens, encouraging local businesses, promoting art and culture, and recognizing important features such as buildings, parks, waterways, among others in the built and natural environment. Promoting preservation and adaptive re-use of historic structures to support the community's growth and development aids in maintaining Louisville Metro's unique character.

Sustainable

Louisville Metro is a resilient community that improves quality of life for all citizens by encouraging green practices in development and redevelopment of buildings, transportation and infrastructure. Louisville Metro maintains its existing infrastructure and encourages sustainable, high-quality development practices that provide livable, walkable communities while being harmonious with the natural environment.

Equitable

Louisville Metro is a community that values diversity and recognizes that resources, opportunities, and outcomes must be shared by all. Louisville Metro seeks to engage all citizens in the decision-making process and address the history of inequities and their ongoing impacts, particularly among communities of color. Louisville Metro's built environment supports the creation of safe neighborhoods while providing equitable access to quality education, employment and affordable housing of choice for all citizens. The community enjoys the benefits of economic growth and improvements to the built and natural environment in and across neighborhoods.



Exercise 1

- Step 1. Based on the data, what are the key themes you think this working group should focus on?
- Step 2. Report out all theme ideas
- Step 3. Vote for what you perceive as the top 3 issues.

Exercise 2

- Create one SMART Goal for 3 of the identified themes.
- Ensure the goal adheres to both SMART and CHASE principles.