



Draft General Plan Vision Statements

January 2020

Draft General Plan Vision Statements

The following are four draft General Plan Vision Statements that were developed based on key terms used by community members to express their vision of Ukiah in 2040. The **GREEN** highlighted words in each Vision Statement are the community's key terms, as identified at Community Workshop #1, PumpkinFest, and through online engagement.

Draft General Plan Vision Statement #1

The City of Ukiah will be an **engaging** city that prioritizes being a connected community built on a foundation of active public participation and maintaining a **transparent local government**. We will strive to enhance overall connectivity in the City by encouraging a more **bikeable** and **walkable** environment. We will continue to promote lifelong learning and **education** excellence and accessibility for all age groups. Ukiah will be a city that values **economic diversity** in a **business-friendly environment**. Overall, we aspire to be a **resilient** community, one that is **fiscally responsible**, environmentally conscious, and **sustainably** focused.

Draft General Plan Vision Statement #2

Ukiah will be a **welcoming** and **diverse** city that values and promotes community **safety, education**, and overall community **health**. The city will continue to maintain and enhance its local **parks** and support **community events** that are **inclusive**. Ukiah will be a **sustainable** community focusing on **resiliency** and protection of our **natural environment**.

Draft General Plan Vision Statement #3

The City of Ukiah will be a **proactive** and **vibrant** community that prides itself on **diversity, safety**, and **transparency** for all community members. We will protect our **natural resources** by encouraging **sustainably** focused development and **resilient** infrastructure that enhances the community while preserving valuable **open space**. We will seek to be a leader in the region by providing **social services** and **economic** and **recreation opportunities** that benefit everyone and celebrate Ukiah as a **unique** place to live and visit.

Draft General Plan Vision Statement #4

The City of Ukiah is a **diverse, family-oriented**, and **friendly** community that is connected to the beautiful, surrounding natural open space areas that give the community its **unique** focus and sense of place. Ukiah is a **resilient** community that is **fiscally responsible, environmentally conscious**, and **inclusive**. The city offers a great place for people of all ages, incomes, and ethnicities to live, work, and visit.