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.