The following general definitions are offered to provide a common understanding of how the City has used Goals and Objectives to guide decision-making and program/project development.

_____

Goal   **The long-term purpose toward which programs or activities are ultimately directed.**

(A "Goal" as developed should not be obtainable. No matter how much the conditions may improve, there should always be room for improvement.)

Objective   **A specific, measurable, or quantifiable intermediate end that is achievable and marks progress toward a goal.**

(A singular objective or series of objectives may be identified for each goal. Also, these objectives are not exclusive of the goal for which they are identified and may be used for focusing progress toward several goals.)

Action   **The manner in which programs, functions, and activities are conducted to achieve an identified objective and strive toward a goal. Actions must also be specific, quantifiable, measurable, and, if possible, time certain as to when the program, function, or activity is to be implemented.**

(The actions are the specific functions that the municipality or county commits to accomplishing to implement the plan. If, for example, the plan calls for "countywide zoning" then an action should be identified that would assess the staffing levels on the zoning enforcement division and hire additional personnel to cover the increased workload. The decision-makers can then decide if the anticipated "benefit" (a measurable action that achieves progress toward a goal) is worth the "cost".)

Example:
Goal   A desirability community to live in
Objective   Growth Management/Compatible Land Uses
Action   Implement Zoning Standards

Why Do Goals and Objectives?

They establish a framework for decision-making for the City Council. They also set the general understanding for the Administration and Directors to develop and/or refine programs and projects that move the City in the desired direction.