

## POLICIES AND ACTIONS OVERVIEW

A good comprehensive plan builds upon a framework that ties broad ideas and specific activities together, identifying the community's short- and long-term needs. Effective policies that will guide community investment and decision making in the Town of Jerusalem over the next decade often require a multi-level approach. The plan's framework is very much like the blueprint of a building. All of the components – from the largest to the smallest – must fit together in a logical way for the structure to stand and function well for years to come. This document is the base upon which the Town's future direction, development and success will be built.

The Comprehensive Plan has five key elements, which are described below. In addition, non-planning examples have been provided to help illustrate how these elements relate to one another.

*Vision* – A general statement about the future condition or state of the community; it is the end toward which all actions are aimed (see page 11).

*Policy* – Similar to a vision in that it is an end toward which actions are aimed, policies are more narrow in scope and tend to target a specific area or topic. Imagine what the community should "have" or "be."

*Strategy* – A statement of measurable activity to be accomplished in pursuit of the policy, which is reasonably attainable. Consider broad actions or aspirations, such as "increase," "develop," or "preserve."

*Policy Measure* – It identifies how, when, and amount to be done and helps to answer the question, "how do we tell if our objectives are working?"

*Action Item* – A specific proposal to do something that relates directly to accomplishing an objective, which usually takes the form of a plan, activity, project or program.

### How Do The Policy Elements Fit Together?

The following non-planning example helps to illustrate the inter-relatedness of these key elements.

#### **Example:**

*Vision Statement*

*Policy:* To have a well educated child.

*Strategy:* Increase my child's vocabulary.

*Measure:* Number of new words spoken in six months.

*Action Item:* Introduce one new word per week, repeating it three to five times a day.