

# Oregon Bicycle and Pedestrian Plan

## Principles for an effective Vision statement

An effective vision statement should provide a vivid mental picture of the desired future for bicycle and pedestrian modes in the Oregon transportation system. It should include key memorable phrases that speak to people. It should evoke emotion. It should use plain English, avoiding jargon and acronyms.

An effective vision has these three elements:

1. Destination: Where are we going? What is the future state we envision? (lead statement)
2. Purpose: Why is this important? What will it accomplish for Oregon? (high level context)
3. Values: What principles guide our decisions and actions? What are our deeply held beliefs of what is right or fundamentally important? (further components of the full vision for the Plan)

