LRSP Vision, Mission, and Goals

# Overview

This template can be used to help your agency draft Vision and Mission statements for your LRSP. Drafting Vision and Mission Statements can help generate interest in the planning process. Then, after reviewing your safety data, you can identify some data-driven goals or strategies to improve safety in your community. Often, it can take several iterations, and these can be revisited throughout the plan development process.

## VISION

The vision is the ***dreaming*** component. A vision statement is an idealized future description of your success. It should inspire, energize, focus, and help you and your partners picture success as you develop the plan. Summarize your Vision in a powerful phrase. This can greatly enhance the effectiveness of your vision statement. This phrase will serve as a trigger to the rest of the vision in the mind of everyone that reads it.

### VISION Statement Examples

A world without Alzheimer’s disease (Alzheimer’s Association)

Create economic opportunity for every member of the global workforce (LinkedIn)

A highway system free of fatalities through a sustained and even accelerated decline in transportation-related deaths and injuries (Toward Zero Deaths)

To help all users of Boone County’s transportation system to reach their destination safely. (Boone County, IN Highway Department)

[Draft some possible Vision Statements here…]

## MISSION

The mission is the ***doing*** component. A mission statement describes what an agency is going to do to achieve its vision. It states their objectives and approach. It should energize and focus you and your partners on something that everyone can work towards to achieve.

### MISSION Statement Examples

To spread the power of optimism (Life is Good)

To organize the world’s information and make it universally accessible and useful (Google)

To inspire healthier communities by connecting people to real food (sweetgreen)

Enable and empower the strengthening of a world-class highway system that promotes safety, mobility, and economic growth, while enhancing the quality of life of all Americans. (FHWA)

Eliminate fatal and serious injuries resulting from traffic crashes, making decisions based on their ability to reach zero deaths on Boone County’s transportation System (Boone County, IN Highway Dept.)

[Draft some possible Mission Statements here…]

* To advance road safety in our County by reducing fatal and serious injuries and improving people’s lives.
* Create a County Culture inside and out that promotes and implements Toward Zero Deaths strategies.

## GOALS

Creating plan goals to supplement the vision and mission can help refine the team’s focus and work towards outputs and outcomes that are measurable.

Here are examples of goals that provide further support and refinement of the vision and mission:

* Reduce the number of fatal crashes in to Zero by 2030.
* Implement proven safety solutions systemically to reduce fatal and severe crashes.
* Reduce the number of severe Run off the Road crashes by 50% by 2025.
* Increase seat belt usage by 20% for teenage drivers.

[Draft some possible Goals here…]