

# Writing Goals and Policies for Equitable General Plans

## Policies: Action-oriented Statements

Begin each policy statement with a verb. The one exception is when a qualifying statement is warranted as a preface the policy action statement itself. For each policy, include a short-hand subject statement in bold that very succinctly summarizes the topic of the policy itself. The statement could be only a noun and at most an adjective plus a noun, or a short simple sentence. This will help users navigate the document and will also be helpful in document review.

## Useful Verbs for Policy Writing

### Regulatory/Actionable

- Require
- Recommend
- Permit
- Allow
- Prohibit
- Provide
- Incentivize
- Support
- Work with
- Coordinate with

- Expand
- Preserve
- Identify
- Create
- Prioritize
- Develop
- Maintain

### Visionary/Directionable

- Transform
- Encourage
- Establish
- Improve
- Promote
- Ensure
- Strive
- Seek to
- Strengthen
- Discourage

## General Policy Evaluation Questions

- Is the policy clear?
- Is the policy measurable?
- Is the policy logically connected with the goal and topic?
- Consider adverse impacts
  - What adverse impacts or unintended consequences could result from this policy? Specific groups more impacted? How can we prevent adverse impacts?
- Advance equitable impacts
  - How can we maximize this plan/policy/project's positive impacts on equality and inclusion?
- Examine alternatives or improvements
  - Are there better ways to reduce racial disparities and advance racial equity?
- Ensure viability and sustainability
  - Realistic? Adequate funding? Ongoing communication with and accountability to community stakeholders?

## Policy Topic and Subtopics

1. Food
  - Commercial and urban agriculture
  - Community gardens
  - Local food systems
  - Farmers market
  - Nutrition education
  - Healthy food access
  - Unhealthy food/fast food
  - Liquor stores
  - Composting
2. Transportation
  - Bicycle infrastructure
  - Pedestrian infrastructure
  - Bike share
  - Complete Streets
  - Active Transportation programming
  - Safe Routes to Schools / Safe passages
  - Connectivity
  - Complete (end-of-trip) facilities
  - Cars / parking
  - Public transportation
3. Housing
  - Affordability
  - Overcrowding
  - Displacement
  - Homelessness
  - Healthy building
  - Universal design
  - Housing quality/ code enforcement
  - Special needs housing (Seniors, supportive housing)
4. Land Use
  - Mixed Use Development/Zoning
  - Infill / Compact Development
  - Repurpose underutilized spaces
  - Active design
  - Gathering spaces
  - Healthy goods and services
  - Complete neighborhoods
5. Parks and Open Space
  - New parks
  - Park access
  - Park safety
- Active spaces
- Passive spaces
- Park programming
- Recreation centers
- Multi-use trails
6. Environmental Health
  - Air, water, soil pollution
  - Brownfield remediation
  - Industrial uses
  - GHG emission reduction
  - Climate change resilience
  - Environmental justice
  - Freight (trucks, ships, rail, warehouses)
7. Social Environment
  - Gang prevention programs
  - Policing and public safety
  - Community policing
  - Reintegration of formerly incarcerated persons
  - Mental health / rehab centers
  - Youth activities
  - Senior programming
  - Social equity
8. Education and Economic Development
  - Childcare / Early childhood education
  - Higher education / Lifelong learning
  - Art and culture
  - Libraries
  - School planning and development
  - Workforce training
  - Youth employment
  - Small business support
  - Retail
  - Industry / clusters
9. Public Health
  - Health in all Policies
  - Partnerships for health
  - Health education
  - Prevention
  - Evaluation
  - Healthcare access
  - Healthcare coverage