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

<table>
<thead>
<tr>
<th>Regulatory/Actionable</th>
<th>Visionary/Directionable</th>
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<tbody>
<tr>
<td>Require</td>
<td>Transform</td>
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<td>Recommend</td>
<td>Encourage</td>
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<td>Permit</td>
<td>Establish</td>
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<td>Allow</td>
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<td>Prohibit</td>
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<td>Incentivize</td>
<td>Strive</td>
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<td>Support</td>
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<td>Work with</td>
<td>Strengthen</td>
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<td>Coordinate with</td>
<td>Discourage</td>
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<td>Expand</td>
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<td>Preserve</td>
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<td>Develop</td>
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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