

BPAC Vision and Mission Statement Exercise

Vision: A view of how the world should be as a result of your work (Why?)

Vision Statement Examples

1. A city where everyone has a transportation choice.
2. A city where everyone is given a transportation choice.
3. Creating an environment that promotes safety, physical activity and health.
4. A place where everyone can be safe, healthy and active.
5. Ensuring a safe comfortable, place to bicycle, walk and be active.
6. Encouraging, educating, and building a safe place for people to bicycle and walk, benefiting the community, economically, socially and environmentally.

Mission: Describes what business the organization is in (and what it isn't) both now and projecting into the future (Harvard Business Review Sept. 3rd 2014). (How?)

Mission Statement Examples

1. Creating and promoting annual objectives for improving community transportation access for people of all interests and abilities
2. Working on the creation of objectives to inform the community in improving bicycle and pedestrian infrastructure
3. Providing annual objectives and metrics in improving the community's transportation choices
4. Increase bicycling and walking mode share in La Crosse by X% over the next XX years. [Current modeshare numbers](#)
5. Guiding the community to Gold League of American Bicyclists designation, and increasing modeshare [X% bicycling and walking by X%](#) by the year 2022.