

APPENDIX B:  
Glossary of Terms - Goals & Strategies





## Definitions & Glossary

The terms Goal and Strategy can mean different things to people and may not always be viewed with the same level of importance or commitment. Throughout the Comprehensive Plan update Goal and Strategy will have the following meaning and definition:

**Goal:** A general statement of community aspirations and desired objectives indicating broad social, economic or physical conditions to which the community officially agrees to try to achieve in various ways, one of which is the implementation of the Comprehensive Plan.

**Strategy:** *An officially adopted course of action or position to implement the community goals. (To be developed and refined as plan components are developed)*

Goals and strategies assign various roles, commitments and responsibilities to the city of Brooklyn Center. To assist with defining the city's role for each goal *and strategy*, the following key terms are defined and indicate the city's corresponding responsibility:

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**Create:** Bring about the desired goal, with city staff involved in all levels, from planning to implementation, and which may involve city financial assistance.

**Continue:** Follow past and present procedures to maintain the desired goal, usually with city staff involved in all levels, from planning to implementation.

**Encourage:** Foster the desired goal through city policies, which may involve city financial assistance.

**Endorse:** Subscribe to the desired goal by adopting supportive city policies.

**Enhance:** Improve the current goal through the use of policies, which may include financial support, and the involvement of city staff at all levels of planning.

**Explore:** Investigate the stated method of achieving the desired goal, which may involve city staff and financial resources to research and analyze such method.

**Identify:** Catalogue and confirm resource(s) or desired item(s), which may involve city staff and may require financial resources.

**Maintain:** Preserve the desired state of affairs through the use of city policies. Financial assistance should be provided if needed.

**Recognize:** Acknowledge the identified state of affairs and take actions or implement policies to preserve or change them.

**Prevent:** Stop described event through the use of appropriate city policies, staff, action and, if needed, finances.

**Promote:** Advance the desired state through the use of city policies and staff activity at all levels of planning.

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**Protect:** Guard against a deterioration of the desired state through the use of city policies, staff and, if needed, financial assistance.

**Provide:** Take the lead role in supplying the needed financial and staff support to achieve the desired goal. The city is typically involved in all aspects from planning to implementation to maintenance.

**Strengthen:** Improve and reinforce the desired goal through the use of city policies, staff and financial assistance, if needed.

**Support:** Supply the needed staff support, policies and financial assistance at all levels to achieve the desired goal.

**Sustain:** Uphold the desired state through city policies, financial resources and staff action to achieve the goal.

**Work:** Cooperate and act in a manner to create the desired goal through the use of city staff, actions and policies.



No commitment of financial investment, staff resources and policy directives	May include financial investment, staff resources and policy directives	Commitment to financial investment (if needed), staff resources and policy directives
Continue Endorse Identify Reserve Recognize Promote Work	Create Encourage Enhance Explore Maintain	Prevent Protect Provide Strengthen Support Sustain



