



## Definitions:

- **Goal:** A desired end state. Where we want to be when we've accomplished what we set out to do.
- **Objective:** A measurable action to achieve a stated goal.
- **Strategy/Tactic:** A specific program, policy, action, or funding source to be used to move the indicators on an objective.
- **Metric:** The data or indicator that can be measured to determine progress on an objective. i.e. unemployment rate, vacancy rates, number of users, number of dollars, etc.

## Draft Thematic Goals and Objectives

These themes and goals are the second draft of language to guide the creation of plan recommendations for Hillsboro. These statements were created based on the issues and opportunities shared by the community in the vision and values survey, and the discussion with the steering committee in November 2018. The changes to the December 10 draft are shown as redline edits.

We had six (6) committee members rank and rate their level of support for these goals. They are shown in order from top priority to lowest priority. The average score of support is shown. The closer to 5 this number is the more support there was for the goal.

### 1. Economy-Support 4.8 stars

#### Goal

***Hillsboro will have a robust and thriving economy that serves its citizens, ~~and~~ welcomes a variety of businesses and organizations to grow and develop within the city, and increases economic development and redevelopment activities.***

#### Objectives

- ~~Increase economic development and redevelopment activity~~
- Diversify employment opportunities
- Reinvent Uptown as a destination for both residents and visitors
- Support entrepreneurial enterprises
- Increase housing development in and around Uptown
- ~~Catalyze~~ **Encourage** residential development
- Support creation of a location-based economy from the rural, agricultural, historic, and recreational resources in the region

2. *Communication & Collaboration-Support 4.667 stars*

Goal

***Hillsboro will have open and transparent decision-making processes that connect strong partnerships and collaborative efforts to ensure a foundation for effective communication, growth, and enrichment in the community between the government and its residents.***

Objectives

- Expand partnerships with local businesses
- Improve communication between citizens and leadership
- Enhance city branding efforts

3. *Neighborhoods & Housing-Support 4.667 stars*

Goal

***Hillsboro will be a town of strong neighborhoods, with vibrant and diverse housing stock that provide a variety of housing options for all, and encourage neighbors to be active and involved citizens in their community.***

Objectives

- Emphasize care and upkeep of neighborhoods
- Address vacant and blighted housing
- Engage neighborhoods in community events and efforts
- Increase homeownership
- Increase supply of housing in and around Uptown
- Improve public infrastructure in the neighborhoods
- Encourage and support citizen actions in their neighborhoods

4. *Community-Support 4.667 stars*

Goal

***Hillsboro will be a safe and healthy community that promotes individual well-being, the pursuit of self-improvement, and encourages pride in being part of the community.***

Objectives

- Reduce and eliminate illegal drug activity
- Support health equity through city programs and policies
- Encourage community pride and support
- Empower citizens and community organizations

5. *Local Resources & Heritage-Support 4.667*

Goal

***Hillsboro will be a place that embraces its environmental, historic, and local resources and preserves those resources to establish and build city identity.***

Objectives

- Embrace recreational resources
- Preserve and enhance historic, small-town character
- Build on rural and agricultural heritage

6. *Connectivity-Support 3.5*

Goal

***Hillsboro will be an informed and connected city with access to ~~places and information far beyond the municipal boundaries~~ resources that extend beyond municipal boundaries.***

Objectives

- Strengthen and maintain high speed internet connections throughout the city
- Improve the speed and quality of the city's communications infrastructure
- Enhance regional connectivity to Cincinnati, Columbus and Dayton
- Collaborate with other communities to enhance roads and other venues of transportation
- Take advantage of new and innovative technologies to better connect the city with other areas

7. *Mobility-Support 4.167*

Goal

***Hillsboro will be a place with efficient interconnectedness through well-organized and designed transportation infrastructure ~~networks and systems.~~***

Objectives

- Improve the flow of traffic through and around town
- Support multimodal forms of transportation and transit
- Improve and maintain transportation infrastructure including trails, sidewalks, and roadways