How to Read the Elements Section

The plan's seven Elements are Housing, Economic Vitality, Infrastructure and Public Safety, Health and Sustainability, Humanitarian and Social Aspects, Town and Gown, and Community Identity and Public Places. Each Element contains the following:

- **Table of Contents**

- **Introduction to the Element**

- **Connection to Vision:** The Vision and Core Values expressed in the 2040 Report became the foundation for the Goals expressed in various Elements of this comprehensive plan. This section outlines how the Goals within the Element are furthering the core values established in the visioning process.

- **Goal:** A goal is a desired, ideal end-state for a particular community resource or feature. Example: Reduce economic inequality and promote opportunity for all residents.

  *Each Goal is followed by a discussion of its significance, a list of **positive contributors** in place today that will help the Town achieve that Goal, the **challenges** the Town will face in order to achieve the Goal and the **list of partners** (potential stakeholders) who can help move the Goal forward.*

*In addition, each Goal has a **list of metrics to measure its success.** Baseline data for these metrics is included in the Appendix section.*

- **Strategy:** A course of action or guideline for taking actions and decisions toward pursuing a long-term goal. Example: Protect and Promote Historic Elements that Contribute to Normal's Unique Identity

- **Action:** A specific task or project implemented to carry out a policy. Often, multiple action steps are taken to carry out a given strategy. Actions can include projects, programs or regulations

- **Quick wins (Q):** Some actions are marked at the end with a "Q" in parenthesis. These items as identified as quick wins, meaning their implementation can happen within a short time frame and with the existing resources for the most part.

Every goal, strategy, and action was assigned an alphanumeric identifier to accurately locate it. [See Figure 3 below for an example and abbreviations.]

Identifiers

H	Housing
EV	Economic Vitality
HS	Health and Sustainability
IP	Infrastructure and Public Safety
HSA	Humanitarian and Social Aspects
TG	Town and Gown
CIPP	Community Identity and Public Places

Goal **HSA 1** — Goal #
Element

Strategy HSA 1.1 — Strategy #
Element   Goal #

Action **HSA 1. 1 a** — Action Item
Element Goal # Strategy #