

It Takes an Island: Developing Shared Aspirational Statements

A partnership between One Treasure Island, Treasure Island Development Authority (TIDA), and Treasure Island Development Group (TIDG)

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Project Goal

To develop a shared aspirational vision and mission statement, including associated core values, for the Island rooted in inclusion, equity, and belonging that supports a cultural foundation for the community and its redevelopment.

GOAL



Understanding the Statements



Vision Statements

States the future; highlights what an entity desires to achieve. Addresses the big meaning and purposes.

Mission Statements

An entities explanation of the reason for existence; the overall goal.

Core Values

Fundamental beliefs and highest priorities that drive the work being done.

Statement Development Process

- Established a core planning team
 - One TI, TIDA, TI Development Group
 - Met four times to develop initial statements and values
- Developed a 10-member Community Workgroup that consists of residents, businesses, nonprofits, and TI developer partners.
 - Met three times virtually and via email communication to develop final draft
- Will be conducting a community survey to get input on statements
 - The Goal is 250 people providing feedback
- Have a community unveiling event
- Share the aspirational statements and core values widely!



VISION

A thriving San Francisco neighborhood in the middle of the Bay celebrated for its inviting culture, outdoor experiences, and sustainable community.



MISSION

To create a welcoming, vibrant, and healthy community that honors the diversity of its existing and future residents, businesses, and visitors.

CORE VALUES

Inclusion and Equity – Celebrating Treasure Island’s uniqueness by actively cultivating a mixed income community that creates a sense of belonging.

Sustainability – Implementing new and tested methods to balance economic growth, environmental care, and personal and social well-being.

Opportunity – Offering a range of opportunities that invite growth and innovation through continued collaboration.

Connection – Fostering and embracing relationships throughout the greater San Francisco Bay Area.

Treasure Island

San Francisco, CA



Tell us what you think!

We'd like the input of 250 people.



Treasure Island Visioning Project Complete a 3-min survey!

Survey open now
through February
28th.

Take the survey here:



<https://tinyurl.com/TIVisioning>

We are seeking input from all members of the Treasure Island community to ensure that the newly developed, co-created aspirational vision, mission, and core values statements reflect your thoughts on the Island.

For more information, please contact Nella Goncalves, 415-986-4810,
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PARTICIPATE



TODAY!



Final Input and Thoughts

