VISION

In 2035 the heart of Seattle will be a place for us all, with diverse neighborhoods, active streets, and inviting public spaces.

VALUES

1. PEOPLE FIRST
   • Cultivate Community: Create places and experiences that bring us together and encourage positive interactions
   • Promote Health: Support active lifestyles that foster physical and emotional well-being

2. RACIAL, ECONOMIC AND SOCIAL JUSTICE
   • Lead with Equity: Improve outcomes for the most vulnerable groups and individuals
   • Proactive Participation: Initiate, invite, listen to, respect, and empower all people

3. ACCESS TO OPPORTUNITY FOR ALL
   • Provide Efficient Mobility Options: Implement distributed, convenient, reliable, and accessible mobility options
   • Connect Safely: Ensure that streets and public spaces are safe, accessible, and comfortable
   • Prioritize People and Goods: Create efficiency where needed to keep streets moving

4. ENVIRONMENTAL STEWARDSHIP
   • Be Bold Leaders: Model climate-positive policies and actions for a sustainable future
   • Let Nature Thrive: Foster connections with nature and integrate natural settings into daily life

5. CULTURAL DIVERSITY
   • Celebrate Seattle: Enhance each neighborhood’s identity and individual belonging in streets and public spaces
   • Honor All Cultures: Acknowledge the triumphs and challenges of our intersecting and sometimes conflicting pasts

6. COLLABORATION
   • Co-Create Success: Engage people to develop shared outcomes that invest in future generations
   • Take the Long View: Steadily build an honorable legacy together

Source: Downtown Seattle Association