

Community Vision Statement



Our Vision

In 2050, Modesto is a community of choice because of its strong sense of community and connection, cultural diversity, quality jobs, strong neighborhoods, and abundant open space and recreational opportunities.

Modesto's rich heritage and history are preserved while responsible growth and development seek to provide housing to all income levels, a range of job opportunities, community amenities, walkable and bikeable neighborhoods, and well-maintained infrastructure for all.

Modesto is a place where everyone is valued through a continuous commitment to collaborate with community members.

Our Values

BALANCE



We seek to balance well-designed development that meets our housing, jobs, transportation, and infrastructure needs while preserving our character, open spaces, and the agricultural land that surround us.

PROSPERITY



We cultivate a diverse, thriving, and resilient economy with a variety of quality jobs, affordable homes, recreation, lifelong learning opportunities, and services for both current and future generations to experience a high quality of life.

EQUITY



We ensure that everyone has equal opportunity and a voice in City decisions. We enable equitable access to City services and infrastructure, including for those who have been underserved, so that the entire community is healthy and can flourish.

COMMUNITY



We respect and welcome a diversity of cultures, beliefs, experiences, and viewpoints. Neighbors feel connected to each other and our city, which fosters a close-knit community where civic life thrives.

Guiding Principles

Our Community's Culture and Character Are Strong.

We celebrate Modesto as a collaborative, welcoming, and diverse community with a cohesive and unique identity. Our active, mixed-use downtown serves as a vibrant community core, one that honors the city's rich history while offering a range of entertainment, retail, office, and housing options that infuse the area with daytime, evening, and weekend activity for all ages. Downtown is connected to other mixed-use centers, residential neighborhoods, and commercial and industrial districts through multi-modal corridors and an extensive open space and trail network, including along the Tuolumne River.

Growth Occurs Thoughtfully and Is Aligned with Our Community Character.

We are committed to facilitating growth in a way that complements our character and history while providing new opportunities for housing, jobs, and infrastructure. We prioritize infill development and redevelopment that adds energy and vitality to existing neighborhoods, relies on existing services and infrastructure, and preserves open space and agricultural lands around the city. Where it aligns with the community's economic, housing, and infrastructure needs, we will consider expanding the city's urban footprint in targeted areas.

Our Workforce and Businesses Thrive.

We value and support small- and large-scale businesses that bolster the community by providing high-quality jobs, goods, and services. Our youth and young professionals feel prepared to enter the workforce and want to stay in Modesto, where they can build successful careers in fields of their interest. Community members can live, work, and recreate all in one place.

All Neighborhoods Have Equitable Access to a Healthy Environment.

Development, investment, and policy decisions correct historical injustices by prioritizing improvements in neighborhoods that have been left out in the past. All neighborhoods have clean air, clean and safe streets, and effective infrastructure and services that support residents' health and ability to thrive. Community members have equitable access to sanitary housing, healthy and affordable food outlets, and quality recreational facilities and open spaces for all ages and abilities.

Housing Is Available to All.

We actively promote access to safe and affordable housing for all. New development provides a variety of housing types and affordability levels to meet the needs of existing and future community members at all stages of life and address the rising rate of homelessness in the region. Investment and development do not displace existing community members.

Our Community is Mobile and Connected.

Our transportation and circulation system is complete, with amenities that make walking, biking, and transit use safe, comfortable, and reliable for everybody. Roadways are scaled appropriately for the types of land uses that surround them and provide access to jobs, services, goods, and recreational opportunities. Roadway, sidewalk, and bicycle infrastructure are properly maintained in all neighborhoods.

