



Strategic Plan

Vision Statement: To be a High Performing Organization providing world-class service that enhances the quality of life through innovation, passion, engagement, and collaboration.

Goal I:

Maintain effective public safety and protection for life, property and the environment.

Objectives

- A. Provide comprehensive and innovative safety services to prevent crime and promote a safe community.
- B. Be prepared to protect life, property, and the environment in the event of catastrophic disasters and emergencies.
- C. Use a variety of methods to communicate timely, useful, and trusted information about city programs, services and policies.
- D. Strengthen regional, state and national partnerships to enhance our legislative presence.

Goal II:

Ensure long-term fiscal health of the City and maintain funding for services.

Objectives

- A. Manage resources, costs and liabilities to ensure the City's long-term fiscal health.
- B. Establish healthy reserves for ongoing replacement and repair of capital while stabilizing annual spending.
- C. Involve and expand engagement to enhance public oversight and transparency.
- D. Pursue alternative financing opportunities for continued infrastructure improvements and quality community programs.

Goal III:

Invest in infrastructure to improve community livability.

Objectives

- A. Seek innovative, cost effective, customer focused methods of service delivery.
- B. Implement and administer environmentally sustainable programs.
- C. Plan and maintain safe and attractive neighborhoods, streets, facilities, and public spaces with exciting programming that promotes active fun for everyone.
- D. Launch an efficient regional multi-modal transportation hub connecting high speed rail, air, auto, and public transit.
- E. Transform housing inventory to meet the changing lifestyle and market demands.

Goal IV:

Maintain a desirable community where everyone wants to live, work and play.

Objectives

- A. Support opportunities to celebrate rich traditions and diverse cultures in the community.
- B. Provide inclusive access to a variety of supportive services that build a resilient and healthy community.
- C. Invest in staff and other human resource strategies to attract and retain a highly qualified, diverse, and creative workforce.
- D. Develop and maintain diverse programs and events that inspire growth, pride and lifelong learning.