

**Mission**

We desire the highest quality of life for all our citizens

We do that by:

- Providing cost effective municipal services, including public safety, infrastructure, and public amenities
- Working together with the community to create a healthy environment and growing economy

**Values****Transparency**

We exist to serve the people and the people should have visibility into what we're doing, and why.

**Service Orientation**

We are in service of the people. As a result we strive to:

- Provide a good service experience
- Listen to citizens
- Find ways for citizens to make a contribution to solutions.

**Accountability**

We use the people's money and we should be able to demonstrate where it went and what we got for it.

**Inclusivity**

We need to be mindful of all of our citizens' unique circumstances. We strive to distribute resources equitably for the benefit of all our citizens.

**Focus on Core Mission**

Our focus is to provide the elements of the core mission

**Collaborate for Impact**

We work together with intergovernmental and private partners on things that benefit the community but are not the core mission of City Government

**Sustainability Mindset**

Think for the long term and ensure that our actions can be sustained and supported over time.

- Environmental stewardship
- Affordable housing
- Historic Preservation
- Cultivating the identities of our neighborhoods

**Priority Areas****Prioritization Criteria**

- Alignment with Core Mission
- Feasibility
- Reach across the Community
- Partnership Possibilities

**Crime and Safety**

- Reduce crime
- Improve traffic safety
- Protect life and property

**Neighborhoods**

- Become the model multi-modal community in America
- Provide adequate neighborhood infrastructure
- Maintain high quality parks, facilities, and open spaces
- Synchronize and coordinate needs of neighborhood associations
- Provide affordable housing
- Preserve historical culture
- Provide quality programs and services

**Economic Development**

- Enhanced connectivity and smart growth
- Safe, stable neighborhoods
- Resilient and growing local economy
- Fiscally sustainable and cooperative governments

**Environment**

- Improve air quality
- Improve quality of area waterways
- Improve land environmental quality

**Organizational Excellence****SERVICE**

- Increase resident satisfaction
- Increase interdepartmental satisfaction
- More "One Stop" solutions to residents because of interdepartmental cooperation

**PEOPLE**

- Increase employee engagement
- Reduce turnover

**QUALITY**

- Increase on time project completion

**FINANCE**

- Achieve expense budget
- Improved long range financial plan

**GROWTH**

- Achieve revenue budget