Goal	Achieve	By Doing	Measured By
		Safe Community	
	Reduce crime	Community outreachAdequate resourcesPersonnel trainingCommunity education	•
	Improve traffic safety	Community educationIncrease enforcementEnhance street and sidewalk design	•
	Protect life and property	 Community education Adequate resources Personnel training Code enforcement 	•
		Neighborhoods	
	Become the model multi-modal community in America	 Adopt complete streets policy and long term plans Lighting and pedestrian safety Parking Funding Community / Stakeholder buy in 	•
	Provide adequate neighborhood infrastructure	Improve sidewalks and accessibilityStorm water improvementsSafe roadways	•
	Maintain high quality parks, facilities, and open spaces	 Open space maintenance Litter management Homelessness	•
	Synchronize and coordinate needs of neighborhood associations	 Attend and participate in CNAPP monthly meetings Attend and Participate in Neighborhood Association meetings Be familiar with City/District Budgets and funded and unfunded neighborhood requirements 	•
	Provide affordable housing	 Establish the Housing Task Force Implement task force recommendations Facilitate affordable housing production Advance policies that keep housing affordable 	•

Goal	Achieve	By Doing	Measured By
	Preserve historical culture	Tree preservationBuilding preservationCommunity outreach	•
	Provide quality programs and services	 Police ride along Neighborhood clean up PNC grants Community Centers program Athletics Delete blight 	•
		Economic Development	
	Enhanced connectivity and smart growth	 Public transportation facilities – Hashtag project Waterways – Bruce beach, maritime day docks, A/E/Main St., W. Cervantes St. Port (adopt and advance Port vision Airport – expand facilities to meet demand Complete streets 	•
	Safe, stable neighborhoods	 Policing (community policing, cameras) Develop affordable housing and rehab programs / Housing task force Job sustainability and job growth Preserve historical and cultural assets Revitalize neighborhoods Blight removal Support diversity and density Streetscapes and trees 	•
	Resilient and growing local economy	 Support existing business and mixed use development Attract new business Create business friendly environment Responsive local government Create an ecosystem to support business growth Create an attractive physical realm environment Urban design standards Infrastructure improvements 	•

Goal	Achieve	By Doing	Measured By
	Fiscally sustainable and cooperative governments	 Increase public / private partnerships Open communication between governments Responsiveness of local governments Encourage greater density and smart growth 	•
		Environment	
	Improve air quality	 Measure and reduce greenhouse gas emissions Measure and increase urban tree canopy LED lighting conversions Fleet – alternative fuels, reducing emissions Energy conservation 	•
	Improve quality of area waterways	 Complete stormwater quality projects Increase pervious surfaces Increase native landscapes Improve Stormwater pond maintenance 	•
	Improve Land environmental quality	 Promote brownfield redevelopment Increase native landscapes Cooperate with regulatory agencies – superfund closure 	•
		Organizational Excellence	
Service	 Increase Resident Satisfaction Increase Interdepartmental Satisfaction More "one stop" solutions to residents because of interdepartmental cooperation 	 Maintain Enhanced services Streamline communication process to residents Increased transparency for citizens Departmental Training process and technology evaluations standard operating procedures Timely and informative responses and updates to the community Opportunities to be informed and provide feedback Adopting customer service mentality Improve interdepartmental communication and efficiency Better utilize technology to improve customer service 	•

Goal	Achieve	By Doing	Measured By
People	 Increase Employee Engagement Reduce Turnover 	 Invest in training and development so that employees can grow Professional development opportunities Activate and implement HR manual Improve hiring process Improve communication Improve recognition Improve evaluation process and performance management Maintain organizational stability Succession planning Classification study Action plans for employee engagement survey Maintain competitive salary and benefits. 	
Quality	Increase On Time Project Completion	 Adopting achievable implementation and monitoring project protocols Evaluate Vendors and take action as appropriate Succession Planning and talent development Designate project manager for each project Project Dashboard available to all departments Designate real estate property manager – across the organization 	•
Finance	 Achieve Expense Budget Improved long range financial plan 	 Better Capital planning Transparency – departments and citizens know what's in the budget Provide formal budget training to staff Anticipate and plan for budgetary needs Promote savings incentive plan Implement monthly expense monitoring protocols for Directors as well as at the department level 	•

Goal	Achieve	By Doing	Measured By
Growth	Revenue Budget	 Promote the City's image Incubate local talent Foster economic growth Utilize historical data to develop achievable and appropriate budget targets Encouraging private sector investment in the City to grow revenue Increase grant capability 	•