

Mission and Vision

Infrastructure

"Provide a high level of quality public facilities in a fiscally prudent manner."

Effective communication and planning tools

Visionary and collaborative capital projects

Maintain our infrastructure & City general facilities

Streamlined regulation

Healthy Neighborhoods

"Create an action plan to address the health of our neighborhoods, including public safety, public health, environment and appearance."

Commit to robust proactive public safety philosophy and Department operations

Fund & support physical environment improvement

Acknowledge, educate, and enhance City's health & wellness services

Create opportunities for residents to engage in "ownership" of their neighborhood

Minimize nuisances

Good Place For Investment

"Maintain a strong proactive position toward prosperity to promote a vibrant business community, retain & recruit a talented workforce, a positive civic image, and establish the City as a good place for investment."

Adopt Redevelopment incentives

Cultivate Public Private Partnerships

Identify, prioritize and focus on specific geographic areas

Update Economic Development Plan

Continued strong collaborative community leadership

Operations

"Achieve efficiencies and professional services to meet our community's expectations through innovative management & governance."

Leverage technology to assist in operations

Examine operational models and propose innovation

Maintain quality workforce

Define and align community expectations



Strategic Goals 2019-2021

Adopted by City Council on Oct. 10, 2018