

Develops, maintains and enhances parks, trails, bike paths and open space, ensuring they are vibrant, attractive, wellkept, safe and accessible

Encourages and promotes vibrant and secure commercial centers, full of thriving businesses that support the community's economic stability

Offers a variety of recreational activities that meet the interests and needs of the community and promote a healthy, active lifestyle

Promotes and encourages strategically planned and well-designed new development and redevelopment

ATTRACTIVE, HEALTHY and WELL-MAINTAINED COMMUNITY

Monitors the physical, mental and socio-economic well-being of the community, actively partnering with others to improve the situations of those in need

Promotes and sustains an inclusive and welcoming community of well-kept and safe neighborhoods, offering diverse housing options where residents share in a sense of community pride

Invests in public facilities and infrastructure that are attractive, functional, long-lasting and safe; providing gathering places and connecting the community





Attracts and retains a diverse mix of business by offering appropriate incentives, "business-friendly" processes, and an attractive environment

Creates and sustains a desirable environment to live, work, play, and visit

Promotes high quality, diverse job creation, and attracts a skilled workforce that meets the needs of employers

Preserves financial well-being by diversifying the revenue base, engaging the community, and seeking innovative options to fund community growth

## ECONOMIC GROWTH and VITALITY

Encourages well-planned development, revitalization, and preservation of existing commercial areas

Cultivates a thriving downtown and vibrant commercial centers with a variety of dining, shopping, and entertainment opportunities

Provides well-maintained public infrastructure networks that support the growth of the community





Provides a safe, attractive, and easily navigated transportation network that maintains good traffic flow and enhances mobility

Ensures access to a reliable utility and communication infrastructure system.

(an) EFFECTIVE MOBILITY and RELIABLE INFRASTRUCTURE

Offers and encourages a variety of alternative public transportation options that are safe, reliable, convenient, and affordable for all

Manages, operates, and continually invests in public infrastructure and facilities

Plans and provides for safe, accessible transportation for cyclists and pedestrians through a network of connected and well-maintained sidewalks, trails, parking options, and multimodal roadways





Manages and mitigates factors impacting natural resources to protect the health and well-being of the community

Protects, preserves, and maintains active and passive open spaces and green spaces

ENVIRONMENTALLY
SUSTAINABLE and
WELL-PLANNED
COMMUNITY

Engages with the community on waste reduction, alternative and renewable energy, energy conservation efforts, and other "green" standards and initiatives

Plans and provides for options that encourage multi-modal travel to enhance environmental sustainability

Supports strategic sustainable development and reinvestment that stimulates economic growth, meets community needs, and is supported by sufficient City services and infrastructure





Promotes inclusive and diverse community events to connect the community and provide "things to do" for all ages

Promotes civic engagement, citizen involvement, and community stewardship to instill a sense of community pride and sustain a safe and healthy place to live

## QUALITY CULTURAL and RECREATIONAL OPPORTUNITIES

Celebrates and promotes cultural enrichment and our historical heritage through a variety of activities and quality, life-long learning opportunities

Develops and maintains its parks, open spaces, bike paths, and walking trails and public facilities to serve the needs of the entire community

Offers a variety of recreation programs and activities that promote a healthy and active lifestyle for everyone





Develops and systematically implements regulations that ensure the safe design and construction of all structures in the community

Offers protection from harm, enforces the law, fairly administers justice, and reduces the occurrence of wrong-doing

Fosters a feeling of personal safety through a visible and approachable public safety presence, proactive prevention, community caretaking, and education

Designs, constructs and properly maintains a stormwater system that protects from flooding and enhances water quality

## SAFE COMMUNITY

Provides for a well-planned, effective and prompt response to emergencies of all kinds, including individual calls for service, fires, public safety threats and natural disasters

Informs and involves citizens and businesses so they can share in the responsibility for a safe and welcoming environment

Designs, constructs and properly maintains a transportation network that is safe and offers good accessibility and mobility

Ensures parks, open spaces, and public areas are designed with safety in mind, well-lit, well maintained, and actively monitored

Supports well-kept neighborhoods and thriving businesses that are clean, healthy, and visually appealing





Attracts, develops, motivates, and retains a high-quality, engaged, productive, and dedicated workforce

Delivers responsive, accessible, and courteous service to all customers, while promoting effective

two-way communication

Optimizes its financial, physical, and technology resources

## GOOD GOVERNANCE

Manages regulatory and policy compliance to minimize and mitigate risk

Instills trust by demonstrating integrity, accuracy, efficiency, innovation, and best practices

Supports decision-making with timely and accurate analysis, focusing on long-term solutions that benefit the community

