

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

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

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

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

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

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

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

ECONOMIC GROWTH and VITALITY

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

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





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

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

**QUALITY
CULTURAL and
RECREATIONAL
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

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

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

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

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

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

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

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

**Optimizes its financial,
physical, and technology
resources**

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

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

**GOOD
GOVERNANCE**

**Delivers responsive,
accessible, and courteous
service to all customers,
while promoting effective
two-way communication**

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

**Manages regulatory and
policy compliance to
minimize and mitigate risk**