ATTRACTIVE, HEALTHY and WELL-MAINTAINED COMMUNITY

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

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

Promotes and encourages strategically planned and well-designed new development and redevelopment
Attracts and retains a diverse mix of business by offering appropriate incentives, "business-friendly" processes, and an attractive environment.

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

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

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

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

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

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

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

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 multi-modal roadways.

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

Ensures access to a reliable utility and communication infrastructure system.
ENVIRONMENTALLY SUSTAINABLE and WELL-PLANNED COMMUNITY

- Manages and mitigates factors impacting natural resources to protect the health and well-being of the community
- Engages with the community on waste reduction, alternative and renewable energy, energy conservation efforts, and other "green" standards and initiatives
- Supports strategic sustainable development and reinvestment that stimulates economic growth, meets community needs, and is supported by sufficient City services and infrastructure
- Plans and provides for options that encourage multi-modal travel to enhance environmental sustainability
- Protects, preserves, and maintains active and passive open spaces and green spaces
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.

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.

QUALITY CULTURAL and RECREATIONAL OPPORTUNITIES
SAFE 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.
- 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.
- Supports well-kept neighborhoods and thriving businesses that are clean, healthy, and visually appealing.
- 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.
- Designs, constructs and properly maintains a stormwater system that protects from flooding and enhances water quality.
- Ensures parks, open spaces, and public areas are designed with safety in mind, well-lit, well maintained, and actively monitored.
- Develops and systematically implements regulations that ensure the safe design and construction of all structures in the community.
- Fosters a feeling of personal safety through a visible and approachable public safety presence, proactive prevention, community caretaking, and education.
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.

Manages regulatory and policy compliance to minimize and mitigate risk.

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

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

Optimizes its financial, physical, and technology resources.