

# COMMUNITY & ECONOMIC DEVELOPMENT ROAD MAP



## VISION

Advance a strong, vibrant and prosperous community through effective citizen engagement, excellent customer service, and promotion of the City's competitive advantages and attributes.

## MISSION

Through effective leadership, innovation and collaboration, foster an inclusive, economically thriving, livable and safe community that is clean, healthy, and both neighborhood and business focused.



## SUPPORTING CITYWIDE GOALS

### CITY OPERATIONS

Continually review and improve departmental processes and procedures; propose changes to City codes to increase operational effectiveness and efficiency.

### COMMUNITY ENGAGEMENT

Implement an outreach program that actively seeks community participation in CED initiatives and effectively communicates with community and business organizations.

### INFRASTRUCTURE INVESTMENT

Support Public Works and Parks in the planning and development of capital improvements.

### LIFELONG LEARNING

Encourage and enable training and professional development for all staff.

### PUBLIC SAFETY

Protect neighborhoods through active and effective enforcement of codes.

### REVENUE AND DEVELOPMENT

Balance greater cost recovery for services through appropriate fees while continuing to promote economic development.

## DEPARTMENT GOALS

### ENSURE, ENFORCE AND ENABLE

Review applications and plans for compliance with State, City and other applicable codes to help ensure and enable the community to be safely designed, built and maintained, so that property values are protected.

### ENVISION AND ENGAGE

Involve the community and stakeholders in current activities and issues, and in the development of future plans and programs.