

Attracts visitors and businesses by creating and advertising a safe, clean, conveniently traversable community with unique tourist amenities

Actively seeks out and leverages its public, private, and non-profit community partners and volunteers to support the recreational and educational needs of its community

Collaboratively encourages and supports opportunities to focus on the arts, advance cultural enrichment, cultivate historic preservation, offer community events and provide life-long learning opportunities

ACCESS to QUALITY
CULTURAL,
RECREATIONAL,
EDUCATIONAL and
LEISURE
OPPORTUNITIES

Partners and promotes community events and activities that encourage healthy, active lifestyles and provide entertainment

Enhances access to, and opportunities and activities to enjoy the City's waterfront region

Offers a safe, well-planned community with convenient access to public gathering spaces, emphasizing the City's unique downtown, it's parks, trails and open spaces





Develops, maintains and consistently regulates neighborhoods that are safe, attractive and clean

Builds a strong sense of community togetherness through partnerships and events that stimulate public involvement

Offers a variety of shopping and entertainment experiences that attract residents and visitors, and stimulates job growth

Actively markets the City's assets, unique culture and image to attract visitors and community investment

ATTRACTIVE, WELLPLANNED,
ENDURING and
DESIRABLE PLACE
TO LIVE and WORK

Plans strategically to encourage targeted development, supported by consistently applied design standards, and facilitated by efficient and appropriate review processes

Provides for convenient modes of mobility, through safe, well-marked and well-maintained roads with the capacity to minimize congestion, and paths, trails and sidewalks to promote a walkable community

Provides, maintains and invests in well-planned public infrastructure, focusing on transportation network and public facilities that accommodate the long-range growth needs of the community



Encourages and facilitates a culture that values and supports a diverse population

Provides access to adequate housing options and access to services to meet the basic needs of all income-levels

CONNECTED,
INVOLVED and
FAMILY-ORIENTED
COMMUNITY that
VALUES DIVERSITY

Empowers citizens to be partners in a connected community, providing opportunities for volunteerism, partnerships, and community input

Connects the community through parks and public spaces, bike trails and sidewalks that encourage walkability

Engages community partners in the joint-pursuit of collaboration and connectedness, through the offering of diverse, family-oriented events and activities





Provides Access to Safe Roads with Efficient Traffic Flow

Ensures adequate, well-planned and accessible parking options for residents, businesses and visitors

EFFECTIVE
MOBILITY and
CONNECTED,
RELIABLE
TRANSPORTATION
SYSTEMS

Collaboratively invests in building and improving a well-designed, well-maintained system of safe, reliable road and street infrastructure (including roads, traffic signals, sidewalks, bridges and street lighting)

Provides a Network of Trails, Paths, Sidewalks, and Bike Lanes for Multi-Modal Transportation Advocates to Improve Public
Transportation through All Modes
of Travel





Encourages strategically planned, sufficiently regulated and appropriately balanced development and redevelopment that stimulates economic growth

Continually reinvests and appropriately maintains its infrastructure assets, providing the type of mobility options, including parking, that businesses require to thrive

Attracts New Businesses, and Retains and Grows Existing Business through Diversity, Quality Development and Reasonable Tax Support

PROSPEROUS, VIBRANT and SUSTAINABLE ECONOMY

Encourages Development of its
Signature Waterfront Asset, and
Emphasizes Strategic
Development of its Downtown
Areas

Promotes a Business-Friendly Environment through Sensible Regulations and Incentives

Promotes Job Growth, and Offers
Adequate Housing Options and
Quality of Life Amenities





Provides for the physical, social and economic needs and well-being of the community

Plans for and provides timely and effective response to emergencies and other disaster situations

SAFE and SECURE COMMUNITY

Offers Protection, Enforces the Law, Proactively Prevents Crime and is Well-Prepared to Promptly Respond to Emergencies and Calls for Service

Portrays and invests in a visibly thriving community that is safe, clean, attractive and provides for the well-being of its residents, businesses and visitors

Provides effective, efficient traffic flow, safe mobility for vehicles, cyclists and pedestrians alike and a well-maintained, connected transportation network

Fosters a feeling of personal safety throughout the community by establishing a visible, accessible presence that proactively provides for prevention, intervention, safety education, and community involvement





Pro-actively plans and manages storm and surface water for effective flood and sediment control, and manages and maintains its water and air resources to ensure environmental quality

Ensures proactive code enforcement to provide for a safe, healthy environment in which to live and work

SUSTAINABLE,
HEALTHY
ENVIRONMENT
and the
PRESERVATION of
NATURAL
RESOURCES

Educates the community and partners with residents and business to protect and preserve its environmental resources

Promotes the design and enforces regulation of strategically planned, low-impact, environmentally sustainable development





PROVIDES RESPONSIVE and
ACCESSIBLE LEADERSHIP, FOCUSED
COMMUNITY PRIORITIES and
FACILITATES TIMELY, WELLUTILIZED TWO-WAY
COMMUNICATION and INPUT with
ALL STAKEHOLDERS

FOSTERS OPEN, RESPONSIVE and TRANSPARENT GOVERNMENT by ENSURING ACCOUNTABILITY, EFFICIENCY, EFFECTIVENESS and INTEGRITY IN ALL OPERATIONS

PROTECTS, MANAGES, OPTIMIZES and INVESTS in its FINANCIAL, HUMAN, PHYSICAL and TECHNOLOGY RESOURCES

GOVERNANCE

ATTRACTS, MOTIVATES, DEVELOPS and RETAINS a HIGH-QUALITY, ENGAGED and PRODUCTIVE WORKFORCE

SUPPORTS DECISION-MAKING with TIMELY and ACCURATE SHORT-TERM and LONG-RANGE ANALYSIS that ENHANCES VISION and PLANNING

PROVIDES ASSURANCE of REGULATORY and POLICY COMPLIANCE

