

Adopting Revised Vision, Mission, Values and Goals

May 10, 2016
Regular Council Meeting



Agenda

- 1 Review the Process
- 2 Review the Revised Language
- 3 Council Direction



ROAD MAP



VISION

The City of SeaTac is a clean, safe, thriving and healthy global community that welcomes people to live, learn, work and play. Our city enjoys unique opportunities as an airport community and encourages businesses that ensure a strong economy and growing job base.

MISSION

To achieve the City's vision, our mission is to provide fiscally responsible public services in an ethical and transparent manner that continuously strives to: create a clean and healthy city; engage and include; improve community safety and services; and finally, support the growth and development of our community.

VALUES

ACCOUNTABILITY

We commit to transparency, responsibility and ownership in our decisions and actions on behalf of SeaTac's residents, businesses and visitors.

INTEGRITY

We maintain a foundation of trust by being honest, respectful, ethical and true to our word.

SERVICE

We deliver timely, effective, quality and enduring service to all.

TEAMWORK

We work together to innovate and accomplish great results by valuing and respecting each other, being empathetic and communicating openly.

3-5 YEAR GOALS

CITY OPERATIONS

Continuously improve the effectiveness and efficiency of city government.

COMMUNITY ENGAGEMENT

Actively engage the community to gather input on city governance and issues of concern.

INFRASTRUCTURE INVESTMENT

Improve the community by making capital investments.

LIFELONG LEARNING

Support and invest in lifelong learning for the City's citizens, staff and council.

PUBLIC SAFETY

Improve public safety.

REVENUE AND DEVELOPMENT

Steward the City's financial resources and promote economic development to ensure sustainability and future growth.

Updated May 4, 2016

Process

- 1 Council draft - Feb. 2016
- 2 Advisory Committees/Leadership Team Input - Feb. 2016
- 3 Council review - Mar. 2016
- 4 Final review & action - May 2016

Vision

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Mission

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Values

1

Accountability - We commit to transparency, responsibility and ownership in our decisions and actions on behalf of SeaTac's residents, businesses and visitors.

Values

- 2 Integrity - We maintain a foundation of trust by being honest, respectful, ethical and true to our word.

Values

- 3 Service - We deliver timely, effective, quality and enduring service to all.

Values

- 4 Teamwork - We work together to innovate and accomplish great results by valuing and respecting each other, being empathetic and communicating openly.

Goals

- 1 Infrastructure Improvement
- 2 Public Safety
- 3 City Operations
- 4 Community Engagement
- 5 Revenue and Development
- 6 Lifelong Learning

Goals

1

Improve the community by making capital improvements.

- Encourage new development within the City that attracts new employers and visitors
- Provide clean parks and build additional sidewalks
- Support low-cost, high-speed fiber optic networks

Goals

2

Improve Public Safety.

- Reduce property crime, including car theft
- Improve the safety of non-motorized travel

Goals

3

Continuously improve the operation and efficiency of City Government.

- Incorporate process improvement into daily operations
- Utilize techniques such as root cause analysis to identify goals
- Create value-stream analysis on all new improvement projects

Goals

4

Actively engage the community to gather input on city governance and issues of concern.

- Continue citizen advisory committees
- Make presentations at community meetings
- Reach out to ethnic groups, seniors & underserved communities
- Regularly communicate city activities, resources and key issues using all channels
- Hold town hall meetings

Goals

5

Steward the City's financial resources and promote economic development to ensure sustainability and future growth.

- Balance the budget to plan for long-term sustainability and growth
- Encourage development & redevelopment that serves residents and visitors
- Make it easier for local, small businesses to open and operate
- Explore partnerships to attract high-tech businesses

Goals

6

Support and invest in lifelong learning for the City's citizens, staff and Council.

- Inventory available opportunities, obtain funding and promote learning opportunities
- Increase awareness of local health concerns and solutions, particularly those that are unique to SeaTac



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Next Steps

- Incorporate final Council edits
- Consent or Action Item at May 24th RCM
- Revise department road maps

End of Presentation