



COMMUNITY & ECONOMIC DEVELOPMENT ROAD MAP

2016

VISION

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

MISSION

Through effective leadership, innovation and collaboration, the mission of CED is to foster an economically thriving, livable and safe community that is clean, healthy, and neighborhood and business focused.



SUPPORTING CITYWIDE GOALS

CITY OPERATIONS

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

COMMUNITY ENGAGEMENT

Implement an outreach program related to CED initiatives, communicate with community and business organizations, and participate in special events and activities.

INFRASTRUCTURE INVESTMENT

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

LIFELONG LEARNING

Enable training and professional development for all positions.

PUBLIC SAFETY

Protect neighborhoods through active and effective enforcement of codes and implementation of CPTED principals.

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, and 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 through public outreach.