

LONG RANGE GOALS (2008-2012)

Activities for Public Participation

Public Involvement

To provide leadership for and encourage citizen and business involvement in city government.

Public Relations

To provide timely and accurate information to all sectors of the community through public relations programs and multiple media sources in order to continue to:

- * Keep the public informed of how best to maximize the use of services and participate in activities.*
- * Further a sense of pride and positive attitude about the community.*
- * Publicize, advertise, and market the City.*

Activities for Building the Community

Development/Redevelopment

To provide for the further development and redevelopment of the residential, commercial, and industrial portions of the City in order to continue to:

- * Preserve and revitalize neighborhoods.*
- * Expand the City tax base.*
- * Maximize use of vacant and underutilized land and buildings.*
- * Increase job opportunities.*
- * Assist in the retention and expansion of business.*
- * Further the Citywide beautification efforts.*
- * Provide for quality environment to live, work, and play.*
- * Maintain quality and quantity of housing stock.*

Public Facilities

To provide for the construction and maintenance of City public infrastructure, facilities, buildings, and lands.

Activities for Providing Services to Citizens

Amenities

To provide information, knowledge, cultural, leisure, and recreational resources in a convenient, pleasant, approachable environment.

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Activities for Providing Services to Citizens cont'd.

Health and Safety

To provide for the health and safety of the community through:

- * *Crime prevention and police protection.*
- * *Fire prevention and suppression.*
- * *Rescue and emergency medical response.*
- * *Building and property maintenance inspections.*
- * *Personal, environmental, and community health services.*
- * *Refuse removal and street maintenance.*
- * *Snow and ice removal.*
- * *Neighborhood improvement services.*

Human Needs

To provide innovative program support to individuals and families in order to increase the quality of life for citizens.

Activities for Excellence in Administration

Employment

To provide for the recruitment and retention of a high quality, efficient, service-oriented workforce that is treated with dignity, respect, and fairness.

Finances

To provide for the stabilization and/or reduction of property taxes through expenditure control, new and alternate forms of revenue, and analysis of service delivery options.

Intergovernmental Relations

To provide for intergovernmental cooperation, where appropriate, through informational exchange, interjurisdictional arrangements, and legislative participation.

Organization

To provide for the continued improvement of the organizational operation, direction, and management of the City through:

- * *Review and update of overall City mission statement, vision statement, and long range goals.*
- * *Preparation of "focused" annual objectives and action plans/strategies.*
- * *Use of team building, quality improvement strategies, and administrative and technological improvements.*
- * *Measurement of department performance.*