

## **Draft Strategic Goal Statements (6)**

Aligned to the 2026 Goal Categories and grounded in cross-cutting themes from the 2026 Council Retreat (evolved from the 2024-2028 Strategic Plan)

### **1. Economic Investment & Opportunity**

Advance a resilient and diverse local economy by expanding quality job opportunities, strengthening retail and commercial vitality, and fostering an environment where businesses can grow, innovate, and contribute to long-term community prosperity.

#### **Previous Plan Alignment:**

- *Economic Development* – focuses on business growth, workforce, commercial vitality, and long-term economic sustainability.

#### **Cross-Cutting Themes Connection:**

- Economic security and stability
- Vibrant retail and commercial hubs
- Long-term financial planning and revenue diversification
- Support for thriving nonprofits and employer partnerships

#### **Why This Matters:**

Economic opportunity was consistently named during the Council Retreat as foundational to wellbeing, affordability, and the city's long-term fiscal resilience.

### **2. Safe & Thriving Community**

Promote a community where all residents feel safe, supported, and connected by enhancing public safety responsiveness, investing in crime-prevention partnerships, and improving the social and behavioral health supports that help every neighborhood thrive.

#### **Previous Plan Alignment:**

*Public Health and Safety* – emphasizes police, fire, emergency response, and community safety systems.

#### **Cross-Cutting Themes Connection:**

- Safe streets and neighborhoods
- Concern for traffic safety (speed, reckless driving)  
Community wellbeing programs and behavioral health
- Strengthening trust between community and government

#### **Why This Matters:**

Safety emerged as one of the most shared Council retreat principles—linked to trust, belonging, and quality of life.

### **3. Healthy, Connected, & Sustainable Environment**

Protect and enhance the natural and built environment through improvements to parks, open spaces, sustainability practices, and community amenities that support physical well-being, environmental resilience, and a high quality of life.

#### **Previous Plan Alignment:**

- *Infrastructure & Transportation* — includes built environment, mobility, and public spaces.
- *City Unity & Wellness* — includes quality-of-life improvements, recreation, and community wellness.

#### **Cross-Cutting Themes Connection:**

- Desire for strong parks, multi-generational amenities, senior offerings
- Environmental quality and community cleanliness (trash abatement, visual pride)
- “Belonging” and community identity tied to shared spaces
- Support for healthy community infrastructure (clean water, safe environment)

#### **Why This Matters:**

Council members consistently linked quality of life to environmental condition, wellness, and place-making themes into a broader life-style oriented goal category that spans two previous categories.

### **4. Housing for All Stages of Life**

Expand access to safe, attainable, and diverse housing options by coordinating policies, partnerships, and investments that meet the needs of residents across every stage of life while strengthening long-term neighborhood stability.

#### **Previous Plan Alignment:**

- *Housing* – addresses affordability, accessibility, and housing diversity.

#### **Cross-Cutting Themes Connection:**

- Multi-generational living and opportunities for young people to return to Commerce City
- Affordability without unchecked sprawl
- Seniors needing stable, accessible housing options
- Safe, family-friendly neighborhoods

#### **Why This Matters:**

Across Council vision statements, housing stability was seen as directly tied to belonging, safety, economic health, and strengthens generational continuity.

## **5. Mobility, Infrastructure, & Regional Connectivity**

Deliver reliable, well-maintained transportation and infrastructure systems that improve mobility, enhance safety, and strengthen regional connection to support Commerce City's growth and the daily needs of residents, businesses, and visitors.

### **Previous Plan Alignment:**

- *Infrastructure & Transportation* – roadway conditions, capital investments, multimodal transportation.

### **Cross-Cutting Themes Connection:**

- Traffic safety and pedestrian concerns
- Walkable hubs and mobility within the north area
- Emphasis on regional coordination, especially tied to DSGP, transit, and economic connections
- Clean, well-maintained infrastructure as a point of community pride

### **Why This Matters:**

Builds directly on original infrastructure pillar while incorporating mobility and regional coordination as shared retreat themes across safety, quality of life, environmental health, and economic competitiveness.

## **6. Trusted, Transparent, & Accountable Government**

Strengthen trust in local government through transparent communication, responsive customer service, sound financial stewardship, and a high-performing organization committed to delivering exceptional outcomes for the community.

### **Previous Plan Alignment:**

- *High-Performing Government* – organizational performance, customer service, fiscal responsibility.
- *City Unity & Wellness* – community trust and cohesion.

### **Cross-Cutting Themes Connection:**

- Need for strengthened trust—between council, staff, residents, and businesses
- Transparency in decision-making and communication
- Budget-CIP alignment expectations
- High expectations for customer service and visible responsiveness

### **Why This Matters:**

Deepens emphasis on trust building transparency and service excellence, while being reinforced during the retreat as core to political stability, effective governance, and public confidence.