

Integrated Draft: Goal Categories + Draft Goal Statements + Draft Priorities

1. Economic Investment & Opportunity

Draft Goal Statement:

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

Draft Priorities

1. **Strengthen commercial corridors as vibrant economic destinations** through coordinated beautification, safety improvements, and targeted business development that reflect community expectations for accessible dining, retail, and services.
2. **Grow and diversify the local business base** by supporting small businesses, expanding entrepreneurial pathways, and recruiting employers that broaden tax and job opportunities.
3. **Develop workforce-aligned employer partnerships** that connect residents—including youth—to career pathways and emerging economic sectors.
4. **Elevate economic transparency and communication** so residents, businesses, and investors clearly understand market conditions, opportunities, and outcomes.
5. **Ensure economic growth aligns with long-range fiscal sustainability and reinforces community-desired** uses, neighborhood vitality, and equitable prosperity.

2. Safe & Thriving Community

Draft Goal Statement:

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

Draft Priorities

1. **Improve traffic safety citywide** through design, enforcement, education, and corridor-specific interventions that address persistent speeding, reckless driving, and unsafe crossings.
2. **Expand proactive neighborhood-based policing and prevention strategies** that build trust and strengthen visibility in areas of highest concern.
3. **Strengthen behavioral health and community well-being partnerships** focused on youth support, crisis response, and prevention.
4. **Enhance environmental conditions that promote lived safety**, including lighting, property maintenance, nuisances, and cleanliness, especially in corridors with repeated concerns.
5. **Build a community-first safety culture** through outreach, collaboration with residents, and visible engagement from police, fire, and service teams.

3. Healthy, Connected, & Sustainable Environment

Draft Goal Statement:

Protect and enhance the natural and built environment through investments in parks, open spaces, sustainability practices, and amenities that support well-being, resilience, and quality of life.

Draft Priorities

1. **Invest in parks, trails, and recreation amenities** that support all ages and elevate equitable access across north and south neighborhoods.
Advance community beautification and visual pride through landscaping, tree canopy expansion, medians, trash/weed control, and public space activation.
2. **Improve environmental resilience** by strengthening water systems, air quality monitoring, sustainability initiatives, and wildfire risk mitigation in open spaces.
3. **Enhance community identity and cohesion** through placemaking, public art, and inclusive programming.
4. **Expand regional partnerships** to protect natural assets, leverage funding, activate open spaces, and improve long-term environmental health.

4. Housing for All Stages of Life

Draft Goal Statement:

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

Draft Priorities

1. **Increase the diversity of housing types** for seniors, young adults, families, and multigenerational households.
2. **Stabilize and strengthen existing neighborhoods** through preservation strategies, quality standards, and coordinated code and infrastructure supports.
3. **Align housing growth with infrastructure capacity** to ensure sustainable service levels and fiscal health.
4. **Expand partnerships with developers, housing authorities, and service providers** to increase affordable and supportive housing options.
5. **Improve housing stability and resident protections** through education, compliance tools, rental support, and clearer information about housing costs.

5. Mobility, Infrastructure, & Regional Connectivity

Draft Goal Statement:

Deliver reliable, well-maintained transportation and infrastructure systems that improve mobility, enhance safety, and strengthen regional connections.

Draft Priorities

1. **Build a connected multimodal network** with safe sidewalks, trails, crossings, and ADA-compliant routes across all neighborhoods.
2. **Improve corridor safety and operations** through traffic calming, lighting, congestion management, and modernized traffic operations technology.
3. **Enhance north–south and east–west mobility** through targeted investments and strategic project sequencing aligned with growth.
4. **Strengthen regional transportation partnerships** to expand transit access, micro-transit opportunities, and multimodal connectivity.
5. **Ensure infrastructure maintenance and investment keeps pace with development**, reflects community expectations, and supports long range sustainability.

6. Trusted, Transparent, & Accountable Government

Draft Goal Statement:

Strengthen trust in local government through transparent communication, responsive customer service, sound financial stewardship, and a high-performing organization.

Draft Priorities

1. **Improve customer experience and service delivery** through simplified processes, bilingual support, and continuous improvement practices.
2. **Advance transparency and accountability** in decision-making, financial stewardship, project communication, and outcome reporting.
3. **Strengthen internal coordination and alignment** so departments work seamlessly to deliver on Council priorities and community expectations.
4. **Modernize technology and secure digital infrastructure** to support reliable operations and safeguard resident data.
5. **Build a sustainable, well-supported workforce** through professional development, succession planning, and strategic partnerships.