

Strategic Plan Refresh Part - 1

June 15, 2026



Quality Community for a Lifetime



Today's Purpose and Your High-Level Feedback

- Purpose: Confirm and build on (shared understanding of) Council retreat direction and preview the refresh path-not to revisit retreat decisions.
- Forthcoming checkpoints: July 27th and September 21st
- Today's Decision Points:
 1. Recall & Affirm
 2. Understand and react to the Why, What, and then How framework.
 3. Note immediate next steps toward fall adoption.





Draft Strategic Goal Category Statements (Aligned to Categories & Cross-Cutting Themes)

Goal Categories:	Draft Goal Category Statement:	Cross-Cutting Themes:
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.	<ul style="list-style-type: none">• Economic security and stability• Vibrant retail and commercial hubs• Long-term financial planning and revenue diversification
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.	<ul style="list-style-type: none">• Safe streets and neighborhoods• Concern for traffic safety• Community wellbeing programs and behavioral health
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.	<ul style="list-style-type: none">• Desire for strong parks, multi generational amenities, senior offerings• “Belonging” and community identity tied to shared spaces• Support for healthy community infrastructure



Draft Strategic Goal Category Statements (Aligned to Categories & Cross-Cutting Themes)

Goal Categories:	Draft Goal Category Statement:	Cross-Cutting Themes:
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.	<ul style="list-style-type: none">• Multi-generational living and opportunities• Affordability without unchecked sprawl• Seniors needing stable, accessible housing options
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.	<ul style="list-style-type: none">• Traffic safety and pedestrian concerns• Emphasis on regional coordination, especially tied to DSGP, transit, and economic connections• Clean, well-maintained infrastructure as a point of community pride
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.	<ul style="list-style-type: none">• Transparency in decision making and communication• Budget CIP alignment expectations

Why of the Refresh

- Action Gains: Positive Move Forward
 - Streamlined
 - Budget-informed path
 - Clarity for public engagement
 - Alignment to retreat direction and survey feedback.

Refresh is Driven by:



Data



Experience



Collaboration

The Refresh

Council Strategic Plan
Policy Direction
(Why and What)

Staff Input
Data/Budget

Public Input
Data/Budget

City Manager's
Operations
Plan
(How)





Refreshed Terminology

Current Strategic Plan:

Goal →

Goal Statement →

Strategy →

Details

Target

Objectives



Refreshed Strategic Plan:

Goal Category

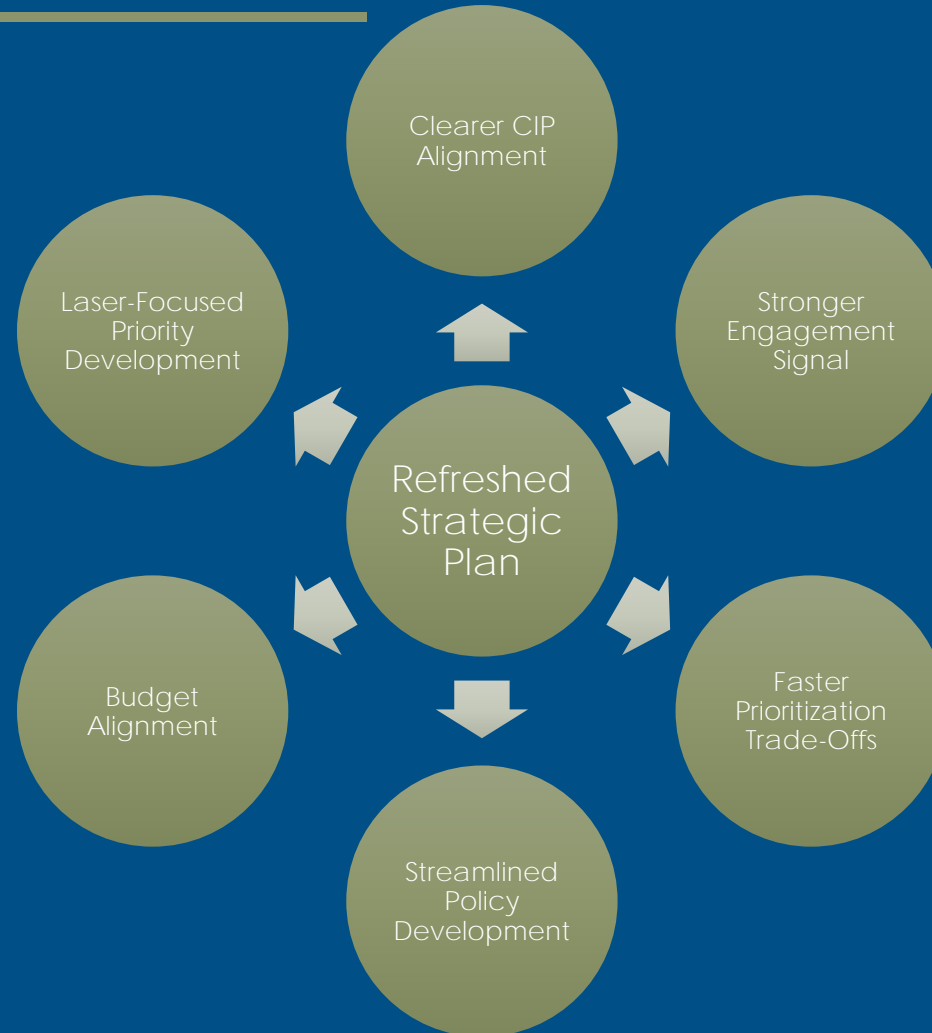
Refreshed Goal Statements

Priority: (actionable within 12-24 months)

City Manager's Operations Plan:

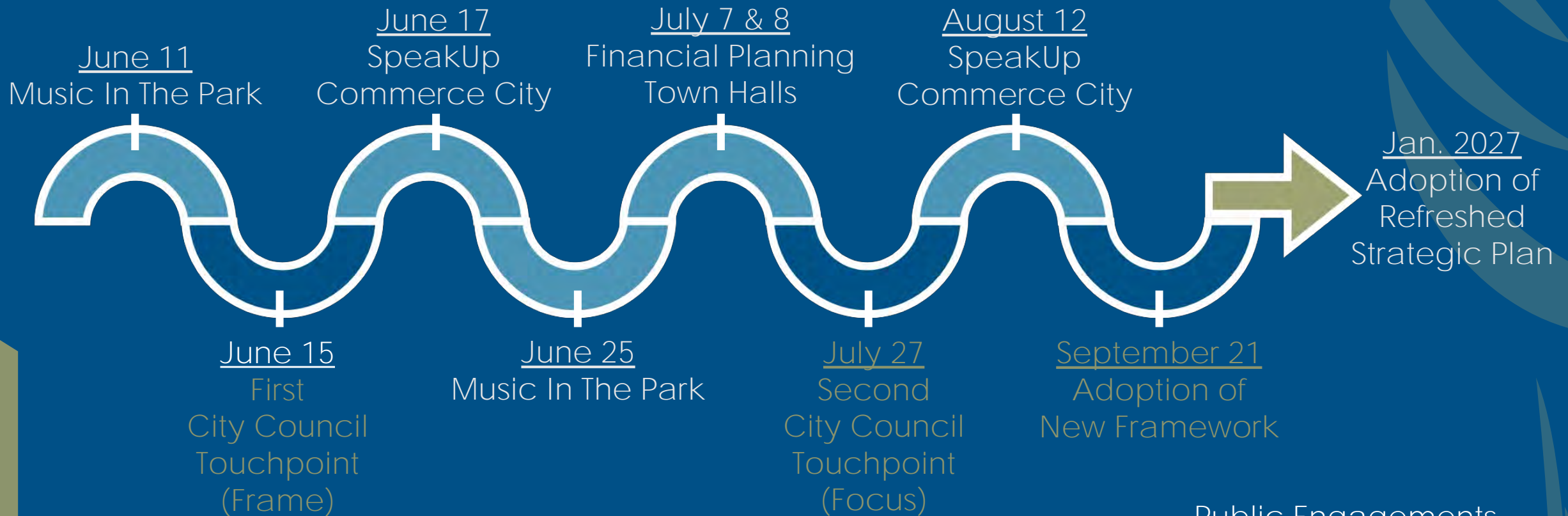
Objectives

Outcomes





Road to Adoption (Online Survey Live)



Public Engagements
Council Touch Points



Council Guidance Needed Today

- ✓ Retreat recall: *This affirms goal category framing, themes and draft goal statements reflective of Council retreat direction.*
- ✓ Why & How: *Do you support the refresh approach and its rationale?*
 - *WHY: Goal Categories → Priorities = Council Strategic Plan (Policy)*
 - *HOW: Objectives = City Manager's Operations Plan (Operations)*
- ✓ Next steps: *Any additions under the safety, connectivity, beautification, and partnership themes you want staff to apply between now and July 27?*



Where *WE* go next

- Staff will:
 - Continue the refresh work
 - Align budget/CIP
 - Provide regular updates
 - Host engagement touchpoints

- For Community Questions or Input: Online Strategic Plan Refresh Survey (Open Until July 1st):
c3gov.com/SpeakUp

