



City Council Mission, Vision and Core Values

MISSION STATEMENT

Continuously ensure and advance the quality of life for the community through inclusive decision-making.

Council's mission statement establishes our organization's purpose and serves as a focal point for current and future endeavors.

VISION STATEMENT

Our vision is to create an equitable, sustainable, and vibrant city, rich in opportunity for all to thrive by building on our foundation and success as a world class community.

Council's vision statement defines the target outcomes our organization seeks to accomplish in the future.

COUNCIL CORE VALUES

As the City carries out its mission and works towards its vision, it will be guided by these Core Values:

- **Providing and nurturing an excellent quality of life for all**
- **Promoting and enhancing a safe and healthy community for all**
- **Building and preserving a family-oriented atmosphere**
- **Intentionally embracing and anticipating our future**
- **Creating equitable opportunity to prosper**
- **Working together cooperatively and respectfully with each other, staff and all stakeholders**
- **Relentless pursuit of improvement**
- **Actively seeking and respectfully considering all public input**