

# City Council 2021 -2022 Strategic Plan

**Vision:** We are a thriving community of safe neighborhoods and beautiful open space that is sustainable and inclusive.

## Guiding Principles

- Collaboration, Partnership and Unity
- Stewardship and Sustainability (fiscal, social, environmental – triple bottom line)
- Transparency
- Diversity, Equity, Inclusion and Opportunity for all
- Innovation
- Cause-driven holistic solutions



### Goal 1: Foster and maintain a beautiful, desirable, safe, and environmentally responsible City.

**Objective 1A:** Continue to expand outreach to connect better with the community

**Objection 1B:** Preserve, expand and enhance trails and open spaces and provide geographic equity and connectivity to neighborhoods throughout the city

**Objective 1C:** Advance innovative parks and recreation opportunities with emphasis on geographic equity

**Objective 1D:** Work to bring resilience and triple bottom line practices to code, programs, capital infrastructure, and governmental functions



### Goal 2: Cultivate a thriving, inclusive, and engaged community through access to opportunity and a resilient and diverse economy.

**Objective 2A:** Work with local and regional partners to create a workforce development strategy for Westminster

**Objective 2B:** Develop and lead placemaking strategies that expand cultural connections, opportunities and improve access to the arts

**Objective 2C:** Continue to implement the strategies for Westminster's key economic areas

**Objective 2D:** Support neighborhoods in Westminster and help them work together, as neighbors, to grow the sense of place and community in their neighborhoods.

**Objective 2E:** Promote and provide opportunities for community education and civic engagement



### Goal 3: Provide visionary, effective, and collaborative government.

**Objective 3A:** Develop within the City Manager's Office an annual program of specific department business process improvement reviews

**Objective 3B:** Expand governmental and non-governmental collaborative partnerships and tap into existing collective resources wherever possible to meet community needs and goals

**Objective 3C:** Address homelessness, mental health needs, and environmental concerns at their source and with needed immediate interventions through partnership efforts

**Objective 3D:** Develop an economic development strategy that contributes to City vision attainment and is executed through collaborative work between the City of Westminster, the business community, residents and other partners of Westminster

**Objective 3E:** Promote the organizational culture of Service, Pride, Integrity, Responsibility, Innovation and Teamwork (SPIRIT)



### Goal 4: Advance the City's long-term sustainability to provide ongoing excellence in City services and a well-planned community that meets the needs of residents now and in the future.

**Objective 4A:** Identify and implement innovative approaches to diversify the city's revenues

**Objective 4B:** Build and maintain infrastructure prioritizing resilience, resource efficiency and stewardship of the City's investments

**Objective 4C:** Enhance access to opportunity through improved connections and multi-modal mobility solutions and alternatives

**Objective 4D:** Develop a mix of housing and retail to meet the diverse needs of the entire community