

*Proposed DRAFT*

# Vision, Values, Goals & Strategic Directions

Presentation to Committee of the Whole  
Feb 19, 2014



## **Development process:**

- Department leadership (October 31, January 3 and 7)
- System partners (November 1)
- Elected Official and staff orientation (December and January)
- Individual visits with Council members (January)
  
- Mayor and Council session (February 3)
- Mayor, Council and department leadership session (February 4)
  
- Mayor, Council and department feedback visits (Week of February 10)



Minneapolis is a growing and vibrant world-class city with a flourishing economy and a pristine environment, where *all* people are safe, healthy and have equitable opportunities for success and happiness.



## **We will be a city of....**

### **Equity**

Disparities are nonexistent and all people have opportunities for success.

### **Safety**

People feel safe and are safe.

### **Health**

We are focused on the well-being of people and our environment.

### **Vitality**

Minneapolis is a world class city, proud of its diversity and full of life with amenities and activities.

### **Connectedness**

People are connected with their community, are connected to all parts of the city and can influence government.

### **Growth**

While preserving the city's character, more people and businesses lead to a growing and thriving economy.

## **We work by...**

### **Innovating and being creative**

New ideas drive continuous improvement.

### **Driving toward results**

Our efficient, effective work meets measurable goals for today and tomorrow.

### **Engaging the community**

All have a voice and are heard.

### **Showing employees they are valued**

Employees are supported and take pride in public service.

### **Building public trust**

All have access to services and information.

We work in an open, ethical and transparent manner.

### **Collaborating**

We work better together as one team.

We are a valued partner in the community.

# Goals, part I

## **Living well: Minneapolis is safe and livable and has an active and connected way of life**

- All neighborhoods are safe, healthy and uniquely inviting
- High-quality, affordable housing choices exist for all ages, incomes and circumstances
- Our neighborhoods have amenities to meet daily needs and live a healthy life
- High-quality and convenient transportation options connect every corner of the city
- Residents and visitors alike have ample arts, cultural, entertainment and recreational opportunities
- The city is growing with density done well

## **One Minneapolis: Disparities are eliminated so all Minneapolis residents can participate and prosper**

- Racial inequities (including housing, education, income and health) are addressed and eliminated
- All people, regardless of circumstance, have opportunities for success at every stage of life
- Equitable systems and policies lead to a high quality of life for all
- All people have access to quality essentials, such as housing, education, food, child care and transportation
- Residents are informed, see themselves represented in City government and have the opportunity to influence decision-making

## **A hub of economic activity and innovation: Businesses, big and small, start, move, stay and grow here**

- The workforce is diverse, well-educated and equipped with in-demand skills
- Entrepreneurs are supported while sector strengths (such as arts, green, tourism, health, education, and high-tech) are leveraged
- Areas of greatest need are focused on; promising opportunities are seized
- Regulations, policies and programs are efficient and reliable while protecting the public's interests
- Infrastructure, public services and community assets support businesses and commerce
- Strategies with our city and regional partners are aligned, leading to economic success

## Goals, part II

### **Great Places: Natural and built spaces work together and our environment is protected**

- All Minneapolis residents, visitors and employees experience a safe and healthy environment
- We sustain resources for future generations: reducing consumption, minimizing waste and using less energy
- The city restores and protects land, water, air and other natural resources
- The city's infrastructure is managed and improved for current and future needs
- Iconic, inviting streets, spaces and buildings create a sense of place
- We welcome our growing and diversifying population through thoughtful planning and design

### **A City that works: City government runs well and connects to the community it serves**

- Decisions bring City values to life and put City goals into action
- Engaged and talented employees reflect our community, have the resources they need to succeed and are empowered to improve our efficiency and effectiveness
- Departments work seamlessly with each other and with the community and form strategic partnerships
- City operations are efficient, effective, results-driven, and customer-focused
- Transparency, accountability and ethics establish public trust
- Responsible tax policy and sound financial management provide short-term stability and long-term fiscal health



## **February 19**

- Draft vision, values, goals and strategic directions presented to COW

## **February 19 – March 14**

- Public informed of vision, values, goals and strategic directions
- Public comment collected in three modes:
  - Optional ward meetings
  - Public hearing March 5 at 10:00 AM
  - Web posting and email feedback ([citygoals@minneapolismn.gov](mailto:citygoals@minneapolismn.gov))

## **March 26**

- Mayor and City Council approval

