



Vision

Concord will be a vibrant and sustainable community where innovation, inclusion, and partnerships provide opportunities for all to thrive.

Mission

The City of Concord enhances the quality of life by providing excellent service, planning for the future, and collaborating with our community.

Values

- **Accountability:** We take ownership of our actions.
- **Communication:** We inform and engage coworkers and the community.
- **Teamwork:** We work collaboratively to provide excellent service.

Strategic Plan Goals

Goal 1: Deliver Effective and Efficient City Government

The City of Concord will recruit and retain a highly talented, diverse workforce, and responsibly steward its resources.

Goal 2: Create Economic Opportunities for Individuals and Businesses

The City of Concord will encourage economic vitality through business expansion, job creation, and diverse housing development.

Goal 3: Promote a Safe and Connected City

The City of Concord will invest in services, programs, and infrastructure that improve safety and enhance mobility.

Goal 4: Invest in Innovative and Sustainable City Infrastructure

The City of Concord will be a leader in innovative and sustainable practices to maintain high-quality infrastructure.

Goal 5: Develop Unique Places and Destinations

The City of Concord will be a regional destination known for its distinctive parks and attractions, strong neighborhoods, and vibrant downtown.

Goal 6: Leverage Communication and Partnerships

The City of Concord will actively engage with internal and external stakeholders to accomplish its mission inclusively and effectively.