

TEAM CONCORD'S STRATEGIC PLAN

OUR THREE-YEAR PLAYBOOK



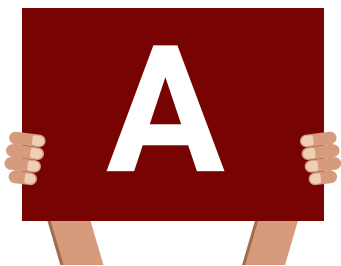
Vision

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

Mission

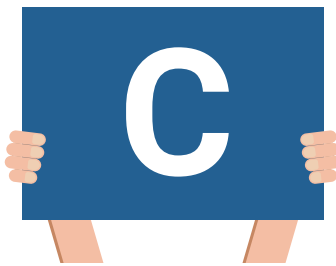
The City of Concord enhances the quality of life by providing excellent service, planning for the future, and collaborating with our community.

Values



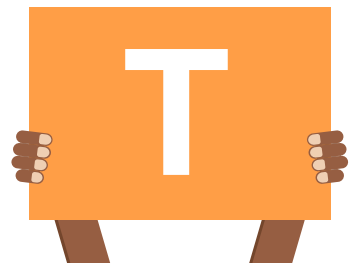
Accountability

We take ownership of our actions.



Communication

We inform and engage coworkers and the community.



Teamwork

We work collaboratively to provide excellent service.



Goal 1: Deliver Effective & Efficient City Government

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

Strategies:

- Develop and adhere to existing recruitment and retention policies to ensure a highly talented team.
- Provide robust learning and growth opportunities by leveraging internal resources to promote career development.
- Ensure the financial stability of the City.
- Forecast long-range operational costs for all programs and future capital needs.
- Provide sustainable, streamlined, and agile information technology services.
- Achieve, maintain, and exceed industry standards and certifications.



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.

Strategies:

- Support business expansion and job creation initiatives.
- Expand housing choices.
- Promote mixed-use developments that enhance economic 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.

Strategies:

- Enhance community safety through collaboration and technology.
- Actively evaluate, plan, and invest in future mobility needs.
- Improve mobility and connectivity for all.



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.

Strategies:

- Improve existing practices and develop new methods for resource conservation.
- Implement industry best practices in design and operational procedures.
- Monitor growth and maintain capacity of utilities and City facilities.
- Evaluate the utilization of renewable energy.



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.

Strategies:

- Invest in being a destination for unique attractions.
- Enhance the City's park system.
- Cultivate the Partnership for Stronger Neighborhoods Program.



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.

Strategies:

- Build collaborations with regional stakeholders and media relationships.
- Use technology to enhance communication with residents and employees.
- Unify internal communications to strengthen public messaging.
- Provide opportunities for community input.
- Engage the public through educational programming and events.
- Engage in regional, state, and federal partnerships.