

REQUEST FOR COUNCIL ACTION

Date: March 26, 2012
Item No.: 13.a

Department Approval

City Manager Approval

WJ Malinen

Item Description: Discuss Strategic Planning Mission Statement and Community Aspirations

BACKGROUND

On March 19, 2012 the Council completed the Strategic Planning Summary outlining the objectives in the Council work plan. The purpose of this discussion is to review the organization mission statement and community component of this document. Attachments A is the existing City mission statement that is outlined in the 2012 budget, and Attachments B, C, and D are mission statement and aspiration suggestions prepared by Mayor Roe (B), Councilmember McGehee (C) and department directors (D).

POLICY OBJECTIVE

Review the mission statement and community aspirations component of the strategic planning summary.

BUDGET IMPLICATIONS

None.

STAFF RECOMMENDATION

Discuss mission statement and community aspirations.

REQUESTED COUNCIL ACTION

Discuss mission statement and community aspirations.

Prepared by: William J. Malinen, City Manager

Attachments: A: Mission Statement - 2012 Budget

B: Community Aspirations & Mission Statement/Roe

C: Community Aspirations & Mission Statement/McGehee

D: Community Aspirations & Mission Statement/Department Directors

City of Roseville – 2012 Budget

**City of Roseville, Minnesota
Mission Statement**

To provide the Citizens of Roseville with an ethical local government structure which ensures the Community's public safety, health, quality of life, and general welfare in a manner that is accountable to both current and future generations.

3/22/12 Draft:

Community Aspirations:

Roseville will continue to be a strong, vibrant, and vital community that is a desirable place in which to live, work, and play, because together we continue to aspire to be:

- Economically healthy with a stable commercial tax base that is in harmony with residential neighborhoods;
- Safe and law-abiding;
- Welcoming, inclusive, diverse, and respectful of each other;
- Secure in our quality housing options;
- Environmentally responsible, with healthy and well-maintained natural assets;
- Engaged in our community's success through our roles as citizens, neighbors, volunteers, leaders, and businesspeople;
- Physically and mentally active and healthy; and
- Well-connected through transportation and technology infrastructure;

Organizational Mission Statement:

The City of Roseville will continue to plan and deliver effective, efficient, and customer-oriented services and infrastructure in support of these community aspirations, implemented by a competitively supported professional staff that is guided by systematic performance measurement.

Community Aspirations

Roseville residents, businesses, staff, and government will continue to maintain our city as a desirable place to live work and play. Working together we can be:

- ✓ Economically healthy with a diverse tax base,
- ✓ Safe and law abiding,
- ✓ Inclusive, diverse, and respectful,
- ✓ Environmentally responsible in personal and environmental stewardship,
- ✓ Engaged in the community through a variety of opportunities for service,
- ✓ Interconnected both technologically and physically,
- ✓ Supported by professional staff,
- ✓ Bonded by cohesive neighborhoods, and
- ✓ Able to offer varied and quality housing options.

Mission Statement

The City of Roseville's goal is to continue to plan for and deliver effective, efficient, customer-oriented services and infrastructure. The City Council's goal is to outline future directions for the city with the assistance and input of staff, residents, local businesses, and outside experts.

Draft - City Mission Statement

The City of Roseville's goal is to continue to plan for and deliver effective, efficient, customer-oriented services and infrastructure.

Draft - City Council Mission Statement

The City Council's goal is to further the community aspirations with the assistance and input of professional staff, residents, businesses, and outside experts.

Draft - Community Aspirations:

Roseville residents, businesses, staff, and government will continue to maintain our city as a desirable place to live, work and play. Working together we can be:

- Economically healthy with a diverse tax base,
- Safe and law-abiding;
- Inclusive, diverse, and respectful,
- Environmentally responsible in personal and environmental stewardship,
- Engaged in the community through a variety of opportunities for service,
- Interconnected both technologically and physically,
- Bonded by cohesive neighborhoods, and
- Able to offer varied and quality housing option, and
- Physically and mentally active and healthy.