

# City of Pasadena Strategic Plan

This strategic plan articulates a vision for the future and establishes a direction for decision making and allocating resources to achieve desired outcomes. The strategic plan establishes six broad areas of strategic initiatives with key objectives for implementation included. This strategic planning document is meant to serve as a guide for City staff to develop the annual budget for Council consideration and to provide Council with a method of articulating to staff the policy direction for the City of Pasadena, both as a community and an organization. This strategic plan will communicate to the community the City's commitment to fiscal responsibility, infrastructure, neighborhood integrity and preservation, economic development, public safety and City services and amenities. This plan provides the City with the opportunity to address issues related to growth and service provision in a proactive, coordinated manner that promotes the health, safety, and general welfare of constituents.

## MISSION STATEMENT

*The mission of the City of Pasadena is to enhance quality of life and inspire pride in Pasadena by protecting lives and resources, providing quality services and planning for tomorrow.*

## CORE VALUES

- **Integrity** – We show strong character and consistency of action. We deal honestly and reliably with others at all times.
- **Stewardship** – We act as guardians of the public trust, using financial, human and physical resources wisely.
- **Respect** – We treat others the way we want to be treated and show regard for the feelings, wishes, rights or traditions of others.
- **Pride** – We gain personal fulfillment from doing our jobs well. We display dignity in our appearance, behavior and performance.

## STRATEGIC PRIORITIES

### 1. *Fiscal Responsibility*

- Provide long-term community value through trusted stewardship and responsible financial management

### 2. *Infrastructure*

- Maintain and plan for future infrastructure that supports future needs of the City

### **3. *Neighborhood Integrity and Preservation***

- Support proactive solutions to neighborhood concerns and issues

### **4. *Economic Development***

- Invest in the City's healthy economy and workforce to spur economic growth and development

### **5. *Public Safety***

- Keep Pasadena a safe and desirable community for all residents, businesses and visitors

### **6. *City Services and Amenities***

- Provide excellent quality of city services tailored to community needs and fostering a diverse community with amenities and public spaces.

## **FISCAL RESPONSIBILITY**

The City of Pasadena's plan of action of ensuring financial responsibility will focus on the following:

- Maintain a competitively low property tax rate relative to our benchmark cities
- Continually invest in infrastructure
- Maintain a strong bond rating
- Monitor budgets and follow long-term financial plan

## **INFRASTRUCTURE**

The City of Pasadena's plan of action of ensuring reliable infrastructure will be to focus on the following:

- Participate in The National Flood Insurance Program: NFIP's Community Rating System (CRS) incentive
- Limit floodplain development
- Improve flood mitigation and traffic mobility
- Continue prioritize and invest in upgrades to aging streets, sidewalks, drainage infrastructure, sewer systems and overloaded stormwater systems

## **NEIGHBORHOOD INTEGRITY AND PRESERVATION**

The City of Pasadena's plan of action of ensuring Neighborhood Integrity and Preservation will be to focus on the following:

- Neighborhood Network Programs
- Code Enforcement
- Permitting
- Community Impact Officer Program

## **ECONOMIC DEVELOPMENT**

The City of Pasadena's plan of action of ensuring Economic Development will focus on the following:

- Continue implementation of strategic plan developed for the Pasadena Economic Development Corporation (PEDC)
- Continue redevelopment efforts on the north side of Pasadena
- Apply concepts from the HGAC Livable Centers Study

## **PUBLIC SAFETY**

The City of Pasadena's plan of action of ensuring Public Safety will focus on the following:

- Continue enhancing programs within the City's Crime Control District (CCD)
- Continue effort to increase the number of police officers
- Provide volunteer Fire Department with updated equipment/facilities
- Provide high level of service with City's Emergency Management department for natural and man-made disasters

## **AMENITIES & CITY SERVICES**

The City of Pasadena's plan of action of ensuring quality public amenities and City services will focus on the following:

- Ensure community services meet the needs of community residents
- Review and modify programs and services as needed to respond to changing community values, interests and resources