

DATE: January 30, 2017
TO: Salem City Council
SUBJECT: EXAMPLES OF PURPOSE STATEMENTS

Vision Statements

City of Tacoma, WA

"The City of Tacoma is recognized as a livable and progressive international city, regarded for the richness of its multi-cultural population and its natural setting."

City of Portland, OR

"Shaped by the Willamette and Columbia Rivers, Portland connects people and nature to create an international model of equity and sustainability."

King County, WA

"A diverse and dynamic community with a healthy economy and environment where all people, businesses, and organizations have the opportunity to thrive."

Mission Statements

City of Tacoma, WA

"We provide high-quality, innovative and cost effective municipal services that enhance the lives of our citizens and the vitality of our neighborhoods and business districts through teamwork, integrity, and continuous improvement."

City of Portland, OR

"Promote a culture of civic engagement by connecting and supporting all Portlanders working together and with government to build inclusive, safe and livable neighborhoods and communities."

King County, WA

"King County government provides fiscally responsible, quality-driven local and regional services for healthy, safe and vibrant communities"

Values Statements

City of Tacoma, WA

- Opportunity
- Equity
- Partnerships
- Accountability

City of Portland, OR

- Inclusion
- Shared Power and Governance
- Relationships
- Social Sustainability

King County, WA

- Equitable and Fair
- Financially Sustainable
- Regionally Collaborative
- Quality Local Government

Vision Statements

Fire Department Strategic Plan (2011)

"We will:

- *Provide excellent customer service and exceed the expectations of the people we serve,*
- *both internally and externally*
- *Be responsive to the changing needs of our customers*
- *Be an organization of highly trained and motivated professionals*
- *Be proactive in planning for our community's future*
- *Be an organization highly respected by our peers"*

Urban Development Department (2016)

"The Urban Development Department will serve as a steward of community goals and values in the development of Salem's assets while enhancing and protecting Salem's quality of life and economic vitality"

Mission Statements

City Council Goals document (2015-16)

"The City of Salem is committed to providing our residents fiscally sustainable services to ensure our community feels safe and livable, supported by a vibrant regional economy and strong neighborhoods."

Values Statements

City of Salem Values Video (2014)

Integrity: honest, respectful, accountable, transparent, fiscally responsible

Service: exceptional, solution-minded, positive, professional

Community: collaboration, teamwork, volunteerism, ownership

Safety: protection, preservation, security, response

Excellence: passionate, driven, strategic, dedicate

City Council & Staff Retreat (2016)

- Deliberate
- Open-minded
- Responsive
- Patient
- Inclusive of all community members
- Accessible
- Visionary
- Decisive
- Ethical