

2021

CITY OF LINCOLN

STRATEGIC PLAN

WWW.LINCOLNCA.GOV

VISION, MISSION, AND VALUES

STRATEGIC PRIORITIES

METRICS AND TARGETS

STRUCTURE

GOALS

ACTION PLANS

VISION

**AMERICA'S HOMETOWN -
A CITY OF OPPORTUNITY**

MISSION

WHAT WE AIM TO DO



To provide the highest level of service responsive to our community's expectations and to enhance its quality of life and economic vitality.



CUSTOMER FOCUS

To astonish our customers,
not just satisfy them.



TEAM ORIENTATION

Together everyone achieves more.



INNOVATION/CREATIVITY

Build a team of innovative thinkers.



INTEGRITY

The best team polices itself



ACCOUNTABILITY

Expectation + Ownership =
Ultimate Motivation

CITY OF LINCOLN VALUES

STRATEGIC PRIORITIES

ECONOMIC DEVELOPMENT

Strategic investments that ensure longterm fiscal sustainability via growth of jobs and local revenues.

INFRASTRUCTURE

Underlying foundation on which the continuance and growth of our community depends

ORGANIZATIONAL EFFICIENCY

To bring about an optimal organizational size/structure to ensure agility in meeting operational demands; achieving sustainable practices in the face of rapidly changing environments.

STRATEGIC PRIORITIES

PUBLIC SAFETY SERVICE LEVELS

Increase Public Safety Service Levels to .85 sworn officers for police services and .66 fire fighters for fire services for every 1,000 residents.

SUSTAINABLE FISCAL HEALTH

Sound financial management, sound accounting policies and procedures, being good stewards of the public's money, and being transparent with the City's financials.

TEAM COHESION

Council and staff unity in fulfilling the organization's vision and mission.