



## FY 2020-2021 GOALS & OBJECTIVES

*Note: Goals indicate the overarching mission-critical strategic initiatives from Mac-Town 2032, the City's **strategic plan**. Objectives indicate the agenda for working toward the goals for a specific fiscal year. Specific steps, outcomes and target dates are developed through Council action and departmental work plans*

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### GOALS

### OBJECTIVES

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#### **CITY GOVERNMENT CAPACITY**

– Strengthen the City's ability to prioritize and deliver municipal services with discipline and focus

**Develop and foster local and regional partnerships.**

**Gain efficiencies from technology and equipment investments.**

**Identify and focus on the City's core services.**

**Invest in the City's work force.**



**CIVIC LEADERSHIP** – Encourage a variety of leadership development opportunities to foster a culture of civic pride and involvement

**Attract and develop future leaders.**

**Increase awareness in civic affairs and leadership opportunities.**

**Recognize and raise up leadership in all its forms, such that more people identify themselves as civic leaders.**



**COMMUNITY SAFETY & RESILIENCY** – Proactively plan for and responsively maintain a safe and resilient community

**Build a community culture of safety (consider safety best practices).**

**Develop resiliency targets for critical infrastructure.**

**Lead and plan for emergency preparedness.**

**Provide exceptional police, municipal court, fire, emergency medical services (EMS), utility services and public works.**

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### **ECONOMIC PROSPERITY –**

Provide economic opportunity for all residents through sustainable growth across a balanced array of traditional and innovative industry sectors

**Accelerate growth in living wage jobs across a balanced array of industry sectors.**

**Improve systems for economic mobility and inclusion.**

**Foster opportunity in technology and entrepreneurship.**

**Be a leader in hospitality and place-based tourism.**

**Locate higher job density activities in McMinnville.**

**Encourage connections to the local food system and cultivate a community of exceptional restaurants.**



### **ENGAGEMENT & INCLUSION –**

Create a culture of acceptance and mutual respect that acknowledges differences and strives for equity

**Actively protect people from discrimination and harassment.**

**Celebrate diversity of McMinnville.**

**Cultivate cultural competency and fluency throughout the community.**

**Grow City's employees and Boards and Commissions to reflect our community.**

**Improve access by identifying and removing barriers to participation.**



**GROWTH & DEVELOPMENT CHARACTER –** Guide growth and development strategically, responsively, and responsibly to enhance our unique character

**Define the unique character through a community process that articulates our core principles.**

**Educate and build support for innovative and creative solutions.**

**Strategically plan for short and long-term growth and development that will create enduring value for the community.**



**HOUSING OPPORTUNITIES (ACROSS THE INCOME SPECTRUM) –** Create diverse housing opportunities that support great neighborhoods

**Collaborate to improve the financial feasibility of diverse housing development Opportunities.**

**Conduct thorough and timely planning and forecasting to ensure that regulatory frameworks and land supply align with market-driven housing needs.**

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