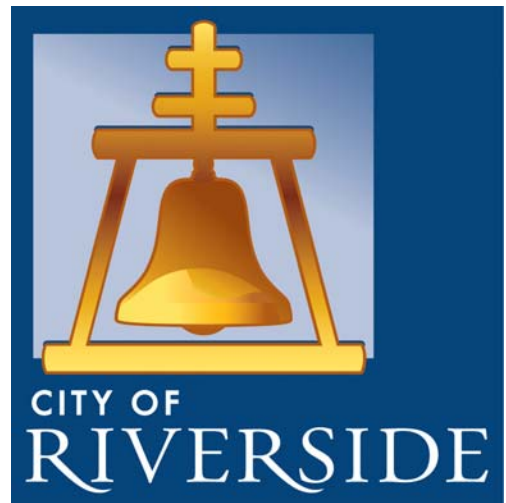


# STRATEGIC BUDGET PRIORITIES



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### THE CITY'S MISSION

*The City of Riverside is committed to providing high quality municipal services to ensure a safe, inclusive, and livable community.*

### THE CITY'S CORE VALUES

#### *Integrity and Credibility*

We seek to earn the public's trust and the trust of one another.

#### *Commitment to Service and Action*

We put our customers first. We facilitate, enable and problem solve. We communicate regularly with our customers to determine their satisfaction with our performance.

#### *Accountability*

We establish measurable performance goals and recognize achievement. We define and assign responsibility and authority and hold ourselves accountable for results.

#### *Inclusiveness and Diversity*

We appreciate the uniqueness of each individual. We treat each person within the organization and the larger community with respect and dignity.

#### *Loyalty*

We identify ourselves with pride as part of the City of Riverside. As City representatives, we commit ourselves to advancing the goals of the entire City organization.

#### *Personal Growth*

We believe Riverside employees want to excel and will create a learning environment that maximizes the potential of each person.

#### *Innovation*

We are creative in meeting the community's changing needs and preparing for the future. We strive for excellence and timeliness in the quality of our work.

#### *Teamwork*

We form effective work groups that maximize resources and deliver high quality services within and across departments. We listen to each other and give honest feedback.

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## THE COMMUNITY VISION

### *How We Work*

#### *Economic and Workforce Development*

Riversiders pursue the American Dream. We focus on creating economic development opportunities that provide high skilled, high paid employment for all members of our community.

### *How We Play*

#### *Arts/Culture/Entertainment*

#### *Parks/Recreation/Libraries*

#### *Physical Amenities*

Riverside is an oasis. This City combines trees, water, and the arts to create a distinctive comfortable gathering place that enriches the lives of residents and visitors alike.

### *How We Live*

#### *Housing*

We empower neighborhoods. We listen to each other and pay attention to the details because it matters. Neighborhoods enable the City and the residents to work together to solve the needs of all.

### *How We Get Around*

#### *Transportation and Land Use*

Riverside has responded to the traffic challenge by becoming a more self-contained city. Residents have easy access to an efficient, multi-option transportation system that enables them to meet their needs within the community.

### *How We Learn*

#### *K-12 Education: Parental, Community, and Business Involvement*

Excellence in education is the key to economic growth. Riversiders work together to achieve quality education at all levels.

## STRATEGIC BUDGET PRIORITIES

### THE CITY COUNCIL'S STRATEGIC GOALS

*Economic Development*

*Environmental Leadership*

*Transportation*

*Livable Communities and Neighborhoods*

*Arts and Culture*

The budget is linked to the City Council's Strategic Goals, developed in 2004 and amended in 2008. These goals are at the heart of what our community expects from its local government. In turn, these goals are woven throughout the fiscal year 2009/10 Annual Budget, which allocates the resources necessary to achieve our shared vision.

Riverside seeks to solve the community's current problems, while reaching forward to becoming a key economic and cultural center of Southern California. The City is committed to enabling our residents to play a meaningful role in the evolution of the City, and ensuring that their values are reflected both in the work that we do and in the results we achieve.

Strategic planning is a vital process that allows cities to take control of and shape their futures. Strategic planning is proactive: it is about thinking, planning, and anticipating the kinds of things we will need to do in order to achieve our vision and goals. Effective strategic planning involves an understanding of the services we provide, who our customers are, and how well we are meeting their expectations and needs.

Strategic planning allows the City organization to better align its services with City Council and community priorities. Through the strategic planning process, we collectively formulate goals, expectations, and strategies for improving life in the City. When done well, strategic planning involves input and participation from a broad cross-section of the community and City employees. This

guarantees that we are harnessing the best resources possible in planning our future, as well as providing an all-important forum for civic participation, ownership, and engagement.

Finally, strategic planning ensures a wise and effective utilization of City resources, mainly through the annual budget process. Because we have identified our goals and expectations, we can now concertedly allocate resources, where necessary, to ensure that we are positioned to meet these goals. The Citywide Strategic Plan document outlines how we will achieve our goals and focuses attention on the results the community seeks.

Strategic Planning allows the City to establish alignment among the community, elected officials, and City employees. The outcome is a unified vision, strategy, and implementation plan for improving life in the City.

In order to best achieve this alignment, the development of the City's strategic planning process has entailed a variety of meetings, workshops, and surveys. These events were designed to elicit information ranging from City Council input on the strengths and weaknesses of the City and key issues the City needs to resolve, to employee input on whether they are given the right tools to get the right job done, to community input on the most pressing issues of the day—and of the future.

The City Council's Strategic Goals represent the synthesis of this myriad input. The City then uses these goals to assess and realign resources where necessary, hence, to

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build its budget, ensuring concerted focus on realizing the Community Vision.

The City also conducts "Mayor's Night Out" once a month at various locations throughout the City's neighborhoods. Mayor's Night Out is intended to provide information to residents about City programs and projects. Similarly,

residents have the opportunity to voice input about City performance. City Council members, the City Manager, and City staff from various Departments are on hand to respond to questions and comments. In addition, material regarding City services and neighborhood accomplishments is available.

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