



REQUEST FOR CITY COUNCIL ACTION

MEETING DATE:

December 16, 2020

DEPARTMENT:

City Administration

DIVISION:

- ☒ Motion
- ☐ Resolution
- ☐ Ordinance - Introduction
- ☐ Ordinance - Adoption
- ☐ Public Hearing

TITLE:

Vision Statement and Strategic Outcomes

SUMMARY RECOMMENDATION:

Approval of the Vision Statement and five Strategic Outcomes developed by City Council.
(Administration) (Philip Rodriguez)

REPORT:

During the Vision and Goal meetings held at the Art Center on October 26 and 27, 2020 City Council developed five strategic outcomes that support the following Vision Statement, which was also developed at the meetings:

“Yuma is a thriving, safe, and prosperous community with opportunities powered by innovation, partnerships, collaboration and robust education – a unique place that all generations are proud to share”

The supporting strategic outcomes are:

1. Safe and Prosperous

- Yuma is a safe and prosperous City that supports thriving businesses, access to education, and multi-generational opportunities.

2. Active and Appealing

- Yuma plans and leverages its natural resources, public spaces and cultural amenities to support an active and appealing community.

3. Respected and Responsible

- Yuma is a trusted steward of City resources, relied upon to provide premier services and regional leadership.

4. Connected and Engaged

- Yuma is connected and engaged through active communication, forward-looking partnerships, and ongoing public involvement.

5. Unique and Creative

- Yuma is a unique and creative community, built on our shared history, sense of place, and civic pride.

Administration recommends approval of this Motion Consent item in order to preserve the City's Vision Statement and Strategic Outcomes.

FISCAL REQUIREMENTS	CITY FUNDS:	\$0.00	BUDGETED:	\$0.00
	STATE FUNDS:	\$0.00	AVAILABLE TO TRANSFER:	\$0.00
	FEDERAL FUNDS:	\$0.00	IN CONTINGENCY:	\$0.00
	OTHER SOURCES:	\$0.00 \$0.00 \$0.00	FUNDING FOR THIS ITEM IS FOUND IN THE FOLLOWING ACCOUNT / FUND / CIP: \$0.00	
	TOTAL:	\$0.00		
	FISCAL IMPACT STATEMENT:			
ADDITIONAL INFORMATION	SUPPORTING INFORMATION NOT ATTACHED TO THE CITY COUNCIL ACTION FORM THAT IS ON FILE IN THE OFFICE OF THE CITY CLERK:			
	1. 2. 3. 4. 5. IF CITY COUNCIL ACTION INCLUDES A CONTRACT, LEASE OR AGREEMENT, WHO WILL BE RESPONSIBLE FOR ROUTING THE DOCUMENT FOR SIGNATURE AFTER CITY COUNCIL APPROVAL? <input checked="" type="radio"/> Department <input type="radio"/> City Clerk's Office <input type="checkbox"/> Document to be recorded <input type="checkbox"/> Document to be codified			
SIGNATURES	CITY ADMINISTRATOR:		DATE:	
	Philip A. Rodriguez		12/10/2020	
	REVIEWED BY CITY ATTORNEY:		DATE:	
	Richard W. Files (Electronic Signature)		12/8/2020	
	RECOMMENDED BY (DEPT/DIV HEAD):		DATE:	
	WRITTEN/SUBMITTED BY:		DATE:	