

REPORT TO CITY COUNCIL

DATE: JUNE 27, 2007

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: LOUIS CELAYA, ASSISTANT TO THE CITY MANAGER

SUBJECT: CITY MISSION STATEMENT

On May 23, 2007, the City Council was presented a draft mission statement for consideration. The mission statement is a concerted effort by employees and the City Council to create a unique declaration that identifies the distinctive characteristics of the City and the community, and identifies the City's place in the community.

At its May 23rd meeting, the City Council generally supported the proposed mission statement, recognizing it was a "living document" subject to re-examination in the future, however, ideas concerning missing elements were discussed. At the direction of the Mayor, the Council was asked to provide any comments to staff where they would be incorporated into the statement. Staff was then directed to return the mission statement to the Council for consideration. Staff has received perspective comments and incorporated them into the attached red-line version.

Upon approval of the mission statement by the City Council, staff will use the mission statement as a reference and guidance tool to gauge our performance standards for overall services provided. Additionally, the mission statement will be incorporated as part of the City's annual budget document, published on the City's website, and utilized in the various documents generated by the City as appropriate.

RECOMMENDATION

Staff is respectfully requesting the City Council approve the mission statement and direct staff to incorporate it within the City budget, website, and utilized in the various documents generated by the City as appropriate.

Attachment: (a) Mission Statement