

CITY COUNCIL RESOLUTION OF THE CITY OF UNION CITY APPROVING NEW VISION, MISSION, AND VALUES STATEMENTS, AND CITY COUNCIL PRIORITIES, AND AUTHORIZING THE IMPLEMENTATION OF THE 2020-2025 STRATEGIC PLAN

WHEREAS, the City of Union City has endorsed the development of a strategic plan and engaged all City Council members, the public and employees in presenting issues and ideas relevant to strategic plan development since February 2019; and

WHEREAS, two workshops were held to establish a renewed set of values, vision, and mission for the community and the workforce of the City of Union City; and

WHEREAS, the City's strengths, weaknesses, opportunities and threats were critically examined to facilitate identifying goals and objectives that reflect the collective values, vision and mission of the City; and

WHEREAS, the City Council has identified five strategic goals, which are:

- A. **Financial Stability and Sustainability.** Foster fiscal health through disciplined long-term planning, cost control, heightened efficiency, increased revenue and cost recovery;
- B. **Governance and Organization Effectiveness.** Produce high quality services to the community through a commitment to local government best practices and employee development, support and retention;
- C. **Economic, Community Development and Public Safety.** Institute forward-thinking business, land use development, housing, social services, and public safety strategies that promote community growth and innovation;
- D. **Environmental Sustainability and Infrastructure.** Create a healthy, sustainable community and maintain and improve the City's infrastructure; and
- E. **Communication and Outreach.** Build strong connections with community partners, residents and employees.

WHEREAS, the vision, mission, values, goals and strategies are memorialized in a five-year strategic plan; and

WHEREAS, the Strategic Plan will guide financial, operational and policy decisions starting now and through to 2025 with oversight by the City Council; and,

WHEREAS, the City Council will hold an annual retreat to recognize progress in achieving the plan and to discuss City Council priorities.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Union City, California 2020-2025 Strategic Plan as documented in Attachment 1 to this Resolution shall be and hereby approved on October 8, 2019.