



To read the entire 2015-2018 City of Modesto Strategic Plan, please go to our website at: www.modestogov.com and look for the link to **STRATEGIC COMMITMENTS**

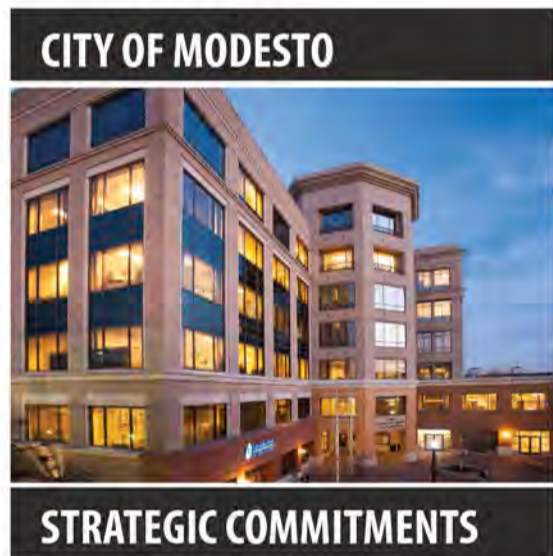


During the Spring of 2015, Modesto City Council and City staff held planning workshops to refine the four strategic commitments with valuable input from community members. Our objective is to embrace a culture of service excellence for the citizens of Modesto by building a **Vibrant Infrastructure and Sustainable Environment, a Healthy Local Economy and Great Quality of Life, Effective, Responsive and Transparent Government and a focus on creating Great, Safe Neighborhoods.**



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2015 - 2018 STRATEGIC PLAN OVERVIEW



GREAT, SAFE NEIGHBORHOODS

Explore new approaches to public safety through community partnerships, to reduce crime and maintain a safe and inviting community in which to live, work and play. Increase collaboration with city neighborhood groups and school districts to achieve quality of life improvements, and safer neighborhoods through supporting community self-reliance, problem solving and public/private partnerships.

- Explore progressive crime and fire prevention techniques.
- Ensure the effective use and efficient deployment of public safety resources based on local need.
- Increase public safety coordination and communication among all city departments.
- Grow neighborhood leadership and capacity and identify self-help strategies to strengthen neighborhoods.
- Support and engage youth through positive activities.
- Increase public awareness of city-provided services and partnership opportunities.
- Create additional strategic objectives implementing best practices concerning homelessness and tagging.

CITY OF MODESTO

STRATEGIC COMMITMENTS

HEALTHY ECONOMY & GREAT QUALITY OF LIFE

Increase the City's proactive economic development efforts by creating and preserving jobs, strengthening our local economy and strategically enhancing the City's revenue base.

- Adopt a revised comprehensive general plan.
- Promote new and expanding businesses through targeted incentives.
- Adopt a proactive approach for bringing utilities to identified business development areas.
- Leverage the airport as a regional asset to encourage economic development.

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EFFECTIVE, RESPONSIVE & TRANSPARENT GOVERNMENT

Enhance the organizational commitment to the nine principles of EMBRACE IT. Develop new and creative methods to leverage technology, market organizational strengths and remain dedicated to seeking efficiency and continuous improvement.

- Enhance the marketing of City services and accomplishments.
- Improve teamwork through enhanced Council, executive level, and staff communication channels.
- Make Modesto an employer of choice.
- Make informed decisions embracing best practices and continuous improvement.
- Implement technology solutions for improved efficiency and service delivery.

VIBRANT INFRASTRUCTURE & SUSTAINABLE ENVIRONMENT

Strengthen and maintain a safe infrastructure of city roads, water supply, storm sewers, transit and airport needs for residents, businesses and visitors.

- Maintain current Pavement Condition Index (PCI) rating.
- Effectively plan and manage infrastructure assets.
- Enhance regional partnerships to effectively manage all water resources in the County.
- Expand alternative modes of travel and improve transportation flow.
- Explore opportunities for regional cooperation and service delivery.