



City of Sioux City Strategic Plan 2016-18

OUR MISSION AND VALUES

Our mission is to create a dynamic and vital city by providing quality, cost-effective, citizen-focused municipal services and by forming partnerships with citizens and organizations of our community.

We value our residents and coworkers as people who contribute ideas, energy and commitment toward the betterment of the community. Employees are included in decision making at all levels and are treated with fairness and respect at all times.

We believe good government depends on:

TRUST

We maintain the highest level of integrity and honesty in all our actions. We believe truthfulness will create trust within the organization and public trust can be achieved and preserved by making government open and accessible to those we serve.

BALANCE

We maintain proper equilibrium between responsive and responsible government services. We are sensitive to the diversity of those we serve.

EMPOWERMENT

We create an environment in which our citizens and employees are encouraged to use their initiative and expertise in constructive problem-solving. We accept ownership and responsibility of divisions and celebrate the many accomplishments that such as environment creates.

CREATIVITY

We seek continuous improvements in City services by using our creativity and by engaging in prudent risk-taking.

OPEN COMMUNICATION

We foster an environment of open, timely and respectful communication between City staff, City Council and residents.

OUR COMMITMENT TO CITIZENS

(MUNICIPAL RESPONSIBILITIES)

QUALITY OF LIFE

We will position Sioux City as a preferred community through marketing initiatives and growing local pride in our City.

HEALTH & SAFETY

We will enhance public health and safety by maximizing the utilization of technology, improved community engagement, and improved communications and facilities.

INFRASTRUCTURE

We will invest in infrastructure to attract and retain business, spur residential growth and increase quality of life.

CUSTOMER SERVICE

We will use formal and informal methods to engage the Council, our employees, and our customers to promote enhanced commitment to our shared vision.

ECONOMIC OPPORTUNITY

We will work with current business to create job growth and aggressively seek out opportunities to attract new economic growth.

STRATEGIC FOCUS AREAS

As stewards of the City of Sioux City, we will strive to:

- **Grow Sioux City**
Expand development opportunities and grow Sioux City
- **Promote Sioux City**
Create a destination for visitors
- **Enhance Connectivity with Citizens and Businesses**
Enhance public/private partnerships
- **Instill Sioux City Pride**
Develop opportunities to encourage pride in the community

GROW SIOUX CITY

- Develop public and private partnerships, encourage entrepreneurs and expand job creation
- Aggressively revitalize, promote and embrace our diverse neighborhoods
- Promote and engage historic preservation within the community
- Develop a transportation plan for rail, air, barge, public transit, street and pedestrian traffic
- Support public safety services to maintain pace with city's growth
- Leverage strengths and assets to develop critical mass in downtown
- Encourage development of housing opportunities throughout the city
- Maximize the City's technology potential
- Encourage and promote Sioux City's role as a regional healthcare provider

PROMOTE SIOUX CITY

- Expand cultural development initiatives and enhance local arts related development
- Continue development along the City's various riverfronts
- Foster local partnerships and expand external marketing efforts to attract visitors
- Expand recreational opportunities to serve residents and tourists
- Position Sioux City as a premier walkable and livable place
- Offer municipal support to local festivals to attract more visitors
- Expand greenspace in downtown and commercial areas and enhance public spaces within the community

ENHANCE CONNECTIVITY WITH CITIZENS AND BUSINESSES

- Encourage resident engagement within the community
- Partner with local businesses and educational institutions to increase workforce recruitment efforts
- Create opportunities to nurture young professionals
- Support efforts to eliminate and prevent homelessness and vagrancy
- Enhance Council Member and staff engagement with residents and businesses
- Advance public safety communication to build trust with citizens
- Streamline City processes to gain efficiencies for citizens and staff
- Expand and promote volunteerism in our organization
- Empower employees by setting clear expectations, allowing risk and recognizing achievements

INSTILL SIOUX CITY PRIDE

- Embrace and invest in a Beautification Plan
- Use signage and/or design features at major traffic entry points
- Significantly increase youth involvement in all aspects of the City, including supporting the Mayor's Youth Commission
- Expand and enhance Board/Commission, City employee and City retiree recognition and communication efforts
- Identify, develop and promote community brand
- Promote and encourage recycling efforts
- Protect our natural resources
- Expand and celebrate our diversity