SAN BERNARDINO MAYOR AND CITY COUNCIL
2018-2019 GOALS & OBJECTIVES

1. IMPLEMENT THE CITY VISION
   a. Ensure that all staff members are aware of the direction provided by the Mayor and City Council through the City Vision, Goals and Objectives, Paradigm and Job Statement.
   b. Develop programs and operating systems to publicize, promote, support and implement the guidance provided by the Mayor and City Council.

2. PROVIDE FOR THE SAFETY OF CITY RESIDENTS AND BUSINESSES
   a. Utilize City programs to reduce crime and ensure that neighborhoods and business areas are safe.
   b. Recruit and retain the highest caliber public safety personnel.
   c. Maintain or improve emergency response times.

3. CREATE, MAINTAIN AND GROW JOBS AND ECONOMIC VALUE IN THE CITY
   a. Provide clear policy direction, predictable decision-making, and efficient processing and program delivery to inspire confidence in investors and trust in the community.
   b. Emphasize business retention and expansion.
   c. Utilize City resources to support the local economy and maximize job creation.

4. ENSURE DEVELOPMENT OF A WELL-PLANNED, BALANCED, AND SUSTAINABLE CITY
   a. Provide infrastructure designed for long term economic growth.
   b. Support a wide range of housing types and levels of affordability.
   c. Ensure that the City is clean and attractive.

5. IMPROVE CITY GOVERNMENT OPERATIONS
   a. Implement the City Charter by maintaining clear roles and lines of authority.
   b. Develop and maintain consistent messaging.
   c. Ensure that employees know that they and their work are valued.
   d. Encourage collaboration by breaking down silos within the organization.
   e. Evaluate operations and performance through investment in the resources, technology and tools needed to continually improve organizational efficiency and effectiveness.

6. OPERATE IN A FISCALLY RESPONSIBLE AND BUSINESS-LIKE MANNER
   a. Continue to implement the Plan of Adjustment.
   b. Develop a long-term budget plan and assessment of the City’s built environment which brings City operations into both fiscal and programmatic balance, including funding of reserves for infrastructure and equipment maintenance and replacement.
   c. Invest City resources in ways which create more ongoing revenue to reinvest in maintaining and improving services.

7. PURSUE CITY GOALS AND OBJECTIVES BY WORKING WITH OTHER AGENCIES
   a. Work with Federal, State and regional governments and organizations to ensure San Bernardino receives its fair share of resources.
   b. Maintain close working relationships with the county, tribes and other governmental agencies.
CITY OF SAN BERNARDINO
VISION FOR THE FUTURE

WE ENVISION a world class city which capitalizes on its location, the diversity of its people and its economy to create a broad range of choices for its residents in how they live, work, and play.

WE ENVISION a thriving city possessing a sustainable system of high-quality education, community health, public safety, housing, retail, recreation, arts and culture and infrastructure.

WE ENVISION a vibrant economy with a skilled workforce that attracts employers who seek the unique opportunities the city has to offer and provide jobs that create citywide prosperity.

WE ENVISION a model community which is governed in an open and ethical manner, where all sectors work collaboratively to reach shared goals.

WE ENVISION a city that is recognized as the county’s business and government center and a home for those seeking a sense of community and the best life has to offer.
The job of the City of San Bernardino is to create, maintain, and grow economic value in the community.
CITY OF SAN BERNARDINO
OPERATING PARADIGM

The City of San Bernardino is a municipal corporation.

The City Council functions as the elected Board of Directors of the corporation, the Mayor as the Chair of the Board, and the City Manager as the appointed CEO.

The City needs revenue to pay for services and amenities to maintain the built environment.

Income for the corporation comes directly or indirectly from anyone spending money in the City. They are investing in San Bernardino.

Each of those investors has a choice whether to spend their money in the City of San Bernardino or another jurisdiction.

Therefore, the City is in competition for that investment.

The level of service, the amenities, the breadth of choices of lifestyle and the quality of life help to determine where investors will choose to spend their money.

Every single interaction we have is an opportunity to win or lose that investment.