



**VISION** Provides a clear and inspirational view of how the community will be known by others.  
"The City of Centennial is a connected community, where neighborhoods matter, education is embraced, businesses are valued, and innovation absolute."

**MISSION** Guides how City operations work to fulfill the vision.  
"Driven to provide exceptional service to the Centennial Community."

**VALUES** Set the standard for the behavior of the organization and illustrate what people can expect when they receive service from or interact with City staff and contract partners.  
Collaborative, Intentional, Service-Oriented, Innovative

**GOALS & STRATEGIES** Provide guidance for the programs, policies, activities, and actions over a time period longer than a single budget that will be put into place to implement the vision.  
Economic Vitality, Fiscal Sustainability, Future Ready City Government, Public Safety & Health, Signature Centennial, Transportation & Mobility

**DEPARTMENTS** Utilize vision, mission, values, and goals and strategies to guide and conduct operations to deliver on Council's policy direction. Measure results and progress toward annual work plans, performance targets, and improvement opportunities to fulfill the organization's goals and strategies.

**INDIVIDUALS** Within the context of the overall organization, individuals and managers establish goals, targets, and performance standards that fulfill the department's work plan as well as the organization's goals and strategies.



STRATEGIC PLANNING PROCESS  
MARCH 2019