

**CITY OF FERNLEY
STRATEGIC PLAN
FY 2017-2021**



VISION

It is the vision of the City of Fernley to deliver and provide fiscally stable public services that result in a safe, responsive, forward-thinking and collaborative community. City of Fernley strives to be an organization responsive to change and public needs, being proactive rather than reactive, and to aspire and excel at providing enhanced and excellent municipal services.

MISSION

It is the mission of the City of Fernley to provide all municipal services in a proactive, innovative, and fiscally responsible way to continue to enhance the community's quality of life, provide a high level of responsive local government services, and promote future prosperity and the balanced growth of the community.

CORE VALUES

Trust

Innovation

Engagement through
Communication

COMMUNITY GOALS

- To explore and promote economic development and planned redevelopment opportunities consistent with the community's historical and current identity.
- To promote citizen engagement and build strong alliances with other government entities, private sector partners, and community members.
- To improve the quality of life enjoyed by the community's residents and enhance continued maintenance and reconstruction of the City's infrastructure with an emphasis on sustainability.

ORGANIZATIONAL GOALS

- The City of Fernley must strive to maintain and improve overall fiscal integrity, stability, and equality of the City's financial planning.
 - The City of Fernley, as an employer, must strive to create and maintain a successful and efficient work environment.

IMPLEMENTATION PLAN

The City of Fernley will continue to:

- Interact and engage with the community's citizens, business community, and visitors in ways that are Polite, Professional, and Performed consistent with the Strategic Plan.
- Commit themselves to public service by emphasizing trust, innovation, and engagement through communication.
- Build and develop an organizational culture that respects and values both individual and group differences and encourage the productive potential of every employee.