STRATEGIC PLAN

Strategic Areas, Goal Statements and Objectives

Organizational Excellence

Goal Statement
Create and support an engaged workforce and organization that delivers an efficient, innovative, transparent and collaborative City government.

Outcome Objective I

Increase employee satisfaction with pay and benefits.

Outcome Objective II

Increase employee engagement levels.

Outcome Objective III

Foster a positive, equitable organizational culture.

Outcome Objective IV

Improve the residents' and visitors' experience across City services.

Outcome Objective V

Build a leading government organization that manages all resources wisely through accountability, innovation and efficiency.

Safe Community

Goal Statement
Provide equitable community-centered public health and safety services to ensure the City is safe for all.

Outcome Objective I

Build trust between the City of Columbia and Black, Indigenous and people of color.

Outcome Objective II

Improve services to the City's most vulnerable populations.

Outcome Objective III

Improve outcomes associated with the City's community safety function.

Outcome Objective IV

Improve the City's overall emergency preparedness and response capabilities.

Inclusive & Equitable Community

Goal Statement
Cultivate a community focusing on equitable access, inclusive engagement and equal opportunity and treatment for all.

Outcome Objective I
Increase equity comprehension and impact in City decision making.

Outcome Objective II
Improve community engagement to include all identities, languages and needs.

Outcome Objective III
Ensure all members of the community experience equal opportunity and treatment in all interactions with City government.

Resilient Economy

Goal Statement
Foster a resilient and diverse economy that meets the needs of our community.

Outcome Objective I
Foster a more diverse business community.

Outcome Objective II
Expand the supply of affordable housing for low- to moderate-income members of the community.

Outcome Objective III
Reduce the burden of transportation to finding and maintaining employment and employees.

Outcome Objective IV
Increase accessibility of external data relevant to economic trends for stakeholders to make data-driven decisions.

Reliable & Sustainable Infrastructure

Goal Statement
Provide reliable, sustainable and innovative infrastructure for the efficient delivery of municipal services to meet the current and future needs of our community.

Outcome Objective I
Maintain and expand Columbia's infrastructure.

Outcome Objective II
Improve Columbia's infrastructure to equitably expand where infrastructure is lacking.

Outcome Objective III
Prepare Columbia's natural and built environments for the impacts of climate change.