



Department Source: City Manager

To: City Council

From: City Manager & Staff

Council Meeting Date: April 21, 2025

Re: Adopting Changes to the City of Columbia Strategic Plan

Executive Summary

Staff are proposing changes that would allow the City's Strategic Plan to be more readily updated. This proposed change would maintain required Council approval on any change to the Vision, Mission, Core Values, Priority Areas, and Goal Statements included in the Strategic Plan, but would allow modifications to the outcome objectives, performance measures, and action items to be done administratively. These changes would be reported out to Council during quarterly Strategic Plan updates. In order to accomplish this, staff recommends adopting a policy resolution that establishes a vision statement, mission statement, core values five strategic priority areas, and rescinding prior resolutions related to the 2021 Strategic Plan.

Discussion

Currently, the City's Strategic Plan requires a Policy Resolution for any modifications, including changes to performance measures and action items. As City Council sets the policy for the City, their guidance and oversight on the City's strategic priorities, vision, mission, and core values are necessary. Minor changes or updates to the outcome objectives, performance measures, and action items included under each of those strategic priority areas would benefit as an administrative function. This would allow those measures to be more quickly adapted, then reported out to City Council.

In order to make this change, staff propose a policy resolution that establishes a vision statement, mission statement, core values and five strategic priority areas. In addition, prior policy resolutions related to the 2021 Strategic Plan would be rescinded.

While much of the language would match language included in the Strategic Plan Highlight Report from January 2025, staff are proposing some changes to ensure compliance with Executive Order 14173. This would modify our Vision, Mission, and Core Values.

The proposed language for these areas are as follows:

Vision: Columbia is the best place for everyone to live, work, learn and play.

Mission: To serve the public equitably through democratic, transparent and efficient government.

Core Values:

Service: We exist to provide the best possible service to all.



City of Columbia

701 East Broadway, Columbia, Missouri 65201

Communication: We listen and provide responses that are clear, accurate and timely.

Continuous Improvement: We value excellence through planning, learning and innovation.

Integrity: We are ethical, fair, and honest stewards of our community's resources.

Teamwork: We build trust and achieve results by working together.

Equity: We will ensure all residents have fair access to services, opportunities, and resources regardless of their background, neighborhood, income, or identity.

Fiscal Impact

Short-Term Impact: N/A

Long-Term Impact: N/A

Strategic & Comprehensive Plan Impact

Strategic Plan Impacts:

Primary Impact: Organizational Excellence, Secondary Impact: Safe Community, Tertiary Impact: Tertiary

Comprehensive Plan Impacts:

Primary Impact: Not Applicable, Secondary Impact: Secondary, Tertiary Impact: Tertiary

Legislative History

Date	Action
01/06/25	REP5-25: Strategic Plan Highlight Report
09/05/23	PR125-23: Adopting amendments to the strategic plan priorities and goal statements contained within the City of Columbia, Missouri Strategic Plan
07/06/21	PR116-21: Adopting the City of Columbia, Missouri 2021 Strategic Plan Report – Performance Measures, Objectives & Actions Items
02/01/21	PR17-21: Adopting a vision statement, mission statement, core values, and strategic priorities for the 2021 Strategic Plan

Suggested Council Action

Approve proposed changes.