

**CITY OF ALBANY  
CITY COUNCIL AGENDA  
STAFF REPORT**

Agenda Date: June 7, 2010  
Reviewed by: BP

**SUBJECT:** City of Albany Mission and Vision Statements

**REPORT BY:** Beth Pollard, City Administrator

---

**STAFF RECOMMENDATION**

1. Approve Resolution No. 2010-27 adopting a Mission Statement for the City of Albany
2. Approve Resolution No. 2010-28 adopting a Vision Statement for the City of Albany

**BACKGROUND**

On February 22, 2010, the Council members, appointees to City commissions and committees, and members of the public engaged in a City Council work session to discuss the City's Mission Statement, as well as the Albany community vision and core values statements drafted by Fern Tiger Associates as part of the Voices to Vision waterfront visioning project.

The outcomes from the work session were presented to the City Council on May 3, 2010, accompanied by suggested alternatives for Mission Statements and Vision Statements drafted by staff. The Council discussed the drafts and alternatives and referred the item back to staff to prepare the statements for adoption by resolution.

**DISCUSSION**

The City's Mission Statement currently is:

*The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of the community, and providing a safe, healthy environment now and in the future.*

The proposed revised Mission Statement is:

*The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of a diverse community, and providing a safe, healthy and sustainable environment.*

### Vision Statement

A vision statement – often called a vision of success – describes what the organization should look like as it successfully implements its strategies and achieves its full potential. The last Vision Statement adopted by the City Council in 2001 is: *The City of Albany will be economically vibrant, fiscally sound, and community-focused.*

The proposed Vision Statement is:

*The City of Albany is environmentally and fiscally strong, champions a healthy local economy, fosters safe, diverse and engaged neighborhoods, and treasures its unique waterfront.*

### ANALYSIS

A mission statement provides guidance to the Council, staff and community on the purpose of the City of Albany as a municipal government. It answers the questions: Ultimately, what are we here to do, and why? The vision statement answers the questions: Where are we headed and what do we want to be?

Both the mission and vision statements help identify goals for the City Council and staff in developing the next bi-annual budget and work plan. Upon adoption of these statements, staff will return to the Council at the next meeting with recommended goals towards fulfilling the mission and towards achieving the vision.

### SUSTAINABILITY IMPACT

A mission statement and vision statement help cities to better focus resources, policies, and activities to meet the needs and goals of the residents and other stakeholders.

### FINANCIAL IMPACT

None from adoption of a mission statement or vision statement.

### Attachments

Resolution No. 2010-27

Resolution No. 2010-28