

CITY OF EAU CLAIRE, WI

STRATEGIC PLAN

OUR VISION

Eau Claire is a vibrant city with exceptional quality of life and services.

OUR STRATEGIC VALUES

- **We believe in making Eau Claire a great city** - a place where all people feel “at home,” experience a high quality of life, and can reach their potential.
- **We believe that local government is a stewardship** - We help citizens meet their needs and help the community solve problems. We cannot always do this on our own; we need and value partners who can help.
- **We believe in sustainability** - We must balance the needs of current and future generations in our decisions and investments. This affects our financial, environmental, and development decisions. Today’s decisions should not come at the expense of future generations’ opportunities.
- **We believe in equity** - We must create conditions for all people to thrive and proactively address disparities in health, social, and economic prosperity.








OUR OPERATIONAL VALUES

- The city delivers services in an ethical, professional, fair, and transparent manner.
- The Eau Claire City Council values each other and City staff by fostering a collegial, inclusive, respectful, and engaging policy-making environment.
- Eau Claire’s City staff values innovative and responsive approaches to service delivery and embraces a culture of continuous improvement.
- The City values its employees and strives to recruit, retain, and support the best workforce possible.

OUR MISSION STATEMENT

It is our mission to assure the common good through services essential for a safe, sustainable, engaged, and healthy community.

STRATEGIC GOALS & OBJECTIVES

1.  Support economic prosperity for all with diverse, creative, economic development and inclusive housing options.
2.  Provide safe, functional, and accessible infrastructure and services that are environmentally sensitive and sustainable.
3.  Optimize the city’s organizational potential.
4.  Develop, nurture, and revitalize safe, healthy, and connected neighborhoods.
5.  Facilitate an engaged community.
6.  Create engaging opportunities to make Eau Claire livable, lovable, and fun.
7.  Nurture community-wide opportunities for personal learning, growth, and development.