



## MEMORANDUM

**To:** Mayor and City Council

**From:** Traci Leach, Deputy City Manager

**Date:** April 28, 2026

**Reference:** Vision 2040 Prioritization Exercise

**2040:** Sustainable Government

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### Introduction:

This item is presented to discuss the Council’s annual prioritization of the Vision 2040 Pillars and Goals. The following goals received the highest level of consensus around prioritization:

Goal	Average Rating
As a fiduciary, the City will ensure that there are adequate financial resources to support City services	6.25
City infrastructure will be well-maintained and consistent with the Council's value proposition	6.25
Encourage redevelopment along key commercial corridors	5.875
Develop a plan to encourage upgrades in the retail, commercial and warehouse buildings	5.875
Connect the City—residential, commercial, and parks—through a network of trails and greenways	5.875
Build backbone of Smart Operating Systems for all resource management	5.875
City Services will be provided in a manner that ensures high levels of customer satisfaction	5.875
The City will maintain a quality work force to serve the community	5.875
Support the Old Town area and concept	5.5
Establish programs to protect the unique character of single-family home community oasis nodes	5.125

**Background:**

As part of the budget development process, the Council provides feedback regarding their focus areas and priorities for the upcoming year. These priorities are used by staff to develop the annual work plan that sets specific items in place to progress these Council priorities forward. Council provides feedback based on the following scale to indicate how much time, resources, and capacity should be dedicated to furthering the goals identified in the Plan:

- 1: Items rated as a ONE means Fall Back in terms of reduction in time, resources, and capacity allocated towards the pursuit of that particular goal.
- 4: Items rated as a FOUR means Status Quo, meaning the amount of time, resources, and capacity allocated to the pursuit of that goal will be maintained in the upcoming year.
- 7: Items rated as a SEVEN means Emphasize, meaning the amount of time, resources, and capacity allocated to the pursuit of that goal should be maximized and increased in the upcoming year.

It should be noted that staff works on all parts of the Plan each year. The Council priorities provide the focus and areas of emphasis to ensure consistent progress towards the stated priorities.

This work typically occurs in January as part of the Council’s January retreat. However, this year, the City engaged with BerryDunn Consulting to facilitate a community-wide effort to refresh the plan that was originally adopted in 2019. The refresh was adopted by the Council in February 2026.

Once the goals are finalized, staff will develop the draft work plan for Council review and adoption as part of the overall budget process later this summer.

**Benefit to the Community:**

The Vision 2040 Strategic Plan serves as the foundation for all budget and service delivery decisions. Aligning the vision for the Strategic Plan is critical to ensuring that the Council and staff are working towards the vision that represents our community.

**Legal Review:**

N/A

**Fiscal Impact:**

N/A

**Recommendation:**

None.