

VISION

statement of the city's desired future; it reflects what the city wants to become; the vision drives the work of the city, how business is done, and informs the goals and priorities that are pursued.

CHOWCHILLA'S VISION

Prosperous, vital community;
Clean, attractive, safe and quiet community with open space;
Good schools, churches and medical service;
Customer friendly and quality programs and services.

ANOTHER CITY'S VISION

HOME to an engaged, diverse community;
DESTINATION for outdoor recreation and natural beauty;
HUB of opportunity and economic vitality.

MISSION

statement of the purpose of the city; fundamentally defines what the city stands for and what it will do.

CHOWCHILLA'S MISSION

The Chowchilla City Council, a policy-making body, plans and establishes policy for city government, city services and economic development for the Chowchilla community to provide a safe, clean and healthy way of life.

ANOTHER CITY'S MISSION

Our mission is to deliver exemplary services that are responsive to community priorities, ensure a healthy and sustainable organization, and drive us toward our shared vision for the future.

VALUES

statements that drive behavior and support effective implementation of the mission, goals, objectives and strategies that leads toward a community vision.

CHOWCHILLA'S VALUES

The City Council is committed to a process that lends itself to continuous improvement.

ANOTHER CITY'S VALUES

1. CORE VALUES – How we do business

Fiscal Responsibility; Professional Excellence; Transparency & Accountability; Customer Focus; Integrity

2. STRATEGIC VALUES – How we accomplish the core values

Leadership; Creativity and Innovation; Collaboration and Teamwork; Community Engagement; Results Oriented

GOAL

a statement that **SUMMARIZES A BROAD PRIMARY OUTCOME**; the ends toward which legislative effort and action are directed; may be specific to a department or embrace tasks across multiple departments; often can be multi-year in nature.

OBJECTIVE

states **WHAT IS TO BE ACCOMPLISHED**; a course of action; the means to achieve a **GOAL**; it is the what, not the how.

STRATEGY

the **MEASURABLE APPROACH TAKEN** to achieve an **OBJECTIVE**; it is a thoughtfully constructed plan, or method, or action, that will be employed to achieve a result.

GOAL

Build on the strength of our local community to develop a clear sense of place and establish our unique identity.

OBJECTIVE 1

Maintain and strengthen our sense of community and build community relationships
Promote a unique community identity

STRATEGIES

- Update the General Plan and Housing Element to align with the Community's vision
- Create a "community gathering place" for the City
- Facilitate a community effort to create a farmer's market and/or other multi-week events
- Schedule more events downtown
- Develop and maintain positive relationships with the school districts, both at the district as well as at the site level and cross market events
- Enhance communication and coordination between community groups, schools, etc.

OBJECTIVE 2

Promote a unique community identity

STRATEGIES

- Create identifiable gateways into the City
- Improve the "curb appeal" of Main Street (landscaping and maintaining the highway median, decorative benches, planters and trash receptacles)
- Implement underground utility districts to reduce unsightly power poles
- Establish new design guidelines for architectural and landscape style within commercial districts and new residential neighborhoods
- Identify, develop and implement one or two signature events that draw people to town that are unique to our community and our natural assets or history
- Develop and implement a consistent signage theme and plan for all parks and open spaces
- Develop a landscape strategy for consistency in city maintained landscape areas

EXERCISE 1 - HOPES

Imagine that you went away from Chowchilla for five years, or like Rip Van Winkle you fell asleep for five years; you had no contact with anyone; no newspapers; no Facebook, etc. Then after five years you came back or woke up.

What would you hope the community would look like?

EXERCISE 2 – DISAPPOINTMENTS

Imagine that you went away from Chowchilla for five years, or like Rip Van Winkle you fell asleep for five years; you had no contact with anyone; no newspapers; no Facebook, etc. Then after five years you came back or woke up.

What would you be disappointed to see, or disappointed that you didn't see?

STRENGTHS

WEAKNESSES

S	W
O	T

OPPORTUNITIES

THREATS

TOWS Analysis

Look at the strengths you identified, and then come up with ways to use those strengths to maximize the opportunities (these are strength-opportunity strategies).

Then, look at how those same strengths can be used to minimize the threats you identified (these are strength-threats strategies).

Continuing this process, use the opportunities you identified to develop strategies that will minimize the weaknesses (weakness-opportunity strategies) or avoid the threats (weakness-threats strategies).

The following table might help you organize the strategies in each area:

	Opportunities (external, positive)	Threats (external, negative)
Strengths (internal, positive)	Strength-Opportunity strategies Which of the company's strengths can be used to maximize the opportunities you identified?	Strength-Threats strategies How can you use the company's strengths to minimize the threats you identified?
Weaknesses (internal, negative)	Weakness-Opportunity strategies What action(s) can you take to minimize the company's weaknesses using the opportunities you identified?	Weakness-Threats strategies How can you minimize the company's weaknesses to avoid the threats you identified?

EXAMPLE – ANOTHER CITY

PUBLIC SAFETY

Ensure that the community remains a safe community.

OUTDOORS AND RECREATION

Expand opportunities for us of outdoor recreation and active lifestyle

TRANSPORTATION

Improve the City's transportation network to mitigate traffic and enhance the Quality of Life for the community.

COMMUNITY AND SENSE OF PLACE

Build on the strength of our local community to develop a clear sense of place and establish our unique identity.

INFRASTRUCTURE

Develop and upgrade infrastructure resources to support sustainable growth.

QUALITY SERVICES AND ORGANIZATIONAL EFFECTIVENESS

Deliver exemplary government services

ECONOMIC DEVELOPMENT AND VITALITY

Attract and expand diverse business and employment opportunities