<table>
<thead>
<tr>
<th>Item</th>
<th>Purpose</th>
<th>Description</th>
<th>Source</th>
</tr>
</thead>
</table>
| Mission    | What is our purpose? What do we do?          | **Quality core services delivered by an open, accountable and responsive government. Quality of life shall be the city's paramount consideration.**  
The mission of the City of Scottsdale is to cultivate citizen trust by fostering and practicing open, accountable, and responsive government; providing quality core services; promoting long-term prosperity; planning and managing growth in harmony with the city’s unique heritage and desert surroundings; strengthening the city’s standing as a preeminent destination for tourism; and promoting livability by enhancing and protecting neighborhoods. Quality of life shall be the city’s paramount consideration. | The abbreviated mission statement (in *italics*) was developed by highlighting the two key concepts in 19 words from the 69-word Mission and Goals last approved by the City Council in 2004, which are not already reflected in the Strategic Goals. The full version of the 2004 mission statement follows. |
| Goals      | What are our main focus areas?               | ▪ Preserve Meaningful Open Space  
▪ Enhance Neighborhoods  
▪ Seek Sustainability  
▪ Support Economic Vitality  
▪ Advance Transportation  
▪ Value Scottsdale’s Unique Lifestyle and Character | The Strategic Goals are the six guiding principles in the 2001 General Plan, and are not listed in priority order. In addition to the Strategic Goals, short-term goals may be set by the City Council or the executive team to address specific needs or challenges. |
| Values     | What principles govern our actions and the way we do business? | ▪ Plan & Innovate for the Future  
▪ Listen, Communicate, Take Action  
▪ Respect the Individual  
▪ Collaborate as a Team  
▪ Learn & Grow Continuously  
▪ Focus on Quality Customer Service  
▪ Be Accountable & Act with Integrity  
▪ Show Caring & Compassion for Others | The Employee Values demonstrate the behaviors that employees and management model in fulfilling the mission, and goals. |
| Objectives | What are we trying to accomplish? What efforts are needed to get results? | Concise action statements describing specific efforts or services we must do well, or improve, in order to achieve the mission and goals. Objectives support either strategic goals or short-term goals. Objectives must be quantifiable. | To be developed by divisions and departments; reviewed by executive management, and incorporated in the annual budget. |
| Initiatives | What specific activities must be done to ensure we meet the objectives? | The specific programs, activities, projects or actions that will drive our efforts to achieve the objectives | To be determined by divisions and departments |
| Measures   | How will we know if we are achieving the objectives? | Meaningful quantitative evidence used to monitor and track progress towards achievement of desired results. | To be determined by divisions and departments |