



# Mission, vision and core values

September 28, 2021



# How it all works together



# Mission statement

- Formal summary of the aims and values of an organization
- Between one and three sentences
- Never exceeding 100 words
- Shows staff, residents, customers and visitors what we stand for
- Lifespan: 10, 15, 20 years or more

# Vision statement

- Inspirational statement that provides a concrete way for stakeholders, especially staff, to understand the meaning and purpose of an organization
- What an organization hopes to be and achieve in the long term
- Provide a philosophy when deciding on declared goals
- Aspirational
- Lifespan: 10, 15, 20 years or more

# City mission (sort of)

Richfield's mission is to be known as the best place to live, work, learn and do business in the Twin Cities area. We are a customer focused and caring community that strives to foster a sense of neighborliness.

# Vision (sort of)

Richfield ... Your urban home town in the heart of the Twin Cities



# Vision thoughts from council

- Opportunity
- Creativity
- Connectedness
- Community-centric
- Engaged
- Everyone has a voice
- Resident advocates
- No “gaps” in service
- Connect residents with opportunity
- Build/strengthen partnerships

# Vision thoughts from directors

- Connected
- Opportunity
- Collaboration
- Proactive
- Build partnerships
- Close-knit
- Pride in community
- No more “gaps”
- Resident advocates
- Resilient
- Welcoming
- Impressive
- Unique
- Community-specific
- “Big things in small packages”
- Accessible
- Participation



# Vision thoughts from staff

“...I grew up here, I own a home here and I work here. Richfield has always been a strong, welcoming community that has always done its own thing.”

“The residents and staff are a team. We are stronger together than we are apart.”

“My friends who work for other communities almost never hear from residents. Knowing that our residents care want to keep this community looking good makes me proud of the work I do...”

Proposed vision statement

**A COMMUNITY WHERE ALL ARE  
CONNECTED AND CAN ACCESS  
OPPORTUNITIES**

# Mission thoughts from council

- Core services
- Customer service
- Quick response
- Meet expectations
- Find “gaps” and plug them
- Caring
- Family-oriented community and staff
- Develop relationships
- Creativity
- Collaboration
- Pride in work
- Value input
- Best services
- Provide resources
- Service availability

# Mission thoughts from directors

- Meet/exceed expectations
- Provide resources
- Core services
- Seek and value input
- Fill the “gaps”
- Serve everyone
- Caring
- Family-oriented
- High-level services
- Develop relationships
- Pride in work we do
- Creativity
- Multi-dimensional
- Efficient
- Approachable
- Keep residents/staff informed

# Mission thoughts from staff

“We are not like other cities. We are special. We look for outside the box ways to improve services. Not a lot of places do that.”

“We do not have a tone of staff, but pound for pound I would say we get more done and get it done faster than other cities. It is pretty cool.”

“Snow plowing is a good example of the work we do. We have tweaked the service little by little over the years to make sure it meets the needs of our staff and residents.”

Proposed mission statement

**TO CREATE INFRASTRUCTURE AND  
PROVIDE SERVICES TO MAKE LIVES  
BETTER**

# Current core values

## Core values



### Lead the way

The City of Richfield seeks to continuously improve the services it provides to residents through innovative and creative solutions. The city cultivates an environment of growth for its staff and residents.



### Responsive

The City of Richfield listens and responds to feedback from residents. New projects undertaken by the city will reflect the needs of residents. Both elected officials and city staff will provide friendly, timely, knowledgeable customer service to residents at all times.



### Fiscally Responsible

The City of Richfield manages its resources in a responsible manner. The city aims to provide services that promote an active and healthy community in the most fiscally responsible way.



### Community centered

The City of Richfield puts its citizens first. The city is citizen-focused and makes all decisions based on what is in the best interest of current and future residents. Richfield is constantly seeking opportunities to collaborate with residents to set goals and accomplish objectives.



### Celebrate diversity

The City of Richfield celebrates the diversity of its residents and staff. The city seeks to better understand the needs of the community's different cultures. Richfield's diverse culture is one of its greatest strengths and assets.



### Equitable

The City of Richfield believes that every citizen deserves access to high-quality municipal services. The city will work with the community partners to promote an environment of equity and inclusion. Richfield will reduce inequity by focusing on the areas of greatest need.



# Proposed changes to core values

- Fiscally Responsible
  - Change to stewardship
  - Change icon
  - Include all resources, such as human, natural and financial
  - Find a place for prosperity
- Celebrate Diversity and Equitable
  - Combine into one core value
  - If equity is present, so is inclusion
  - Remove barriers to create opportunities



# Stewardship

The City of Richfield manages all of its resources, whether it be human, natural or financial, in a responsible manner. The city aims to provide services that promote a prosperous and healthy community in the most fiscally responsible and sustainable way.

# Equitable

The City of Richfield is dedicated to building a diverse, inclusive and equitable hometown. The city seeks to remove barriers and connects all residents with opportunities. Richfield will reduce inequity by focusing on the areas of greatest disparities.

# New core values

## Core values



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Any additional

**THOUGHTS?**