



SAN BERNARDINO MAYOR AND CITY COUNCIL 2020-2025 KEY STRATEGIC TARGETS AND GOALS

1. FINANCIAL STABILITY

- a. Secure a long-term revenue source
- b. Implement, maintain, and update a fiscal accountability plan
- c. Create a framework for spending decisions
- d. Minimize risk and litigation exposure
- e. Create an asset management plan

2. FOCUSED, ALIGNED LEADERSHIP AND UNIFIED COMMUNITY

- a. Develop and implement a community engagement plan
- b. Build a culture that attracts, retains, and motivates the highest quality talent

3. IMPROVED QUALITY OF LIFE

- a. Reduce the burden of homelessness through engagement, collaboration, and alignment with other entities
- b. Develop a customer service initiative
- c. Constantly evaluate public safety service delivery models to enhance the quality of service

4. ECONOMIC GROWTH & DEVELOPMENT

- a. Develop a branding and marketing campaign
- b. Update the General Plan and Development Code
- c. Roll out a strategy to create a 21st century urban core





CITY OF SAN BERNARDINO
VISION FOR THE FUTURE

WE ENVISION a world class city which capitalizes on its location, the diversity of its people and its economy to create a broad range of choices for its residents in how they live, work, and play.

WE ENVISION a thriving city possessing a sustainable system of high-quality education, community health, public safety, housing, retail, recreation, arts and culture and infrastructure.

WE ENVISION a vibrant economy with a skilled workforce that attracts employers who seek the unique opportunities the city has to offer and provide jobs that create citywide prosperity.

WE ENVISION a model community which is governed in an open and ethical manner, where all sectors work collaboratively to reach shared goals.

WE ENVISION a city that is recognized as the county's business and government center and a home for those seeking a sense of community and the best life has to offer.





CITY OF SAN BERNARDINO
JOB STATEMENT

The job of the City of San Bernardino is to create, maintain, and grow economic value in the community.





CITY OF SAN BERNARDINO
OPERATING PARADIGM

The City of San Bernardino is a municipal corporation.

The City Council functions as the elected Board of Directors of the corporation, the Mayor as the Chair of the Board, and the City Manager as the appointed CEO.

The City needs revenue to pay for services and amenities to maintain the built environment.

Income for the corporation comes directly or indirectly from anyone spending money in the City. They are investing in San Bernardino.

Each of those investors has a choice whether to spend their money in the City of San Bernardino or another jurisdiction.

Therefore, the City is in competition for that investment.

The level of service, the amenities, the breadth of choices of lifestyle and the quality of life help to determine where investors will choose to spend their money.

Every single interaction we have is an opportunity to win or lose that investment.

