

# CITY OF PICO RIVERA STRATEGIC PLAN

## MISSION

To positively impact our community by providing excellent city services, facilitating responsible stewardship of resources, and actively engaging our residents, businesses, and visitors.

## VALUES

Craft is a skill in planning, making, or executing. The acronym CRAFT is used to reinforce the purpose and importance of the organization's values:

**Collaboration**  
**Respect**  
**Accountability**  
**Fairness and Inclusion**  
**Transparency**

## VISION

Pico Rivera will be a leading progressive, thriving, connected community with a high standard for quality of life and collaborative governance.

## STRATEGIC PRIORITIES



### FISCAL AND ORGANIZATION SUSTAINABILITY

Create a City government build to adapt to change



### ECONOMIC DEVELOPMENT AND LAND USE

Encourage the development of underutilized space, plan for growth, and engage businesses to transform the City as an economic and cultural hub.



### INFRASTRUCTURE

Plan, fund, build, and maintain reliable and cost-effective infrastructure that contributes to enhancing quality of life.



### HEALTH, WELLNESS AND SAFETY

Create a safe and thriving City with low crime and high standards for health and wellness.



### COMMUNITY ENGAGEMENT

Foster a connected, collaborative, and actively participating City and workforce.