

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.

VISION

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

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

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.