

2011 -2012 STRATEGIC FOCUS AREAS AND GOALS

As adopted by Dublin City Council

STRATEGIC FOCUS AREAS

- **Fiscal Health & Economic Vitality**

Policy: The City ensures its financial security through the implementation and coordination of sound fiscal policies; carefully balanced land planning reflecting sound land use principles; forward investing in infrastructure development ; and a continuous focus on successful economic development programs

- **Liveable, Sustainable and Safe**

Policy: The City supports a Liveable, Sustainable and Safe community by encouraging community pride and facilitating a high level of quality of life for citizens by planning and emphasizing public safety, innovative programs, community wellness and extraordinary amenities.

- **Civic Engagement**

Policy: The City creates a participatory environment for the active engagement of residents and community stakeholders by promoting proactive and ongoing communication; providing opportunities for citizens to utilize their talents and skills to benefit the community; encouraging citizen education and interactions with the City and other organizations in order to foster pride and ownership in the community.

- **Public Services and Infrastructure**

Policy: The City provides appropriately designed, well maintained and robust public infrastructure systems. Additionally, the City provides exemplary public services delivered in a manner to ensure an extraordinary quality of life. Infrastructure and services are provided in a cost-effective manner to meet the needs and expectations of residents, businesses, visitors and other stakeholders. These systems and services are created and implemented through a process of thoughtful prioritization with broad community input.

- **Smart, Customer-focused Government**

Policy: The City maximizes its financial and human resources to execute the responsibilities of local government and to achieve established goals. The City is accountable and responsive to the needs and the desires of the community by employing performance-based management systems; evaluating best practices of other high-performing organizations; and working collaboratively with other public entities to provide efficient, responsive and innovative local government.

CITY COUNCIL GOALS

Goal 1. Facilitate increased networking between business and government to better understand business needs, challenges and opportunities to optimize Dublin's business climate.

Goal 2. Develop a 21st century learning environment, combining library and educational facilities, which will provide opportunities for lifelong learning, educational synergies and support the City's economic development, while advancing the community's quality of life.

Goal 3. Complete the Bridge Street corridor plan to provide a vision for the corridor, which will reinforce the City's long-term competitiveness, create a vibrant and walkable environment with a dynamic mix of land uses and housing types, and that enhances the City's long-term sustainability.

Goal 4. Create a community culture of health, wellness and work/life balance for those who work and live in Dublin using innovative, collaborative, community-based educational and motivational initiatives.

Goal 5. Build on the City's existing practice of shared services by continuing to explore new partnerships with private, non-profit, and governmental entities, with a focus on service improvement and/or cost reduction.

Goal 6. Design and implement a city-wide training and professional development program that reinforces the Dublin brand by ensuring employees have access to the right resources, training and skill improvement opportunities that maximize employee talents, foster a culture of innovation, and promote excellence in customer service through a coordinated, multi-year.