

CAPITOLA CITY COUNCIL MISSION STATEMENT

MISSION

The mission of the Capitola City Council is to represent the community and establish policy to provide the highest quality services to our residents, visitors and businesses.

VISION

The City Council's vision is for the City of Capitola to be the most desirable place to live, work and play.

VALUES

- ❖ *We value the quality of life in Capitola and are committed to maintaining and enhancing the unique character of our City.*
- ❖ *We value an environment that creates the maximum opportunities for success.*
- ❖ *We value an accessible, participatory and responsive government.*
- ❖ *We value the preservation of our natural environment and resources through responsible land use planning.*
- ❖ *We value our cultural and historical heritage.*
- ❖ *We value ethical and professional conduct.*
- ❖ *We believe in fostering a sustainable community*
- ❖ *We believe in ensuring a safe community*

In performing our mission, attaining our vision and adhering to our values, we will first look to our core values: Upholding the Public Trust, Practicing Sound Financial Management and Maintaining a Safe & Healthy Environment.