

# 2026-2030 Strategic Plan

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**Rupa Venkatesh**

Assistant City Manager



# What is the purpose of the Strategic Plan?



Serve as a mid-term roadmap that guides decisions and resource allocation to achieve a desired future state.



Establishes a shared vision and priorities.



Should provide a framework for making informed decisions about the bi-annual budget and resource allocation.



Tracks performance – objectives should have metrics. The strategic actions of each objective should help improve those metrics.



Translates the long-term vision into concrete, actionable strategies, helping departments develop their own work plans.



Improves communication and transparency.

# Strategic Plan Structure

Mission, Vision, Values



Outcome Areas



Objectives



Actions

# Strategic Outcome Areas

HIGH PERFORMING  
GOVERNMENT



CULTURE &  
RECREATION



ECONOMIC  
HEALTH



ENVIRONMENTAL  
HEALTH



NEIGHBORHOOD &  
COMMUNITY VITALITY



SAFE  
COMMUNITY



TRANSPORTATION  
AND MOBILITY



HPG 1.1: Provide an exceptional customer experience that builds trust by simplifying processes, leveraging modern technologies, and ensuring the entire community is well informed and has the access to participate in the conversations and decisions that impact them.

HPG 1.2: Ensure long-term financial sustainability through proactive, transparent and data-informed practices.

HPG 1.3: Enable exceptional community service by evolving the employee experience and workforce systems to support retention, leadership capability, wellbeing and adaptability in a complex environment.

- *1.3.3 Develop shared leadership capability at all levels, leveraging ethical AI to support adaptability, innovation and service excellence.*

HPG 1.4: Develop and implement proactive, tailored management strategies for all City assets to address deferred maintenance, improve accessibility and deliver safe, reliable services for all.

C&R 2.1: Create inclusive arts, cultural and recreational programming that reflects community interests and needs.

ECON 3.1: Foster diverse and attractive employment opportunities that support and enhance economic mobility

ECON 3.2: Create conditions that support small business, foster economic activity and drive additional sales tax revenue.

- *3.2.2 Support efforts to boost economic activity around arts and culture, the “night-time economy,” CSU events and general tourism.*
- *3.2.3 Modernize marijuana regulations to alleviate restrictive location requirements for marijuana businesses and create opportunities for new businesses by adding new license types.*

ECON 3.3: Address local barriers to business formation, operations and growth.

ENV 4.1: Prioritize and resource actions in the Our Climate Future Plan to advance the City's greenhouse gas, energy and waste goals; reduce air pollution; and improve community resilience.

ENV 4.2: Sustain the health of the Cache la Poudre River and regional watersheds while delivering a resilient, economically viable and high-quality water supply for all residents and businesses.

# Neighborhood & Community Vitality Objectives

NCV 5.1: Increase housing supply, type, choice and affordability to address inequities in housing so that everyone has healthy, stable housing they can afford.

NCV 5.2: Support community partner efforts to address priority human service issues like poverty and mental health, and to make homelessness rare, brief and non-recurring.

NCV 5.3: Make growth and development easier to support community resilience, create jobs, provide housing choices and have cleaner air.

SAFE 6.1: Enhance overall community safety and foster increased trust in public safety services and the municipal justice system through innovative service delivery models.

SAFE 6.2: Fortify the City's mission-critical physical and virtual infrastructure, ensuring continuous delivery of essential services and community resilience against evolving cyber threats and physical disruptions.

T&M 7.1: Make significant progress toward the City's Vision Zero goal to have no serious injury or fatal crashes.

T&M 7.2: Increase Transfort access and ridership by ensuring transit services provide safe, reliable and convenient alternatives to driving.

T&M 7.3: Transform the parking system to better align supply and demand and incentivize sustainable outcomes in a place-based manner across Fort Collins.



**Questions?**