Strategic Vision



VISION

Plano is a global economic leader bonded by a shared sense of community where residents experience unparalleled quality of life.



Welcoming and Engaged Community

- Foster a sense of community through social awareness
- Build inclusion through diversity and multi-cultural outreach
- Nurture a spirit of giving back and volunteerism



Safe, Vibrant Neighborhoods

- Collaborative public safety
- Housing affordability
- Quality standards
- Enabling investment partnership



Multi-Modal Transportation and Mobility Solutions

- Understanding and addressing mobility needs
- Continual investment in transportation infrastructure
- Promote policies that enable innovative solutions
- Engage in regional collaborations and creative partnerships

Excellent, Innovative and Accountable City Government

- · High-quality, responsive services
- Well-maintained city
- Responsible financial policies and practices
- Developing and implementing innovative solutions
- Attract, develop and retain engaged employees



Residential and Commercial Economic Vitality

- Business retention and attraction
- Diverse employment options for residents
- Pursue public-private partnerships
- Rejuvenate aging areas