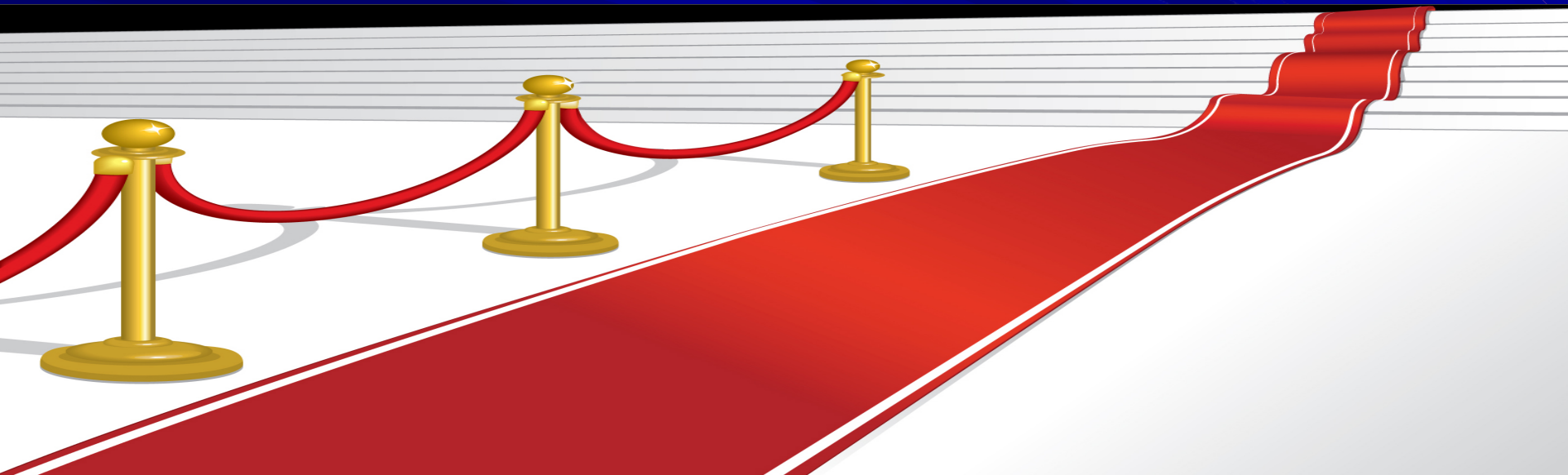
# Town of Paradise Valley

## MISSION, VISION, STRATEGIC INITIATIVES & VALUES

# MISSION

- **The Town of Paradise Valley provides high quality public services to a community which values limited government**



# VISION

- **The Town of Paradise Valley makes every effort to enhance the community's unique character for its residents and people from around the world.**

# The Town's Strategic Initiatives

1. **Diligently preserve the special character of Paradise Valley by enforcing the land use policies identified in the Town's General Plan, Town Code, and SUP agreements.**
2. **Continuously provide high quality public safety services for Town residents and visitors.**
3. **Regularly invest in public facility and infrastructure projects.**
4. **Conscientiously manage the Town's financial resources.**
5. **Consistently identify opportunities to create and promote a more sustainable community.**

# Town Values

- ***PROFESSIONALISM***
- ***HIGH QUALITY CUSTOMER SERVICE***
- ***TEAMWORK***
- ***RESPECT***
- ***ACCOUNTABILITY***
- ***TRANSPARENCY***
- ***RESPECT FOR TOWN HERITAGE***

# PROFESSIONALISM

- Seeking opportunities to enhance ourselves through education and training for improved performance, organizational results and career growth
- Proactively identifying and creating ways to overcome obstacles and provide solutions
- Becoming known as very knowledgeable within our own areas
- Remaining current on “best practices”
- Being flexible and open to new responsibilities
- Acting and behaving in ways that promote positive working relationships
- Recognizing and rewarding accomplishments

# HIGH QUALITY CUSTOMER SERVICE

- Continuing to make our customers' needs our primary focus
- Developing trust and credibility with our customers
- Being courteous, respectful and helpful in all customer interactions (both internal and external)
- Responding to customer questions and requests in a timely manner and making helpful referrals when appropriate
- Staying in touch with the "public service spirit"
- Valuing and actively seeking out customer feedback

# TEAMWORK

- Collaborating across departments, programs and services to accomplish common goals
- Working towards solutions that all team members can support
- Addressing conflict positively and quickly to make best use of team effectiveness
- Recognizing and encouraging behaviors that contribute to teamwork
- Maintaining positive relationships with coworkers
- Understanding how our actions and decisions affect other work groups and working with those groups toward solutions

# RESPECT

- Creating an environment of mutual respect and honesty in how we communicate with each other
- Listening to what is said at all levels of the organization and the citizens we serve
- Remaining open to different perspectives
- Fostering and celebrating the diversity of our workforce
- Keeping the workplace free from harassment
- Interacting with other employees and the public with respect and dignity at all times

# ACCOUNTABILITY

- Taking responsibility for our actions and decisions
- Following through on our commitments
- Ensuring our work and information is complete and accurate
- Achieving results stated in our performance plans
- Continually striving to improve efficiency and cost effectiveness
- Committing to the highest standards of ethical conduct in all that we do

# TRANSPARENCY

- Building a common understanding of administrative processes between the Town's residents and their government
- Ensuring that internal controls are established, properly documented, and maintained
- Avoiding both actual conflicts of interest and the appearance of such conflicts
- Making decisions at the level closest to the customer whenever possible
- Improving access to public records through enhanced public communication and web based solutions

# APPRECIATION OF THE TOWN'S HERITAGE

- Knowing about the people in the community who have made significant contributions to the Town and its history
- Being aware that the community's current values are shaped by its history and heritage
- Understanding that the Town's resort community has played an integral role in developing Paradise Valley into a world class destination
- Appreciating the involvement of past and current citizens who have helped shaped the Town's vision and continue to affect the Town's future through civic engagement
- Respecting the community's values of limited government, low density and open space, in a residential desert setting