

CHARLESTON—the Cultural, Recreational, and Business Capital of the Appalachian Mountains

Vision

No municipal government will be more efficient or effective at balancing and meeting the needs and expectations of its core constituents than the City of Charleston, West Virginia

Core Constituents

Mayor and City Council

Residents

Businesses,
Governmental Orgs,
NGO's and their
employees

Visitors

Other Departmental
Units, Boards,
Commissions, and
Employees

Process Perspectives

Perfect and Perpetuate Strong and Sustainable Neighborhoods

Conduct Efficient and Collaborative Government

Produce and Facilitate Events and Recreational Opportunities

Develop and Maintain Sound and Adequate Infrastructure

Foster and Support Business Development and Attraction

Talent & Technology

Develop and Improve Core Competencies

Deploy and Leverage Appropriate Technology

Strategically Align Duties and Responsibilities

Identify, Develop, and Retain Leaders

Reform Work Environment & Incentives to Facilitate Mission

Collaborate with Others

Resources

Procure Appropriate and Adequate Resources

Utilize Resources and Assets Strategically and Economically

CHARLESTON—The Cultural, Recreational, and Business Capital of the Appalachian Mountains

Vision

Our City is comprised of Strong and Sustainable Neighborhoods

Core Constituents

Core Constituents live and work in vibrant downtown mixed use neighborhoods

Residents live in safe, affordable housing

Engaged citizens are actively involved in neighborhood planning, improvement & strategy execution

Citizens have ready access to reliable social services & public amenities

Our neighborhoods receive active attention in the areas of Education, Safety & Health

Our public service needs are addressed in a timely and affordable fashion

Process Perspectives

Revise and Execute Comp Plan to align with vision

Engage Citizens in planning and execution of strategic initiatives

Foster Public-Private and Inter-governmental Collaborations

Improve communication & public relations

Monitor and act upon constructive feedback and measured deficiencies

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Our City delivers Effective and Collaborative Government

Core Constituents

Constituents receive prompt and appropriate service

Constituents receive fair, equitable, and courteous treatment

Citizens have ample opportunities to participate in governance activities to address problems, conditions and issues of local concern

Citizens have a high level of satisfaction and confidence in the administration of local government

Process Perspectives

Analyze and improve service delivery protocols and methodology

Analyze and improve enforcement protocols and methodology

Engage and empower citizens to participate in governance activities

Improve communication and public relations

Solicit feedback and promptly address deficiencies and concerns

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Our City excels in Events and Recreational Opportunities

Core Constituents

Charleston is a quality event destination and an attractive venue for engaging and enriching cultural experiences

Healthy lifestyles and recreational interests are encouraged, supported, and enhanced by relevant and readily accessible amenities and programming

Process Perspectives

Market, promote, and develop awareness of programming and opportunities

Cultivate collaborations with other organizers, promoters, sponsors, and volunteers

Improve planning and logistical coordination

Develop and enhance choice venues and amenities

Solicit feedback and promptly address deficiencies and concerns

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Our City has Sound and Adequate Infrastructure

Core Constituents

Constituents travel on safe roads and bridges with clean and smooth surfaces

Constituents have the benefit of clean and stable land masses, rivers, riverbanks, and riverfront amenities

Public facilities are clean, well-maintained, and appropriate for service levels

Constituents are served by reliable utilities that are delivered in a sustainable and environmentally sensitive manner

Process Perspectives

Develop and implement preventative maintenance programs

Conduct periodic inspections and solicit deficiency reports

Promptly address deficiencies

Foster Public-Private and Inter-governmental Collaborations

Develop and enforce safety and conservation protocols

Develop and execute upon Master Planning in anticipation of future needs and mandates

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