

**RESOLUTION NO. 7344**

**A RESOLUTION OF THE CITY OF LAWRENCE, KANSAS,  
ADOPTING THE 2020 STRATEGIC PLAN.**

**WHEREAS**, the City of Lawrence, Kansas (the "City") has been engaged in updating the 2017 strategic plan since the beginning of 2020; and

**WHEREAS**, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape and guide what an organization does and why it performs the services and/or programs it does; and

**WHEREAS**, there are numerous benefits to strategic planning, including: increase effectiveness and efficiency, policy direction related to operational and budgetary priorities, and improve communications and public relations; and

**WHEREAS**, the 2020 strategic plan is intended to guide the City for the next 3-5 years and be updated at least annually; and

**WHEREAS**, the 2020 strategic plan includes the vision statement, mission statement, six (6) commitment areas, and five (5) outcomes areas; and

**WHEREAS**, the Governing Body reviewed the proposed 2020 strategic plan on October 13, 2020.

**NOW, THEREFORE, BE IT RESOLVED BY THE GOVERNING BODY OF THE CITY OF LAWRENCE, KANSAS:**

**SECTION 1: VISION STATEMENT.** The vision for the City of Lawrence shall be: The City of Lawrence—supporting an unmistakably vibrant community with innovative, equitable, transparent, and responsible local government.

**SECTION 2: MISSION STATEMENT.** The mission for the City of Lawrence shall be: We create a community where all enjoy life and feel at home.

**SECTION 3: COMMITMENT AREAS.** The way we do our work is as important as what we do. The community we create is reflected in the decisions we make every day. These are our commitments:

- (a) Community Engagement: *Listen, share, and engage with our community to drive action and build trust in City government.* We invite and welcome all community members to collaborate and innovate with us. Through strong and equitable engagement with our community, we share and receive information about important city services and community life.
- (b) Efficient and Effective Processes: *Intentional and consistent delivery of city services.* We focus on process improvement by working collaboratively to understand needs, research, adapt and develop successful solutions. Trust-worthy processes are the foundation for the delivery of city services.

- (c) Equity and Inclusion. *Fair and impartial delivery of services so that no group is disadvantaged or burdened along with having inclusive representation and participate for all.* Inclusion and racial equity drive the culture of our organization and our community. When we intentionally prioritize race, it can no longer be used to predict life outcomes and outcomes are improved for all. We remove systemic barriers to reconcile historic injustices and their continued presence in our work.
- (d) Sound Fiscal Stewardship: *Efficient use and sustainable management of resources that align with community priorities.* We build and maintain public trust while using our resources to achieve high value. We provide transparent, easy access to relevant, accurate data for budgeting and decision making
- (e) Engaged and Empowered Teams: *People throughout the organization are trusted, supported, and cared for as we build community.* We invest in and cultivate service to community, individual growth, team development, respect, and trust. Our very best is achieved by a diverse, engaged, collaborative, and innovative organizational culture.
- (f) Environmental Sustainability: *A deep respect for our place in relationship with the planet and environment.* We consider the environmental consequences of every decision, big and small, knowing that our actions have impacts beyond our boundaries. We protect and restore our ecosystem to make it healthier and more balanced for future generations.

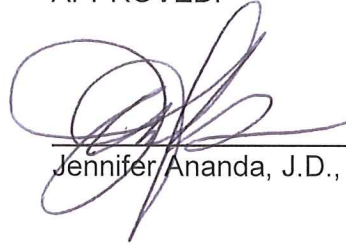
**SECTION 4: OUTCOME AREAS.** To realize our Vision for Lawrence, we endeavor to achieve these important strategic outcomes together:

- (a) Unmistakable Identity: Lawrence is a welcoming community, synonymous with arts, diverse culture, fun, and a quintessential downtown. City parks and community events contribute to the vibrancy experienced by all people in Lawrence.
- (b) Strong, Welcoming Neighborhoods: All people in Lawrence live in safe, functional, and aesthetically unique neighborhoods that provide opportunities to lead healthy lifestyles with access to safe and affordable housing and essential services that help them thrive.
- (c) Safe and Secure: Lawrence is a community where all people feel safe and secure and have access to trusted public and community-based safety resources.
- (d) Prosperity and Economic Security: The City of Lawrence fosters an environment that provides all people and businesses the opportunity for economic security and intentionally acknowledges, removes, and prevents barriers created by systemic and institutional injustice. Our community succeeds because of collective prosperity and a vibrant, sustainable local economy.
- (e) Infrastructure, Asset Management, and Connectivity: The City of Lawrence has well-maintained, functional, and efficient infrastructure, facilities, and other assets. Connectivity supports accessible, sustainable methods for safely moving people and information throughout the community and the region. Investment in these assets reflects the City's commitment to contribute to the well-being of all people.

**SECTION 5: EFFECTIVE DATE.** This Resolution shall take effect and be of force from and after its passage by the governing body of the City and approval by the Mayor.

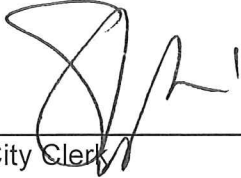
**ADOPTED** by the Governing Body of the City of Lawrence, Kansas, on this 20<sup>th</sup> day of October, 2020.

APPROVED:



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Jennifer Ananda, J.D., M.S.W., Mayor

ATTEST:



\_\_\_\_\_  
City Clerk

APPROVED AS TO FORM:

  
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Toni R. Wheeler, City Attorney