

STRATEGIC DIRECTION

Vision

*We Are Columbia.....
together we will build a world class city*

Mission

The City of Columbia's mission is to provide bold leadership and exemplary services to advance the quality of life for everyone.

Values

We value:

- **Leadership.** We lead by example and inspire others to be the best they can be.
- **Courtesy.** We demonstrate respect for and respond to internal and external customers in a timely and polite manner.
- **Innovation & Growth.** We support an environment that fosters creativity and resourcefulness. We recognize the value of creating new opportunities and encourage ongoing growth.
- **Diversity** We embrace the differences in our community and are strengthened by them.
- **Accountability & Integrity.** We are ethical, cost effective and fully transparent in all that we do so we can be responsible to the citizens of our city.
- **Standards of Excellence.** We strive to always achieve the highest principles by being honorable, effective, efficient and professional in all that we do.
- **Sustainability.** We encourage the cultivation of our neighborhoods and care for our environment.
- **Quality of Life.** We strive to encourage the history, arts & culture of our community that significantly add to the overall livability of our community.

