



Strategic Goals and Objectives



Attractive and Well-maintained Community

- Provides and sustains a safe, attractive and healthy place to live, work and play
- Develops, enhances and maintains its infrastructure, facilities and public spaces
- Actively develops, regulates and maintains a clean and orderly community according to established quality standards
- Creates and maintains a community that is visually appealing and inviting to residents, businesses and visitors
- Offers community amenities that are accessible, well-planned and attract participation



Safe Community

- Provides a visible, responsive and effective public safety (Police and Fire/EMS) presence supported by sufficiently trained and equipped resources
- Protects and engages with the community, enforces the law, proactively prevents crime and offers programs that enhance a feeling of personal safety
- Prepares a well-planned and coordinated response to emergency situations on a community and a regional basis
- Creates an informed and engaged community through effective community policing, partnerships and public safety education
- Sustains a healthy environment and fosters a community of safe, attractive and well-maintained neighborhoods
- Plans, builds, maintains and improves safe, accessible transportation and mobility options



Quality and Desirable Neighborhoods

- Respects and supports the identity of unique neighborhoods within the community
- Supports accessible amenities, leisure activities and educational opportunities that sustain and connect the community
- Builds and maintains a "walkable" community that connects neighborhoods to public facilities and green space
- Fosters an environment that is safe, healthy, attractive and well-maintained to meet community standards
- Encourages redevelopment, revitalization and/or preservation of what exists today
- Provides for a balanced diversity of housing options that meet the needs of the community
- Provides for timely, well-planned and well-maintained public infrastructure



Strong and Vibrant Economic Environment

- Recognizes the importance of the Blue Ash corporate community in supporting community amenities
- Focuses attention on retention of existing business through communication, partnerships and networking opportunities
- Engages with the regional development agency to support the regional economy
- Offers housing options, educational opportunities and amenities that attract a skilled and quality community workforce
- Provides a regionally accessible, well-planned and well-maintained transportation network that eases congestion and enhances traffic flow
- Attracts, recruits and supports a diverse mix of new business development through appropriate incentives and a favorable economic environment in which to operate
- Stimulates economic growth through redevelopment, revitalization and/or preservation of existing commercial and residential properties
- Establishes a safe, sufficiently regulated environment that protects and nurtures a quality business community, offering efficient, affordable and responsive public services



Quality and Diverse Leisure-time Activities

- Promotes health and fitness by providing a variety of high quality sports and recreation programs for all ages
- Provides opportunities for cultural enrichment and supports the arts through collaborative community partnerships
- Develops and maintains open space, parks, paths and sidewalks that are accessible, well-connected and create a "walkable" community
- Supports and encourages the development of a diverse blend of retail and entertainment amenities that serve the daytime and nighttime population
- Provides multigenerational and culturally diverse activities and entertainment that meet the needs of residents and foster a sense of community



Connected, Accessible and Reliable Transportation Network

- Manages and maintains a transportation system that eases traffic congestion, improves traffic flow, enhances connectivity and balances short-term demands and evolving long-term transportation needs
- Engages with the community to discuss transportation network changes
- Designs, constructs and maintains a connected, reliable and safe network of streets, sidewalks, bike paths and trail systems that supports neighborhood stability and attractiveness
- Provides and promotes convenient public transportation options that enhance the livability of the community
- Participates in regional initiatives to support the transportation requirements of a mobile workforce
- Ensures the safety of motorists, pedestrians and cyclists through efficient traffic control and effective enforcement
- Provides for adequate, well-planned and accessible public and residential parking options



Governance

- Offers consistent, stable leadership that is connected to and engaged with the community
- Provides stewardship and manages sustainability over financial, human and physical resources
- Participates in regional collaboration and intergovernmental relations
- Enhances and facilitates accountability, efficiencies, best practices and trust
- Provides assurance of regulatory and policy compliance
- Responds to the needs of internal and external stakeholders
- Supports decision making with timely and accurate short term and long-range analysis