

Mission, Vision & Values



CITY OF
WALNUT
CREEK

Our Mission

The City of Walnut Creek, working in partnership with the community, is committed to enhancing our quality of life by promoting:

- A positive environment where people can live, work, and play;
- A vibrant local economy to enhance and sustain long-term fiscal stability; and
- A progressive workplace where dedicated employees can make a difference.

Our Vision

A balanced community meeting tomorrow's needs while protecting the quality and character we value today.

Our Values

We aspire to achieve our mission and vision by incorporating those values that help our community and each of us to realize our highest potential emphasizing:

- **Respect** • **Integrity** • **Excellence** • **Teamwork** • **Creativity**

City Council Priorities (in alphabetical order)

Economic Development and Downtown Vitality

Continue to build a strong, diverse, forward-looking economy through continued implementation of the City's Economic Development Action Plan and other goals designed to: improve business attraction and support, streamline permitting, enhance downtown attractions such as outdoor dining, encourage flexible land use regulations, and focus on creating more high-paying jobs to achieve a better jobs-housing balance. Monitor progress against established performance metrics.

Environmental Sustainability and Climate Action

Remain a recognized leader in reducing greenhouse gas emissions and achieving other sustainability goals through implementation and monitoring of the Sustainability Action Plan.

General Plan Update

Commence a multi-year community-based effort to update the General Plan to develop and/or renew policies and goals designed to achieve our highest aspirations for Walnut Creek's physical, technological, social, environmental, and economic future.

Park and Recreation Facilities

Work to complete large and complex Measure O projects, specifically: a new aquatics and community center at Heather Farm Park; and lighting and turf improvements at Tice Valley and Heather Farm parks, respectively. As resources permit, continue the next phase of the Your Parks, Your Future planning, which may include pickleball and bocce facilities, and bicycle and pedestrian improvements.

Public Safety and Social Wellness

Ensure a high level of public safety by building on efforts to support (1) an effective and innovative police department; (2) proactive police responses to crime trends; (3) joint agency responses to homelessness and mental health challenges; (4) crime prevention partnerships and programs in neighborhoods, the downtown and other commercial areas; (5) improvements to traffic, transit, pedestrian and bike safety; and (6) community and regional disaster preparation and resiliency to meet the increasing challenges of wildfires, earthquakes, droughts, floods and other hazards.