



CITY OF OAKDALE

# STRATEGIC PLAN 2025-2027

*The City of Oakdale's mission is to provide high-quality, reliable services and foster a safe, clean and welcoming community.*



## IDENTITY AND COMMUNITY

- Oakdale is a welcoming, quiet community with a shared identity.
- Oakdale has well-used, updated parks that reflect community interests.

## CORE GOVERNMENT

- Oakdale is fiscally responsive with a strategic approach to address community needs.
- Oakdale has a supportive environment for employees to thrive and succeed.
- Oakdale is a clean and safe community.

## DEVELOPMENT AND REDEVELOPMENT

Oakdale has new and redevelopment opportunities to support a thriving community.

## CITY OF OAKDALE CORE VALUES

- **RESPECT:** Customer service provided while demonstrating respect and empathy for all.
- **EXCELLENCE:** Anticipating issues and being prepared. Providing a consistent, high level of service.
- **ACCOUNTABILITY:** Showing respect for resources. Taking responsibility by holding self and each other accountable. Owning mistakes toward learning and improvement.
- **INTEGRITY:** Doing the right thing.
- **GROWTH:** Continuous learning and growing to meet the changing environment.







***The City of Oakdale has identified three strategic directions with ten strategic vision elements which will be evaluated through two-year goals and put into action in one-year increments.***

## **STRATEGIC DIRECTION 1**

### ***Engaging people to co-create our story***

The City of Oakdale seeks to understand and respond to the changing needs and expectations of the community. This is done through engaging the community to help shape the events, decisions, and feel of the community.

The City's intent for this direction is to:

- Broaden our knowledge base by connecting with the community.
- Inspire civic pride and engagement.
- Make information open and accessible to our residents.
- Develop processes for communication.

## **STRATEGIC DIRECTION 2**

### ***Positioning Oakdale for continued success in a rapidly changing world***

The City of Oakdale is consistently attempting to keep a healthy balance of being fiscally responsible and providing exceptional services. The City focuses first on the essential elements that keep the community safe, affordable, and attractive. Emphasis continues to be on keeping the water supply safe along with the upkeep of infrastructure, such as streets and sewer.

The City's intent for this direction is to:

- Plan for and fund core functions.
- Create efficiencies and continuous improvement.
- Define strategies for redevelopment and identify opportunities.



## **STRATEGIC DIRECTION 3**

### ***Empowering our organization to meet evolving community expectations***

The City of Oakdale recognizes the key to high performance is through the hiring, development, and retention of dedicated staff. The emphasis will be placed on continuing to build welcoming and inclusive workplace culture and accountability toward the strategic vision.

The City's intent for this direction is to:

- Encourage workforce excellence.
- Re-structure the work to align with the strategic plan and values.
- Create a positive work environment.

