

Fiscal Sustainability

- Practice sound and responsible financial management, while providing fiscally sustainable government services that address the needs of the community.
- Support and sustain a business environment that contributes to economic prosperity and revenue generation, and improves the economic well-being of the community.
- Promote a balanced economic development approach that retains, attracts, and supports businesses Citywide for a strong, stable, complementary, and diverse business environment, including tourism, coastal resources, conservation, and farmland cultivation.

Healthy Communities & Public Safety

- Foster opportunities for affordable housing for very low, low, moderate, and above moderate income households, including entry level housing, shared housing, etc.
- Enhance safety for pedestrians, bicyclist, and motorists through a “complete streets” approach.
- Promote the health and well-being of children, youth, families, and adults of all ages and abilities.
- Promote a sustainable, comprehensive, and forward looking environmentally/green conscious community.
- Prepare City staff and community members for inevitable natural disasters and other emergencies.
- Provide comprehensive and innovative law enforcement services to reduce crime and the fear of crime; Inform and educate the community around crime prevention and awareness.

Inclusive Governance

- Manage the operations of the City as an engaged, collaborative, and responsive team of professionals who provide services in an effective, accountable, and inclusive manner.
- Emphasize a high level of community engagement through public outreach and building mutually beneficial, innovative, collaborative community partnerships throughout the City.

- Provide organizational development that invests in staff leadership skills development and other human resources, to attract, develop, support, and retain a highly qualified, valued, and diverse municipal workforce.
- Maintain accuracy, consistency, and frequency in the City's public communications, and increase Half Moon Bay's efforts to build credibility and mutual trust with the community.
- Provide and manage a repository of City records that is easily accessible to the general public.
- Promote diversity by improving knowledge of and accessibility to City services among the Latino community with emphasis on bilingual access and inclusiveness and civic participation.
- Continue and enhance transparency and accountability with community members, providing easy access to information, helpful and informed staff, and meaningful opportunities to participate in the City's decision-making processes and other municipal and community activities.

Infrastructure & Environment

- Preserve, upgrade, and maintain existing City infrastructure to manage and make progress on the backlog created as a result of deferred maintenance.
- Maintain functional and effective usage of City facilities; Sustain efforts to maintain the City as clean, inviting, accessible and aesthetically pleasing, throughout all segments of the community.
- Continue to build and enhance a more sustainable and resilient community by incorporating green and sustainable infrastructure projects and environmental conservation.
- Utilize technology to maximize efficiency and productivity for improved City operations.