



CITY FOCUS

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COUNCIL CRAFTS NEW VISION

For the first time in 20 years, the City Council penned a new Vision for Monterey during a series of working sessions from March through June 2007. Several themes emerged when Councilmembers discussed the City’s core characteristics. Monterey’s “quality of life,” preservation of historic assets, and positioning the City for the future echoed throughout the discussions. In the end, the Council envisioned a “model city” known for its quality of life, responsive government, historic preservation and stewardship of the environment. In the months and years ahead, the Council and City staff will be guided by this new Vision:

Monterey is committed to being a model city for its quality of life driven by responsiveness of local government, historical and cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place and good stewardship of the natural environment.

Making the Vision a reality required the Council to look at its role. The Council set its sights on “visionary leadership” with the safety and well-being of the people who live, work and visit Monterey top of mind. The Council crafted those concepts into its Mission:

The Monterey City Council will provide visionary policy and legislative leadership that assures a safe, healthy and economically vibrant community. Anda!

Anda means “onward” in Spanish and is emblazoned on the City Seal, which dates back to 1850. The word captures the Council’s desire to move forward into the future and preserve the past.

When the Council developed its Vision and Mission, it also created seven Value Drivers. The Value Drivers served as cornerstones for the Council’s work

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