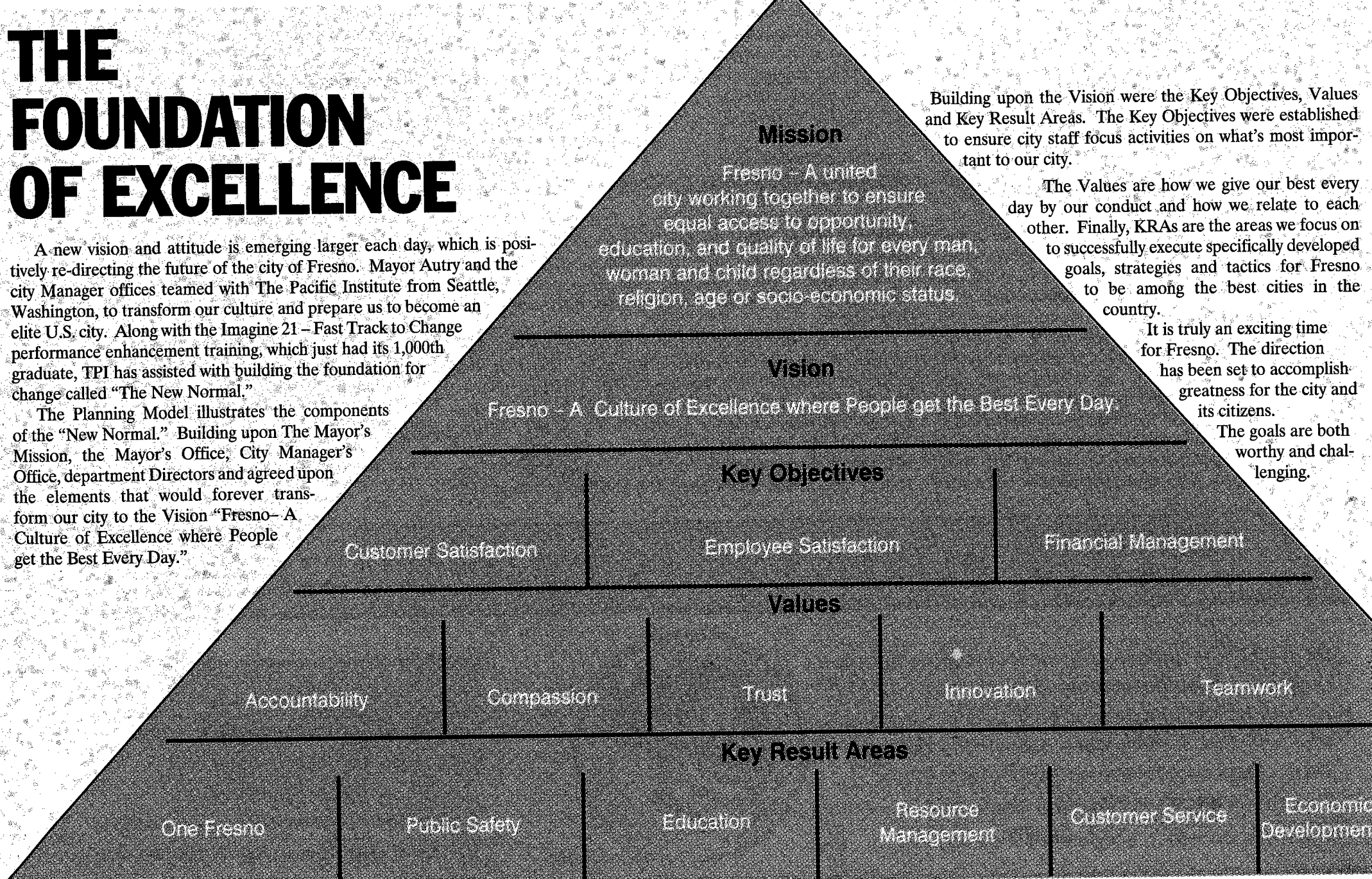


THE FOUNDATION OF EXCELLENCE

A new vision and attitude is emerging larger each day, which is positively re-directing the future of the city of Fresno. Mayor Autry and the city Manager offices teamed with The Pacific Institute from Seattle, Washington, to transform our culture and prepare us to become an elite U.S. city. Along with the Imagine 21 – Fast Track to Change performance enhancement training, which just had its 1,000th graduate, TPI has assisted with building the foundation for change called “The New Normal.”

The Planning Model illustrates the components of the “New Normal.” Building upon The Mayor’s Mission, the Mayor’s Office, City Manager’s Office, department Directors and agreed upon the elements that would forever transform our city to the Vision “Fresno – A Culture of Excellence where People get the Best Every Day.”



Building upon the Vision were the Key Objectives, Values and Key Result Areas. The Key Objectives were established to ensure city staff focus activities on what’s most important to our city.

The Values are how we give our best every day by our conduct and how we relate to each other. Finally, KRAs are the areas we focus on to successfully execute specifically developed goals, strategies and tactics for Fresno to be among the best cities in the country.

It is truly an exciting time for Fresno. The direction has been set to accomplish greatness for the city and its citizens.

The goals are both worthy and challenging.