

Vision, Principles & Priorities




Community Vision

Rochester is a City that cares. Where all people are treated with dignity and respect. Where residents, employees, and visitors enjoy a high quality of life. Where business and industry thrive, and where the land and environment are renewed and sustained for the benefit of all. It is a welcoming and diverse community.

- Renowned for its reputation as a center for growth and innovation.
- Characterized by its safe and friendly neighborhoods.
- Committed to health and wellness for its people.
- Connected both physically and socially.
- Dedicated to the sustainable and responsible use of public resources.

Strategic Priorities

We will focus our resources and initiatives to drive progress in these areas:







-  Economic Resilience
-  Housing Access
-  Inclusive Growth Management
-  Responsible Environmental Stewardship
-  Transformational Capital Projects

Organizational Vision

A vibrant, compassionate, innovative team.

Foundational Principles

We will approach every action and decision through a lens of:

-  Compassion
-  Fiscal Responsibility and Sustainability
-  Inclusive Decision-Making
-  Public Safety
-  Quality Services
-  Social Equity