Vision & Mission Statement

Our vision for the City of San Bernardino is for it to be strong and prosperous. The City of San Bernardino will be the hub of economic growth in the Inland Empire. San Bernardino will offer a wide range of housing, recreation, cultural, education, and employment opportunities for all who come live and work here. A strong sense of community will continue to grow and thrive within our city limits.

Our mission is to provide quality and cost effective services to the people of San Bernardino. We will provide excellence in leadership through the allocation of public resources to City programs that are responsive to community priorities and maximize opportunities for economic, educational and cultural viability. ***[adopted by the Mayor & Common Council on October 5, 1998]***

Draft Priority Goals

Public Safety

We will work collaboratively to ensure all neighborhoods and business areas are safe, clean, and attractive for residents, workers, and visitors, so that our City is a place of choice for people and businesses.

Together with regional partners, we will work to ensure the City is ready to respond and recover from any man-made or natural threats to public safety of any scale.

Education & Workforce Development

We are a City that embraces the concept of lifelong learning. Together with our educational partners, we will provide a network of support services from birth through retirement that optimizes educational and job training opportunities for all residents of all ages, aligned to industry growth sectors for our region.

Quality of Life, Infrastructure & Housing

We will provide for well-planned, sustainable infrastructure designed for long term economic growth and prosperity for our residents and businesses.

We will work to create a City that is beautiful, clean and attractive to residents and visitors, filled with civic and cultural amenities that foster the development of high-quality housing (from affordable to luxury) and attracts and retains healthy businesses.

Business Development & Job Creation

We will create a vibrant and sustainable economy with a skilled workforce that attracts employers in industry growth sectors who capitalize on the unique assets and opportunities of the City, and who provide jobs that create prosperity throughout the city.

We will collaborate to create opportunities and develop a business environment that makes our City known for incubating and sustaining entrepreneurs.

Community Engagement & Public Relations

We will intentionally, strategically and consistently tell the whole story of our City, highlighting the successes of our residents, businesses and families.

We will work with community partners to consistently and effectively engage all the diverse residents, businesses and sectors of our community, seeking input and partnership that fosters an environment of hope and opportunity.

Governance & Charter

We will implement and follow the leadership agreement executed by the Mayor, Council, City Manager, and City Attorney, reinforcing its principles and strengthening its tenants throughout the organization.

We will emphasize inter-agency cooperation and adhere to good governmental practices that consistently demonstrate leadership devotion to enhancing the City's image as one that is open and ethical, and in which businesses and residents thrive.

Fiscal Sustainability & Efficiency

We will operate in a fiscally responsible and sustainable manner by long-term planning, maintaining a positive annual balance between available revenue and costs of services, funding reserves at appropriate levels.

We will provide the highest level of service feasible consistent with available fiscal resources, and in a cost-effective manner, so the method of service delivery contributes towards achieving fiscal sustainability.