



**ANNUAL
CONFERENCE**
2025 BRECKENRIDGE

Organizational Value Setting from the Bottom Up

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Community Engagement

Town of Erie



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Agenda

1. Background
2. Start with Values: Storytelling
3. Discovering Themes
4. Co-Creation of MVV
5. Roll-out: Hire for it, Live it, Evaluate on It

Background

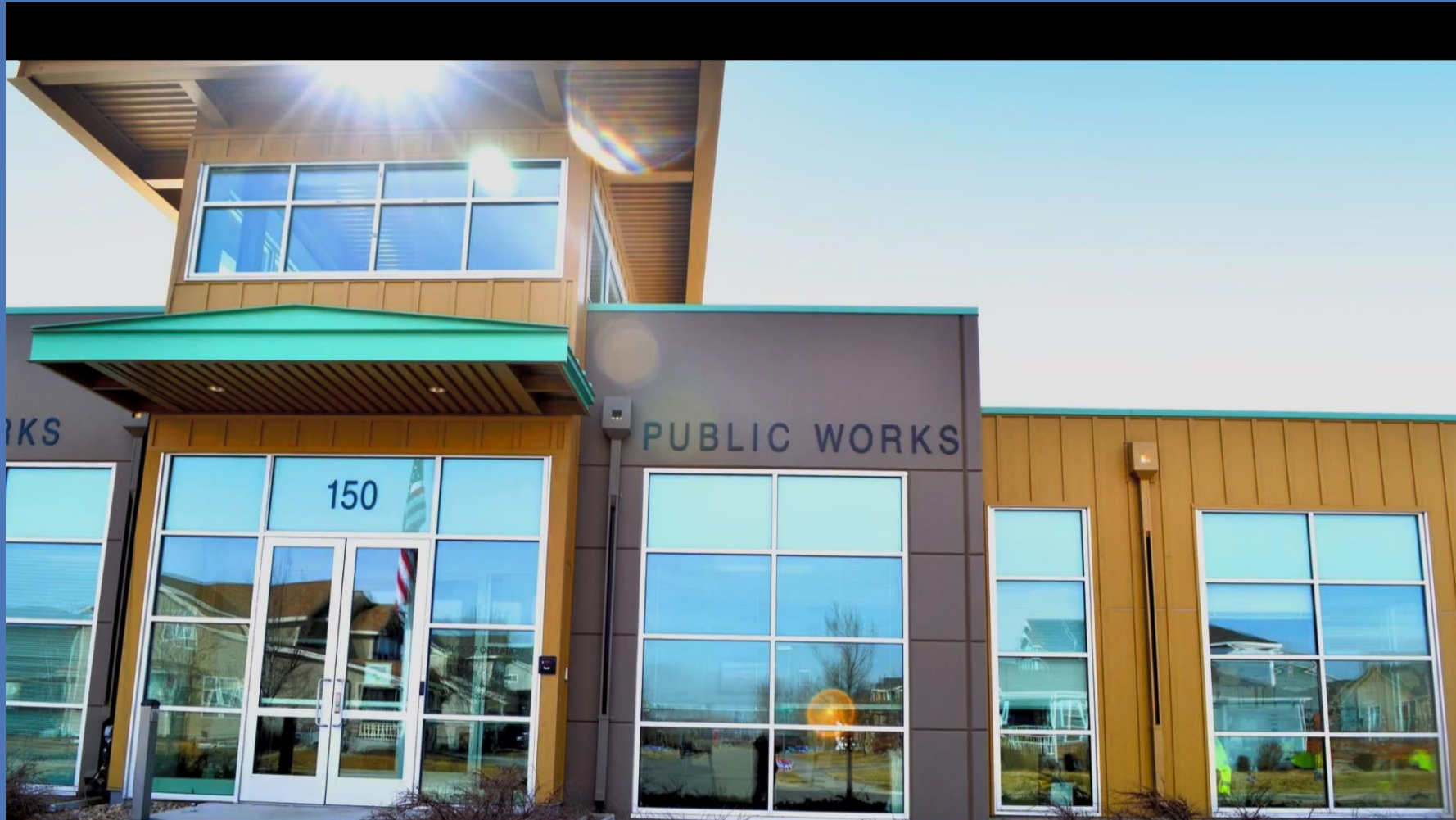
- Mission, Vision, Values revamp in 2019
- Was a very top-down process with primarily directors, division managers, and other key staff participating
- Roll-out was interrupted by Covid
- Huge change in staffing from new positions and some turnover post-2020



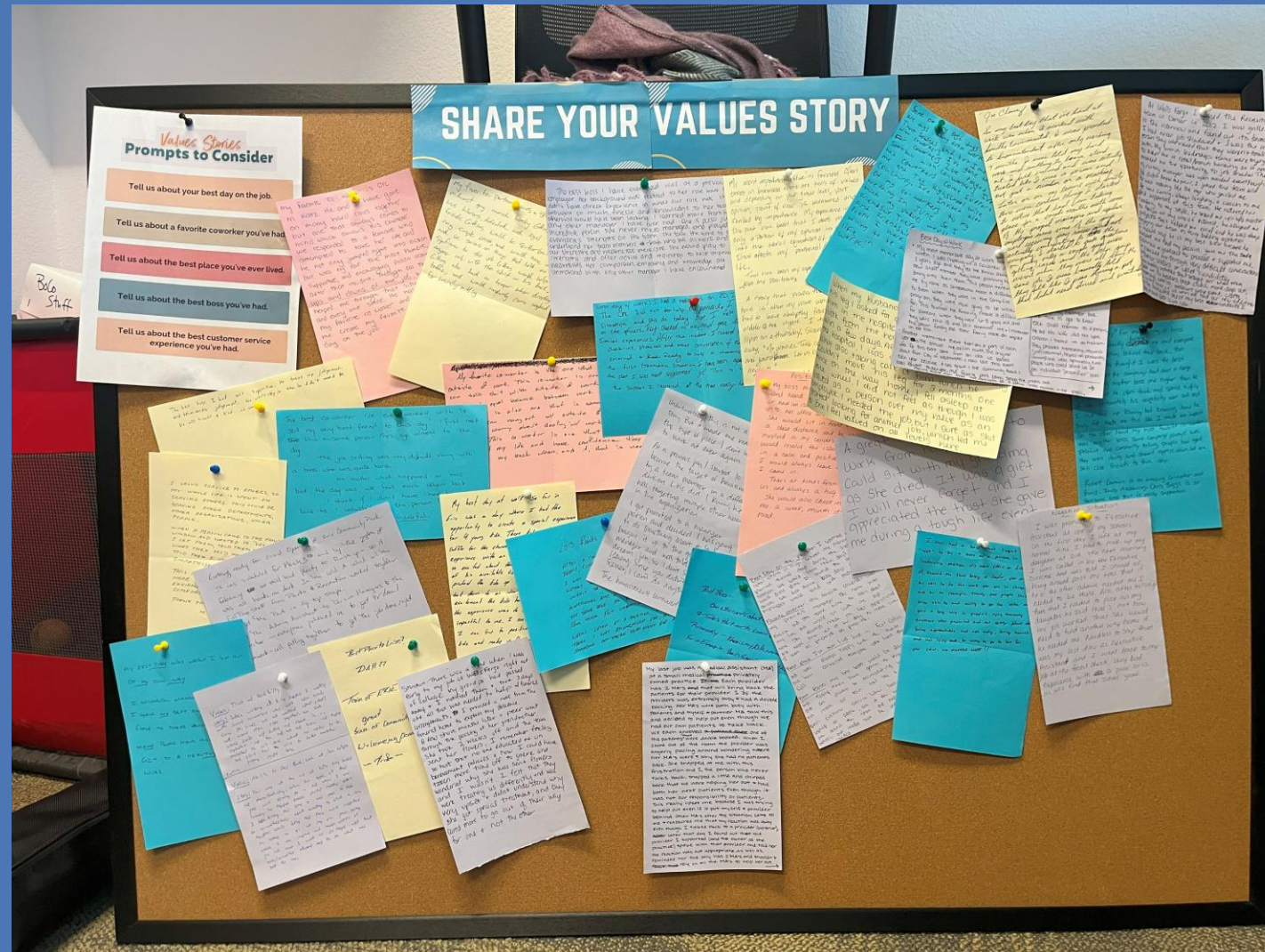
Start with Values: Storytelling

- Started with the shared understanding that the mission of local government is to serve the public.
- How does OUR organization want to accomplish that mission?
- Start with the employees we have – our biggest asset - and their values. Give multiple ways to participate.
- Bottom-up process – ask our employees to dig deep and share stories to help us get at meaningful values. Not mandatory!

Storytelling



Storytelling



Discovering Themes

- Combined all spoken-word/recorded stories, handwritten, and typed stories from all departments.
- Asked our internal Innovation Team to do a first review and identify themes.
- Senior Leadership Team added any additional themes they heard from their review.
- Boil those down into four major categories plus a “how we live this” set of sentences for each.



Co-Create the MVV

- A first draft of a Mission, Vision, and Values statements were sent to all staff with an opportunity to edit.
- 57 staff members took the opportunity to share thoughts and edits during a 3-week editing period.
- One major request was to create a short acronym to help remember the new values.
- A second draft was sent out to staff for a final thumbs up or down vote.

TRUE Erie Values Statements

We earn trust by upholding and exceeding our civic responsibilities with integrity.

How We Live It:

- » We embrace accountability and encourage each other to meet ethical standards and be our best selves.
- » We are empowered to make decisions as subject matter experts in our fields.
- » We are engaged on the job and share ideas or knowledge openly.
- » We speak with honesty, provide transparent records of our work, and fulfill our commitments.

We recognize and celebrate the service provided by each employee.

How We Live It:

- » We show respect and value the contributions of our coworkers.
- » We celebrate one another's growth and wins both in and out of the workplace.
- » We enthusiastically give and receive gratitude.
- » We communicate problems quickly and respectfully to deliver thoughtful, responsive resolutions.

We provide opportunities for employees to reach their highest potential.

How We Live It:

- » We provide training and resources to support growth.
- » We view challenges as opportunities to grow and improve.
- » We step outside our comfort zone and lean into innovation.
- » We feel safe to take risks and potentially fail in pursuit of success.

We see, hear, and support the humanity in our coworkers and the public we serve.

How We Live It:

- » We lean on each other and assist those in need.
- » We seek out and elevate underrepresented perspectives.
- » We reliably show up for each other and our community members.
- » We respect all facets of people and are mindful of their time, ideas, beliefs, and feelings.



MISSION

The Town of Erie is dedicated to delivering exceptional public service with honesty, efficiency, and compassion.

VISION

We are building a vibrant and inclusive community where every resident feels connected, valued, and proud to call Erie home.

Roll-out: Hire for it, Live it, Evaluate on It

The new set of values have been added to:

- Interview questions for all new hires
- Our internal “Squeal Store” – recognition platform
 - Also changing out annual awards program to match
- Added to our annual evaluations.



THANK YOU!

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