**City of Westminster Roadmap to a Proactive Future:**

**History, Process, and Forward-Looking Plans**

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**What is the redesign?**
Encouraging innovative thinking within our organization and establishing new roles to ensure we continue to provide exceptional services and programs.

**What led us to the redesign?**
Analysis of more than four years of activities, research, and key events has provided insight into current and future challenges.

**What does the redesign mean for the future of Westminster?**
We are aligning our resources to be nimble and best meet the current and future needs of our community.

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**THE FOUNDATIONS OF WESTMINSTER**

**Spirit**
The growth of Westminster has always been guided by the values of service, pride, integrity, responsibility, innovation, and teamwork. These values are the fabric of the City today, and into the future.

**Courage**
Westminster is a city of courageous leadership and curiosity. From vast open spaces, to the response to the Mother’s March, to innovative transportation options and attractive spaces to live, work, and play, the City’s commitment to brave innovation remains a cornerstone in its development.

**Commitment to Employees**
The City’s employees have been the cornerstone to the growth of Westminster. Employees have guided decisions of innovation, development, spending, investment, and opportunity. The City is invested in its employees through training and wellness programs, compensation and benefits initiatives, and an overall commitment to its workforce.

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**New Strategic Focus**

**Financial Sustainability**
Diversification of city revenues and strategic, innovative financial planning will result in a more financially sustainable city both now and in the future.

**Innovation**
Innovation requires a culture where team members are empowered and expected to think differently and develop new strategies to address current and future challenges.

**Communication**
A coordinated and transparent approach to communication will improve citizen engagement and trust, solidifying Westminster as a top tier city now and into the future.

**Internal Business Practices**
Reductions in bureaucratic red tape will create a more agile and efficient city.

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**The Future: Proactive, Not Reactive**

- **Revenue diversification**
- **Organizational planning**
- **Infrastructure planning & DE-Investment**
- **Controlled & purposeful growth**
- **Sense of pride & purpose within community**
- **Innovative solutions**
- **Commitment to spirit values**
- **Strong neighborhoods**

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**What Does This Mean to Me?**
As leaders in the organization, we look to you as the front lines of change. Use this roadmap as a tool to share details about the new organizational structure — as well as how we got here — with your team. And, above all, encourage a culture where everyone feels able and empowered to ask questions and challenge the status quo.

Together, we are creating and guiding the future of the City of Westminster.

Access resources and follow the progress at: [COWNET.CITYOFWESTMINSTER.US/OURWORKPLACE/PROACTIVEFUTURE](COWNET.CITYOFWESTMINSTER.US/OURWORKPLACE/PROACTIVEFUTURE)