

# CITY OF AURORA

COLORADO

**AURORA:  
MORE  
THAN  
YOUR  
TYPICAL  
BIG CITY.**

## OUR MISSION

- We unify diverse communities.
- We are a leader in creative outcomes.
- We are an innovator in economic development.
- We partner with public and private research institutions.
- We have water, land and other valuable resources.
- We provide the full range of quality municipal services.
- We invite active citizen participation in our government.
- We will implement the city's vision.

## OUR VISION

### **AURORA WILL BE AN INNOVATIVE LEADER IN THE NATION DELIVERING**

- Sustainable, vibrant, interconnected neighborhoods with a range of housing choices.
- Responsible environmental stewardship.
- Award-winning public safety services.
- Exceptional infrastructure and facilities.
- Multi-modal transportation options.
- Quality parks, recreation, open space, cultural, educational and community activities for our citizens.
- Support for cultural diversity and efforts to assist assimilation into the community.
- Support and protection of Buckley AFB as an active installation.
- Dynamic health, science and research opportunities.
- Economic diversity, growing a solid commercial revenue base and plentiful business opportunities.

## OUR GOALS

- Assure a safe community for people.
- Serve as leaders and partner with other governments and jurisdictions.
- Ensure excellent infrastructure that is well maintained and operated.
- Create a superior quality of life for residents making the city a desirable place to live and visit.
- Be a great place to locate, expand and operate a business and provide for well-planned growth and development.
- Provide well-managed and financially strong city.

THE **CCRE**



LIVE IT EVERY DAY

**INTEGRITY RESPECT PROFESSIONALISM CUSTOMER SERVICE**