

Outcome Areas

Strategic FRAMEWORK

Vision

Gaithersburg reflects the best of America – a city for today and tomorrow. It is a welcoming and vibrant place, supported by responsive, compassionate, and responsible leadership that brings people together, encouraging our community to flourish.

Mission

The City of Gaithersburg, through its valued employees, provides exceptional services to cultivate an inclusive, sustainable, and thriving community for all.

Core Values

Accountability
Caring
Excellence
Integrity
Teamwork



Safe and Welcoming Community

Gaithersburg is comprised of a variety of distinct, inclusive communities, where people feel safe, welcomed, and are engaged in activities that promote economic, social, and environmental well-being.



Vibrant Culture

Gaithersburg values and promotes the arts and humanities, preserves its heritage, and enriches its diverse community by providing opportunities to come together to enjoy outstanding shared cultural and recreational experiences.



Economic Development and Redevelopment

Gaithersburg facilitates development and redevelopment opportunities that support and enhance the stability of the local economic base and provide residents with a wide array of employment and housing options.



Environmental Stewardship and Sustainability

Gaithersburg's proactive approach to sustainability and environmental stewardship includes climate change mitigation and adaptation, increasing energy efficiency, reducing energy consumption from non-renewable energy sources, promoting healthy watersheds, and enhancing our urban forest.



Equitable Outcomes

Gaithersburg identifies barriers and provides support and resources to advance equitable outcomes for people in our community, particularly for those who have been historically underserved.



Viable Transportation Options

Gaithersburg creates neighborhood cohesion through bicycle and pedestrian connectivity and advocates for transportation and public transit options that increase efficient and convenient access.



Fiscal Responsibility

Gaithersburg advances responsible financial planning and stewardship, while aligning resources with community needs to provide for quality services, now and in the future.



Great Place to Work

Gaithersburg fosters an environment that inspires the passions of City employees and allows them to use their talents and to grow professionally. Employees are equipped with the tools and resources to perform their duties with excellence and are recognized for their contributions.



Excellent City Services and Facilities

Gaithersburg provides excellent and accessible City services, parks, and facilities for all. The City advances innovative technology, data-driven service delivery, and collaborative approaches to provide positive outcomes for the community.

Strategies

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1. Effectively use data and leverage community outreach to enhance public safety.
 2. Enhance trust in police services.
 3. Engage and empower diverse groups to enhance participation in City government, programming, and opportunities that enhance quality of life.
 4. Provide equitable access to and build awareness of social and financial programs and services.

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5. Establish Gaithersburg as a regional tourism destination.
 6. Develop activities that involve and reflect the City's diverse people, communities, cultures, and traditions.
 7. Provide recreational opportunities to enhance physical, mental, and social well-being for people of all ages and abilities.

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8. Improve access and integration among employment nodes, residential areas, and amenities.
 9. Develop Gaithersburg as a regional employment center that attracts and supports an array of entrepreneurial and established businesses from a variety of industries.
 10. Implement strategies that encourage reinvestment in aging commercial and multi-family properties.
 11. Pursue strategies to provide a mix of housing options for a variety of income levels.

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12. Pursue the highest level of Sustainable Maryland Certification.

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13. Implement and continually refine strategies associated with the City's Racial Equity Awareness and Action Plan.

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14. Improve connectivity of people to services, activities, employment, and points of interest.
 15. Develop and implement data-driven strategies that keep our community safely in motion.

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16. Pursue fiscally sustainable strategies to meet operational and community needs.
 17. Provide accessible and transparent financial information.

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18. Create a comprehensive strategy to attract and retain a diverse and talented workforce.
 19. Provide a competitive and equitable total rewards package including compensation, benefits, wellness, recognition programs, and professional development opportunities.

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20. Improve service delivery through streamlined processes, data-driven decision making, and strategic partnerships.
 21. Responsibly maintain and invest in technology, facilities, and infrastructure to meet organizational and community needs.