



NEWS RELEASE

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GRAND JUNCTION CITY COUNCIL ADOPTS STRATEGIC FRAMEWORK FOR 2024-26

GRAND JUNCTION, Colo. July 31, 2023 – Every two years the Grand Junction City Council develops a new strategic plan to help guide their work on behalf of the city. Scheduled to coincide with the council election calendar, new members joined existing council and city staff to develop a strategic framework that aligns with the Comprehensive Plan adopted in 2020.

This year, the first step in the process was development of a shared vision which was stated as “Grand Junction is a safe, welcoming, healthy and accessible city that builds on its collective character to be a place where opportunity abounds, resources are well-managed, and people are connected and engaged in their community.” In order to work toward attaining that vision, council created five strategic outcomes that will provide staff with a roadmap to begin crafting specific initiatives, some of which will include funding in the budget for 2024.

“Our role as City Council is to focus on the big picture and to set the direction of our city, which our council does through the development of a strategic plan every two years,” stated City of Grand Junction Mayor Anna Stout. “It was a rewarding process to work on this plan collectively with my council colleagues and I’m really pleased with the five priorities we identified. While the Comprehensive Plan provides us with a long-range vision from community members, these five outcome areas help focus our priorities in the short term so we can most effectively direct our time and energy, as well as staff and financial resources on behalf of the community we serve.”

Council’s Strategic Outcomes translate their vision into action that will guide the organization and its work while aligning resources to support those efforts. Over the next two years, the outcomes identified in the Strategic Plan will point the way toward maintaining and improving the qualities that make Grand Junction such an amazing city. This collaborative effort that is led by the City Council’s vision and leadership, reflects the contribution of staff, and is influenced by feedback received from the community during the comprehensive planning process.

City Council and city staff will use this strategy to guide their policy and decision-making over the next two years. The Strategic Outcomes outlined by city council include:

1. **Placemaking**
Grand Junction catalyzes projects and investments that emphasize people-centric spaces with inclusive infrastructure that promotes vibrant, multi-use environments to ensure people can comfortably live, recreate, and move throughout our community.
2. **Thriving and Vibrant**
Grand Junction is recognized for its economic vitality, innovative and visionary policies, intentional growth, talented workforce, and for fostering a thriving environment for all.

3. Welcoming, Livable, and Engaging
Grand Junction fosters a sense of belonging, where people are accepted as themselves and have access to the amenities and services they need to thrive, and actively seeks participation from our community.
4. Safe and Healthy
Grand Junction public safety departments are exemplary providers of police, fire and emergency medical services and work in close collaboration with community partners to ensure a safe and healthy community.
5. Resource Stewardship
Grand Junction is committed to balancing fiscal responsibility and environmental health and fosters a unique blend of natural beauty and urban innovation by maintaining an accessible well-kept environment, enhancing outdoor lifestyle, and preserving community character.

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