Albemarle County

Executive Summary

File #: 21-166, **Version:** 1

AGENDA DATE: 1/20/2021

TITLE:
County Mission Statement Revision

SUBJECT/PROPOSAL/REQUEST: Request Revision to the County Mission Statement

ITEM TYPE: Regular Action Item

STAFF CONTACT(S): Richardson, Russell

PRESENTER (S): Siri Russell, Director of Equity and Inclusion

LEGAL REVIEW: Not Required

REVIEWED BY: Jeffrey B. Richardson

BACKGROUND: Albemarle County Local Government's current mission statement is "*to enhance the well-being and quality of life for all citizens through the provision of the highest level of public service consistent with the prudent use of public funds."*

Local government leadership recently added the organization's first new core value in more than 20 years. The new core value is reflective of the organization's commitment to working to integrate equity, diversity, and inclusion into the way we serve our community. The wording of the current mission statement is not well aligned with this priority.

STRATEGIC PLAN: Quality Government Operations: Ensure County government's capacity to provide high quality service that achieves community priorities

DISCUSSION: According to the United States Census Bureau 2019 population estimates, Albemarle County's population of foreign-born persons was 10.4%. According to the Charlottesville International Rescue Committee, since 1998, our region has welcomed more than 3,000 refugees from over 32 countries into our communities. The University of Virginia has long been an attractor of diverse professional and academic talent from all over the world who have made Albemarle their home.

Albemarle County is a vibrant and thriving community with a diverse population of engaged residents and with over 70 languages spoken in households across the county. Revising the mission statement by replacing the word "citizens" with "community members" would allow the County mission to better reflect our commitment to serving each and every member of our community. The proposed revised Albemarle County Local Government mission statement would be, "*to enhance the well-being and quality of life for all community members through the provision of the highest level of public service consistent with the prudent use of public funds."*

BUDGET IMPACT: No budget impact is anticipated.

RECOMMENDATION:
Staff recommends that the Board approve revising the Albemarle County Mission Statement by replacing the word “citizens” with “community members”.

ATTACHMENTS: None

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