Provide a safe, healthy, vibrant community
- Promote safety, health, and security through effective communication and service delivery
- Facilitate successful neighborhoods through community involvement
- Encourage and partner in the development of quality housing choices for people of all ages and income levels
- Promote a walkable, pedestrian and bicycle-friendly city with complete streets, trails, and connections between neighborhoods and community focal points
- Provide opportunities for communities to be better prepared for emergencies

Promote economic vitality and strategically position Renton for the future
- Promote Renton as the progressive, opportunity-rich city in the Puget Sound region
- Capitalize on opportunities through bold and creative economic development strategies
- Recruit and retain businesses to ensure a dynamic, diversified employment base
- Nurture entrepreneurship and foster successful partnerships with businesses and community leaders
- Leverage public/private resources to focus development on economic centers

Support planned growth and influence decisions that impact the city
- Foster development of vibrant, sustainable, attractive, mixed-use neighborhoods in urban centers
- Uphold a high standard of design and property maintenance
- Advocate Renton’s interests through state and federal lobbying efforts, regional partnerships and other organizations
- Pursue transportation and other regional improvements and services that improve quality of life
- Balance development with environmental protection

Building an inclusive informed city with opportunities for all
- Improve access to city services, programs and employment, and make residents and businesses aware of opportunities to be involved with their community
- Build connections with ALL communities that reflect the breadth and richness of the diversity in our city
- Promote understanding and appreciation of our diversity through celebrations and festivals
- Provide critical and relevant information on a timely basis and facilitate two-way dialogue between city government and the community

Meet service demands and provide high quality customer service
- Plan, develop, and maintain quality services, infrastructure, and amenities
- Prioritize services at levels that can be sustained by revenue
- Retain a skilled workforce by making Renton the municipal employer of choice
- Develop and maintain collaborative partnerships and investment strategies that improve services
- Respond to growing service demands through partnerships, innovation, and outcome management