**Focus Area #1: PWA Good Government and Economic Development**

- **Goal 1**: Be a peak performing organization that consistently demonstrates effective use of available resources to provide the highest possible service and public communications.
- **Goal 2**: Create a culture of Teamwork and Continuous Process Improvement.
- **Goal 3**: Communications.
- **Goal 4**: Economic Development.

**Focus Area #2: PWA Workforce**

- **Goal 1**: Attract, hire, develop and retain an effective, diverse, professional, dedicated, and responsive team of employees.
- **Goal 2**: Empower employees at every level to provide county services with maximum effectiveness and efficiency.
- **Goal 3**: Develop employees to become leaders who promote ethics, innovation, service, accountability, and peak performance.

**Focus Area #3: PWA Environment, Land Use, and Infrastructure**

- **Goal 1**: Be a leader in environmental stewardship.
- **Goal 2**: Be a leader in land-use policies and practices.
- **Goal 3**: Be a leader in infrastructure development and sustainability.
- **Goal 4**: Champion cost-effective energy reduction measures.

**Focus Area #4: PWA Public Safety**

- **Goal 1**: Maintain high performing public safety programs, practices and responses.