

### **Mission**

The League of Oregon Cities is the go-to place for and about cities as a dynamic resource hub for advocacy, education, and best practices.

### **Vision**

Oregon cities possess home rule authority, have the means to build vibrant communities, and have the ability to provide effective municipal governance and services.

**GOAL #1: Restore full Home Rule authority for cities.**

**STRATEGY 1.1**

Educate cities and their residents on Home Rule and its importance.

**STRATEGY 1.2**

Develop a proactive strategy to protect cities' Home Rule and reverse preemption.

**GOAL #2: Strengthen the LOC's influence at the Capitol to lobby for cities' needs.**

**STRATEGY 2.1**

Increase the LOC leadership's presence with the Legislature and Governor.

**STRATEGY 2.2**

Continue and strengthen lobbying on key issues important to cities.

**STRATEGY 2.3**

Strengthen processes for gathering member input by fostering an equitable, accessible, and inclusive environment that facilitates lateral communication.

**GOAL #3: Build a comprehensive and equitable engagement approach that serves and includes all cities and underserved communities.**

<b>STRATEGY 3.1</b>	Prepare a strategic approach to effectively engage and communicate with cities across Oregon. Ensure that successful engagement and participation are not determined by size, location, or demographics of city, and that the LOC supports participation by underrepresented communities.
<b>STRATEGY 3.2</b>	Identify ways to engage traditionally underrepresented or underserved members to participate in LOC activities with staff and Board.

**Goal #4: Establish an organization that welcomes all and eliminates barriers to effective participation.**

<b>STRATEGY 4.1</b>	Promote access, eliminate barriers, and improve diverse representation on the LOC Board, Executive Committee, and committees.
<b>STRATEGY 4.2</b>	Ensure that the LOC remains a model employer of choice, and that LOC staff are recruited, retained, and supported in a manner consistent with achieving the goals of the Strategic Plan.
<b>STRATEGY 4.3</b>	Engage affected stakeholder representatives to assist in identifying actions to achieve this goal.
<b>STRATEGY 4.4</b>	Engage the LOC board members and staff in a plan of continuous professional development with specific focus on access, equity and inclusion.

**Goal #5: Enhance the LOC's leadership as a convener and relationship-builder.**

<b>STRATEGY 5.1</b>	Engage existing communication networks with affiliate organizations.
<b>STRATEGY 5.2</b>	Identify other organizations with goals similar to the LOC and explore collaboration opportunities.
<b>STRATEGY 5.3</b>	Increase visibility and participation with the National League of Cities.

**GOAL #6: Establish the LOC as the preeminent source for services, training, and data to support cities.**

<b>STRATEGY 6.1</b>	Expand the availability of legal services across Oregon, especially for smaller cities.
<b>STRATEGY 6.2</b>	Anticipate emerging trends impacting cities and develop options for response from both a policy and operational perspective.

**GOAL #7: Strengthen the LOC's financial sustainability / solvency**

<b>STRATEGY 7.1</b>	Employ entrepreneurial techniques and approaches.
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