

STATEMENT OF PHILOSOPHY AND MISSION



It is the mission of the City of Red Bluff to make decisions, plan, and act in the best interest of the general populace of Red Bluff above and beyond the interest of City Government entities and City government officials in providing municipal services.

We recognize that the City has been entrusted with the stewardship of financial resources that rightly belong to the community and we value prudent financial management.

We believe that our first responsibility is to the health, safety, and welfare of our citizens through efficient and effective programs.

We believe in the worth of every person in our organization we strive to maximize everyone's potential. We seek ideas and participation from all levels.

We have a bias for action and support reasonable risk-taking.

To sustain consistency, growth, and a high quality of life in our community, we are committed to long-range planning, effective management of resources and openness toward innovative ideas.