

Strategic Plan Framework



Vision

Laredo is a dynamic international city and culturally rich community committed to enhancing lives, upholding safety, promoting prosperity, and creating opportunities for future generations.

Mission

Together, we **RISE** through leadership, service, and a culture of collaboration to achieve the best quality of life for current and future generations.

Values

R - Responsibility
I - Integrity
S - Safety
E - Excellence



Dynamic and Sustainable

Laredo is a dynamic community that offers an exceptional quality of life. The Rio Grande connects us as a community and plays a central role as a sustaining resource. We continue to improve the quality of life for Laredoans and ensure equitable investment for all.



Excellent and Connected

Laredo prides itself on prioritizing the needs of our residents and providing excellent customer service. We will continue to invest in the resources needed to connect our people, educate our children, and ensure economic prosperity.



Planning and Moving

Laredo is a bustling port city that continues to evaluate, plan, and establish key metrics to ensure our residents have sustainable, well-planned options for multi-modal transportation, infrastructure, and mobility.



Welcoming and Equitable

Laredo is a diverse, welcoming community that highlights its unique culture and entices visitors to enjoy the City's many hidden treasures. Laredo continues to build on its heritage to nurture community pride.



Prosperous and Affordable

Laredo strives for a healthy and vibrant economy and focuses on ensuring affordable housing, attracting higher-quality jobs, supporting workforce training, and maintaining investment in our port industry, arts, and culture.



Healthy and Safe

Laredo maintains a community-based approach to public safety, advocates for access to high-quality healthcare, and promotes a healthy and physically active community, inclusive of all.