



## **CITY OF UPLAND PRESS RELEASE FOR IMMEDIATE RELEASE**

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Begin##

### **Upland City Leadership Further Realigns with Core Community Values** *Adopts New Mission and Vision Statements for Enhanced Transparency and Service*

**Upland, CA – July 23, 2024** – In a continued effort to increase transparency and improve city services, the City Council of Upland is proud to announce the adoption of a new Mission Statement and Vision Statement to guide all City policies, projects, and personnel.

Mayor Bill Velto expressed his commitment for the new direction, stating, "Our new Mission and Vision Statements reflect our dedication to serving the community with transparency and integrity. These guiding principles will help us build a stronger, more vibrant Upland for all residents."

#### **City of Upland Mission Statement:**

The City of Upland is committed to delivering superior services that meet community needs with transparency and integrity.

#### **City of Upland Vision Statement:**

Upland is a safe community with historic character where residents enjoy a high quality of life.

The City of Upland has become an increasingly attractive place for families to live, and new businesses are exploring the community more regularly. The recent adoption of a two-year budget has enhanced the City's ability to plan long-term investment in capital improvement projects. Additionally, a new platform will soon be launched to provide residents with a closer look at the budget process and City spending, further enhancing transparency.

City Manager Michael Blay, who joined Upland less than three years ago, has been instrumental in driving these initiatives forward. Under his leadership, the City has achieved significant milestones, including being recognized by Business View Publishing as a "Best Managed City" for 2024. This recognition highlights Upland's commitment to excellence in governance and service delivery.

"The previous Mission Statement was nice, but it didn't provide a clear idea or guiding principle that staff and partners could point to and say, 'this is how we should conduct business'," said City Manager Blay. "Our residents want us to be committed to transparency and superior service. Our City Council listened to residents and provided these new Mission and Vision Statements to help ensure that we remain focused on these core values as we continue to develop and improve the quality of life for our residents and businesses."



These statements will guide all City personnel and policies, ensuring that Upland continues to be a place where residents and businesses can thrive.

##End

Additional details are listed on the website: <https://www.uplandca.gov/mission-and-vision>

Mayor Bill Velto Bio: <https://www.uplandca.gov/city-council-treasurer/171>

City Manager Michael Blay Bio: <https://www.uplandca.gov/city-manager-bio>

The Agenda, Staff Report, and Adopted Resolution from the July 22, 2024, City Council Meeting are available upon request.

#### **About the City of Upland, California:**

The City of Upland, located in San Bernardino County, is known for its rich history, picturesque landscapes, and community-oriented atmosphere. Established in 1906, Upland boasts a population of approximately 77,000 residents and covers an area of 15.6 square miles. The city is situated at the base of the San Gabriel Mountains, providing scenic beauty and a range of outdoor recreational activities.

Upland is a community with a rich history and a promising future. Known for its beautiful historic architecture and vibrant community spirit, Upland is a great place to live, work, and play.

For more information about the City of Upland, please visit our website at [www.uplandca.gov](http://www.uplandca.gov) or contact us at (909) 931-4100. Office hours are Monday through Thursday, 8:00 a.m. to 6:00 p.m.

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