

# Strategic Plan 2024-29

## MISSION

Build and maintain vibrant, sustainable, mixed-use neighborhoods that support California's capital city.

## VISION

Through innovative partnerships and creative community development solutions, businesses and residents thrive.

## OBJECTIVES

1

**ENSURE  
FISCAL  
STRENGTH &  
OPERATIONAL  
EXCELLENCE**

2

**DELIVER  
COMMUNITY  
DEVELOPMENT  
LEADERSHIP**

3

**PROVIDE  
POLICY &  
INNOVATION  
LEADERSHIP**

4

**BE AN  
EMPLOYER OF  
CHOICE**

## VALUES



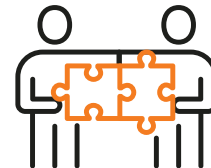
### ACCOUNTABILITY

We live our ethics as innovative community development leaders, transparently working to achieve excellence in construction, property management, placemaking, and sustainability, while responsibly utilizing our resources.



### CUSTOMER SERVICE

We are committed to creating and managing quality spaces in which people live, work, and thrive. Our customer service is responsive and reliable for clients, partners, and co-workers.



### TEAMWORK

We collaborate and demonstrate empathy, utilizing our diversity of talents and perspectives as our strength while supporting each other in our daily tasks and professional growth, making CADA an employer of choice.

We are committed to furthering sustainability and uplifting diversity, equity and inclusion in all that we do.