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Community Vision & Core Values

OUR VISION: SEVEN CORE VALUES

Seven “Core Values” serve as the basic tenets behind both the community’s vision and the basic organizing structure of this Comprehensive Plan. The Core Values coordinate with and build on several recent City efforts, including the recent budgeting for outcomes process and the Vision 2020 Strategic Plan. Both of these efforts establish long-term goals for the community, and as such, the Core Values mirror their structure and carry forward many of their key ideas.

The Core Values define our long-term vision at a broad level and describe the kind of community we want Rapid City to become. While the term “quality of life” means different things to different people, the Core Values are based on the premise that the health of the City and the quality of life enjoyed by its residents are dependent upon the balancing of multiple factors—economic, environmental, and community considerations. Each of the Core Values embodies key aspects of what the community values about Rapid City today, as well as aspects that will be important to improve and/or maintain in the future.

The Plan’s chapters align with the Core Values, listed below. Each Core Value chapter also contains a series of related principles, which describe the community’s aspirations, and specific goals and policies to achieve those aspirations.



A BALANCED PATTERN OF GROWTH

Rapid City is dynamic community with a rich history and unique natural setting that continues to experience strong growth and development pressures. In order to preserve our area’s high quality of life, and at the same time continue to attract new business and investment to the community, we must be proactive in our efforts to ensure orderly and efficient growth.



A VIBRANT, LIVABLE COMMUNITY

Rapid City will continue to become a more livable, vibrant, and desirable community in which to live, work, contribute, and play. We value the quality, character, and diversity of our City’s neighborhoods and the accessibility of parks, schools, and services. We are committed to addressing infrastructure and other needs in our established neighborhoods and historic districts and will ensure our new neighborhoods are attractively designed and include a range of housing types to meet the needs of our growing and changing population. We value Downtown as the vital center of our community, and we will continue to work to ensure its long-term success and vitality.



A SAFE, HEALTHY, INCLUSIVE, AND SKILLED COMMUNITY

We rely on the City’s police and fire departments to keep us safe and protect our property from harm, yet understand we all need to value our community and care for our families, homes, and neighbors. Careful planning is necessary to ensure that our future safety needs will be met as the City continues to grow. In addition to ensuring the safety of our community, we envision a community that supports our health and well-being; one that provides access to health care services, enables active and healthy lifestyles, provides educational opportunities for our youth and workforce to develop the skills needed to succeed, and recognizes that everyone must play a role in the betterment of our neighborhoods and our community. Likewise, we will strive to be a community that is recognized as being welcoming and inclusive to people of all ages, ethnic groups, family type, and economic standing.



EFFICIENT TRANSPORTATION AND INFRASTRUCTURE SYSTEMS

Our community will have a well-maintained network of infrastructure and transportation systems that meets the needs of our residents and businesses, and supports other community-wide objectives such as community health and safety, fiscal stability, and connected neighborhoods. Our transportation system will provide for multiple modes of travel (air, vehicular, bicycle, walking, transit, and freight), making it possible to ensure mobility of goods and of people of all ages and abilities. This multi-modal system will connect our neighborhoods with community destinations including employment and shopping areas, schools, parks and recreation facilities. Our future growth areas will be served by infrastructure that is efficient and cost-effective.



ECONOMIC STABILITY AND GROWTH

Our community will work to diversify the economic base, with high-wage jobs that provide an alternative to the tourism, military, and service-based industries prevalent in Rapid City. We will continue to support and grow a strong local and regional economy that attracts and creates new employment opportunities that enable existing and future residents and businesses to thrive.



OUTSTANDING RECREATIONAL AND CULTURAL OPPORTUNITIES

We are proud of our community's parks and recreation system. Our community will ensure that the legacy of our park facilities, trails, recreation and aquatic centers, and golf courses continues to develop as a system of interconnected amenities that provide diverse opportunities for residents and visitors alike. Our visual and performing arts and cultural activities have flourished in Rapid City because of our community's support for a diverse range of cultural events, music and theatre performances, museum and art exhibits, and other events throughout the year. We will continue to support and enhance the presence of these assets in our community and ensure they are accessible to all ages, abilities, and income levels.



RESPONSIVE, ACCESSIBLE, AND EFFECTIVE GOVERNANCE

We value effective local governance, and a City organization that is fiscally responsible, accessible, and responsive to its residents and businesses. Our community will seek effective local governance and promote community-based collaboration, with opportunities for involving citizens in all City decision-making processes. We also value balancing City revenues and expenditures over the long-term, to ensure that City operations are viable and can be sustained.