VALUES STATEMENT

COMPASSION
A positive response and desire to help, with an inner motivation to lessen or prevent suffering of others.

ECONOMIC OPPORTUNITY
The creation of opportunities from which community benefits are realized. It is more than a jobs program; it is an investment in growing your economy and enhancing the prosperity and quality of life for residents.

SUSTAINABILITY
The ability to be sustained, supported, upheld, or confirmed. It improves the quality of our lives, protects our ecosystem and preserves natural resources for future generations.

DIVERSITY & INCLUSION
The capacity to appreciate and value individual differences. Involvement and empowerment, where the inherent worth and dignity of people are recognized. A sense of belonging; promotes an inclusive environment that affirms the value of people.

HAPPINESS
Sense of well-being, or contentment. The state of being happy and peaceful. Feelings of joy and pleasure; tranquility and comfort.

Approved by the El Centro City Council on December 7, 2021