We unify diverse communities.
We are a leader in creative outcomes.
We are an innovator in economic development.
We partner with public and private research institutions.
We have water, land and other valuable resources.
We provide the full range of quality municipal services.
We invite active citizen participation in our government.
We will implement the city’s vision.

AURORA WILL BE AN INNOVATIVE LEADER IN THE NATION DELIVERING
Sustainable, vibrant, interconnected neighborhoods with a range of housing choices.
Responsible environmental stewardship.
Award-winning public safety services.
Exceptional infrastructure and facilities.
Multi-modal transportation options.
Quality parks, recreation, open space, cultural, educational and community activities for our citizens.
Support for cultural diversity and efforts to assist assimilation into the community.
Support and protection of Buckley AFB as an active installation.
Dynamic health, science and research opportunities.
Economic diversity, growing a solid commercial revenue base and plentiful business opportunities.

Assure a safe community for people.
Serve as leaders and partner with other governments and jurisdictions.
Ensure excellent infrastructure that is well maintained and operated.
Create a superior quality of life for residents making the city a desirable place to live and visit.
Be a great place to locate, expand and operate a business and provide for well-planned growth and development.
Provide well-managed and financially strong city.