



City of Red Bank

Our Vision

An inviting and safe community embracing the future while preserving our past.

Mission Statement:

To protect, preserve, and enhance the quality of life for our citizens by providing efficient and effective municipal services and ethical leadership reflecting the pride and values of Red Bank.

Core Values:

- *Trust: We are committed to earn, maintain, and enhance the trust of each other and the community.*
- *Integrity: We conduct our work ethically in an atmosphere of honesty, respect, and courtesy.*
- *Quality: We will provide excellent service in a cost-effective manner.*
- *Teamwork: We nurture successful working relationships with all our partners.*
- *Accountability: We take responsibility for our actions.*
- *Openness: Our actions are transparent to all our citizens and ourselves.*
- *Innovation: We encourage, promote, and support new ideas and creative approaches.*
- *Diversity: We respect the uniqueness of our employees and citizens.*
- *Community: We believe in our employees and our citizens and treat all with caring, respect, and courtesy.*
- *Vitality: We promote and strategically position our city for economic sustainability.*