



The “Brand:” Oakridge – The Mountain Biking Capital of the Northwest

The Vision: Oakridge, a safe close knit town nestled in the beautiful Cascade foothills, surrounded by trails, where community isn’t just a word but a way of life.

The Mission: The City of Oakridge is committed to the delivery of effective, courteous, and responsive services. Citizens and employees are treated with fairness, dignity, and respect. Civic and employee pride are accomplished through constant pursuit of excellence and a work force that values and reflects the diversity of the Oakridge community.

The Values:

Respect: Embrace diversity and treat everyone with courtesy, equity, and fairness.

Integrity: Operating openly and holding the highest ethical standards.

Fiscal: Fiscally sound use of public funds.

Agility: Devoted to constant innovation and improvement in our services.

Resources: Environmental safeguarding through responsible stewardship of our natural resources.

Collaboration: Communicating and working as a team, and partnering with the community to solve problems.

Accountability: Responsible practices that will ensure short-and long term success.