

# Brockton Plan

## MISSION

To improve the quality of life for everyone in the community where they live, work, learn, invent & play.

## VALUES

Respect, Service, Integrity, Kindness  
Opportunity, Safety, Knowledge,  
Smarter, Faster, Better

## GOALS

### 1. Economic Recovery and Jobs

*Brockton grows as a green city.*

- Create and retain jobs by leveraging our assets: over 100,000 people who want to work. Attract companies in manufacturing, food, healthcare and green technology.
- City works closely with our economic development stakeholders to focus efforts on targeting limited city funds that leverage private investment, building on the strength of existing assets and industry sectors, and growth sectors such as the green economy.
- Prepare business plan for Brockton's downtown, making it a business incubator. The city would purchase one of the downtown buildings as a test. The street level would be occupied by family owned businesses that represent the city's diverse cultures with funding from the S.B.A. and tax incentives. Upper levels would be occupied by new business ventures that, in lieu of rent, would grant the city an equity position in the company. Any college or university with an urban studies department can do a business plan at no charge. Example: MIT.
- Welcome companies which conform to the new vision.
- Proposed powerplant supports the "old" Brockton vision and doesn't conform to the proposed "new" vision for the city.

### 2. Enhancing Public Safety

*Brockton becomes a safe city.*

- Increase the feeling of safety at home, in school, in the neighborhood, at work and at play.
- Significantly reduce crime.
- Setup police sub stations in hot spots around the city.

### 3. Enhance City's Image

- Change image from the Commonwealth's dumping ground to a growing green city.
- Communicate plan to everyone in order to unify city under one vision.
- Institute better code enforcement

### 4. Investing in Youth and Protecting the Most Vulnerable

*Brockton's youth and vulnerable populations have the opportunity to thrive.*

- Make sure city parks & playgrounds are safe, clean & well lit.

### 5. Reforming Government

*Reforming city government to work better and cost less.*

- Meet customer service standards for all city services, including redress when standards are not met.
- Increase positive perceptions of city services (including fire & police) and the trustworthiness of gov't.
- Build a sound fiscal foundation for stable public services now and in the future.
- Promote sustainable city services that save money today while avoiding costs tomorrow.
- Shut down the 21st Century Corp. & Build A Better Brockton Inc. and sell off any of their assets to pay down any liabilities.
- Put the planning department back in city hall.
- Set up a new economic development department that reports directly to the city council.
- Four Councilor-at-Large offices need to be full-time positions with matching salaries & benefits.

## WHO CAN YOU TRUST WITH THE FUTURE OF BROCKTON?

Who are the people **WILLING AND ABLE** to set a new course for the city?

Concerned Citizens & [www.stopthepower.org](http://www.stopthepower.org)