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BOROUGH OF YEADON  
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**2018 YEADON BOROUGH**  
**MISSION, VISION & SHARED VALUES STATEMENTS**  
Stewardship • Service • Safety

Yeadon Borough will operate in a manner comprising of Mission, Vision and Shared (Core) Values Statements so that every elected official, public employee and borough resident understands the expectations of each entity and is assured that borough leadership will operate with transparency, accountability and integrity with a united goal to Move Yeadon Forward.

**MISSION STATEMENT:**

As stewards of Yeadon's assets, borough leadership will govern in a way that enhances public value and produces a sense of community, while seeking to earn each resident's trust.

**VISION STATEMENT:**

As public officials and stewards of Yeadon Borough, borough leadership will work collaboratively across all business units to create optimum efficiency, decrease wasteful spending, ensure public safety, and display in our service a value for the residents we serve.

**TEN (10) SHARED VALUES:**

**I. Stewardship**

We recognize that all elected officials and public employees of the Borough are commissioned with a responsibility by taxing residents to operate assets within a specific area of responsibility that is most beneficial for the majority of residents concerned. Responsible stewardship is selfless, service-oriented and beneficial to the taxpayer; it rejects self-aggrandizement and personal benefit. Stewardship is the highest degree of trust afforded to each elected official and public employee and that each decision made must comport to the overall trust of the public good.

**II. Communication**

Proper two-way communication is necessary for the governing of the public good. Borough leadership will enhance two-way communication through corporate and direct means such as creation and maintenance of a robust borough website, improved electronic commerce, newsletters, phone calls and much more. We will manage in a way to minimize voicemail so that direct communication to a live body is maximized through proper staffing. Phone messaging will be responded to within 24 hours if a voicemail message is left. All residents are considered our customers and will be treated with dignity and the utmost respect. All complaints, suggestions and commendations will be recorded in a database to ensure resolution in a timely fashion. We will also improve communications by proactively developing, maintaining, and widely disseminating comprehensive and accurate information about our plans, activities, and accomplishments in a timely manner to all elected officials, public employees, and residents.

**III. Safety**

The Borough will enhance a sense of safety by working across the business units of Police, Fire and Emergency Management to serve one cogent philosophy of safety and emergency response under one operational command. In addition, the Mayor as the face of Public Safety will create outreach opportunities and strategies with each

department head to continuously maximize safety, as well as timely communication regarding safety concerns to residents.

IV. Collaboration

Decisions within the borough will not be made unilaterally, except for executive actions (such as lowering flag at half-staff; committee assignments, and the like). However, where possible, each elected and public official will operate within a committee and request input from colleagues and residents from such committee, public, or established sounding board, that would help come to a consensus decision whenever possible.

V. Credibility

All borough officials and employees will operate in a manner that is personally above reproach and will treat people well, and will be *Fair, Firm and Equal*. There will be no favoritism or partiality to one entity over another. We will govern the assets of the borough, make decisions and carry ourselves in a manner that, although all may not always agree, it will be done in the right way and for the right reasons. Consequently, we will manage in a way that residents will be able to see that we operate with credibility and not partiality.

VI. Continuous Improvement

We will operate in a manner that we will never be satisfied with the status quo, but will seek to personally and collectively enhance our skills and best business practices that would set us apart and enhance public value and trust while propelling Yeadon forward.

VII. Diversity & Inclusion

We seek to balance our leadership in a way that guards against “group think.” The more a group or organization is monolithic in race, age, gender, and affiliation, the more we tend to think the same and be trapped in inertia. When we afford others that are different and harness a cross section of various talent pool, the more we come out of our “comfort zones” to collectively think and develop on a higher, more challenging level. This benefits the borough as an organization and better prepares residents to be benefitted from a more diverse team.

VIII. Servant-Leadership

Yeadon Borough will not be a place where we use our positions for our personal ego or selfish motives. All borough officials will be called upon to be a leader and mentor of others who will “model the way” through nobler motivation of service. We will operate in a manner where we “serve” our constituents. We will seek out, listen to, and become responsive and sensitive to residents/customers – even if we disagree. We will not become disagreeable or shut down. We will also seek to identify and mentor our younger generation and youth so that they will be prepared to take on the leadership challenges of tomorrow.

IX. Resident’s First

All borough officials are to operate with a maxim that the residents’ concerns come first. Are the residents or customer always right? The answer is, “no, the resident or customer is not always right.” However, we must always remember that they ARE the resident/or customer. As such, they should be treated as tax-paying customers as they are. We serve them. They do not serve us.

X. Growth & Development

All public officials are responsible for their own personal growth and development and are expected to become more knowledgeable and useful in their areas of stewardship through academic courses, PSAB conferences, best business practices and the like, so that we can be the most optimal stewards of public assets to the residents we serve.

  
ROHAN K. HEPKINS  
MAYOR