



## MISSION STATEMENT

*The City of Orange is committed to excellent service for our residents, businesses and visitors.*

## VISION

*As an organization, the City of Orange is a leader in delivering the highest level of service to meet current and future needs of our community.*

## VALUES

**Teamwork:** Working together to achieve common goals

**Integrity:** Committed to the highest standard of moral and ethical conduct

**Excellence:** Demanding the best from ourselves and others



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# STRATEGIC PLAN



City of  
**Orange**

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**Orange**



# STRATEGIC PLAN

The Strategic Plan serves as a vision for how the City delivers services to its residents, businesses, and visitors. The intent of this plan is to define the purpose of the organization, establish realistic goals and objectives, present a vision of success and help to ensure the most effective use of City resources by focusing them on key priorities.

The Strategic Plan is a guiding force in the preparation of the City's annual Operating and Capital Improvement Budget. The Workplans included in the City's Budget are used to identify the specific actions and initiatives that will be undertaken in pursuit of the Strategic Plan and its Goals and Strategies.

## GOALS AND STRATEGIES

### 1 Provide for a Safe Community

#### Strategies:

- a. Provide staffing and resources to deliver services that ensure public safety.
- b. Provide and maintain infrastructure necessary to ensure the safety of the public.
- c. Enhance the emergency management system to provide public safety during times of disaster.
- d. Assure the development of the City occurs in a fashion that maximizes public safety.
- e. Develop and implement effective community outreach services and programs to promote public safety.



### 2 Be a Fiscally Healthy Community

#### Strategies:

- a. Expend fiscal resources responsibly.
- b. Analyze future fiscal needs and potential revenue opportunities.
- c. Provide appropriate reserves.
- d. Effectively manage and develop City assets.
- e. Create an environment to attract, retain, and expand economic opportunities.

### 3 Enhance and Promote Quality of Life in the Community

#### Strategies:

- a. Renovate, maintain, develop, and/or expand public use places and spaces.
- b. Deliver high quality and safe recreational, social, environmental, educational and cultural services.
- c. Support and enhance attractive, diverse living environments.
- d. Maintain and improve multi-modal transportation throughout the city.
- e. Develop and strengthen collaborative partnerships to enhance and promote quality of life programs, projects, and services.



### 4 Provide Outstanding Public Service

#### Strategies:

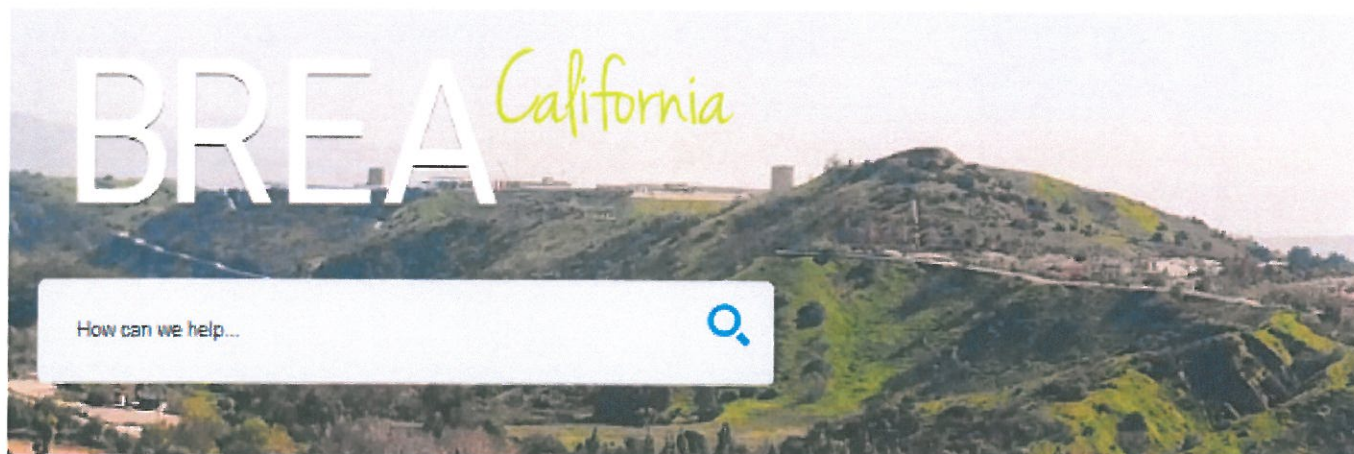
- a. Obtain, implement, and evaluate public input into our services and programs.
- b. Provide facilities and services to meet customer expectations.
- c. Enhance technology to improve public accessibility to information and services.
- d. Foster an environment of leadership, teamwork, and innovation.
- e. Attract, retain and develop quality employees dedicated to public service.

### 5 Recognize, Promote, and Preserve Orange's Rich Heritage

#### Strategies:

- a. Identify and develop information on areas of historic value.
- b. Expand and strengthen processes and practices related to protection and cultural resources.
- c. Increase activities, programs, and projects including partnerships with organizations sharing interest in Orange's unique history.
- d. Celebrate Orange's rich heritage.





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## City of Brea Mission Statement

A mission statement is a broad-based, generic policy developed by the [City Council](#) usually covering a single-issue area. Mission statements are expressions of the council's vision. Usually expressed as a definitive statement of purpose ("Brea will do..." "The city is committed to..."). Mission statements are the guide for the development by the various departments of operational goals.

### Maintain a Safe Environment for Breans

Public safety is a basic element of Brea's quality of life. The city will continue to use education and prevention approaches as well as enforcement and appropriate maintenance of facilities to enhance people's sense of security.

### Ensure Brea Remains a Special Place

Brea's small town atmosphere, our sense of community, and our physical assets make Brea a special place. The city resolves to protect Brea's hillside and canyon areas and foster family values, quality education, cultural understanding, a vibrant civic and cultural life, and an involved and caring citizenry.

### Protect & Enhance Brea as a Balanced Community

A successful community sustains itself by ensuring a balance in physical, economic, and human development. A balanced community provides residents and businesses with the infrastructure and services which fulfill the diverse expectations of the community. A balanced community will provide a variety of land uses, promote economic health, and create and retain jobs while diversifying the revenue base needed to support services and maintain a sound reserve fund. A balanced community will also ensure a diversity of affordable housing opportunities for all elements of Brea, from the young to the old.

### Increase Breans' Sense of Civic Ownership

The city commits itself to two-way communication and interaction with the community to facilitate vision building, long-range planning, and organizational excellence. These elements are necessary for the long-term success of the community.



# CITY OF IRVINE MISSION STATEMENT

*The Mission of the Employees of the City of Irvine is to create and maintain a community where people can live, work and play in an environment that is safe, vibrant and aesthetically pleasing.*

*The City of Irvine's five values reflect the interests and needs of the community, and the level of service they expect and deserve.*

*Our five values are:*

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## INNOVATION

*We encourage new ideas to meet the needs of our community in a creative, progressive manner.*

## INTEGRITY

*We are guided by high standards of moral and ethical principles in all that we do.*

## PROFESSIONALISM

*We strive to be the best through excellence, leadership and training.*

## FLEXIBILITY

*We appreciate the diversity of opinion resulting from a participatory government, and strive to be versatile in our dynamic organization.*

## RESPONSIVENESS

*We believe in responding with mutual respect and sensitivity to the needs of the people we serve and to our fellow employees.*

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### OUR COMMITMENT

*To provide quality municipal services.*

### OUR BELIEF

*Cooperation and teamwork will help us achieve our mission.*



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Santa Clara**  
The Center of What's Possible

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## Mission Statement

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The mission of the City of Santa Clara is to promote a living and working environment that allows for the best quality of life by serving the community with resourceful, efficient, progressive and professional leadership.

Adopted by City Council action,  
July 25, 1989





# Excellence *In Service*



## Our Mission

The City of Glendale delivers exceptional customer service through precision execution and innovative leadership.

## Our Vision

As a premier City anchored in pride of civic ownership, Glendale's success is realized through a community that is safe, prosperous, and rich in cultural offerings. This vision is accomplished with emphasis on:

- Fiscal Responsibility
- Exceptional Customer Service
- Economic Vibrancy
- Informed & Engaged Community
- Safe & Healthy Community
- Balanced, Quality Housing
- Community Services & Facilities
- Infrastructure & Mobility
- Arts & Culture
- Sustainability

[glendaleca.gov](http://glendaleca.gov)





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Mayor April Verlato

Mayor Pro Tem Roger Chandler

Council Member Peter Amundson

Council Member Tom Beck

Council Member Sho Tay

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# City Mission Statement And Goals

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## Mission Statement

Arcadia is a premier "community of homes" featuring top quality, safe neighborhoods that exist in concert with the natural environment; a diverse population that is committed to community involvement and volunteerism; and a superb educational system. This high quality of life is supported by our commercial vitality.

It is the mission of the Arcadia City Government to provide effective and fiscally responsible municipal services in a manner which promotes this high standard of community life.

## Organizational Goals

- **CITY COUNCIL** - To provide leadership. While listening carefully and respectfully to all points of view, to ultimately set policy and make decisions based on facts and what is in the best interest of the entire city. To treat City employees with respect, recognize their special talents and training, and listen to their advice.
- **CITY EMPLOYEES** - To serve the public in an atmosphere of courtesy, friendliness and respect, consistently treating everyone fairly within the policies, rules and regulations of Arcadia. To provide the highest quality municipal services in an effective, creative and fiscally responsible manner.
- **FISCAL RESPONSIBILITY** - To provide the highest quality municipal services, consistent with the resources available to us. To allocate such resources fairly to meet the needs of the community as a whole, while recognizing the needs of various segments within the community.
- **ECONOMIC DEVELOPMENT** - To recognize that high quality City services are to a large extent dependent on a strong business community. To provide and further enhance a strong economic base by encouraging revenue-producing, high quality, "clean" retail, commercial and industrial development that is compatible with a community of homes atmosphere.
- **EDUCATION** - To recognize that a major strength of our community is the educational system. To ensure that our efforts are consistent with maintaining the quality of education provided to the community. To support the Board of Education in this critical area.
- **QUALITY OF LIFE** - To provide a pleasing community atmosphere and a level of maintenance of public streets, parks, rights-of-way and other public facilities that is consistent with the level of maintenance our citizens provide to their private property. To recognize and promote individual property rights while ensuring that the rights of others are not infringed upon. To provide quality parks, recreation opportunities, library and other information services, senior and youth programs, and medical facilities to our citizens. To promote a positive community spirit and pride in the community.
- **PUBLIC SAFETY** - To assure that residents will be safe in their homes and neighborhoods. To be prepared for disasters and provide for the protection of life and property in such event.
- **PUBLIC INFRASTRUCTURE** - To protect, maintain and enhance the City's public infrastructure. To anticipate the long-term needs of the infrastructure and take prudent steps to provide for those needs.
- **TRANSPORTATION** - To provide quality streets and control systems for the efficient movement of traffic. To provide for the alternative transportation needs of all segments of the community.
- **COMMUNICATION** - To educate the community on City programs and operations as well as their role in the governmental process.

## FAQS

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