



Agenda Report

Fullerton City Council

MEETING DATE: MAY 7, 2019

TO: CITY COUNCIL / SUCCESSOR AGENCY

SUBMITTED BY: KENNETH A. DOMER, CITY MANAGER

PREPARED BY: NICOLE BERNARD, ASSISTANT TO THE CITY MANAGER

SUBJECT: ADOPT MISSION, VISION AND REVISED PRIORITY POLICY STATEMENTS

SUMMARY

Proposed Mission, Vision and revised Priority Policy Statements per public input and City Council direction at the April 23, 2019 strategic planning study session.

RECOMMENDATION

Adopt the proposed Mission, Vision and revised Priority Policy Statements.

PRIORITY POLICY STATEMENT

This item matches the following Priority Policy Statements:

- Fiscal and Organizational Stability
- Public Safety
- Infrastructure and City Assets.

FISCAL IMPACT

Not applicable at this time.

BACKGROUND

The City Council adopted its first set of Priority Policy Statements in December 2017 to guide staff in developing recommendations for City Council consideration regarding Fiscal Year 2018-19 funding for programs and services. The Priority Policy Statements (see Attachment) were developed from input received from the public and City Council members.

DISCUSSION

Per public input and City Council direction at the April 23, 2019 strategic planning study session the following Mission, Vision and revised Priority Policy Statements are proposed for City Council consideration:

Proposed Mission Statement

To work with our residents, businesses and educational institutions to foster community pride, develop a vibrant, diversified economy, plan for the future, and to preserve and enhance the features that make Fullerton a desirable place to live, work and play.

Proposed Vision Statement

City of Fullerton will be a thoughtfully planned, vibrant, economically and socially diverse City which constantly seeks to enhance the quality of life and provide opportunity for all of its citizens.

Attachments:

- Attachment 1 – Revised Priority Policy Statements (redline)