

In 2012, the City of Santa Ana Mayor and City Council adopted the Sunshine Ordinance to enhance transparency and foster community engagement. An element of the Sunshine Ordinance is the development of a five-year Strategic Plan to re-establish the City's mission, vision and goals to guide the City's future. In early 2013, the City Council established a Strategic Planning Ad Hoc Council Committee to provide guidance in the strategic planning process.

The Ad Hoc Council Committee provided direction on the planning process and recommended broad outreach efforts and involvement from various community stakeholders such as residents, businesses, non-profit organizations, students, faith-based community, property owners, educators, employees, and others. The City's outreach and community engagement efforts included community forums, workshops, meetings, focus groups, online survey, and online comments which provided the basis from which to develop the five-year strategic plan.

As a result, the City of Santa Ana Mayor and City Council, the City Manager, City staff and the community worked diligently to develop a five-year Strategic Plan (FY2014/15 to FY2018/19). This plan sets the course for the City of Santa Ana to ensure the City's mission is accomplished. The mission, **"To deliver efficient public services in partnership with our community which ensures public safety, a prosperous economic environment, opportunities for our youth, and a high quality of life for residents,"** serves as the foundation for the City's seven goals. The goals are **Community Safety; Youth, Education, Recreation; Economic Development; City Financial Stability; Community Health, Livability, Engagement and Sustainability; Community Facilities and Infrastructure; and Team Santa Ana** allow the City to align its efforts and resources to accomplish goals and make positive progress for the community of Santa Ana.

The strategic plan is a living document which features a framework that can be adjusted based on the current needs of the community. On a periodic basis, the City will provide updates on the progress and performance of each goal, objective, and strategy. As such, the plan may be modified to ensure that stated goals are aligned with the needs of the community. Furthermore, with the adoption of the 5-year strategic plan, the strategic planning and budgeting process are now linked to ensure that the City's budget reflects City Council and community priorities.

With the development and implementation of the strategic plan, the City of Santa Ana reaffirms its commitment to continue to provide exceptional services and programs to its community.