

Vision, Mission and Guiding Principles

The City of Santa Ana is committed to achieving a shared vision for the organization and its community. The vision, mission and guiding principles (values) are the result of a thoughtful and inclusive process designed to set the City and organization on a course that meets the challenges of today and tomorrow.

Vision

The City's vision sets the focus for the future. The vision is a statement that describes the ideal future of an organization, or what the organization would ideally like to be.

The dynamic center of Orange County which is acclaimed for our:

- *Investment in youth*
- *Neighborhood pride*
- *Enriched and diverse culture*
- *Safe and healthy community*
- *Thriving economic climate*
- *Quality government services*

Mission

The City's mission is a statement of the organization's purpose. It defines what the organization stands for and what it will do.

“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.”



City Manager David Cavazos and community members outside City Council Chambers.

Guiding Principles

The City's guiding principles (or values) provide the basis for how the organization and its members will work to achieve the mission and vision. As such, the strategic plan affirms the City of Santa Ana's commitment to assure public trust and confidence in the integrity of our local government with the establishment of the following guiding principles:

- **COLLABORATION** – *We actively engage and include all community stakeholders*
- **EFFICIENCY** - *We are a results and performance driven organization that continuously seeks to streamline operations and focuses on the productive use of resources*
- **EQUITY** – *We strive to provide equal and fair opportunity in the access and allocation of community resources*
- **EXCELLENCE** – *We attract, develop, and retain dedicated public servants that are committed to quality customer service*
- **FISCAL RESPONSIBILITY** – *We utilize financial assets and resources in a prudent manner to ensure economic stability and growth*
- **INNOVATION** – *We promote a culture that encourages creativity and entrepreneurship in delivering valuable public services*
- **TRANSPARENCY** – *We provide information openly and hold ourselves accountable to the public regarding our actions and decisions*

“I am very excited to be a part of the 5-year Strategic Plan development process. This is the first-ever strategic plan where City leaders have initiated a comprehensive process that involved a tremendous amount of community input which will help ensure our City's goals, objectives and strategies are aligned with the community's needs.”

– Councilman Roman Reyna

The City's vision, mission statement and goals are based the City's *current* position and outlook for the future. As the City moves forward with the implementation of the strategic plan, it will also embark on the development of a 20-year Vision Plan which may lend itself to modifying the vision, mission statement and goals based on the direction of the Mayor and City Council and the needs of the community.

