



Agenda Item No: 3.a

PLACENTIA CITY COUNCIL AGENDA REPORT

Meeting Date: February 3, 2026

Submitted by: Jeannette Ortega

From: City Administrator

Subject:

VISION STATEMENT AND STRATEGIC GOALS

Financial Impact:

Fiscal Impact:

None.

Summary:

Jacob Green and Associates was retained by the City to facilitate discussions related to updating and revising the City's Vision Statement and Strategic Goals. A series of meetings were conducted with the City Council and the City Administrator to gather input and perspectives. Mr. Jacob Green and Mr. Greg Devereaux met with the City Council and the City Administrator to assist the City of Placentia in developing a revised Vision Statement that aligns with the City's current goals, priorities, and objectives. In addition, Mr. Green and Mr. Devereaux reviewed the City's previously adopted Strategic Goals and recommended revisions to ensure the updated Strategic Goals serve as an effective framework for future City Council Agenda Reports and staff initiatives.

Based on the input received from the City Council and the City Administrator, a revised Vision Statement was developed, and five (5) Strategic Goals were identified for the City. This action requests the City Council's review and consideration of the proposed Vision Statement and Strategic Goals for adoption.

Recommendation:

Recommended Action: It is recommended that the City Council:

1. Review and provide direction on the Vision Statement and Strategic Goals; and
2. Adopt the Vision Statement and Strategic Goals as amended.

Strategic Plan Statement:

This item will update and amend the Five-Year Strategic Plan.

Discussion:

Jacob Green and Associates was retained by the City to facilitate discussions related to updating and revising the City's Vision Statement and Strategic Goals. A series of meetings was conducted with the City Council and the City Administrator to gather input and perspectives. Mr. Jacob Green and Mr. Greg Devereaux met with the City Council and City

Administrator to assist the City of Placentia in developing a revised Vision Statement and Strategic Goals that aligns with the City's current priorities and objectives.

Vision Statement

The existing Vision Statement was adopted in 2009 in response to specific circumstances affecting the City at that time. Over the years, the City Council has expressed interest in updating the Vision Statement to more accurately reflect the City's evolving priorities, vision, and objectives. The proposed revised Vision Statement is as follows:

"The City of Placentia is dedicated to fostering transparency, integrity, and responsiveness through innovative and ethical leadership, ensuring the delivery of high-quality services in a fair and equitable manner. We also strive for financial sustainability, supporting safe, welcoming neighborhoods, well-kept streets, parks, and public spaces while maintaining the small-town charm that defines our community."

Strategic Goals

Mr. Green and Mr. Devereaux worked collaboratively with the City Council and the City Administrator to discuss the City's current goals, objectives, and long-term direction. Based on the input received during these meetings, five (5) Strategic Goals were identified for the City (see Attachment "A"). The proposed Strategic Goals are as follows:

Goal 1: Fiscal Sustainability

Ensure long-term financial health by responsibly managing resources, investing wisely, and maintaining a balanced budget that supports high-quality services for the community.

Goal 2: Public Safety

Provide a safe, family-friendly environment through proactive policing, efficient fire and emergency medical services, disaster preparedness, and strong community partnerships that protect residents, businesses and visitors.

Goal 3: Infrastructure, Facilities & Public Spaces

Maintain and enhance streets, parks, and public facilities to ensure they are well-appointed, clean, attractive, and reflective of the city's commitment to quality.

Goal 4: Economic Development

Foster a thriving local economy by supporting business growth and attracting new businesses.

Goal 5: Organizational Excellence

Cultivate a high-performing, well-run organization that delivers exceptional service and operates with transparency, accountability, honesty, and integrity.

Tonight's City Council Meeting requests that the City Council review and consider the proposed Vision Statement and Strategic Goals. Following City Council direction, Staff recommends adoption of the City of Placentia's Vision Statement and Strategic Goals, as amended if necessary.

Upon adoption, the new Vision Statement would supersede the prior Vision Statement adopted in 2009. Additionally, the new Strategic Goals would replace the former Five-Year Strategic Plan adopted in 2022. If approved, these Strategic Goals will serve as the framework for future City Council Agenda Reports and Staff planning and initiatives.

Fiscal Impact Summary:

There is no direct fiscal impact associated with the adoption of the Vision Statement and Strategic Goals. However, upon approval, the revised Vision Statement will be updated in all locations where the previous statement is currently referenced. Additionally, the Strategic Goals will be incorporated into the City's budgeting process and integrated into Departmental objectives to guide future planning and operations.

Attachments

[Attachment A - Vision Statement and Strategic Goals](#)