

# Santa Ana Strategic Planning: Creating Our Future

Community Forum

August 10, 2013

Management  
Partners



# Today's Focus

- Brief overview of strategic planning, terminology, and outcomes
- Gather community input and five-year priorities for nine topic areas
- Gather community input on a vision for Santa Ana five years from now
- Review next steps

# Strategic Planning

- Is a collaborative process between the policy makers, community, and staff
- Establishes a clear vision, mission and values for the organization
- Provides a framework for linking budget, capital improvement planning and other City processes together
- Identifies multi-year, broad goals and strategies

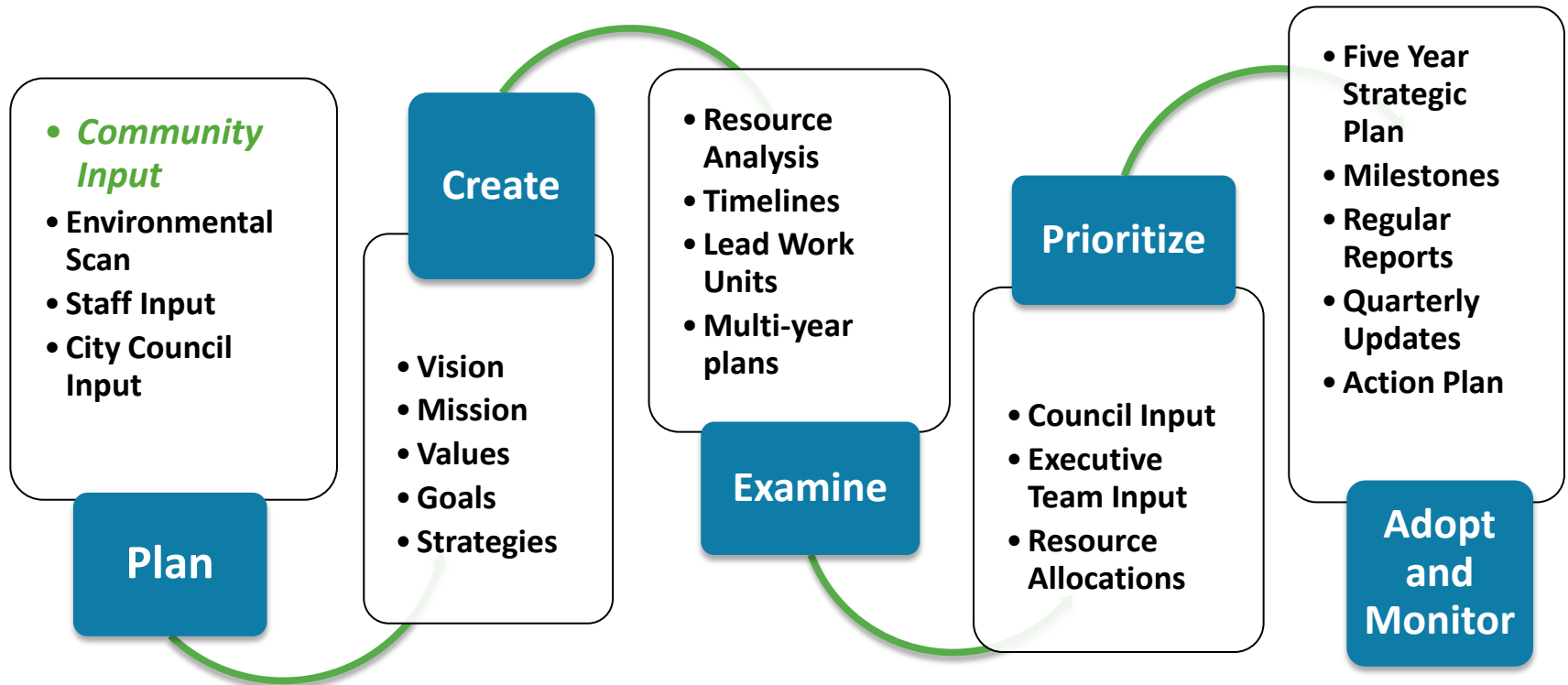
# Two Important Parts to the Strategic Plan

- **What:** *The “content” of our strategic plan*
  - Our mission and vision
  - Our goals and direction for the future
- **How:** *How we’ll work together to achieve the goals in the strategic plan*
  - Our organizational values
  - Our implementation action plan

# Strategic Plan Components



# Developing the Strategic Plan



# Purpose of Today's Forum

- Tell us your ideas about the priorities the City government should focus on in the next 5 years.

# Topic Areas to Choose From

- City Financial Stability
- Businesses/Job Growth
- Neighborhoods/Housing
- Community Safety
- Youth/Education/Recreation
- Community Facilities and Infrastructure
- Community Wellness/Environment/Open Space
- Transportation/Transit
- Arts and Culture



# Format for Today's Forum

- Opportunity to visit two topic area stations
- Discuss and share your five-year priorities for the two topic areas
- Write clearly on post-it notes to share priorities
- At the end of the time period a staff member will report on the common themes and ideas for each topic area
- Provide input on highest priority topic areas (dot voting)
- Share one word describing your vision for Santa Ana

# Topic Area Input



- Visit a topic area station
- Share ideas about priorities for that topic area with staff and others at the station
- Move to another topic area station when instructed (**after 20 minutes**)

# Choose the Highest Priority Topic Areas

- Which topic areas are the most important to you?
- Use your dots to identify each of your priorities (no more than one dot per topic area)

# Next Steps

- Compile information received today
- Obtain additional input through focus groups, community survey
- Conduct workshop with executive management
- Conduct City Council strategic planning workshop
- Prepare strategic plan and draft implementation action plan
- Present draft plan to City Council for adoption
- Integrate implementation action plan with budget

# Additional Community Input Opportunities

- Watch for opportunities to participate in other City of Santa Ana planning efforts
  - General Plan Update
  - Housing Element
  - Circulation Element
  - Economic Development Strategic Plan
- Your input matters!

# Creating Our Future

The future is not someplace we are going to, but one we are creating. The paths are not to be found but made, and the activity of making them changes both the maker and the destination.

John Sharr, *Loyalty in America*

# Final Activity

- What one word best describes your vision for Santa Ana five years from now?
- Write it on a post-it note and stick the post-it note on the wall as you leave.

# Thank you!!

- For more information about Santa Ana's Strategic Planning visit

[www.santa-ana.org](http://www.santa-ana.org)