

CITY OF FOUNTAIN VALLEY

SIX-MONTH STRATEGIC OBJECTIVES

October 7, 2025- March 17, 2025

City of Fountain Valley Vision Statement

Fountain Valley is a safe, inclusive, and desirable community where you can live your best life!

City of Fountain Valley Mission Statement

The City of Fountain Valley is a team-driven organization committed to providing excellent service to our community through our core values.

Core Values

Fiscal Stability, Honesty, Integrity and Ethical Behavior, Teamwork, Innovation, Quality of Life, and Excellent Customer Service

THREE-YEAR GOAL: ENHANCE THE CULTURE AND ENVIRONMENT OF “A NICE PLACE TO LIVE”

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVIS ED	
1. By December 16, 2025, City Council Meeting	Deputy City Manager/Community Services Director and Public Works Director	Present an Art on the Box program in collaboration with FVSD, FVCF, and the City via OCWD funding.				

THREE-YEAR GOAL: ACHIEVE FISCAL STABILITY BY EVALUATING PROCESSES, AND ATTRACT AND RETAIN REVENUE PRODUCING BUSINESSES/OPPORTUNITIES

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 17, 2025, City Council Meeting	Fire Chief, Public Works Director, & Community Services Director	Evaluate and present the possibility of a fundraising program for Fire Station No. 1 through donations (i.e. bricks, plaques, pavers etc).				
2. By February 3, 2025, City Manager	Finance Director	Present a plan to initiate and assess the business license operations with HdL or to provide in-house service.				

**THREE-YEAR GOAL: ATTRACT AND RETAIN QUALITY STAFF THROUGH
BEST PRACTICES AND TRENDS**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By June 16, 2026, City Council Meeting	HR Director and Executive Management Team	Prepare and present a city-wide recruitment video.				
2. By December 16, 2025, City Council Meeting	Police Chief	Initiate an organizational assessment with a consultant to identify opportunities and challenges to improve the Police department's operational efficiency and morale.				

THREE-YEAR GOAL: MAINTAIN, BUILD, AND MODERNIZE INFRASTRUCTURE TO SUPPORT GROWTH AND FUTURE NEEDS OF THE CITY

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. By February 17, 2026, City Council Meeting	Finance Director, Fire Chief, & Public Works Director	Present financial data to fund Fire Station No. 1 and seek directions from the City Council.				
2. By February 3, 2026	IT Director and City Manager's Office	Create an internal and external educational campaign to implement new phone numbers for the city facilities.				