

**RESOLUTION NO. 2020-5659**

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF  
YORBA LINDA APPROVING THE 2020 YORBA LINDA  
STRATEGIC PLAN**

**WHEREAS**, the City Council of the City of Yorba Linda has determined the need to develop a Strategic Plan to identify future goals and objectives; and

**WHEREAS**, strategic planning is a disciplined effort to produce fundamental decisions and actions that shape what an organization does, identify key priorities, and guide the organization's future; and

**WHEREAS**, there are numerous benefits to strategic planning, including: organizations can increase effectiveness and efficiency, improve understanding of the community's needs, enhance organizational capabilities, and improve communications and public relations; and

**WHEREAS**, the City Council and management staff began the 2020 Strategic Plan process in October 2019 by participating in confidential interviews to identify critical success factors for the City, interests, and needs of the Yorba Linda community; and

**WHEREAS**, City staff participated in several comprehensive strategic planning and goal-setting sessions to develop and finalize the City's Vision, Mission, Core Values, and Core Strategies, and Key Performance Indicators; and

**WHEREAS**, an environmental scan was conducted to increase the understanding of the community's interests and needs, and identified significant demographic, economic, social, technological, and environment trends; and

**WHEREAS**, the Strategic Plan includes 6 core strategies, 30 goals, and 97 measurable key performance indicators; and

**WHEREAS**, the City Council has individually reviewed the Strategic Plan, which is on file in the Office of the City Clerk; and

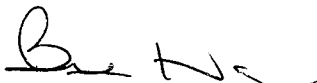
**WHEREAS**, the Strategic Plan will be made available on the City's website and to all City staff; and

**WHEREAS**, the Strategic Plan progress will be measured, monitored, and reported to the City Council and the community on an annual basis; and

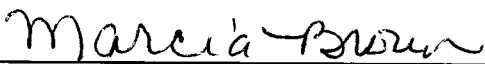
**WHEREAS**, the development and implementation of the Strategic Plan reaffirms the City's commitment to continue to provide exceptional services and programs to the Yorba Linda community.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Yorba Linda approves the 2020 Yorba Linda Strategic Plan.

**PASSED, APPROVED AND ADOPTED** at a regular meeting of the City Council of the City of Yorba Linda on this 17th day of March, 2020.

  
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BETH HANEY, MAYOR  
CITY OF YORBA LINDA

ATTEST:

  
\_\_\_\_\_  
MARCIA BROWN, CITY CLERK  
CITY OF YORBA LINDA

APPROVED AS TO FORM:  
RUTAN & TUCKER LLP

  
\_\_\_\_\_  
CITY ATTORNEY

