

## A Portrait of Fountain Valley in 2040

Fountain Valley—the best small town in Southern California—is regionally recognized as a premier community where people desire to live, learn, work, and grow. We have worked together as a community to preserve the quality of life, while also capitalizing on the region’s foundational changes in demographics, economics, and technology. Throughout these years of change, we have continually looked for and found guidance in our General Plan.

**Living in Fountain Valley.** Fountain Valley is a nice place to live, work, and raise a family. We have wonderful neighborhoods, fantastic recreational options for all, a wealth of community and cultural activities, great schools, reputable health care options, and a wide range of shopping, dining, and employment opportunities. Residents find value and fulfillment through involvement in civic, social, and faith-based endeavors.

**Growing Fountain Valley.** We have maintained and enhanced the beauty and safety of our neighborhoods, while diversifying our housing stock to provide residential opportunities across ages and incomes. Property owners continue to reinvest in homes and neighborhoods and the City continues to invest in the public realm and services. We grow strategically to carefully blend the new with the old, employ environmentally sustainable practices, and attract and retain strong and emerging markets. We carefully plan for our future to ensure that we know where we are going, and that our public facilities and infrastructure meet demands, are well maintained, are efficient and cost effective, and are environmentally sustainable.

**Learning in Fountain Valley.** Fountain Valley Unified School District, our high schools, and our community college are nationally ranked as top tier education providers. Our graduates are prepared to continue their training and education; become successful tradespeople, artists, professionals, and entrepreneurs; and grow into the leaders of tomorrow and caring members of the community. Our culture of lifelong learning has enabled residents of all ages to grow and benefit from changes in technology and the economy.

**Working in Fountain Valley.** Our local economy has flourished over the last two decades. A number of national and global firms make Fountain Valley their home, attracted by our strategic location and our small-town charm. Nevertheless, entrepreneurship is our city’s economic calling card. Affordable locations, loyal customers, inclusive business networking, and a supportive municipal government have provided the foundation for new businesses to start, grow, and prosper. In turn, many of these businesses provide the shopping, dining, entertainment, and recreation options that make our neighborhood and community commercial districts some of the most popular gathering places in Orange County.

**Governance in Fountain Valley.** Throughout the changing times, our local government has provided consistent, wise, and transparent stewardship of our community, our economy, and our local environment. Elected and appointed officials are connected to and responsive to the community they serve. Residents and businesses are engaged in civic affairs because they know what is going on and their voices are heard in public decision-making. The City of Fountain Valley is an employer of choice, attracting and retaining dedicated and highly qualified staff who provide effective and efficient public services.

***Because we have worked together, respectfully and inclusively as a community, Fountain Valley has become an even nicer place to live and do business.***

# Draft Vision



## A Note on the Vision

The Vision Statement for the Fountain Valley General Plan is the framework that expresses the community’s shared outcomes for the City’s future. It defines expectations for what Fountain Valley will be 20 years in the future as defined by its physical character; quality of life; variety of businesses; fiscal balance; and housing, economy, environment, safety, and comparable indicators. These expectations are based on community values concerning the characteristics and qualities of life that are important today and should be retained in the future, as well as how the community should evolve and respond to changing conditions.

The Vision Statement is intended to confirm the overall direction of the General Plan Update. As such, it is more complex and longer than generalized “mission statements” or “mottos” used by communities and businesses. The outcomes expressed through the Vision Statement serve as the foundation for the update process and facilitate the development of the goals, policies, and implementing programs for the 2040 General Plan.