



2024 City of Orange SWOT Exercise Responses

STRENGTHS

1. Strong connection to the community.
2. Longevity of service among many of our staff/team members.
3. Strong belief in the City's greatness.
4. Overall integrity of our staff/team members.
5. New team members (especially among executive leadership) and the new perspective/experience they bring.
6. City funded police and fire departments - Well funded, well resourced, strong leadership, great public safety.
7. Good economic impact from local universities and hospitals (Chapman and Santiago Canyon Community College, St. Joseph's, CHOC).
8. Natural beauty of open space in East Orange.
9. Small town feel, community involvement.
10. Historic district's old town feel.
11. Honor and value of historic district.
12. Three hospitals and a major university in town.
13. Walkable neighborhoods and downtown.
14. An active community.
15. Array of topographical features such as flatland hills creeks etc.
16. Recognize and preserve historical structures.
17. Entertainment and recreation.
18. History made here such as El Modena Barrio.
19. Other cities seek our advice and model their organizations after ours.
20. Orange is perceived as a good place to work.
21. Public seems happy with current levels of services and quality.
22. Pavement Management Plan.
23. Mom and Pop stores.