

## VISION, MISSION, & VALUES

### OUR VISION

Santa Cruz County is a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant.

### OUR MISSION

An open and responsive government, the County of Santa Cruz delivers quality, data-driven services that strengthen our community and enhance opportunity.

### OUR VALUES

*The County of Santa Cruz provides services and supports partnerships built on:*

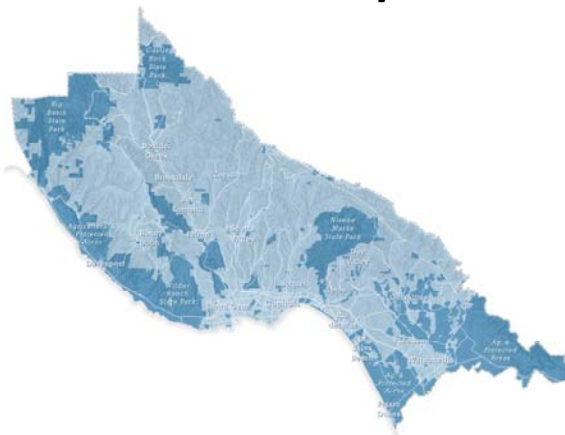
Accountability, Collaboration,  
Compassion, Effectiveness,  
Innovation, Respect, Support,  
Transparency, Trust



## STRATEGIC PLAN 2018-2024

### OUR VISION

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## STRATEGIC PLAN 2018-2024



## FOCUS AREAS & GOALS



### COMPREHENSIVE HEALTH & SAFETY

Health Equity	Community Support
Promote a safe and healthy community that nurtures body and mind across all ages and social conditions.	Provide access to food and basic support through integrated health care and social services.
Local Justice	Behavioral Health
Increase public safety through practices, partnerships and transformative opportunities that respect victims and reduce recidivism.	Support residents through reduced stigma and increased access to integrated mental health, substance use disorder and health care services.



### RELIABLE TRANSPORTATION

Regional Mobility	Community Mobility
Improve road infrastructure and intra-county connectivity, and enhance commuting solutions.	Grow alternative transportation networks, and lower barriers to mobility.
Local Roads	Public Transit
Upgrade pavement conditions and road safety for everyone.	Work to enhance functionality and promote use of public transit.



### DYNAMIC ECONOMY

Regional Workforce	Community Vitality
Create opportunities to develop a quality workforce and increase family-wage jobs in support of the regional economy.	Stimulate vibrant and inclusive economies offering robust shopping, dining and gathering spaces.
Local Businesses	Educational Opportunity
Strengthen and retain small businesses and key sectors through innovation, flexibility and technology.	Support partnerships that promote early learning, higher education, and vocational and lifelong studies.



### ATTAINABLE HOUSING

Affordable Housing	Community Development
Partner to develop affordable housing, lower barriers to housing solutions, and access new funding sources.	Sustain and rejuvenate communities by integrating places to live, work and play.
Local Inventory	Homelessness
Increase and diversify housing options through smart growth programs, adaptive reuse and innovation.	Expand services to reduce homelessness and increase housing stability.



### SUSTAINABLE ENVIRONMENT

Outdoor Experience	Natural Resources
Ensure access to and enhance experience in parks, open spaces, water areas and outdoor activities.	Protect and restore natural resources, including water, air, forests, coastline and agricultural lands.
Local Conservation	Climate Change
Support and strengthen efforts for clean air and water, conservation, renewable energy, recycling and reuse.	Increase resilience to climate change impacts, including sea-level rise and changing weather patterns.



### COUNTY OPERATIONAL EXCELLENCE

Customer Experience	County Workforce
Provide our customers with equitable access to efficient, effective and culturally responsive services.	Attract, grow and retain a diverse, engaged and high-performing County workforce that reflects our community.
County Infrastructure	Continuous Improvement
Maximize and responsibly maintain County assets in support of community goals.	Embrace innovation and continuous improvement to optimize County operations and maintain fiscal stability.