



# Vision Santa Cruz County

Strategic Planning Framework and Timeline

October 17, 2017

# Strategic Plan Elements

- ▶ *Vision* - reflects the collective understanding of the ideal situation
- ▶ *Mission* - identifies the County's role in pursuing the community's vision
- ▶ *Values* - provide the foundation on which the strategic plan is constructed
- ▶ *Focus areas* - represent strategic initiatives, which organize the goals into categories or themes
- ▶ *Goals* - provide generalized statements of what the community wants to achieve consistent with its vision

# Status of Strategic Planning Process

## ▶ In the County...

- Department heads engaged on Sept. 7<sup>th</sup>
- LEAP participants engaged on Sept. 18<sup>th</sup>
- BOS study session held on Sept. 19<sup>th</sup>

## ▶ In the community...

- Handouts distributed at County Fair, offices and elsewhere
- Website and email address launched

[www.santacruzcounty.us/sp](http://www.santacruzcounty.us/sp)

[vision@santacruzcounty.us](mailto:vision@santacruzcounty.us)

# Employee Engagement

- ▶ Employee mixers: Oct. 30<sup>th</sup> and Nov. 8<sup>th</sup>
  - Three locations, North and South County
  - Open to all employees and volunteers
- ▶ Department staff meetings
  - Support from Strategic Planning Steering Committee
- ▶ Employees who work in the field
  - Agricultural Commissioner
  - General Services
  - Parks
  - Public Works

# Community Engagement

- ▶ Community meetings: Nov. 9<sup>th</sup>, 15<sup>th</sup>, 18<sup>th</sup>, 28<sup>th</sup> and TBD
  - Five locations, one per district
  - Open to all constituents
- ▶ Local events
  - Pop-up at fairs, markets and other festivities
- ▶ Targeted groups
  - Youth through students and/or technology
  - Seniors through visits to large meal sites

# Next Steps in Strategic Planning Process

Month	Milestone
November	Administer surveys to employees and the community
December	Provide update on strategic planning process
January	Present draft vision, mission, values and focus areas
February	Hold focus groups and/or forums on goals
March	Conduct goal setting study session with the Board
April	Finalize goals within each focus area
May	Present draft County Strategic Plan
June	Recommend approval of final document