



Vision Santa Cruz County

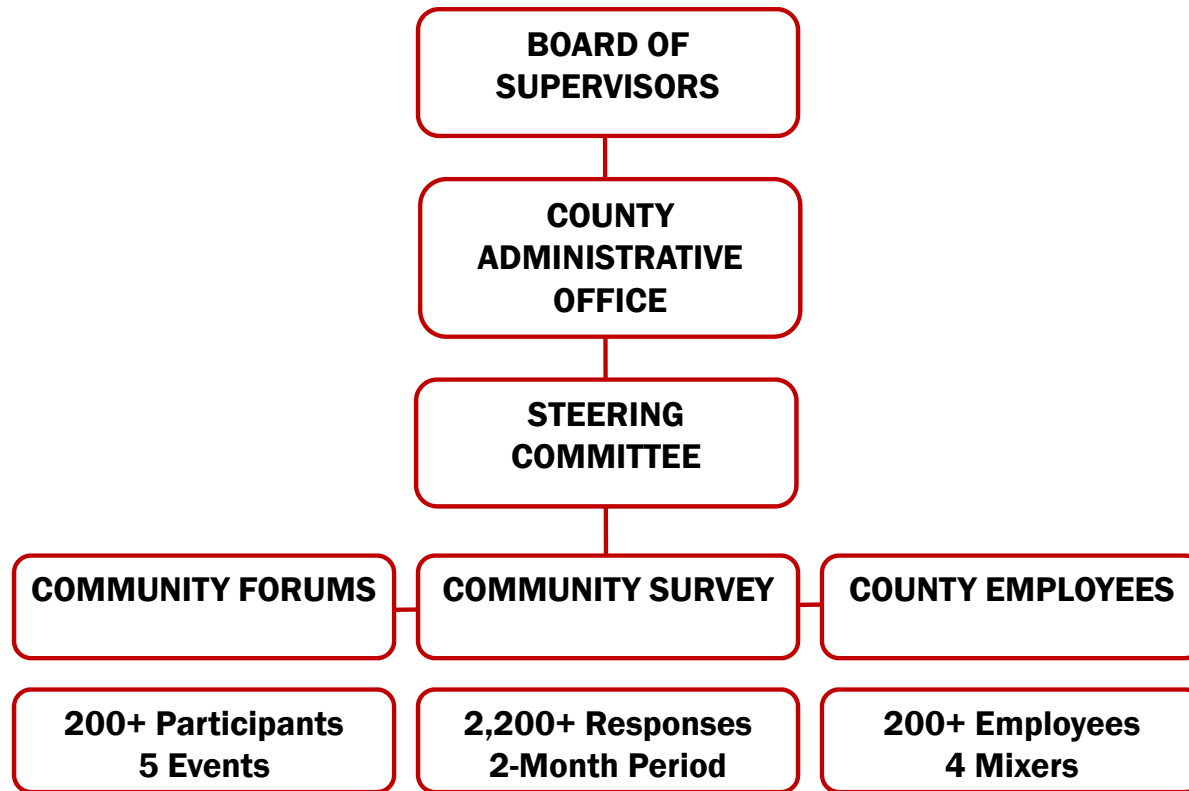
Draft Vision, Mission, Values and Focus Areas

February 27, 2018

Strategic Plan Elements

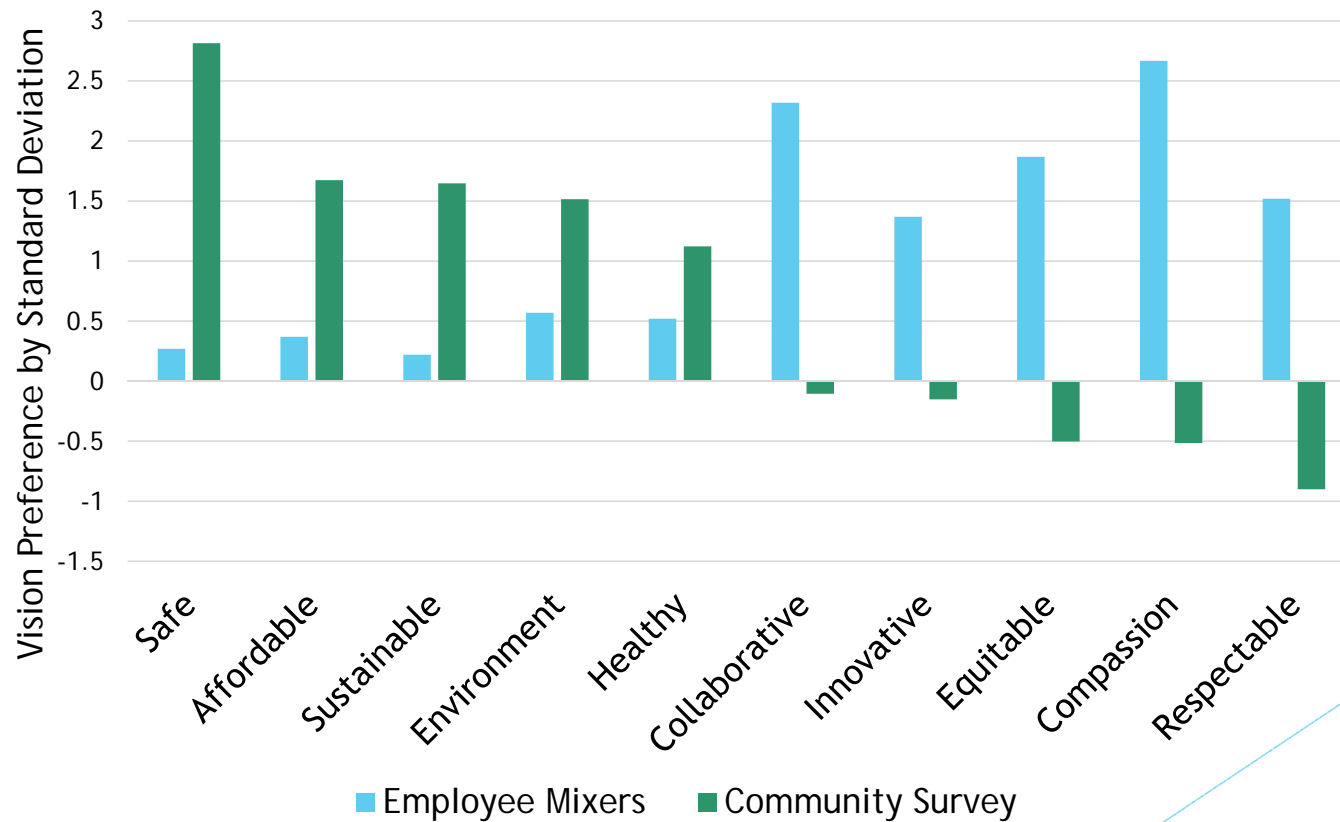
- ▶ *Vision* - reflects the collective understanding of the ideal situation
- ▶ *Mission* - identifies the County's role in pursuing the community's vision
- ▶ *Values* - provide the foundation on which the strategic plan is constructed
- ▶ *Focus areas* - represent strategic initiatives, which organize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

Strategic Planning Methodology



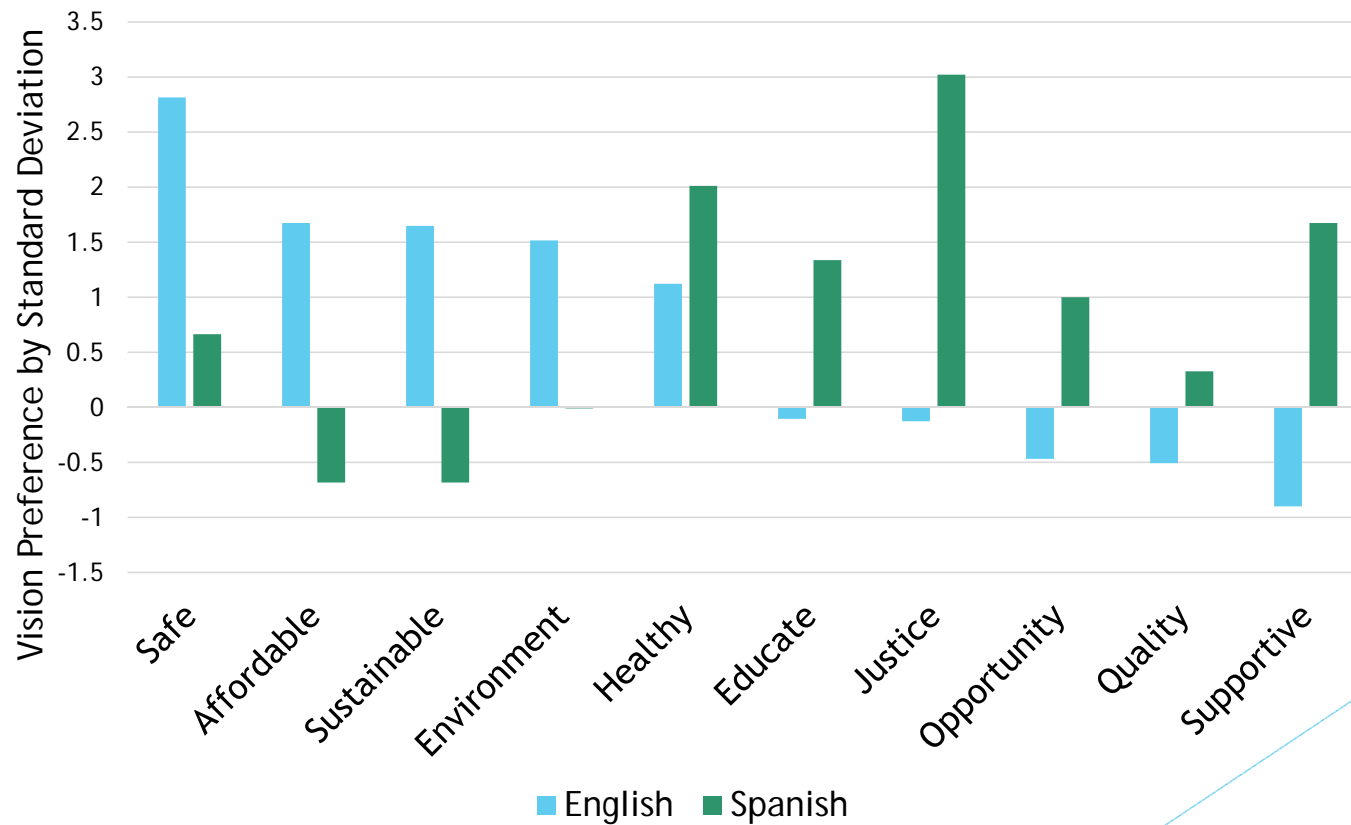
Strategic Planning Outreach

Voting Results on Vision Words
Employee Mixers and Community Survey

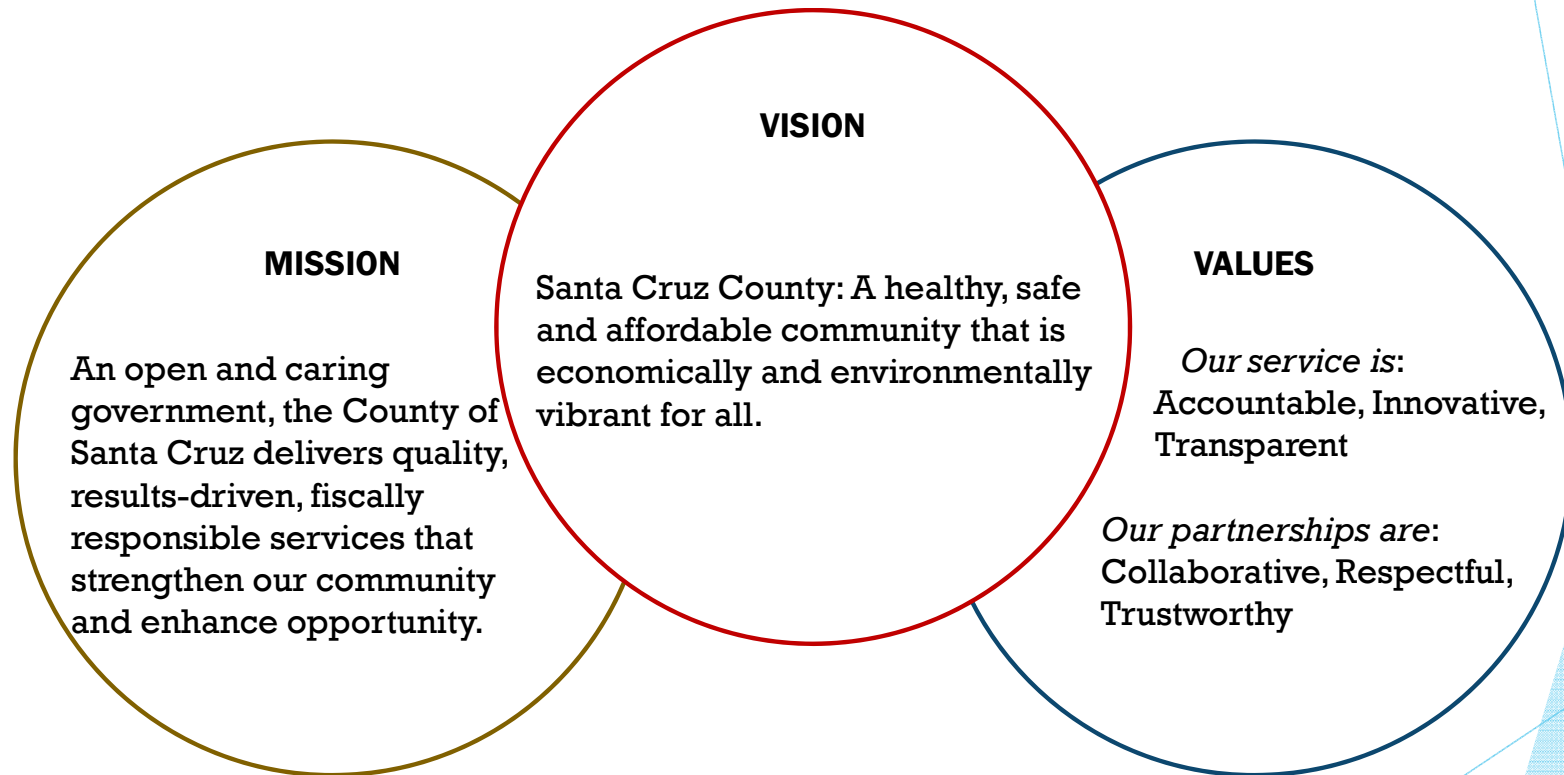


Strategic Planning Outreach

Survey Results on Vision Words
English and Spanish Language Surveys



Strategic Plan Draft Elements



MISSION

An open and caring government, the County of Santa Cruz delivers quality, results-driven, fiscally responsible services that strengthen our community and enhance opportunity.

VISION

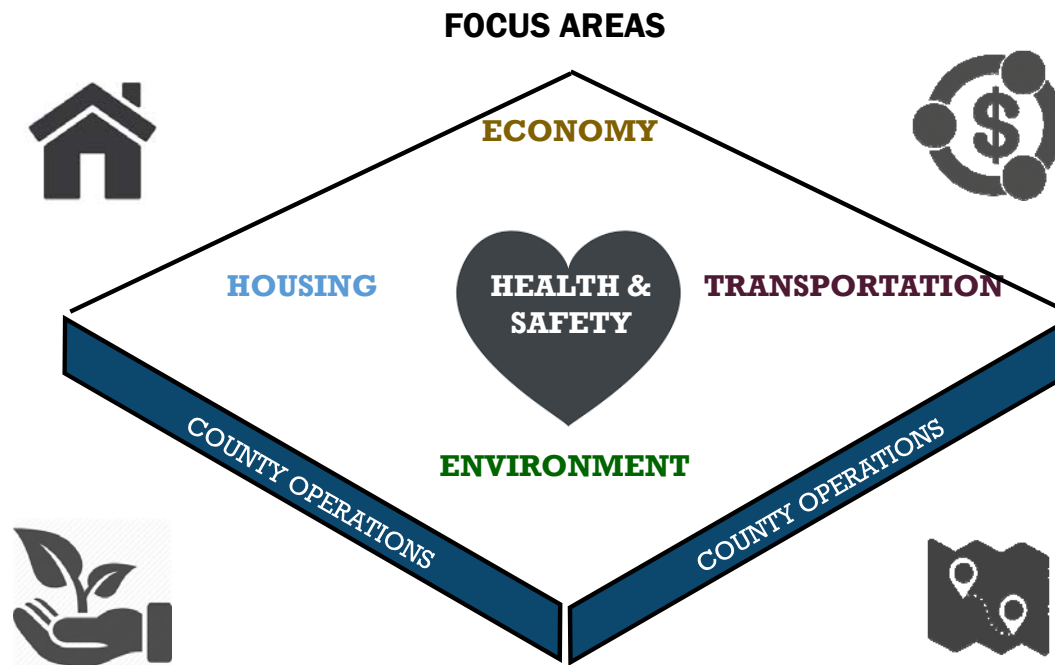
Santa Cruz County: A healthy, safe and affordable community that is economically and environmentally vibrant for all.

VALUES

Our service is:
Accountable, Innovative,
Transparent

Our partnerships are:
Collaborative, Respectful,
Trustworthy

Strategic Plan Draft Elements



Next Steps in Strategic Planning Process

Month	Milestone
March	Conduct focus group goal setting
April	Finalize goals within each focus area
May	Present draft County Strategic Plan
June	Recommend approval of final document