



# SANTA CRUZ COUNTY STRATEGIC PLAN

## 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

## 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.

## FOCUS AREAS



**ECONOMY**



**HOUSING**

**HEALTH & SAFETY**

**TRANSPORTATION**

**ENVIRONMENT**

COUNTY OPERATIONS

COUNTY OPERATIONS



## FOCUS AREA DETAIL

Each focus area highlights a community quote, followed by the top four trends within each area.

### HOUSING

“There must be housing that is truly affordable.”

- Affordability/Supply
- Homelessness
- Sustainable Development
- Maintain Character

### ECONOMY

“Focus on economic development for a diverse population.”

- Create Quality Jobs
- Support Local Business
- Balance North/South Services
- Educational Opportunity

### HEALTH & SAFETY

“Options for (those) struggling with addiction and mental health challenges.”

- Child and Family Friendly
- Safe Communities
- Mental Health Services
- Substance Use Disorders

### ENVIRONMENT

“Embrace unique environment as the basis for a sustainable society.”

- Protect Natural Resources
- Preserve Open Space
- Climate Change/Sea Level Rise
- Renewable Energy

### TRANSPORTATION

“We need better neighborhood connectivity for work and play.”

- Traffic
- Road Conditions
- Alternative Transportation
- Public Transit

