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

FOCUS AREAS
- ECONOMY
- HEALTH & SAFETY
- TRANSPORTATION
- HOUSING
- ENVIRONMENT
- COUNTY OPERATIONS
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