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

BOARD OF SUPERVISORS

COUNTY ADMINISTRATIVE OFFICE

STEERING COMMITTEE

COMMUNITY FORUMS
- 200+ Participants
- 5 Events

COMMUNITY SURVEY
- 2,200+ Responses
- 2-Month Period

COUNTY EMPLOYEES
- 200+ Employees
- 4 Mixers
Strategic Planning Outreach

Survey: Top Vision Word by Zip Code

Vision  ● Accountability  ● Affordable  ● Safe  ● Sustainable
Strategic Planning Outreach

Voting Results on Vision Words
Employee Mixers and Community Survey

Vision Preference by Standard Deviation

- Safe
- Affordable
- Sustainable
- Environment
- Healthy
- Collaborative
- Innovative
- Equitable
- Compassion
- Respectable

Employee Mixers  Community Survey
Strategic Planning Outreach

Survey Results on Vision Words
English and Spanish Language Surveys

Vision Preference by Standard Deviation

Safe Affordable Sustainable Environment Healthy Educate Justice Opportunity Quality Supportive

English Spanish

Legend:
Strategic Planning Outreach

Survey: Top Trends Word Cloud
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

<table>
<thead>
<tr>
<th>Month</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>March</td>
<td>Conduct focus group goal setting</td>
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<tr>
<td>April</td>
<td>Finalize goals within each focus area</td>
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<tr>
<td>May</td>
<td>Present draft County Strategic Plan</td>
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<tr>
<td>June</td>
<td>Recommend approval of final document</td>
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