# County Strategic Plan Elements

<table>
<thead>
<tr>
<th>Item</th>
<th>Element</th>
<th>Alameda</th>
<th>Los Angeles</th>
<th>Marin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Timeframe</td>
<td>2008</td>
<td>2016-2021</td>
<td>2001</td>
</tr>
<tr>
<td>2</td>
<td>Vision</td>
<td>Alameda County is recognized as one of the best counties in which to live, work and do business</td>
<td>A value driven culture, characterized by extraordinary employee commitment to enrich lives through effective and caring service, and empower people through knowledge and information</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mission</td>
<td>To enrich the lives of Alameda County residents through visionary policies and accessible, responsive, and effective services</td>
<td>Establish superior services through inter-Departmental and cross-sector collaboration that measurably improves the quality of life for the people and communities of Los Angeles County</td>
<td>The mission of the County of Marin is to provide excellent services that support healthy, safe, and sustainable communities, preserve Marin's unique environmental heritage; and encourage meaningful participation in the governance of the County by all.</td>
</tr>
</tbody>
</table>
| 4    | Values | *Integrity, honesty and respect  
*Transparency and accountability  
*Fiscal stewardship  
*Customer service  
*Excellence in performance  
*Diversity  
*Environmental stewardship  
*Social responsibility  
*Compassion | *Integrity  
*Inclusivity  
*Compassion  
*Customer orientation | *Trust  
*Integrity  
*Respect  
*Diversity  
*Excellence  
*Accountability  
*Responsiveness  
*Quality  
*Innovation  
*Justice  
*Equality  
*Accessibility  
*Citizenship  
*Collaboration |
| 5    | Focus Areas | *Environment/Sustainability  
*Safe and Livable Communities  
*Healthy and Thriving Populations  
*Housing  
*Transportation | | |
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| 6 Goals | Environment/Sustainability | - Regional and legislative Policy  
- County Operations and Services  
- County Policies  
- County-City Partnership | *Make Investments That Transform Lives  
*Foster Vibrant and Resilient Communities  
*Realize Tomorrow's Government Today | *Provide Excellent Public Service  
*Create a Sustainable Future  
*Promote Service Excellence  
*Encourage Community Collaboration and Partnering  
*Promote Innovative Management and Employee Development |
| | Safe and Livable Communities | - Quality of Life  
- Educational Opportunities  
- Public Safety  
- Emergency Preparedness  
- Violence Reduction | | |
| | Healthy and Thriving Populations | - Protecting the General Public Health  
- Coverage Expansion  
- Place/Population-based Services  
- Protect Vulnerable Populations  
- Safety Net and Assistance towards Self-sufficiency | | |
| Goals (cont'd) | Housing | - Regional and Legislative Policy  
- Affordable Housing  
- Housing Choices  
- Housing for Populations with Special Needs | | |
| | Transportation | - Regional Transportation  
- Congestion Management  
- Alternate Modes of Transportation  
- Maintenance and Preservation of Infrastructure  
- Transportation Safety  
- Transportation Funding | | |
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<tr>
<td>2</td>
<td>Vision</td>
<td>A region that is Building Better Health, Living Safely and Thriving: <em>Live Well San Diego</em></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Mission</td>
<td>To efficiently provide public services that build strong and sustainable communities</td>
<td>San Mateo County government protects and enhances the health, safety, welfare and natural resources of the community and provides quality services that benefit and enrich the lives of the people of the community. We are committed to: <em>The highest standards of public service</em> <em>A common vision of responsiveness</em> <em>The highest standards of ethical conduct</em> <em>Accessible services for those in need</em> <em>Treating people with respect and dignity</em></td>
<td>To provide superior public service and support so that all residents have the opportunity to improve their quality of life while enjoying the benefits of a safe, healthy and vibrant community.</td>
</tr>
<tr>
<td>4</td>
<td>Values</td>
<td><em>Integrity</em> <em>Stewardship</em> <em>Commitment</em></td>
<td></td>
<td><em>Ethical behavior</em> <em>Transparency and accountability</em> <em>Equitable treatment and respect of all constituents</em> <em>Excellence in service delivery</em></td>
</tr>
<tr>
<td>5</td>
<td>Focus Areas</td>
<td><em>Healthy Families</em> <em>Safe Communities</em> <em>Sustainable Environments</em> <em>Operational Excellence</em></td>
<td><em>Healthy and Safe Community</em> <em>Prosperous Community</em> <em>Livable Community</em> <em>Environmentally Conscious Community</em> <em>Collaborative Community</em></td>
<td><em>Good Government, Financial Stability</em> <em>County Workforce</em> <em>Environment, Land Use and Infrastructure</em> <em>Community Well-Being</em> <em>Public Safety</em></td>
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| 6    | Goals   | Three audacious visions within each area and one or two enterprise-wide goals for each vision | Healthy and Safe Community  
- Reduce crime  
- Increase life expectancy | Three or four goals within each area |
|      |         |           | Prosperous Community  
- Improve affordability  
- Close achievement gaps | |
|      |         |           | Livable Community  
- Make transit accessible  
- Increase community engagement | |
|      |         |           | Environmentally Conscious Community  
- Reduce greenhouse gas emissions  
- Conserve and protect natural resources | |
|      |         |           | Collaborative Community  
- Responsive, effective and collaborative government | |
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<tr>
<td>2</td>
<td>Vision</td>
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</table>
| 3    | Mission | Statement: Making a difference by enhancing the quality of life in our community.  
Talent Development Tool: We are difference makers!  
Outreach Tagline: Making a difference every day. | |
| 4    | Values | |
| 5    | Focus Areas | *Thriving Residents  
*Safe Communities  
*Sustainable Environment  
*Flourishing Agriculture | |
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<th>Yolo</th>
<th>Goals (cont'd)</th>
<th>Sustainable Environment (cont'd)</th>
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| 6    | Goals   | Thriving Residents | - Implement Community Health Improvement Plan  
- Develop and implement strategies to reduce homelessness  
- Expand best practices in programs benefitting children  

Safe Communities  
- Develop coordinated continuum of care ranging from prevention through intensive services  
- Implement proactive, coordinated code enforcement effort  

Sustainable Environment  
- Ensure water reliability  
- Identify and implement sustainable parks system model  
- Identify countywide waste reduction strategies  

Flourishing Agriculture  
- Ag land preservation  
- Facilitate connections between growers and buyers  
- Develop strategies, including a concierge approach, to nurture new ag/ag tech businesses  
- Align workforce development efforts with ag and food system employer needs |