



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

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COMMUNITY STRATEGIC PLANNING MEETINGS

The County of Santa Cruz is inviting members of the public to attend one of five upcoming meetings to provide input on the County's first-ever Strategic Plan.

Designed to create a high-level vision for the County that includes our values, mission and goals, the strategic planning process – Vision Santa Cruz County – is a valuable way for residents to help determine an overall plan for the community. Eventually, the Strategic Plan will be implemented through specific objectives and tactics that will guide future decision-making when it comes to applying County resources and energy.

"Strategic planning is one of my first initiatives after becoming CAO," County Administrative Officer Carlos J. Palacios said. "I've seen the positive change strategic planning brought to the City of Watsonville and many other communities. This is one of the best tools we have to improve our community, and public participation is an important part of the process. I encourage everyone to attend."

The Vision Santa Cruz County meeting dates are as follows:

November 9

Highlands County Park Senior Center, 8500 Highway 9, Ben Lomond, 6-8 p.m.

November 15

Watsonville Civic Center Community Room, 275 Main St., Watsonville, 6-8 p.m.

November 18

Twin Lakes Church Monschke Hall, 2701 Cabrillo College Dr., Aptos, 10 a.m.–noon



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November 28

Simpkins Swim Center Community Room, 979 17th Ave., Live Oak, 6–8 p.m.

November 30

Pacific Elementary School, 50 Ocean St., Davenport, 6–8 p.m.

The County expects to finish the Strategic Plan by June 2018, with final adoption by the Board of Supervisors. At that point, the County will begin work on Phase II of the process, including drafting specific objectives and performance measures based on the guidance created by the Vision Santa Cruz County process.

Members of the public may learn more about the Strategic Plan, sign up to receive updates and make suggestions through the Vision Santa Cruz County website, www.santacruzcounty.us/sp.