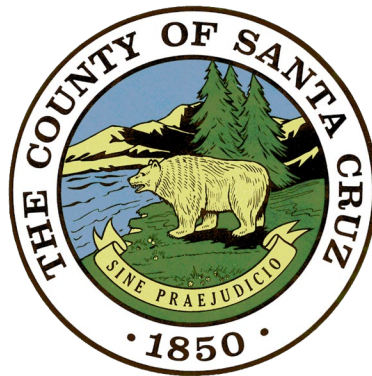


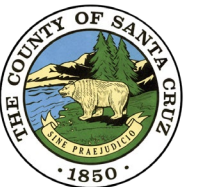
Santa Cruz County Operational Plan Progress Update





Agenda

- Introductions
- Strategic Plan Overview
- Operational Plan Overview
- Strategy Framework and Development
- Next Steps





Strategic Plan Overview

Our Vision

Santa Cruz County is a healthy, safe and more affordable community that is culturally diverse, economically inclusive and environmentally vibrant.

Our Mission

An open and responsive government, the County of Santa Cruz delivers quality, data-driven services that strengthen our community and enhance opportunity.

Our Values

The County provides services and supports partnerships built on:

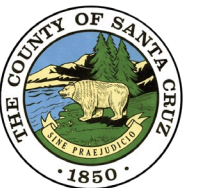
Accountability, Collaboration.

Compassion, Effectiveness,

Innovation, Respect, Support,

Transparency, Trust

[Strategic Plan Website](#)





Strategic Plan Overview

FOCUS AREAS



Comprehensive
Health & Safety



Attainable
Housing



Reliable
Transportation



Sustainable
Environment



Dynamic
Economy



Operational
Excellence

[Strategic Plan Website](#)





Plan Hierarchy





Operational Plan Inputs

Community
Voices



3,000

Existing
Department &
Partner Goals



1,000

County Staff



800

Department
Objectives

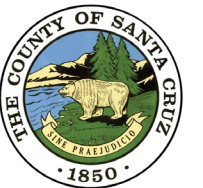
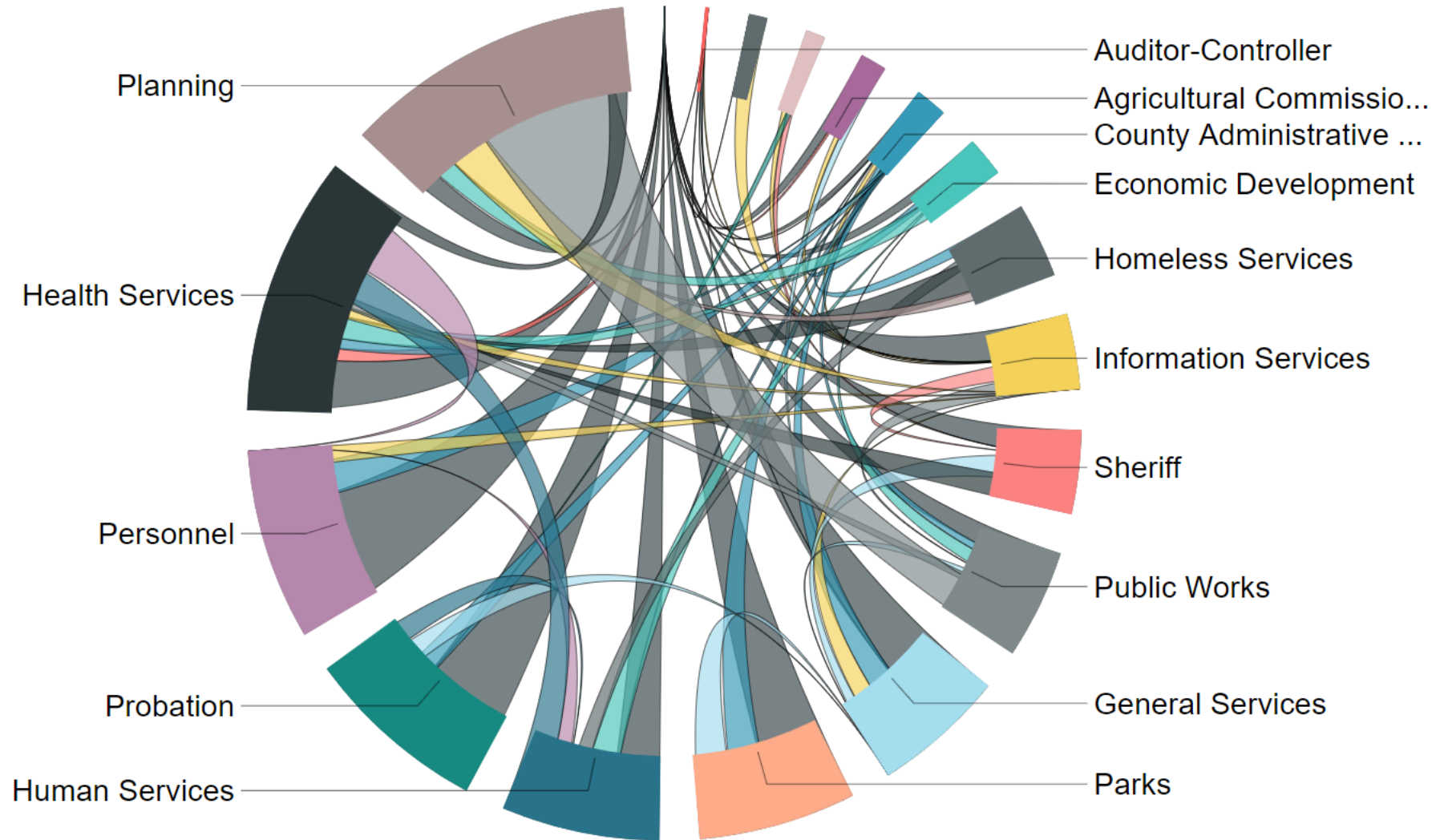


180





Department Collaboration





Embedding County Values in Strategies

- **Guiding Principle** – Operational Plan development is guided by principle of equity.
- **County Values** – Strategies are linked to County values enumerated in the Strategic Plan and reflect guiding principle.

Accountability	Effectiveness	Support
Collaboration	Innovation	Transparency
Compassion	Respect	Trust





Strategy Framework

	Act	Impact
We will _____, (Act) That/To _____. (Impact)	We will <u>advance</u> <u>prevention and</u> <u>intervention services</u>	that <u>promote</u> <u>community wellness.</u>





Strategy Development

Attainable Housing			
Goal		Strategy	
C	Local Inventory Increase and diversify housing options through smart growth programs, adaptive reuse and innovation.	i	We will prioritize infill and urban density housing solutions that support housing choice for all.

Sample Projects/Initiatives
Development Permits for Key Projects – Planning, Econ. Development Housing Element Update to General Plan – Planning Long-Range Facilities Plan – CAO, Public Works, General Services





Strategy Development

Dynamic Economy			
Goal		Strategy	
B	Community Vitality Stimulate vibrant and inclusive economies offering robust shopping, dining, cultural and gathering spaces.	ii	We will promote small business and leverage local strengths to revitalize town centers and commercial areas.

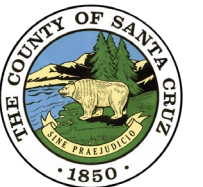
Sample Projects/Initiatives
Downtown Revitalization Projects – Economic Development One-Stop Shop for Development Services – Planning, Public Works, Environmental Health





Next Steps

- **Today's Discussion**
 - ✓ Consider the Strategies
 - ✓ What's Useful/Important?
 - ✓ Any Gaps or Questions?
- **Community Engagement in March/April**
 - ✓ Key Informant Focus Groups
 - ✓ Community Open Houses
- **Proposed Operational Plan in May**





Summary

- **County Strategic Plan:**
 - ✓ Vision, Mission, Values
 - ✓ 6 Focus Areas
 - ✓ 24 Goals
- **County Operational Plan:**
 - ✓ 54 Strategies – Approaches to Achieve County Goals
 - ✓ 180 Objectives – Specific, Measurable, Attainable, Relevant, Time-Bound
 - ✓ Emphasis on Department Collaboration, County Values
- **Email Comments To:** vision@santacruzcounty.us

