



# COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

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## PRESS RELEASE

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### DRAFT VISION SANTA CRUZ COUNTY GOALS RELEASED

As part of its Vision Santa Cruz County strategic planning process, the County of Santa Cruz is seeking public input draft on a set of draft goals intended to implement the long-term vision of the County.

The goals are based on feedback from thousands of residents and staff who provided input during public forums and Board meetings, as well as through an online survey and emails. The goals also draw from numerous local community-based strategic plans, and are intended to address six community priority areas of health and safety, housing, transportation, economic opportunity, environmental sustainability and county operations.

The public is invited to give feedback on the draft goals through April 30 online at <https://www.surveymonkey.com/r/santacruzcountystrategicplan>. (Spanish-language at <https://www.surveymonkey.com/r/planestrategicodelcondadodesantacruz>). The draft goals, which are subject to revision and final approval by the Board of Supervisors, are:

#### COMPREHENSIVE HEALTH & SAFETY

**Health Equity** | Promote a safe and healthy community that nurtures body and mind across all ages.

**Community Support** | Provide access to food and basic support through integrated medical and social services.

**Local Justice** | Increase public safety through practices and partnerships that respect victims and reduce recidivism.

**Behavioral Health** | Prevent and reduce drug and alcohol dependency, and increase access to behavioral health care.

#### FAIR HOUSING

**Affordable Housing** | Partner to develop affordable housing, lower barriers to housing solutions, and access new funding sources.



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**Community Development** | Sustain and rejuvenate communities by integrating places to live, work and play.

**Local Inventory** | Increase and diversify housing options for all through smart growth and innovation.

**Homelessness** | Expand services to reduce homelessness and increase housing stability.

## RELIABLE TRANSPORTATION

**Regional Mobility** | Improve road infrastructure and intra-county connectivity, and enhance commuting solutions.

**Community Mobility** | Grow alternative transportation networks, and lower barriers to mobility.

**Local Roads** | Upgrade pavement conditions and road safety for all system users.

**Public Transit** | Promote functionality and use of public transit.

## DYNAMIC ECONOMY

**Regional Workforce** | Create opportunities to develop a quality workforce and increase family-wage jobs in support of the regional economy.

**Community Vitality** | Stimulate vibrant and inclusive economies offering robust shopping, dining and gathering spaces.

**Local Businesses** | Strengthen and retain small businesses and key sectors through innovation, flexibility and technology.

**Educational Opportunity** | Support partnerships that promote early learning, higher education, and vocational and lifelong studies.

## SUSTAINABLE ENVIRONMENT

**Outdoor Experience** | Ensure access to and enhance experience in parks, open spaces and outdoor activities.

**Natural Resources** | Protect and restore natural resources, including water, air, forests, coastline and agricultural lands.

**Local Conservation** | Support conservation and renewable energy to reduce air pollution and greenhouse gas emissions.

**Climate Change** | Increase resilience to climate change impacts, including sea-level rise and changing weather patterns.

## COUNTY OPERATIONAL EXCELLENCE

**Customer Experience** | Provide equitable access to effective, easily accessible and culturally responsive services to our customers.

**County Workforce** | Recruit, train and retain a diverse, engaged and high-performing County workforce that reflects our community.

**County Infrastructure** | Maximize and responsibly maintain County assets in support of community goals.

**Continuous Improvement** | Embrace innovation and continuous improvement to optimize County operations and maintain fiscal stability.