

County of Santa Cruz Strategic Plan 2032

The County of Santa Cruz is updating its Strategic Plan to guide priorities for 2026-2032. We'd like your input to help us understand what would make the biggest difference in your life and the life of your community.

1. Looking at these everyday needs, which improvements would make the biggest positive difference in your life and your community?

Select up to three:

- **Basic Needs** (food, shelter, clothing, hygiene)
- **Community Resilience** (climate change, disaster response, emergency preparedness)
- **Safety and Justice** (police, prosecution and defense, rehabilitation)
- **Health and Mental Health** (public health, medical care, behavioral health)
- **Housing** (affordability, stability, protections)
- **Economy** (jobs, wages, cost of living, small businesses)
- **Transportation, Traffic and Infrastructure** (roads, congestion, bridges, sidewalks, stormwater, trash, sewer)
- **Natural Environment** (clean air and water, land, parks, open space, climate)

2. These are services the County provides everywhere. Which improvements would make the biggest positive difference for you or your community? Select up to three:

- **Community Resilience** (adaptation, emergency preparedness and response, regional cooperation)
- **Assessor & Records** (property assessments, marriage/birth/death records)
- **Behavioral Health** (mental health, substance use treatment)
- **Agricultural and Consumer Safety** (farm inspections, pesticide regulation, weights and measures)
- **Health and Wellbeing** (primary healthcare and clinics, public health and disease prevention, environmental health)
- **Homeless Services & Coordination** (housing support, case management, navigation)
- **Due Process** (District Attorney, Public Defender, prosecution and defense services)
- **Rehabilitation & Restoration** (jails, probation, alternatives to incarceration, restorative justice programs)
- **Elections** (voting, registration, civic participation)
- **Animal Services** (shelters, adoptions, animal control)
- **Safety Net Services** (health insurance, food security,

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employment services, child care, child and adult protective services)

3. These are services the County provides in the unincorporated area (outside of Capitola, Santa Cruz, Scotts Valley, and Watsonville). Which improvements would make the biggest positive difference for you or your community? Select up to three:
- **Transportation** (Roads, Bridges, Sidewalks, Bike Lanes, Stormwater management)
 - **Code Enforcement** (nuisance properties, property maintenance, illegal dumping, short-term rentals)
 - **Housing Production and Building Permits** (development review, safety, environmental impact, construction review)
 - **Environmental Health and Water Quality** (drinking water, groundwater, stormwater, sewer systems, solid waste/landfill)
 - **Public Safety** (Sheriff patrol, fire protection, investigation, community services)
 - **Land Use and Zoning** (single-family and multi-family housing, commercial, agriculture, industry, timber)
 - **Parks and Cultural Resources** (parks, recreation, coastal access, protected areas, historic resources)
 - **Economic Development** (attracting jobs, supporting local business growth, workforce opportunities)
4. Is there anything else you'd like us to know or consider?

Demographics and Gift Card Entry

5. Do you rent or own your home?

- ☐ Rented
- ☐ Owned

6. What is your age?

- ☐ 0-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65-74
- ☐ 74+

7. What neighborhood do you live in?*

Amesti	La Selva
Aptos	Larkin Valley
Aptos Hills	Las Cumbres
Ben Lomond	Live Oak
Bonny Doon	Lompico
Boulder Creek	Manresa
City of Capitola area	Pajaro Dunes
City of Santa Cruz area	Rio Del Mar
City of Scotts Valley area	Seacliff
City of Watsonville area	Soquel
Corralitos	Summit (West of Hwy 17)
Davenport	Summit (East of Hwy 17)
Day Valley	Swanton
Eureka Canyon	Upper Bear Creek Road
Felton	Upper Hwy 9
Freedom	Zayante
Green Valley	Out of County
Interlaken	

8. How would you describe your gender identity?

- ☐ Woman (could include cisgender women, transgender, and female-identified individuals)
- ☐ Man (could include cisgender men, transgender men, and male-identified individuals)
- ☐ Gender-queer
- ☐ Nonbinary
- ☐ Agender
- ☐ Gender-fluid
- ☐ Prefer not to answer

9. How would you describe your sexual identity? (Select all that apply.)

- ☐ Asexual
- ☐ Gay
- ☐ Heterosexual/straight
- ☐ Lesbian
- ☐ Bisexual
- ☐ Pansexual
- ☐ Queer
- ☐ Questioning
- ☐ Prefer not to answer

10. What is your race? (Select all that apply)

- ☐ American Indian or Alaska Native
- ☐ Asian or Asian American
- ☐ Black or African American
- ☐ Middle Eastern or North African
- ☐ Native Hawaiian or other Pacific Islander
- ☐ White
- ☐ Another race
- ☐ Prefer not to answer

11. Are you Hispanic or Latino/a/e/x?

- ☐ Yes, Mexican, Mexican American, Chicano/a
- ☐ Yes, Cuban
- ☐ Yes, Central American
- ☐ Yes, Puerto Rican
- ☐ Yes, South American
- ☐ Yes, Another Hispanic or Latino/a/e/x
- ☐ No, not of Hispanic or Latino/a/e/x Origin
- ☐ Prefer not to answer

12. Please enter your email to enter a drawing for a \$50 gift card:

Please scan and submit responses to sven.stafford@santacruzcountycal.gov.

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