



# COUNTY OF SANTA CRUZ

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CARLOS J. PALACIOS, COUNTY EXECUTIVE OFFICER

## NEWS RELEASE



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### COMMUNITY ENCOURAGED TO TAKE STRATEGIC PLAN SURVEY

The County of Santa Cruz is asking residents to help shape the future by filling out a short survey that will guide the County's next Strategic Plan, which sets priorities for 2026–2032.

The Strategic Plan is the County's roadmap for action — laying out community priorities, tracking progress, and helping departments and partners work together toward a shared vision. From health and housing to safety, the economy, and the environment, the plan reflects what matters most to County residents.

"Community voices are essential," County Executive Officer Carlos J. Palacios said. "This plan will only succeed if it represents the real-world experiences and aspirations of the people of Santa Cruz County."

By filling out the survey, residents will help identify focus areas, shape goals, and determine how progress should be measured. The County is committed to an inclusive process that lifts the voices of historically underrepresented communities and ensures that every resident has a chance to be heard.

Take the survey here: <https://tinyurl.com/2026StrategicPlan>.

The survey is available in English and Spanish and is open to all Santa Cruz County residents. Results will directly inform the draft Strategic Plan, which will be presented to the Board of Supervisors in 2026.

To view the current Strategic Plan along with the County's Equity Framework, Budget, Operational Plan and results dashboards, go to <https://sccvision.us>.