



County Administrative Office

Community Indicators

February 11, 2025

Agenda

Community Indicators

- Background
- Original Indicators and the Need for Change
- Proposed Indicators
- Board Discussion and Next Steps



Our Community



Health
and Wellness



Safe and Just
Community



Attainable Housing
and Shelter



Reliable
Transportation



Dynamic
Economy



Thriving
Families



Sustainable
Environment

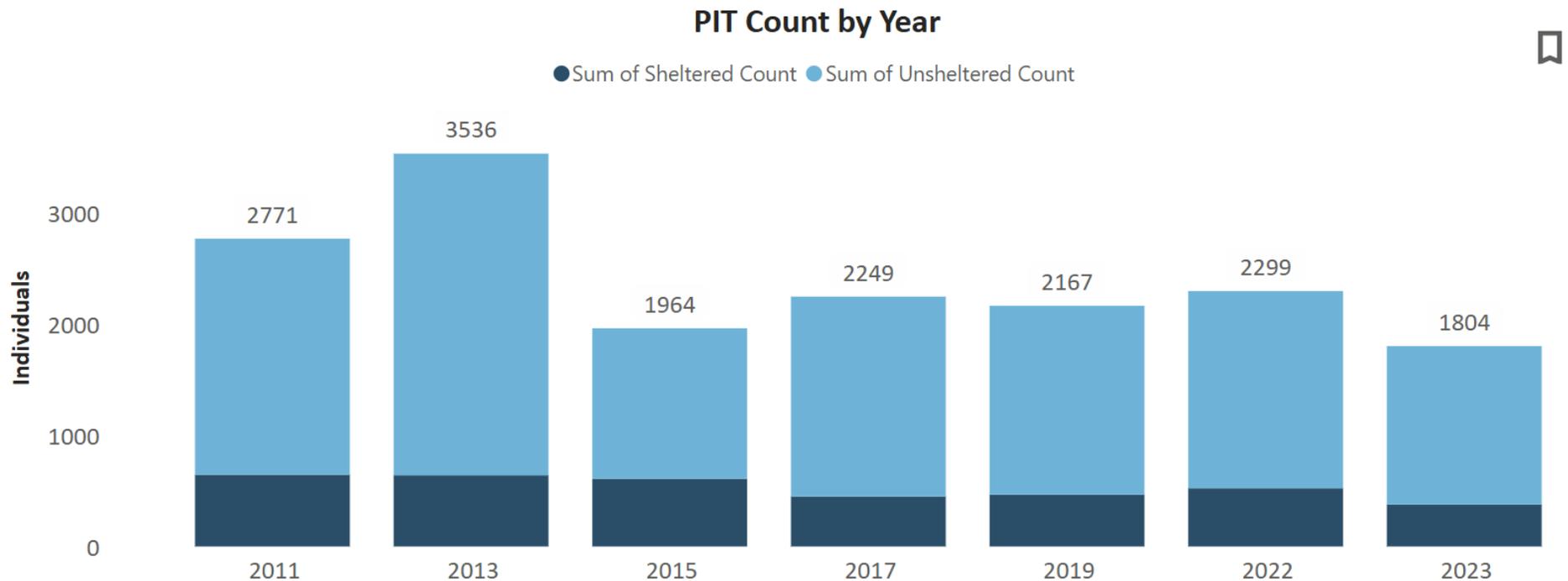
Background

- County Mission: Deliver quality, **data-driven** services that strengthen our community.
- Indicators help us track results, align partners, and improve accountability.
- Alignment with **Board-approved plans** ensures efficiency and focus.



Original Strategic Plan Indicators (2018-24)

- 25 Indicators across 5 Focus Areas
- Focus/Alignment on Homelessness has seen results.



Revising the Indicators Increases Focus

- Too many indicators = lack of focus & reduced impact.
- Most indicators lacked connection with existing County reports.
- Focused Results: Need to ensure indicators reflect all communities.



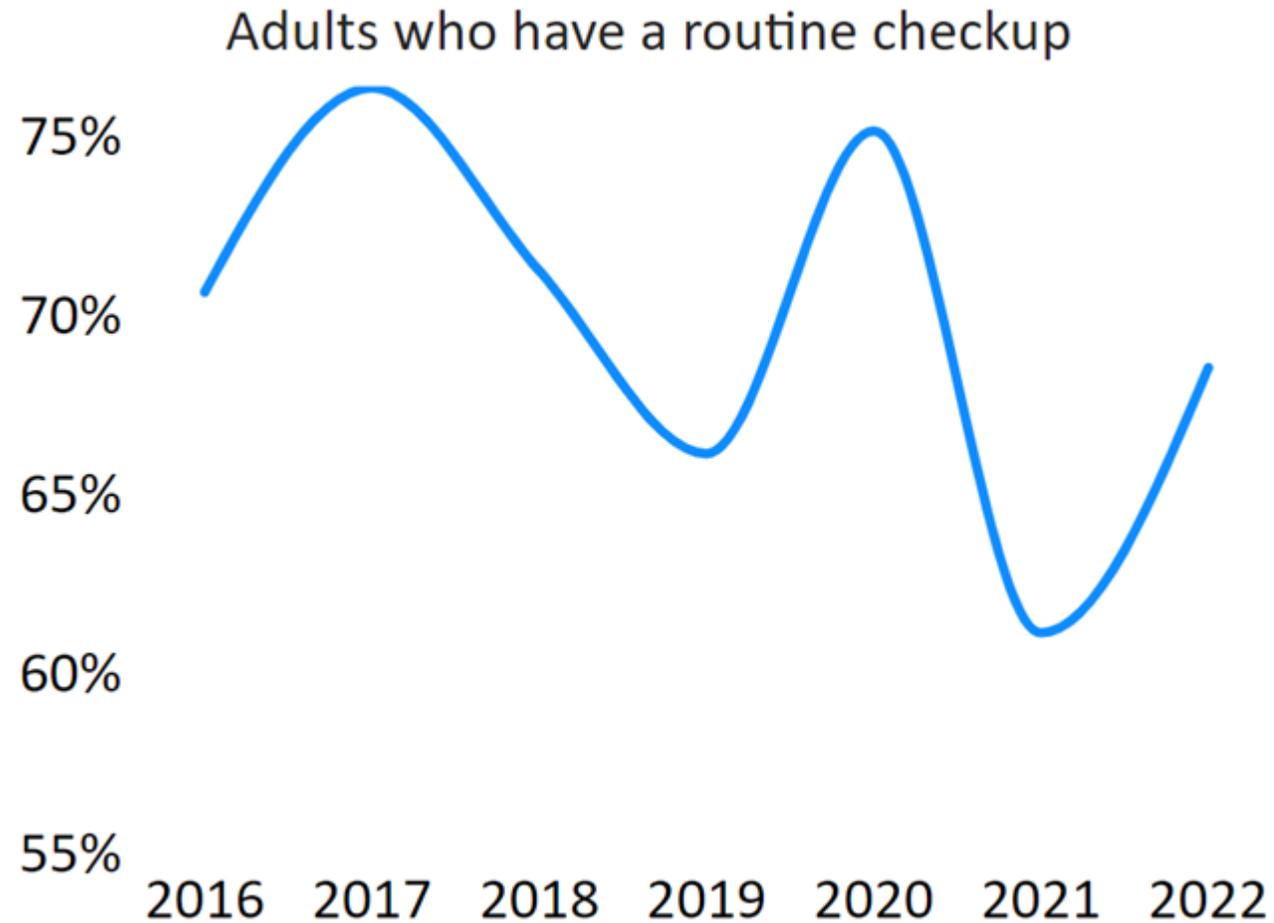
Proposed Indicators

Focus Area	Indicator	Initiative Alignment
Health & Wellness	Adults who had a routine checkup	Community Health Improvement Plan
Safe & Just Community	Successful return to community	Community Corrections Partnership
Attainable Housing & Shelter	Housing units added	Regional Housing Needs Assessment Housing for a Healthy Santa Cruz County
Reliable Transportation	Pavement Condition Index	Capital Improvement Plan

Proposed Indicators

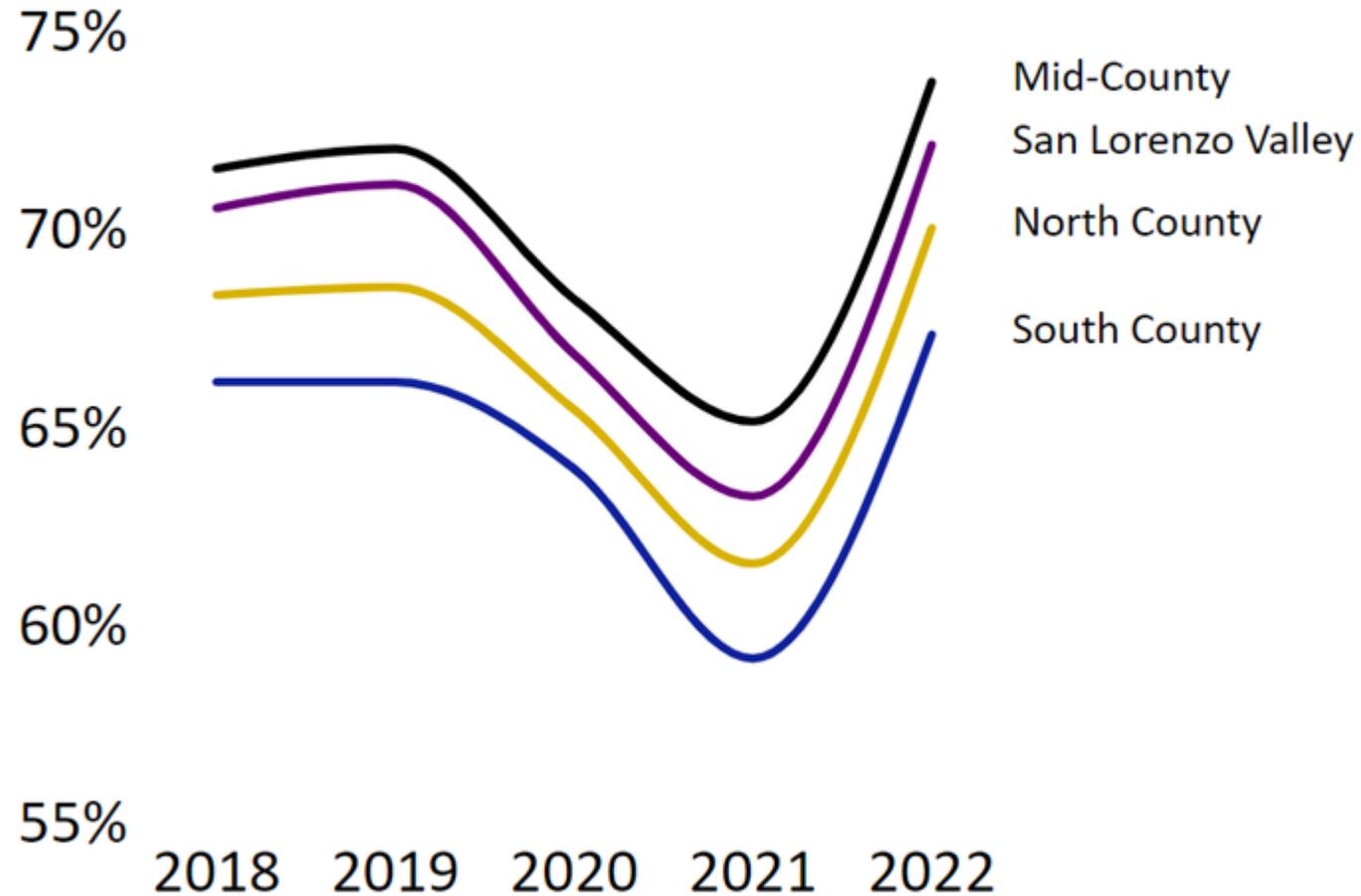
Focus Area	Indicator	Initiative Alignment
Dynamic Economy	Families living below 200% poverty level	State of the Workforce Report
Thriving Families	Strong Start Score	First Five Annual Report
Sustainable Environment	Greenhouse Gas Emissions	Climate Action Plan
County Demographics	Population by age	Master Plan on Aging

Improving Focus and Alignment



Improving Focus and Alignment

Adults who have a routine checkup by region



Next Steps and Strategic Plan Refresh

- Gather Board feedback:
 - What indicator resonates most with you?
- Validate through community outreach in 2025.
- Integrate into the Strategic Plan refresh.
- Set measurable targets to track progress.

OUR VISION

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

Feedback and Input

Thank You

