

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

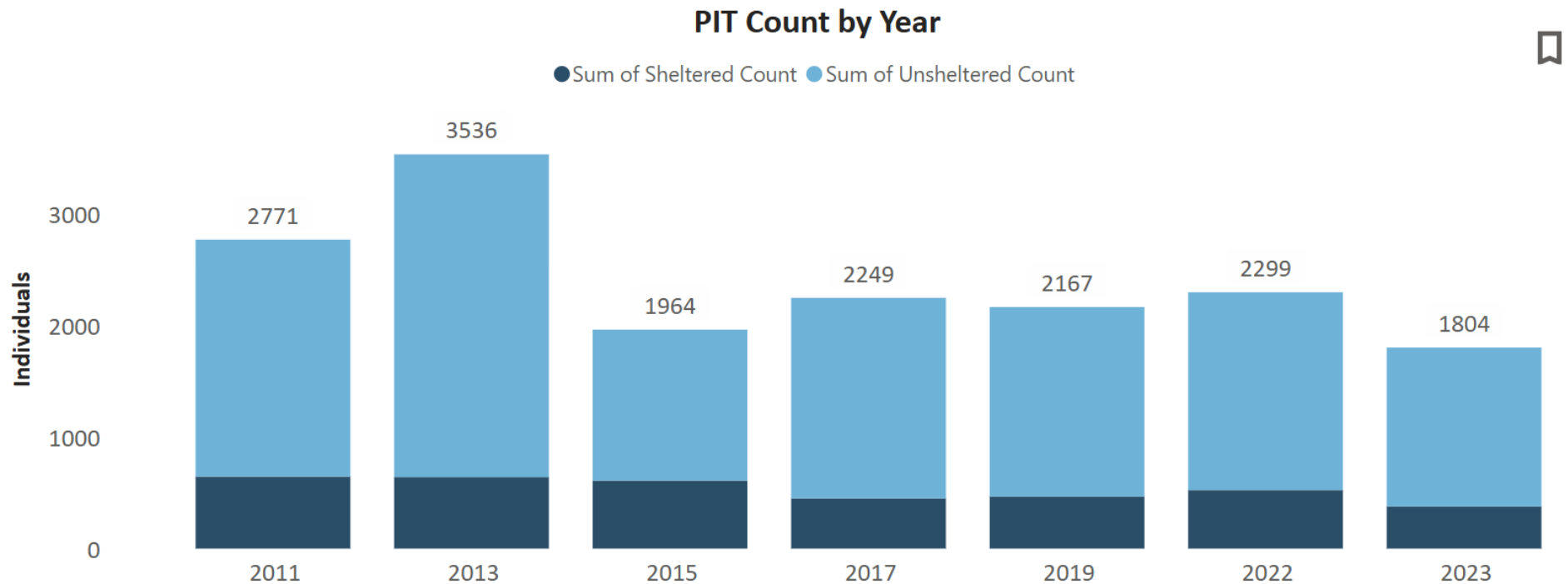
Background

- 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.



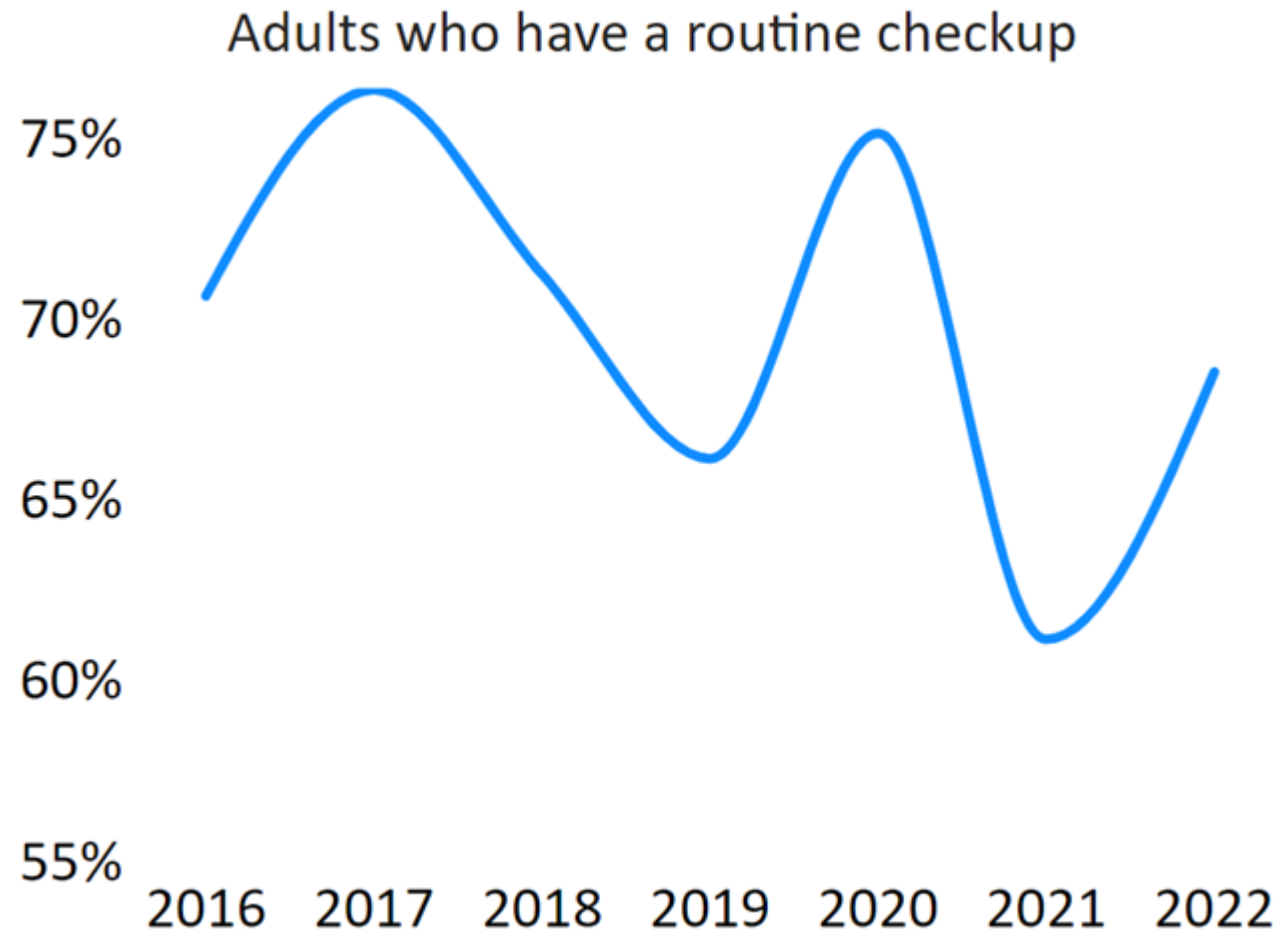
Proposed Indicators

| 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 |

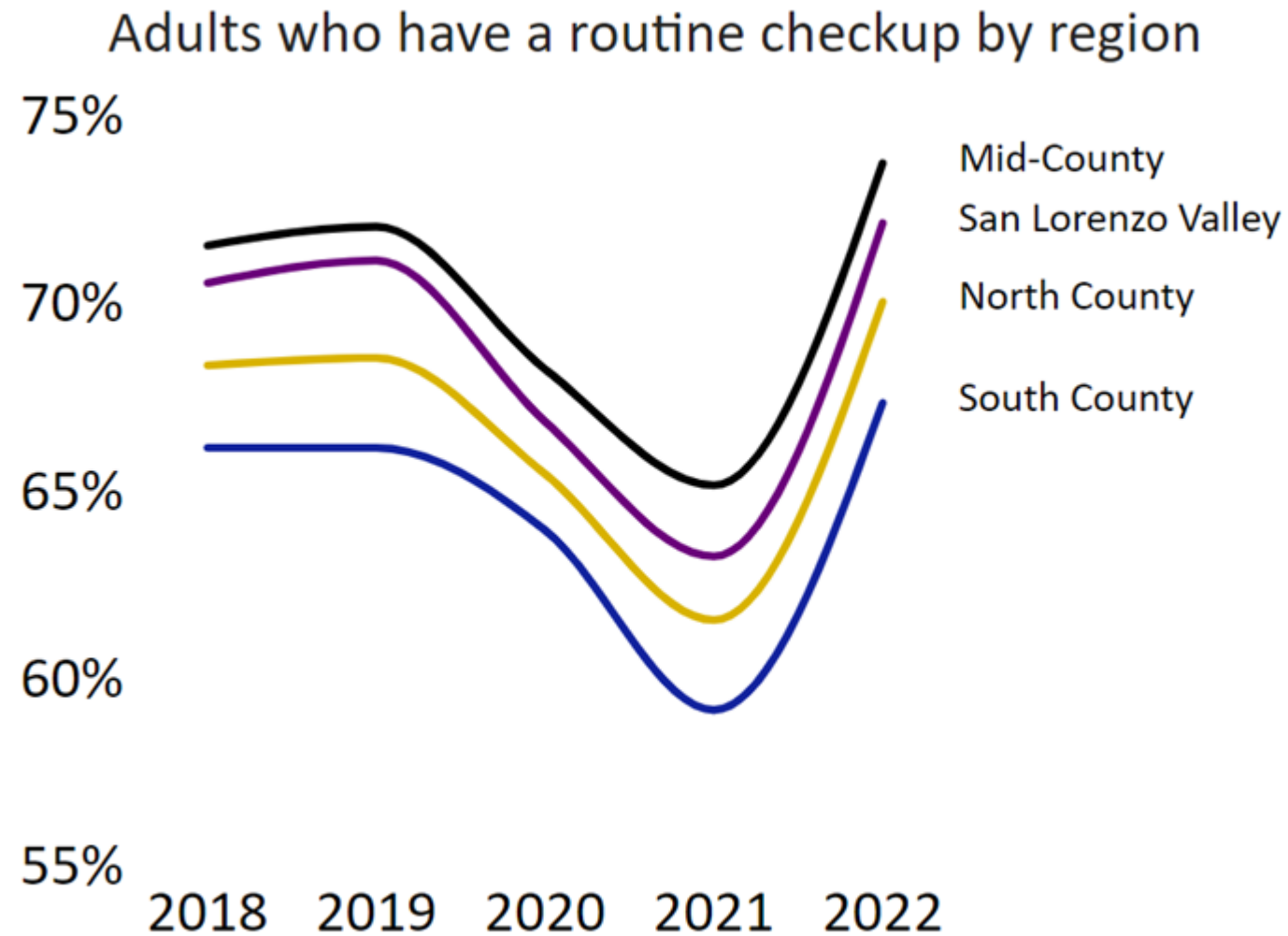
Proposed Indicators

| 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



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

