



STRATEGIC PLAN METHODOLOGY

**BOARD OF
SUPERVISORS**

**COUNTY
ADMINISTRATIVE
OFFICE**

**STEERING
COMMITTEE**

The Steering Committee considered responses from the community forums, community survey and County employees, and brought their own expertise to bear in submitting draft vision, mission, values and focus areas to the Board for consideration.

COMMUNITY FORUMS

COMMUNITY SURVEY

COUNTY EMPLOYEES

Over 200 people attended community forums in Aptos, Ben Lomond, Davenport, Live Oak and Watsonville. Input was gathered on County vision, trends and SWOB* analysis. Responses were distilled and presented to the Steering Committee.

Over 2,200 people responded over six weeks to an online community survey disseminated widely through social media and community partners. Responses were distilled[^] and presented to the Steering Committee.

Over 200 people attended four employee mixers. Employees provided input on County vision, mission and values. Executive staff, including the Steering Committee, created the initial strategic planning framework in September '17.

*SWOB—Strengths, Weaknesses, Opportunities, Barriers

[^]Survey response was larger than expected at 2,229 (~1% of County population). In order to present the Steering Committee with summarized findings, County Administrative Office staff created 10 Categories, each with four sub-categories, based on keyword searches within the Trends, Strengths, and Weaknesses. These categories and sub-categories, along with select responses, were presented to the Steering Committee.