

# Yuba County Strategic Plan

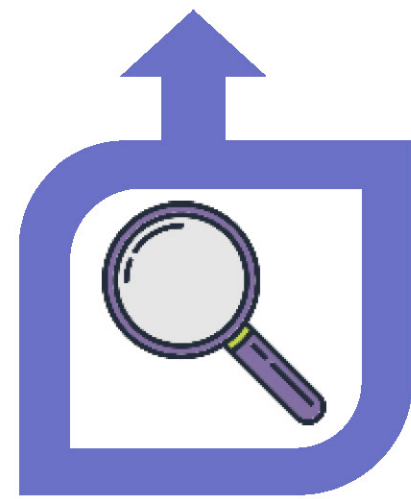
**BOARD OF SUPERVISORS PRESENTATION HIGHLIGHTS • JULY 25, 2023**



# GOALS OF THE PROCESS

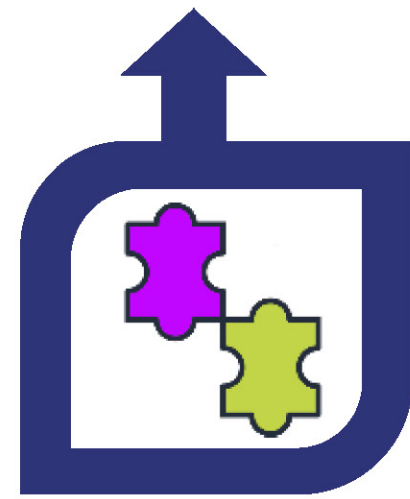
## Assess

State of the organization and opportunities to impact our communities



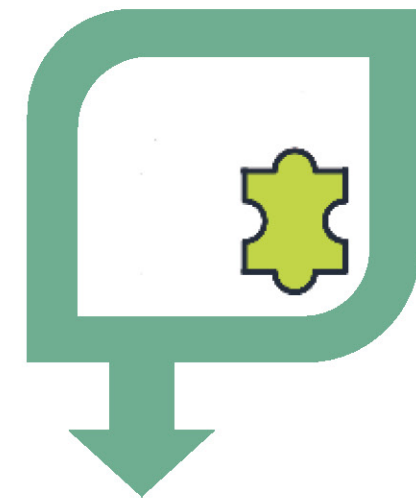
## Mid-term

Three-year Strategic Plan – addressing issues, setting objectives



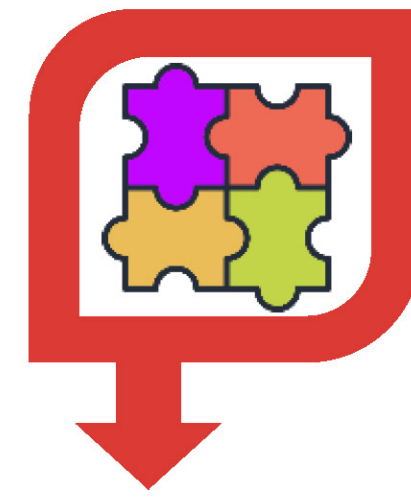
## Short-term

Set priorities for the Plan's first year



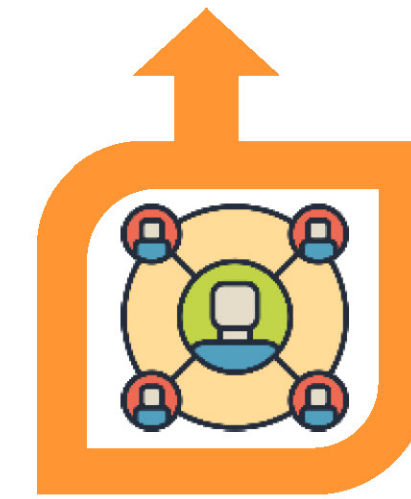
## Long-term

County Strategic Framework – purpose/direction/ goals/values



## Engage

County Stakeholders are partners in the process

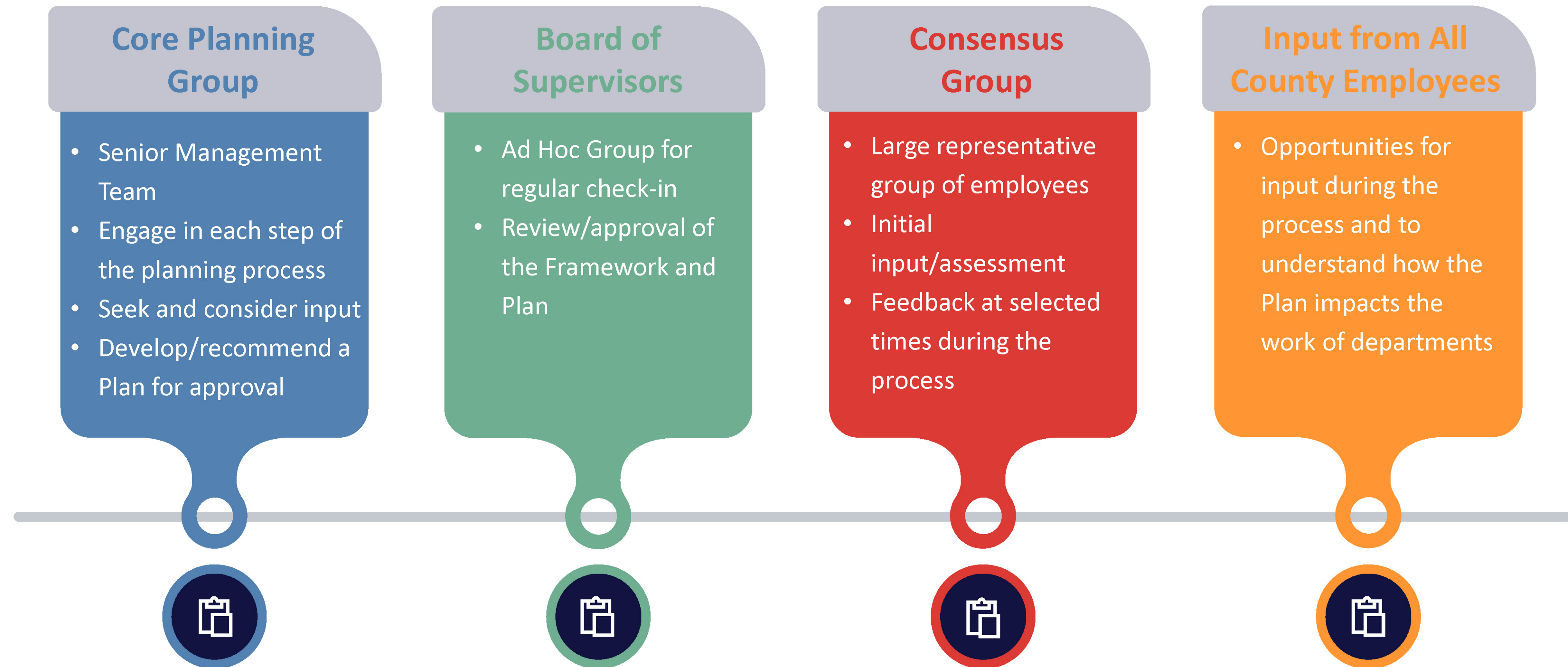


## Design

Ongoing planning – implement, monitor, report, evaluate, and update the Plan

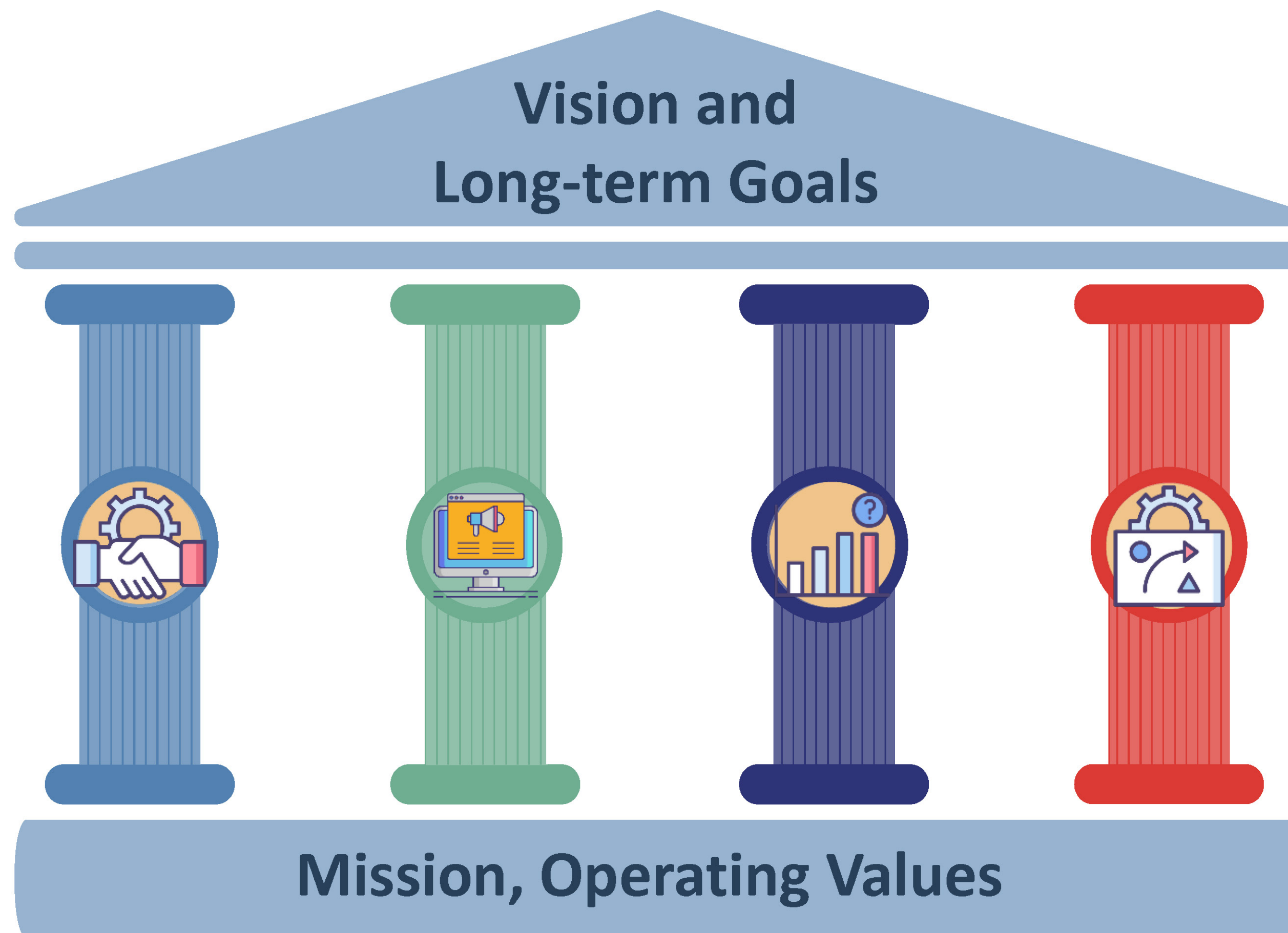


# PLANNING GROUPS





# YUBA COUNTY STRATEGIC FRAMEWORK



☐ Who we are

☐ Where we are going

☐ How we operate





# YUBA COUNTY STRATEGIC PLAN

## MISSION



A very important  
starting place

**Whom we serve**



Our driving  
purpose

**What we do**



The impact  
of our efforts

**Why we do it**



The key roles  
we play

**How we do it**





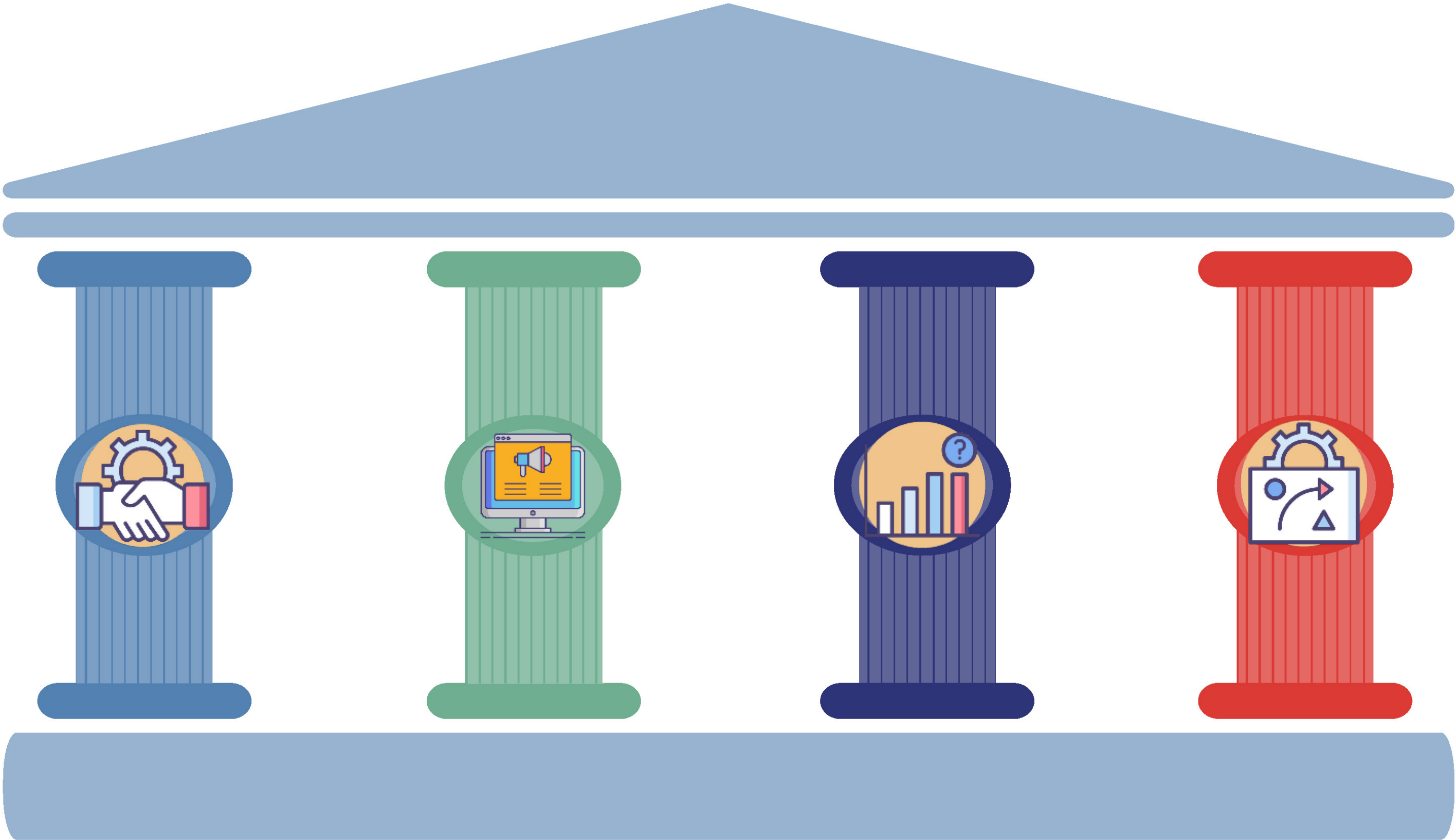
# YUBA COUNTY STRATEGIC PLAN **PILLARS**

COUNTY  
SERVICES

COMMUNICATION,  
ENGAGEMENT, AND  
OUTREACH

GROWTH AND  
DEVELOPMENT

COUNTY  
GOVERNANCE,  
OPERATIONS,  
AND CULTURE





# YUBA COUNTY STRATEGIC PLAN

## Strategic Opportunities

Issues for change,  
growth, improvement  
that should be  
addressed to advance  
the mission and vision  
in the coming planning  
cycle (2023-2026)





# YUBA COUNTY STRATEGIC PLAN

## Milestones

Results to be achieved  
by the end of the  
planning cycle (2026)

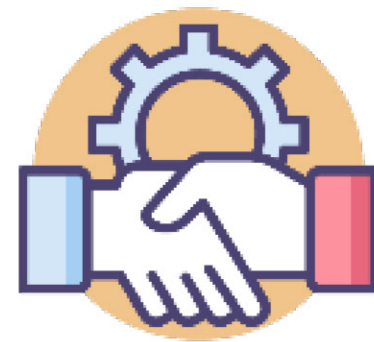




# YUBA COUNTY STRATEGIC PLAN

## 2026 MILESTONES

### County Services



- Improve public perception of safety
- Improve community health and access to services
- Increase access and convenience of County services



# YUBA COUNTY STRATEGIC PLAN

## 2026 MILESTONES

### Communication, Outreach, and Engagement



- Embrace a Yes-to-Yuba mindset throughout the County
- Open lines of communication and encourage meaningful engagement from the community
- Identify what makes Yuba County unique and promote effectively





# YUBA COUNTY STRATEGIC PLAN

## 2026 MILESTONES

### Growth and Development



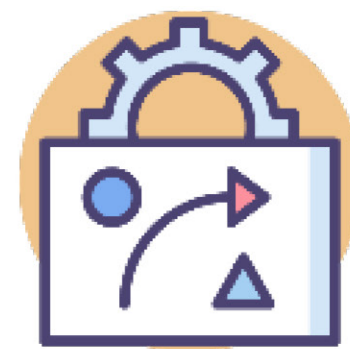
- Attract business – large and small
- Diversify housing stock to meet the needs of growing community
- Ensure continued work on infrastructure to facilitate development and connect people and places
- Revitalize to support development and safety
- Protect and promote Yuba County's natural resources



# YUBA COUNTY STRATEGIC PLAN

## 2026 MILESTONES

### County Governance, Operations, and Culture



- Evaluate and identify productive partnerships
- Build and sustain a dynamic workforce
- Create a positive, empowering work environment around shared values
- Diversify and sustain County revenue sources





# KEYS TO SUCCESS

## Use of the Plan as a Governance and Management Tool

