

Yuba County



Strategic Plan

Before any organization's mission, vision, and goals can be articulated, one must first understand its roots, its personality, its trajectory.

Yuba County – one of California's original 27 counties founded on February 18th in 1850 – began and continues to honor its role as the Gateway to the Mother Lode. Over the decades County leadership has carefully considered the diverse landscape that boasts grand rivers, shimmering lakes, thriving farmland, and friendly communities when planning for the inevitable growth.

Even as more people call Yuba County home, we enjoy and guard that small-town feel sought by so many.

Yuba County has a well-earned reputation as an agricultural community, but we are much more than that. Our valley floor hosts burgeoning commercial and retail hubs in its two cities and unincorporated communities, active theater and arts groups, big entertainment venues, and numerous local events. The foothill communities hold their own charms, with the added benefits of so many recreational opportunities that attract fun seekers from those well beyond our borders.

Yuba County's future is full of potential and deserves an organization focused on serving it in the best ways possible. We believe the effort put into framing the following mission, vision, and goals strikes a balance between where we came from and where we are going and provides the focus necessary to strike success.

We look forward to serving our communities, as together we venture into the wonderful Yuba County future that stretches before us.



Yuba County



Strategic Plan

PURPOSE



Mission Statement

Serving our community by providing responsive, reliable services that grow unique and thriving places to live, work, and play.

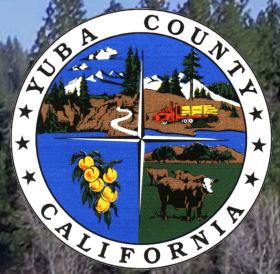


Vision Statement

With its agricultural roots, diverse communities, and **Yes-to-Yuba** culture, Yuba County is sought-after as a place to live, work, and play.



Yuba County



Strategic Plan

DIRECTION

Pillars and Long-Term Goals



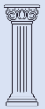
County Services

- To deliver convenient, responsive, safe, and reliable services with a personal **Yes-to-Yuba** experience for all communities we serve.



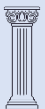
Communication, Engagement, and Outreach

- To build a strong sense of community and a shared vision for the county among stakeholders.
- To position quality of life within Yuba County as a unique mix of urban and rural communities, enhanced by opportunities for outdoor adventure.



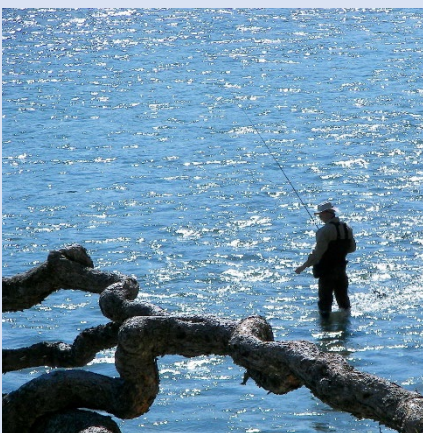
Growth and Development

- To pursue responsible housing and economic development that meets the needs and expectations of a growing community, supported by infrastructure that connects individuals to different parts of the county and to each other.
- To protect and promote both the rural lifestyle and the agricultural roots of the county, while providing access to its natural beauty.



County Governance, Operations, and Culture

- To operate efficiently, in a fiscally responsible manner, and within a culture of collaboration, empowerment, and accountability.



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VALUES

Commitment

We hold ourselves accountable to fulfil our responsibilities and to support others in fulfilling theirs, in an effort to advance a common vision for the County.

Yes-to-Yuba Mindset

We believe that each individual we serve, including our fellow employees, deserves our active attention and respect, and that we should make every effort to meet their needs and expectations.

Collaboration

We believe by sharing freely our talents, ideas, and experience that not only will we be more efficient but also more creative and develop innovative solutions.

Stewardship

We recognize our obligation as stewards of the public trust to manage the County's resources in a manner that best serves the common interest.

Workforce Development

We believe in investing in the growth and development of our employees, our most valuable assets.

Inclusion

We believe that when we engage all voices with intention, we can build a stronger sense of community, belonging, and shared responsibility for our County mission and vision.

Trust and Transparency

We strive to be open, honest, and accessible to those we serve, providing a consistent, high-quality experience for those we serve.

Adaptability

We believe that to stay responsive to the needs and expectations of those we serve, we must remain flexible and encourage innovation in what we do and how we do it.

Yuba County



Implementation Plan 2023-2026



COUNTY SERVICES

Strategic Opportunity: Safety

2026 Milestones

- Improve perception of public safety along our primary commercial corridors.
- Leverage the justice system to get more people into services.

2023-2024 Deliverables and Priorities

- Increase visibility of law enforcement along primary commercial corridors.
- Continue to actively pursue grants to improve sidewalks, lighting and drainage. (See also 'Infrastructure'.)
- As funding is available, continue to support business beautification grants. (See also 'Revitalization and Redevelopment'.)

Strategic Opportunity: Community and Behavioral Health

2026 Milestones

- Define a strategy to enhance behavioral health services in Yuba County.

2023-2024 Deliverables and Priorities

- Assess and develop a plan to improve behavioral health services.
- Begin to implement the Community Health Improvement Plan.

Strategic Opportunity: Social Services

2026 Milestones

- Increase utilization of and connections to programs.
- Improve system navigation.

2023-2024 Deliverables and Priorities

- Collaborate with law enforcement, schools, and probation to connect the public with programs and services.
- Enhance outreach and education about programs and services available.

Strategic Opportunity: Service Delivery

2026 Milestones

- Increase online service options for those we serve.
- Develop Department automation deliverables.

2023-2024 Deliverables and Priorities

- Work to ensure that automated payment options are integrated into County online and in person services to increase convenience for those we serve and reduce manual staff processes to the maximum extent feasible.
- Each Department should assess and develop priorities for increasing online and/or automation of in person services, and present recommendations for implementation in next fiscal year's budget those not completed in 2023-2024.

Yuba County



Implementation Plan 2023-2026



COUNTY GOVERNANCE, OPERATIONS, AND CULTURE

Strategic Opportunity: Partnerships and Collaboration

2026 Milestones

- Evaluate existing partnerships and identify opportunities.

2023-2024 Deliverables and Priorities

- Evaluate Sutter-Yuba Behavioral Health (SYBH) partnership as it relates to behavioral health services to Yuba County residents. (See also 'Community and Behavioral Health')

Strategic Opportunity: Workforce Development

2026 Milestones

- Implement a structure and strategy to meet the development needs of our workforce.

2023-2024 Deliverables and Priorities

- Establish a diverse County leadership committee to create and lead a countywide workforce development plan.

Strategic Opportunity: Organizational Culture

2026 Milestones

- County operating values are shared, understood, and practiced consistently throughout the organization.
- A system is in place for alignment and accountability to County goals and priorities.

2023-2024 Deliverables and Priorities

- Share County operating values with employees and initiate a series of dialogs around their consistent practice.
- Implement a leadership policy and set of expectations that encourages inter-departmental and cross-functional collaboration and in-person interaction.
- Build a plan implementation system.

Strategic Opportunity: Revenue Redevelopment

2026 Milestones

- Diversify and sustain revenue sources.

2023-2024 Deliverables and Priorities

- Evaluate existing sales tax revenue data to identify sectors where additional economic development would provide diversification.

Yuba County



Implementation Plan 2023-2026

COMMUNICATION, ENGAGEMENT, AND OUTREACH

Strategic Opportunity: Customer Service

2026 Milestones

- Embed the **Yes-to-Yuba** mindset within the organizational culture.

2023-2024 Deliverables and Priorities

- Develop **Yes-to-Yuba** training and begin implementation.

Strategic Opportunity: Community of Participation

2026 Milestones

- Establish lines of communication and connection with all sectors of our community.
- Create meaningful opportunities that inspire community participation.

2023-2024 Deliverables and Priorities

- Evaluate County committee and commission structure to ensure relevance and meaningful work.

Strategic Opportunity: County/Region Destination

2026 Milestones

- Identify what makes Yuba County unique and prepare content for a marketing strategy.
- Implement a tourism campaign emphasizing Yuba County's natural resources.
- Promote and support the system of education in the county, including post-secondary options, as an asset to attract families.

2023-2024 Deliverables and Priorities

- Pull together stakeholders to define roles and align messaging and resources. (*See also 'Marketing and Education'*)

Strategic Opportunity: Marketing and Education

2026 Milestones

- Implement a comprehensive marketing and branding plan.

2023-2024 Deliverables and Priorities

- Establish a cross-departmental team to begin development of a marketing plan.

Yuba County



Implementation Plan 2023-2026



GROWTH AND DEVELOPMENT

Strategic Opportunity: Economic Development

2026 Milestones

- Continue to attract national retail businesses.
- Stimulate and support small business growth throughout the county.

2023-2024 Deliverables and Priorities

- Expand **Yes-to-Yuba** visibility/marketing to businesses not currently located in Yuba County

Strategic Opportunity: Housing Development

2026 Milestones

- Continue to encourage and generate opportunities for a more diverse housing stock to meet **our growing communities' needs.**

2023-2024 Deliverables and Priorities

- Evaluate existing General Plan, Specific Plans, and Zoning ordinance and develop an implementation plan to update in order to meet the 2026 Milestone.

Strategic Opportunity: Infrastructure

2026 Milestones

- Complete construction on a regional sewer project using state grant funds, in collaboration with the Yuba Water Agency.
- Fund design for South Beale interchange and secure construction funding for the Plumas Lake Boulevard interchange.
- Expand broadband infrastructure in the county.

2023-2024 Deliverables and Priorities

- Secure grant funds for South County sewer infrastructure.
- Continue to pursue grants to improve sidewalks, lighting, and drainage. (See also 'Safety'.)
- Evaluate existing broadband infrastructure approval process, develop strategies to streamline.



GROWTH AND DEVELOPMENT

Strategic Opportunity: Revitalization and Redevelopment

2026 Milestones

- Complete the first phase of the Lindhurst Avenue/North Beale Road Corridor complete street project.

2023-2024 Deliverables and Priorities

- Pursue design funding for the North Beale Road Corridor complete street project.
- Expend all funds for business façade improvements. (See also 'Safety'.)
- Target code compliance on Lindhurst/North Beale corridor.

Strategic Opportunity: Natural Resources

2026 Milestones

- Accommodate growth without impacts to prime agricultural land and maintain the Valley Growth Boundary.

2023-2024 Deliverables and Priorities

- Start a process with stakeholders to improve and secure safe recreational access through public lands to the rivers in Yuba County.



Yuba County



Implementation Plan 2023-2026

TOP TWELVE 2023/24 PRIORITIES

Safety – Increase visibility of law enforcement along primary commercial corridors.

Community & Behavioral Health – Assess and develop a plan to improve behavioral health services.

Social Services – Collaborate with law enforcement, schools, and probation to connect the public with programs and services.

Service Delivery – Work to ensure that automated payment options are integrated into County online and in-person services to increase convenience for those we serve and reduce manual staff processes to the maximum extent feasible.

Customer Service Development – **Yes-to-Yuba** training and begin implementation.

Community of Participation – Evaluate County committee and commission structure to ensure relevance and meaningful work.

Infrastructure – Secure grant funds for South County sewer infrastructure.

Safety/Infrastructure – Continue to actively pursue grants to improve sidewalks, lighting, and drainage.

Natural Resources – Start a process with stakeholders to improve and secure safe recreational access through public lands to the rivers in Yuba County.

Workforce Development – Establish a diverse County leadership committee to create and lead a countywide workforce development plan.

Organizational Culture – Share County operating values with employees and initiate a series of dialogs around their consistent practice.

Revenue Development – Evaluate existing sales tax revenue data to identify sectors where additional economic development would provide diversification.