

Vision: Sonoma County – Investing in Beautiful, Thriving & Sustainable Communities for All
Mission: To Enrich the Quality of Life in Sonoma County through Superior Public Service

Goals	Safe, Health & Caring Community	Economic & Environmental Stewardship	Invest in the Future	Civic Services & Engagement
Definition	<ul style="list-style-type: none"> ✓ Needs of diverse communities are met through innovative public safety, health care, housing, educational, recreational & volunteer opportunities ✓ Individuals recognize need for all to contribute to the betterment of the community (shared responsibility) 	<ul style="list-style-type: none"> ✓ Invest in jobs, workforce, institutions, & community infrastructure; support a diverse & thriving economy ✓ Invest & support agriculture & agribusiness ✓ Create community where local governments, business, CBO's & residents value & use resources to protect & enhance the county's natural environment 	<ul style="list-style-type: none"> ✓ Invest upstream in health, education & human services (prevention) to decrease need for and costs of enforcement & incarceration (treatment and punishment) ✓ Invest in Infrastructure, systems, etc. to save money in the long-term ✓ Adopt a balanced budget & maintain appropriate reserves 	<ul style="list-style-type: none"> ✓ Engage and encourage citizen participation through elections ✓ Increase support for County services & programs, foster increased understanding of what the County does ✓ Seek to align public service provided with community needs & desires
Outcomes	<p>Community members are safe in their homes & communities</p> <p>Community members are sheltered & are socially supported</p> <p>Community members have access to clean air, water, & safe, reliable solid & liquid waste management systems</p> <p>Community development & planning promote improved health, safety & quality of life</p> <p>Community is prepared & responds appropriately to emergencies & natural hazards</p> <p>Community supports overall health beginning with the healthy development of children</p>	<p>Protect, maintain & manage parks, public lands & open space systems that promote recreation, health, agricultural viability & protects watersheds, promotes biodiversity & contributes to the economic vitality</p> <p>A strong, diverse & sustainable economy that supports job retention & job growth for all residents</p> <p>Agricultural resources are preserved, valued for food & for maintaining links to our County's heritage</p> <p>A water & energy plan that maximizes renewable energy, reduces water use & GHG production & supports the economy</p> <p>Growing diversification & enrichment of economic base</p>	<p>Community is proactive in mitigating & adapting to the causes & impacts of climate change to safeguard the environment, human health & the economy</p> <p>A well maintained transportation & facility network that promotes mobility, health & safety, connectivity & convenience</p> <p>Local resources (timber, aggregate, energy, water) are sustainably managed</p> <p>Strategic investment in prevention-focused policies & interventions that reduce poverty & increase equal opportunity for quality education & good health in nurturing home & community environments</p>	<p>Increased access & greater citizen participation in county government</p> <p>Community understands & supports the services provided by the County</p> <p>Increased or enhanced community based partnerships</p> <p>Professionally managed county organization that is accessible, transparent, fiscally responsible & accountable to the public</p>

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Board's 2011 Priorities		Economic Development	Balanced Budget	Shared Regional Services
	Energy & Water Sustainability		Pension Reform Initiative	

Other Priority Projects	Public Safety Realignment	Community Choice Aggregation	Financial Information System Replacement	Community Outreach New Revenue Strategies
	Upstream Investment Implementation	Water Supply Strategy Implementation	Roads Infrastructure Investment	
	Health Action Initiatives	Solid Waste Planning	Charles Schulz Airport Expansion	
			Comprehensive Facilities Plan	
			Leadership & Succession Planning	

	FY 11/12				FY 12/13				FY 13/14				FY 14/15				FY 15/16							
	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4	Qtr 1	Qtr 2	Qtr 3	Qtr 4				
Safe, Healthy & Caring Community	Public Safety/Human Services Realignment																							
	Upstream Investment Implementation																							
	Health Action Initiatives																							
Economic & Environmental Stewardship					Economic Development Strategy & Program																			
					Community Choice Aggregation																			
					Water Supply Strategy Action Plan																			
					Solid Waste Planning																			
Invest in the Future	Balanced Budget																							
	Leadership & Succession Planning																							
					Pension Reform Implementation																			
			Roads Infrastructure Investments																					
	Comprehensive Facilities Plan Implementation																							
					Financial Information System Replacement																			
									Charles Schulz Airport Expansion															
Civic Services & Engagement	Community Outreach – New Revenue Strategies																							
	Shared Services Initiative																							

Note: Community Choice Aggregation and Water Supply Strategy are two examples of Energy & Sustainability projects currently underway.

Department / Agency 2012 Priorities	Safe, Health & Caring Community	Economic & Environmental Stewardship	Invest in the Future	Civic Services & Engagement
County Administrator			<ul style="list-style-type: none"> • Balanced Budget • Board Policy Implementation <ul style="list-style-type: none"> ○ Ad-Hoc Directions ○ Strategic Plan Projects • Focus on Results 	
County Counsel				<ul style="list-style-type: none"> • Enhance County Litigation Mgmt to Better Reduce Risks and Control Costs • Provide Expert Legal Resources to Assist Board and Clients Reach Priority Strategic Goals and Objectives
Human Resources			<ul style="list-style-type: none"> • Leadership Development and Succession Planning • Pension Reform Initiatives • Reduce Risk Cost 	
General Services		<ul style="list-style-type: none"> • Community Choice Aggregation 	<ul style="list-style-type: none"> • Comprehensive Facilities Plan 	<ul style="list-style-type: none"> • Shared Services
Information Systems			<ul style="list-style-type: none"> • Financial Management Information System • Electronic Document Management System 	<ul style="list-style-type: none"> • Expanded Web Presence & Branding
Auditor Controller		<ul style="list-style-type: none"> • Resolution of challenges to PACE Programs • Administer RDA Dissolution 	<ul style="list-style-type: none"> • Select and begin implementation of new financial management system 	

Department / Agency 2012 Priorities	Safe, Health & Caring Community	Economic & Environmental Stewardship	Invest in the Future	Civic Services & Engagement
Clerk Recorder / Assessor		<ul style="list-style-type: none"> Close Assessment Roll and Assessment Appeals backlog 	<ul style="list-style-type: none"> Co-locate CRA in single location for the most efficient use of staff and resources 	<ul style="list-style-type: none"> Conduct new "Top Two" Primary Election under new political jurisdiction boundaries
Probation	<ul style="list-style-type: none"> Realignment Community Correction Center Criminal Justice Master Plan 			
District Attorney	<ul style="list-style-type: none"> Increased Revenues 		<ul style="list-style-type: none"> Case Management System 	
Public Defender	<ul style="list-style-type: none"> Effect of Public Safety Realignment on workload Maintaining an adequate, trained workforce in the face of continuing budget pressures 		<ul style="list-style-type: none"> Succession planning 	
Sheriff	<ul style="list-style-type: none"> Maintain current levels of law enforcement services Fully Implement AB109 Maintain current levels of support staff necessary to implement priorities 1 & 2 			
Health Services	<ul style="list-style-type: none"> Health Action Initiatives Health Care Reform 		<ul style="list-style-type: none"> Health Related Ordinance and Policy Work 	
Human Services	<ul style="list-style-type: none"> Public Safety/Human Services Realignment Upstream Investments Implementation 	<ul style="list-style-type: none"> Economic Development Program Implementation 		

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Child Support	<ul style="list-style-type: none"> State and Federal Performance Measure: Cost Effectiveness State Performance Measure: Total Distributed Collections 			
Permit and Resource Mgt.		<ul style="list-style-type: none"> Countywide Greenhouse Gas Reduction Implementation Plan 	<ul style="list-style-type: none"> Development Code Overhaul 	
Community Development	<ul style="list-style-type: none"> Roseland Plaza Redevelop Jan 2012 - June 2015 Highway 12 Improvements Jan 2012 – Dec 2013 		<ul style="list-style-type: none"> Monte Rio Wastewater Solutions Jan 2012 - June 2018 	
Fire & Emergency Services	<ul style="list-style-type: none"> Provide emergency management planning and response to ensure preparedness of all county residents for disasters 	<ul style="list-style-type: none"> Protect public, private and open space lands with emphasis on reducing the risk of wildland fire and environmental contamination 	<ul style="list-style-type: none"> Invest in infrastructure: facilities, apparatus and equipment, to adequately provide fire protection services to rural communities 	
Transportation /Public Works		<ul style="list-style-type: none"> Solid Waste Options 	<ul style="list-style-type: none"> Roads Funding Airport Mater Plan 	
Water Agency		<ul style="list-style-type: none"> Dry Creek Stormwater/Groundwater Energy 		
Economic Development		<ul style="list-style-type: none"> Jobs Plan Implementation Innovation Council Task Force Broadband Study/Program 		
Regional Parks		<ul style="list-style-type: none"> Ecotourism and Parks Partnership Initiative 		

Department / Agency 2012 Priorities	Safe, Health & Caring Community	Economic & Environmental Stewardship	Invest in the Future	Civic Services & Engagement
Ag Preserve and Open Space		<ul style="list-style-type: none"> Resource management, habitat restoration, and public access projects Fee lands strategy 2012 Match Grant Program 		
Ag Commissioner		<ul style="list-style-type: none"> Frost Protection Ordinance Consumer Protection Prog European Grapevine Moth Eradication 		
UCCE	<ul style="list-style-type: none"> Engaging Youth in the Community 	<ul style="list-style-type: none"> Sustaining Agriculture while Protecting Natural Resources 		
Fairgrounds		<ul style="list-style-type: none"> Continued support of energy efficiency and water quality efforts 	<ul style="list-style-type: none"> Develop Fair Foundation Repurpose Aston Ave property 	