

{ 2014- 2019 STRATEGIC SNAPSHOT }

VISION }

A county that is safe, healthy and thriving

MISSION }

To efficiently provide public services that build strong and sustainable communities

VALUES/GUIDING PRINCIPLES }

Integrity, Stewardship and Commitment

STRATEGIC INITIATIVES } Our commitment to the residents of San Diego County is to provide a safe, healthy and thriving county. By focusing our priorities through Strategic Initiatives and the objectives within each initiative we will continue to advance the County's Vision.

SAFE COMMUNITIES }

Promote safe communities

- Protect residents from crime and abuse
- Provide for a strong, collaborative criminal justice system that holds offenders accountable and protects victims' rights
- Reduce recidivism and help offenders successfully reenter society
- Make neighborhoods safe to live, work and play
- Help communities prepare, respond, and recover from natural disasters, public health threats, environmental hazards and other emergencies

SUSTAINABLE ENVIRONMENTS }

Support environments that foster viable, livable communities while bolstering economic growth

- Provide for planning, development, infrastructure and services that support the local economy and are fundamental to a strong, vibrant region
- Implement strategies that protect our natural and agricultural resources, diverse habitats and sensitive species, and promote energy efficiency and conservation
- Promote an environment where communities can prosper and residents can enjoy parks, open spaces, clean air and water, and outdoor experiences
- Encourage residents to engage in community life, civic activities, volunteering, and recreational interests

HEALTHY FAMILIES }

Make it easier for residents to lead healthy lives while improving opportunities for children and adults

- Help residents adopt a healthy lifestyle
- Make neighborhoods healthy places to live, work and play
- Improve access to high-quality and efficient care that leads to improved physical and behavioral health
- Assist families in achieving and maintaining self-sufficiency and promote the future well-being and prospects of residents

REQUIRED DISCIPLINES FOR EXCELLENCE }

To sustain operational excellence and ensure sufficient resources for the Strategic Initiatives

- **Accountability, Transparency and Ethical Conduct** - Ensure accountability to ourselves and the public by upholding the highest ethical, financial and legal standards in addition to requiring that County business be conducted as openly as possible.
- **Customer Satisfaction** - Ensure customers are provided with superior services, while continually seeking opportunities for an improved experience.
- **Fiscal Stability** - Maintain fiscal stability through key management practices, including financial planning and forecasting, to ensure a structurally balanced budget and the availability of services for customers.
- **Regional Leadership** - The County forges cooperative partnerships, educates, and leverages resources to optimize services for residents.
- **Skilled, Adaptable and Diverse Workforce** - Develop and maintain a skilled, adaptable and diverse workforce that turns plans and resources into success while providing opportunities for well-being.
- **Continuous Improvement and Innovation** - Achieve operational efficiency through continuous efforts to improve and innovate, thereby maximizing value for taxpayers.
- **Essential Infrastructure** - Provide the facilities and structures to ensure superior service delivery to our residents.
- **Information Services** - The County will be the center of Information Services innovation for advancing the delivery of County services, anytime and anywhere.

VALUES/GUIDING PRINCIPLES } In recognition that “The noblest motive is the public good,” we are committed to:

INTEGRITY }

We are dedicated to the highest ethical standards.

- We maintain the public’s trust through honest and fair behavior.
- We exhibit the courage to do the right thing for the right reason.

STEWARDSHIP }

We will ensure responsible stewardship of all that is entrusted to us.

- We are accountable to each other and the public for providing service and value.
- We uphold the law and effectively manage the County’s public facilities, resources and natural environment.
- We accept personal responsibility for our conduct and obligations.

COMMITMENT }

We are committed to excellence in all that we do.

- We work with professionalism and purpose.
- We make a positive difference in the lives of the residents we serve.
- We support a diverse workforce and inclusive culture by embracing our differences.
- We practice civility by fostering an environment of courteous and appropriate treatment of all employees and the residents we serve.
- We promote innovation and open communication.