



**COUNTY ADMINISTRATIVE OFFICE  
COUNTY OF MONTEREY**

# MEMORANDUM


DATE: March 29, 2024

TO: Board of Supervisors

CC: Sonia M. De La Rosa, County Administrative Officer  
Debbie Paolinelli, Assistant County Administrative Officer  
Ezequiel Vega, Assistant County Administrative Officer

FROM: Nicholas E. Chiulos, Chief Assistant County Administrative Officer

SUBJECT: Draft Strategic Goals and Key Objectives

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The draft County of Monterey strategic goals and key objective topics summary document is the product of a public Board of Supervisors/County department head workshop conducted on March 7, 2024. The purpose of the workshop was to collaboratively develop an updated draft set of broad strategic goals and measurable key objectives to ensure progress toward meeting those goals. A copy is enclosed in preliminary, summary fashion to help provide a general framework for Board discussion/direction as part of the April 2, 2024 Budget Workshop.

Staff continues to work with the department heads to refine and finalize detail with regard to the draft key objectives. At a later date, staff will schedule a future presentation on the strategic goals and detailed key objectives for Board consideration, direction and approval.

# DRAFT STRATEGIC GOALS AND KEY OBJECTIVE TOPICS SUMMARY

## Goal 1

### Well-Being and Quality of Life

**Description:** Create safe and healthy communities where all people can thrive.

#### Key Objective Topic Areas

Housing:

Permit streamlining; affordable housing; farmworker housing

Community Engagement/Services/Programs:

Community engagement; youth programs; County Park accessibility; expanded wi-fi; dashboard for community feedback

Financial Strategies:

Mental Health Rehabilitation Facility; expanded safety net healthcare; and satellite animal shelters

## Goal 2

### Sustainable Infrastructure Now and in the Future

**Description:** Provide for the maintenance, replacement, sustainability and resilience of infrastructure required for living, working, recreating in and visiting Monterey County

#### Key Objective Topic Areas

Master Planning and Funding Strategies

Community beautification; County Facilities Master Plan; funding to leverage grant opportunities

Water and Sewer Systems:

Expand Chualar sewage treatment systems; resolve San Lucas potable water; additional water storage

Infrastructure:

Community streetlighting; county road maintenance

Broadband and Communication:

Expand broadband; expand digital skills and learning; promote transparency and civic engagement

Other:

Environmental and green space protection

## Goal 3

### Safe and Resilient Communities

**Description:** Provide for public safety, disaster planning and response.

#### Key Objective Topic Areas

Disaster Planning and Emergency Response:

Expand public safety radio systems; provide disaster recovery facility; Disaster Service Worker training; reduce wildfire and flood risk

Justice:

Public safety investments; justice centers; programs for recently incarcerated

Other:

Broadway Family Connection Project

## Goal 4

### Diverse and Thriving Economy

**Description:** Attract and retain businesses that will improve the well-being of County residents.

#### Key Objective Topic Areas

Partnerships:

Youth/school programs to train workforce; expand access to public utilities for economic development; Enhanced Infrastructure Financing Districts; Agricultural Commissioner satellite office in South County

## Goal 5

### Dynamic Organization and Employer of Choice

**Description:** Employees feel valued and proactively engaged by an organization that is a great place to work, is financially healthy, and continuously improves.

#### Key Objective Topic Areas

Recruitment

Improve overall recruitment and retention process; address military and veteran recruitment and retention

Succession Planning and Employee Resources

Down payment assistance programs; organizational succession plan; opportunities for childcare in County facilities