

## Monterey County Strategic Initiatives

POLICY AREA	STRATEGIC INITIATIVES
<p><b>Economic Development</b></p> <p><i>“Enhancing the well-being and prosperity of Monterey County Residents”</i></p>	Through collaboration, strengthen economic development to ensure a diversified and healthy economy.
<p><b>Administration</b></p> <p><i>“Efficient and Effective Government Operations”</i></p>	Promote an organization that practices efficient and effective resource management and is recognized for responsiveness, strong customer orientation, accountability and transparency.
<p><b>Health And Human Services</b></p> <p><i>“Health and Wellness for Monterey County Residents”</i></p>	Improve health and quality of life through County supported policies, programs, and services; promoting access to equitable opportunities for healthy choices and healthy environments in collaboration with communities.
<p><b>Infrastructure</b></p> <p><i>“Meeting our Facilities, Water, Technology and Transportation Needs”</i></p>	Plan and develop a sustainable, physical infrastructure that improves the quality of life for County resident and supports economic development results.
<p><b>Public Safety</b></p> <p><i>“Creating Safe Communities”</i></p>	Reduce violent crime and homicides, create a safe environment for people to achieve their potential, leading businesses and communities to thrive and grow.

**Economic Development Key Objective:**

- Create better paying jobs, reduce poverty and increase the revenue base through business expansion while adding to the economic vitality of the County.

**Administration Key Objectives:**

- Achieve a balanced budget each year that sustains core services and efficiently allocates resources.
- Recruit and retain a diverse, talented workforce that supports the mission of Monterey County.
- Foster innovation in order to improve efficiency and effectiveness of County services.

**Health and Human Services Key Objectives:**

- Reduce regional, socio-economic inequities in health outcomes.
- Improve health outcomes through health and wellness promotion and access to top quality healthcare.
- Advocate for a sufficient allocation of funds from local, state and federal governments that will enable the County to carry out its authorized health and human service programs.

**Infrastructure Key Objectives:**

- Improve the conditions of County roads and bridges.
- Promote the use of best environmental practices for County facilities and operations.
- Provide for adequate County facilities and infrastructure.
- Protect water quality and provide for adequate water supply.

**Public Safety Key Objectives:**

- Create and sustain a comprehensive approach to reducing violence by implementing best practices, crime prevention and justice system efficiencies.
- Attain safe and appropriate facilities to house adult and juvenile offenders that prepare them for successful re-entry to society.