



County of San Bernardino 2014-15 GOALS & OBJECTIVES

Implement the Countywide Vision

- Continue the County role of convening conversations on community collaboration and collective action.
- Continue to support operation of the Countywide Vision Element Groups as they pursue activities to advance the adopted Regional Goals.

Create, Maintain and Grow Jobs and Economic Value in the County

- Focus EDA efforts on competing globally for investment, retraining and finding employment for those who have lost jobs or are under-employed, developing a more highly-educated and trained workforce, and creating an effective approach to tourism.
- Continue business retention and expansion programs while implementing office and industrial attraction strategies emphasizing provision of high-paying jobs.
- Provide stable governmental leadership, consistent decision-making and efficient processing to inspire confidence in investors.
- Work with the Board to ensure that it has provided clear policy guidance for development, then create a system that provides for implementation and decision-making at the lowest level of the organization legally allowed.
- Review and revise fees, processes and decision-making to ensure a business friendly environment.
- Utilize County programs and resources to support the local economy and maximize job creation.

Improve County Government Operations

- Create clear lines of authority and clarify roles, responsibilities and governance of all County departments and programs.
- Develop an approach to evaluate the performance of department heads who report to the Board.
- Develop consistent messaging for the organization.
- Ensure that employees know that they and their work are valued.
- Monitor and evaluate operations and implement strategies to continually improve efficiency and effectiveness.

Operate in a Fiscally-Responsible and Business-Like Manner

- Develop a long-term budget plan which brings the County into operational and programmatic balance.
- Live within our means, fully funding the maintenance of infrastructure and facilities, the provision of state-of-the-art basic operating systems, liabilities, and reserves; while forming capital to strategically invest in the future.
- Invest County resources in ways which create more ongoing revenue to reinvest in maintaining and improving services.
- Eliminate silos and consolidate and centralize administrative functions, including financial management and oversight.
- Implement information management best-practices that will unify technology platforms and move toward a standardized enterprise approach.
- Promote public/private collaboration and projects that help to meet the needs of county residents.

Ensure Development of a Well-Planned, Balanced, and Sustainable County

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- Fund an update to the General Plan, update the Development Code and Master Plans, and create more Community and Specific Plans in order to move away from a “one size fits all” approach and recognize the unique character and needs of all unincorporated areas of the County.
- Work with cities to ensure that County zoning and development standards in their spheres of influence are more compatible.
- Prioritize investments in services and amenities for County unincorporated communities.

Maintain Public Safety

- Work with all elements of the County’s public safety services to reduce costs while maintaining the highest level of service that funding will support.
- Develop a better understanding of the effects of increases or decreases of resources in one area of law and justice on all other areas.

Provide for the Health and Social Services Needs of County Residents

- Maximize the utilization of Federal and State programs and funding to address the needs of County residents.
- To the maximum extent legally allowed, utilize County programs to move participants to self-sufficiency.

Pursue County Goals and Objectives by Working with Other Governmental Agencies

- Work with Federal, State and regional governments and organizations to ensure San Bernardino County receives its fair share of resources and to help shape legislation and regulations which affect the County.
- Work with all Federal and State agencies owning land in the County, to maximize the benefit to the County.
- Support SANBAG’s efforts to expand its role as the Council of Governments in the County.
- Develop a closer working relationship with cities, tribes and other governmental agencies.