“CULTURE DRIVES GREAT RESULTS”
- Jack Welch
2017-2020 COUNTY OF KERN STRATEGIC GOALS

MISSION

VISION

STRATEGIC INITIATIVES

Service Areas

General Government

Public Protection

Public Ways

Health & Sanitation

Public Assistance

Education & Recreation

Strategic and Action

Department Business Plan

Results
2017-2020 COUNTY OF KERN STRATEGIC GOALS

**Enhance Quality of Life for Kern County Residents**

**Issue Statement:** Reduced County tax revenue, driven by the immediate and sharp reduction in the price of oil, challenges our ability to be an effective provider of services.

**We Will:**
- a. Ensure strong public safety efficacy
- b. Invest in infrastructure that benefits our community most
- c. Deliver and sustain value-added places, programs and service
- d. Grow our economy and create jobs

**Be a Model of Excellence in Managing our Business and People**

**Issue Statement:** The County’s current fiscal position is unsustainable, and must be immediately addressed to bolster public trust and confidence, and to maintain an experienced, motivated, and productive workforce.

**We Will:**
- a. Make decisions that strengthen our fiscal outlook
- b. Eliminate our structural deficit
- c. Develop, retain and reward our workforce, and attract talent
- d. Prepare for the future

**Foster a Culture of Innovation**

**Issue Statement:** The County’s residents expect their local government to be contemporary, smart, change-oriented, intuitive, connected, and available, and focused on return on investment.

**We Will:**
- a. Rethink, reformulate, re-engineer; embrace and deliver smart change
- b. Expand digital communication
- c. Develop and sustain public/private partnerships
- d. Strengthen and diversify our tax base