



2017-2020 COUNTY OF KERN STRATEGIC GOALS

**"CULTURE DRIVES
GREAT RESULTS"**

- Jack Welch

2017-2020 COUNTY OF KERN STRATEGIC GOALS



MISSION

VISION



**DEPARTMENT
BUSINESS
PLAN**

**STRATEGY
and
ACTION**

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*

