

COUNTY OF VENTURA

# Strategic Plan

2024–2027



*"The future is not someplace we are  
going to, but one we are creating."*

– John Schaar, *Professor Emeritas of UC Santa Cruz*



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**The County of Ventura’s Strategic Plan** is the roadmap that provides guidance for the Board of Supervisors and County staff to work towards and meet the same strategic priorities and goals. County policies, programs, and initiatives will be evaluated through this lens to ensure our decisions, efforts, and resources remain focused on these key areas leading to a better quality of life for all.

Our residents and families must feel safe and secure in their homes, at school, and at work so they can engage with their neighbors and community to enjoy the many natural resources, social gatherings, and amenities in Ventura County. Access to quality healthcare is essential for our community to thrive.

We must continue to support small businesses, entrepreneurs, and attract new businesses to the county. A vibrant economy is critical to create jobs and opportunities for our residents and the financial resources needed to provide services the community needs. Reliable and sustainable infrastructure are integral to supporting the economy and quality of life.

The County must continue its leadership role as the safety net, lifting up those who need assistance to ensure their basic needs are met. Working to end homelessness and addressing the related challenges faced by the homeless and vulnerable populations is imperative to ensure a just and equitable society. This means taking on some of the most complex and systemic challenges confronting our community such as affordable housing, mental health, addiction treatment, and employment barriers.

Critical to achieving all of these strategic priorities and goals is developing and maintaining an innovative, dedicated, and diverse County workforce that is laser-focused on providing stellar services to the residents and businesses in Ventura County.

By working together, we can make Ventura County a better place for everyone.



# Performance Management

The County Strategic Plan is intended to be a blueprint that each County agency and department can use to guide the development of each agency's strategic plan and work plans. This will allow every agency to assess and determine how their own work, services, and mission can support the County's Strategic Priorities and Goals. The agency level is where specific objectives and measures will be identified and tracked to monitor our progress. Additionally, many County metrics have already been identified in existing documents such as the County Budget and the General Plan.

The County staff will update the Board of Supervisors on a regular basis to report on progress and achievements toward the Strategic Priorities. Regular reporting will facilitate transparency and allow the Board to consider periodic changes or course corrections.

[ventura.org/government/county-strategy-performance-budget/](https://ventura.org/government/county-strategy-performance-budget/)

# 2023 Elected Officials and Department Directors

## COUNTY OF VENTURA BOARD OF SUPERVISORS



DISTRICT 1  
Supervisor  
Matt LaVere



DISTRICT 2  
Supervisor  
Jeff Gorell



DISTRICT 3  
Supervisor  
Kelly Long



DISTRICT 4  
Supervisor  
Janice S. Parvin



DISTRICT 5  
Supervisor  
Vianey Lopez

## COUNTY EXECUTIVE OFFICER



Sevet Johnson, PsyD.

## ELECTED OFFICIALS

Assessor	Keith Taylor
Auditor-Controller	Jeff Burgh
Clerk-Recorder/Registrar	Michelle Ascencion
District Attorney	Erik Nasarenko
Sheriff	Jim Fryhoff
Treasurer/Tax Collector	Sue Horgan

## AGENCY AND DEPARTMENT DIRECTORS

Agriculture Commissioner	Korinne Bell	Human Services Agency	Melissa Livingston
Airports	Keith Freitas	Information Systems	Terry Theobald
Animal Services	Jackie Rose	Library Services Agency	Nancy Schram
County Counsel	Tiffany North	Medical Examiners Office	Christopher Young
Child Support Services	Marcus Mitchell	Probation Agency	Gina Johnson
Fire Protection District	Dustin Gardner	Public Defender	Claudia Bautista
General Services Agency	Dave Sasek	Public Works Agency	Jeff Pratt
Harbor Department	Michael Tripp	Resource Management Agency	Kim Prillhart
Health Care Agency	Barry Zimmerman		



# Mission, Values, and Guiding Principles

## MISSION

To provide superior public service and support so that all residents have the opportunity to improve their quality of life while enjoying the benefits of a safe, healthy, and vibrant community.

## VALUES

Build and foster public trust through:

- Ethical behavior
- Transparency and accountability
- Equitable treatment and respect of all constituents
- Excellence in service delivery

## GUIDING PRINCIPLES

We focus on serving our resident and business communities by:

- Adopting carefully considered policies
- Staying competitive through the implementation of proven practices and the effective use of technology
- Delivering services in a business and constituent-friendly, customer service driven, cost-effective manner
- Utilizing strategic thinking and action
- Promoting an action-oriented, empowered, and accountable workforce
- Planning for and developing programs to meet future needs
- Operating in a fiscally responsible manner



# Strategic Priorities 2024–2027

**Healthy, Safe, and Resilient  
Communities**

**Fiscal Responsibility and  
Economic Vitality**

**Reliable Infrastructure  
and Sustainability**

**Address Homelessness and  
Lift Up the Most Vulnerable**

**Diverse and Innovative Workforce  
Dedicated to Service Excellence**



# Summary of Strategic Priorities

## Healthy, Safe, and Resilient Communities

Maintain the highest standard of health and remain one of the safest and most resilient counties in the nation.

### GOALS:

- 1) Provide equitable and timely access to quality healthcare, mental health, and public health services.
- 2) Maintain high-performing public safety services.
- 3) Promote community resilience and strengthen our ability to withstand and recover from disaster or adversity.

## Fiscal Responsibility and Economic Vitality

Make responsible and efficient use of public funds and promote economic stability and growth during a changing economy.

### GOALS:

- 1) Maintain a transparent and balanced budget, while funding essential services and implementing cost-saving measures.
- 2) Foster a thriving business ecosystem to create jobs, increase wages, and strengthen the local economy.
- 3) Create a customer service-focused and business-friendly environment while stimulating entrepreneurship and industry growth.

## Reliable Infrastructure and Sustainability

Provide robust infrastructure, facilities, technology, and land-use policies to enable vibrant and sustainable communities.

### GOALS:

- 1) Maintain and improve dependable public resources to serve the needs of our diverse communities.
- 2) Preserve our agricultural land and natural environment while ensuring housing availability for all residents.
- 3) Invest in sustainable infrastructure, renewable energy, and preservation of our natural resources.

## Address Homelessness and Lift Up the Most Vulnerable

Continue to relentlessly pursue an end to homelessness in collaboration with our cities and community partners. Strengthen our safety net to support those in need.

### GOALS:

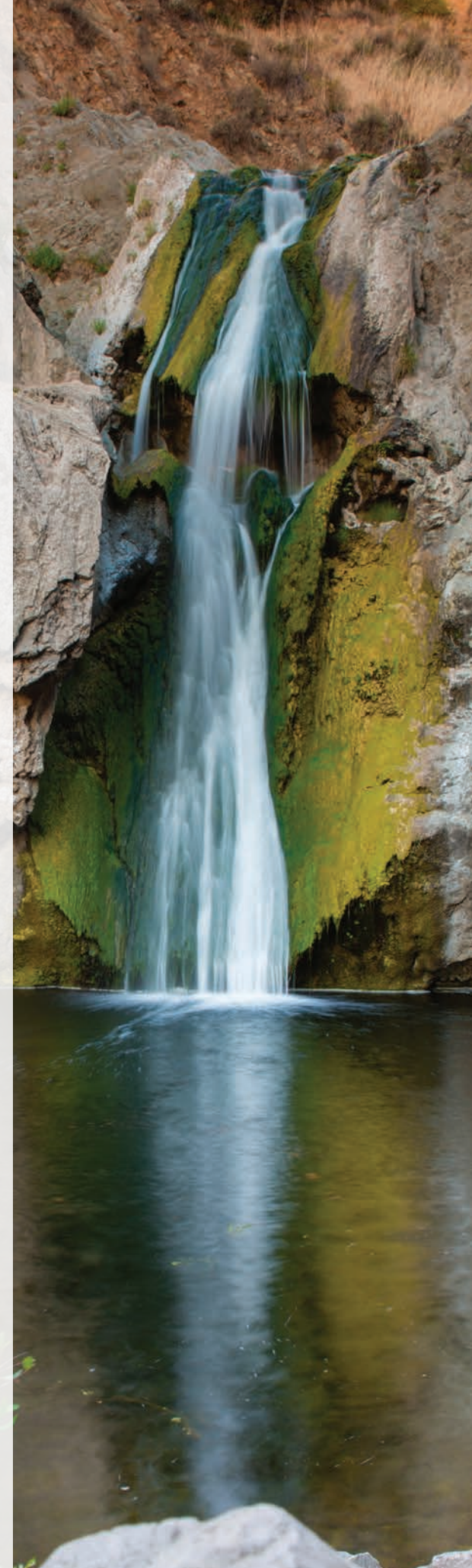
- 1) Provide short and long-term housing options with wrap-around services to foster well-being and self-sufficiency for individuals experiencing homelessness.
- 2) Meet/sustain basic needs and be a reliable safety net for our vulnerable populations.

## Diverse and Innovative Workforce Dedicated to Service Excellence

Attract, hire, develop, and retain a diverse workforce empowered to meet the needs of our customers.

### GOALS:

- 1) Cultivate a talented, diverse, and inclusive workforce emphasizing ethics, leadership, and effectiveness.
- 2) Leverage innovation and continuous improvement to provide efficient and effective services.
- 3) Promote a culture of connection, health, and well-being for all County employees.







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