

STRATEGIC INITIATIVES

2025-2030

NAPA COUNTY, CALIFORNIA



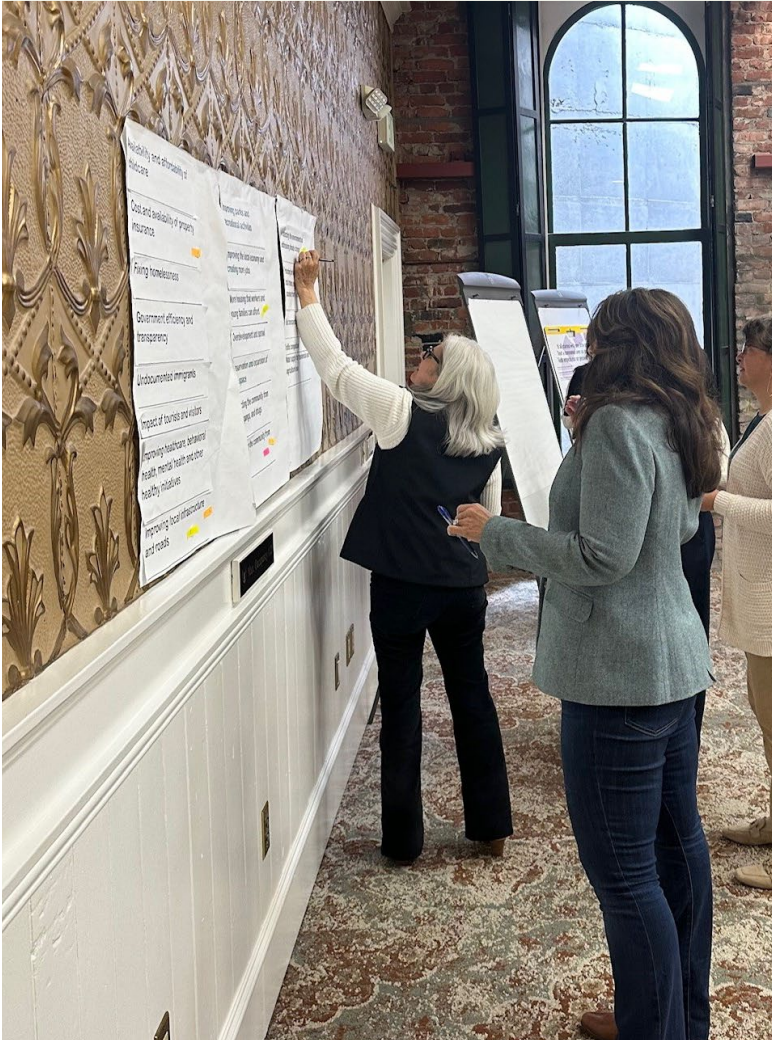


NORTH STAR

2025-2030 STRATEGIC INITIATIVES

Strategic Initiatives provide a clear framework for goals that guide decision-making and align County departments with the Board of Supervisors' priorities and community needs over the next five years.

Each department will develop implementation plans to advance these goals, with progress tracked through annual performance indicators and reflected in the County's annual budget process.



BOARD ENGAGEMENT IN STRATEGIC PLANNING

Collaborative process shaped by Board direction and community input

- Two planning sessions: April and September 2025
- Individual meetings with each Supervisor
- Feedback informed the draft Strategic Initiatives



PROVEN METHODOLOGY+ INCLUSIVE OUTREACH

*Data-informed process shaped by broad
community participation*

- Statistically valid community survey
(English & Spanish)
- Broad outreach across Napa County's
people, organizations, and workforce
- Data-driven foundation for the Strategic
Initiatives



COMMUNITY OUTREACH HIGHLIGHTS

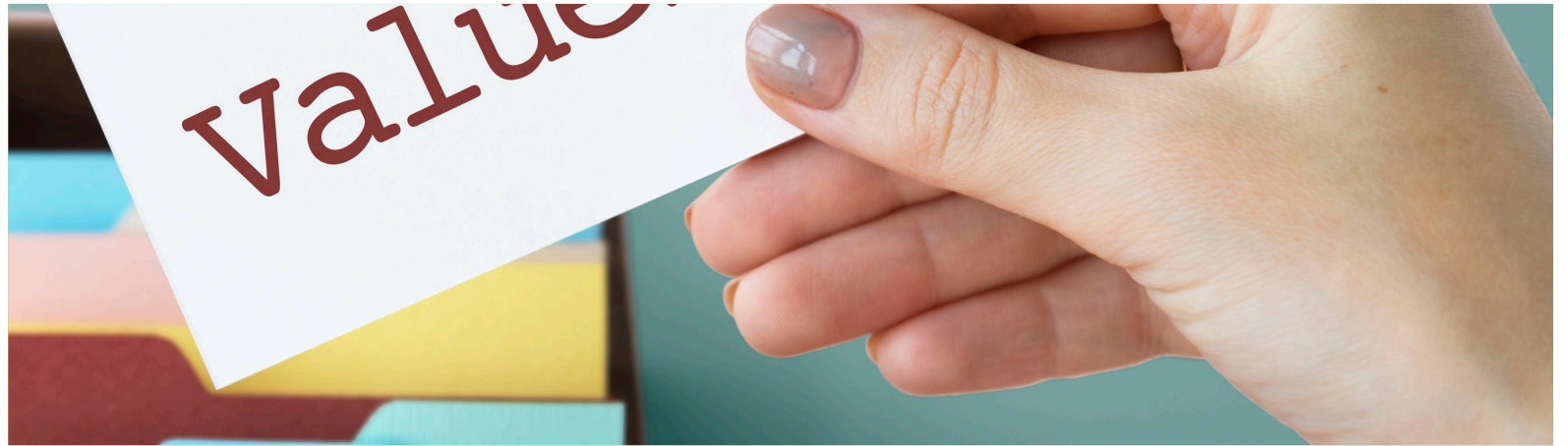
Inclusive outreach across multiple channels

- Countywide advertising in print, radio, and transit
- 2,500 bilingual postcards and partner newsletters
- County and partner social media cross-promotion

COMMUNITY ENGAGEMENT RESULTS

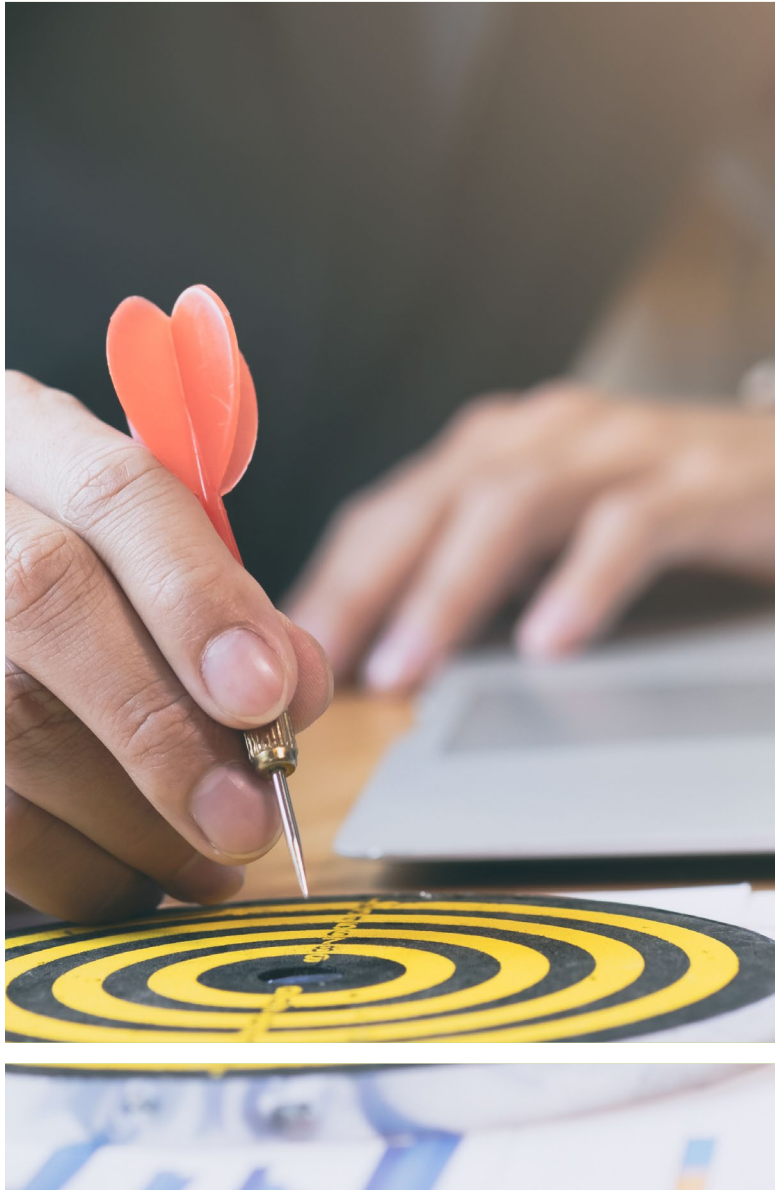
- 1,489 representative survey responses
- 1,000 responses open community survey responses
- 338 County employee responses
- Data-driven and community-informed foundation





OUR GUIDING VALUES

- Inclusivity & Community
- Integrity & Collaboration
- Stewardship & Resilience
- Compassion & Access
- Innovation & Learning



OUR VISION IN ACTION

Together, we build vibrant, inclusive communities where every person belongs and thrives, through compassionate services, strong roots in our agricultural legacy, and shared commitment to protecting our environment for future generations.

BUILD HEALTHY, CONNECTED COMMUNITIES

We will foster inclusive, connected, and responsive communities by advancing livability, mobility, and accessibility—creating welcoming, opportunity-rich places that adapt to the evolving needs of all people, especially those most vulnerable.

- Promote affordable, safe, and healthy neighborhoods and vibrant community and public spaces that foster a strong sense of place and belonging, while prioritizing housing stability and access.
- Build and maintain safe, sustainable, and connected transportation systems with reliable infrastructure—including roads and trails—to keep communities connected and future ready.
- Strengthen equitable access to core services and opportunities that protect health, safety, and wellbeing for all people.

CHAMPION ENVIRONMENTAL SUSTAINABILITY AND RESILIENCE

We will take decisive action, integrate climate resilience into decision-making, and protect natural resources to build a sustainable, healthy future for our community.

- Implement strategic, data-informed initiatives to reduce emissions, cut waste, support clean energy, and protect natural resources.
- Lead proactive strategies to reduce the risk and impacts of natural and manmade disasters, strengthening public safety through preparedness, education, and infrastructure.
- Secure long-term, reliable, and equitable water access for residential, agricultural, and environmental uses through conservation, infrastructure, and innovation.
- Sustain and restore natural habitats and wildlife through science-based stewardship that connects people to Napa County's diverse ecosystems.



PRESERVE NAPA COUNTY'S AGRICULTURAL LEGACY

We will safeguard the Agricultural Preserve and shape land use policies that sustain Napa County's agricultural economy—balancing economic vitality, rural character, and environmental responsibility.

- Support and sustain the vitality and identity of Napa County's wine and agricultural industries through balanced regulation and thoughtful land use policies.
- Steward agricultural lands by prioritizing land use choices that promote conservation, productivity, and long-term resilience.
- Strengthen, celebrate, and protect Napa County's agricultural legacy as the foundation of our shared identity and way of life.



ELEVATE COUNTY SERVICE AND WORKFORCE EXCELLENCE

We will cultivate a high-performing, accountable, and collaborative organization—grounded in stewardship, committed to improvement, and driven by inclusive engagement—that is flexible, diverse, and empowered to lead with integrity and impact.

- Practice transparent, efficient, and data-driven financial management that models public trust and accountability.
- Recruit and retain a skilled workforce that reflects our community and its values and that thrives through competitive compensation, strong support, and professional growth.
- Foster a mission-driven workplace culture that breaks down silos, supports collaboration, and develops future leaders. Promote open and compassionate communication that builds trust and invites collaboration and public participation.
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THANK YOU!

