



Economy

1. By the year 2010, the annual Median Family Income will increase by a higher percentage than the Bay Area Consumer Price Index.
2. By the year 2010, housing will be available and affordable to meet the needs of the local work force.
3. By the year 2010, county performance in key economic sectors such as agriculture, tourism and retail will meet or exceed the state average.

Education

4. By the year 2010, more students will be working at grade level with a curriculum that spirals in rigor through out the K-14 system.
5. By the year 2010, more students will be ready for college and transfer ready from the community college into four-year colleges and universities.
6. By the year 2010, more schools will have a pre-kindergarten program available for all children.

Health

7. By the year 2010, Santa Cruz County residents will have improved access to primary, specialty and emergency medical services. Appropriate planning and training will have been accomplished for medical response to disasters.
8. By the year 2010, 80% of healthcare providers will use Health Information Technology to improve patient safety, enhance healthcare systems efficiency, and provide community-wide secure health data to improve population health for Santa Cruz County residents.
9. By the year 2010, 50% of Santa Cruz County residents over the age of 60 will receive education and information regarding end of life choices and opportunities, thus empowering them to make self-determined decisions regarding health care.
10. By the year 2010, the prevalence of childhood obesity in Santa Cruz County will be reduced by 5%.

Public Safety

11. By the year 2010, the health of rivers and the ocean is improved by reducing erosion, reducing pollution and increasing summer stream flows.
12. By the year 2010, Open space is preserved & increased while the percentage of housing units is increased which are environmentally sound, green, affordable, and near transit & job centers.
13. By the year 2010, single-passenger auto use is reduced by improving cyclist safety, increasing miles of bike lanes and increasing use of public transportation.

Natural Environment

14. By the year 2010, crime within Santa Cruz County will continue to decrease and residents will have increased confidence in their personal safety at home and in the community.
15. By the year 2010, children in Santa Cruz County will live in safer families and community.

Social Environment

16. By the year 2010, more people will be educated and engaged in activities that strengthen our community and civic life.
17. By the year 2010, families and children will have access to the information, resources and support they need to succeed.
18. By the year 2010, all people in Santa Cruz will have a way to meet their basic needs for food, housing, healthcare, childcare and transportation.
19. By the year 2010, County residents with disabilities will be able to obtain services needed to support increasing options, pursue goals and participate in community life at levels consistent with their ability.