



# STRATEGIC PLAN

2026-2029



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## Who We Are

Yuba County is a community rooted in **resilience**, **connection**, and **opportunity**. As one of California's original counties, our agricultural heritage and natural beauty have shaped who we are—but our story is defined by where we're headed.

We are an organization that says Yes to Yuba: yes to opportunity, yes to protecting our community identity, and yes to fostering a sense of pride. Our communities reflect the diversity of Yuba County from rural foothills and rolling farmland, to emerging commercial hubs and entertainment opportunities.

**Our people are what make Yuba County special.**

We value the small-town spirit that connects neighbors, the entrepreneurial energy driving new growth, and the shared vision of a place where everyone can live, work, and play.

As we move forward, we are focused on delivering responsive and reliable services; strengthening community partnerships; and supporting responsible growth that honors our roots.

This Strategic Plan reflects our commitment to serve with integrity, collaboration, and innovation—supporting a future where Yuba County continues to be a sought-after place to call home.



## OUR PURPOSE

# Mission Statement

- Serving our community by providing **responsive, reliable** services that grow unique and thriving places to **live, work, and play.**

# Vision Statement

- Honoring our roots and diverse communities while leaning into our Yes-to-Yuba culture, we aim to shape a future where Yuba County is a sought-after place to **live, work, and play.**





# Foundational Pillars

## COUNTY SERVICES

Deliver convenient, responsive, safe, and reliable services with a personal Yes-to-Yuba experience for all communities we serve.

## COMMUNITY GROWTH

Pursue responsible housing and economic development that meets the needs and expectations of a growing community, supported by infrastructure that connects individuals to different parts of the county and to each other.

Protect and promote both the rural lifestyle and the agricultural roots of the county, while providing access to its natural beauty.

## COMMUNITY ENGAGEMENT

Build a strong sense of community and identity through a shared vision.

Promote Yuba County as a unique mix of urban and rural communities, enhanced by opportunities for outdoor adventure.

## COUNTY CULTURE

Operate efficiently, in a fiscally responsible manner, and within a culture of collaboration, empowerment, and accountability.



City of Marysville at night

## County Services

Deliver convenient, responsive, safe, and reliable services with a personal **Yes-to-Yuba** experience for all communities we serve.

### 2026-2029 OBJECTIVES

- Improve and increase County service delivery options through enhanced in-person, over-the-phone, and online services.
- Strengthen the community's awareness and connection to services ensuring their physical, mental, and fiscal health needs are addressed.
- Enhance public safety through County Department and local agency collaboration and partnership.



## Community Growth

Pursue responsible housing and economic development that meets the needs and expectations of a growing community, supported by infrastructure that connects individuals to different parts of the county and to each other.

Protect and promote both the rural lifestyle and the agricultural roots of the county, while providing access to its natural beauty.

### 2026-2029 OBJECTIVES

- Attract new businesses and support the vitality of our existing business community through supportive County services.
- Enhance County infrastructure, and partner with local districts, to provide infrastructure that meets the needs of our communities.
- Ensure that agriculture, natural resources, and rural communities are preserved and protected when determining how the future growth of our urban areas will be accommodated.



# Community Engagement

Build a strong sense of community and identity through a shared vision.

Promote Yuba County as a unique mix of urban and rural communities, enhanced by opportunities for outdoor adventure.

## 2026-2029 OBJECTIVES

- Enhance community connectiveness to county services through focused engagement.
- Raise community and tourism awareness of Yuba County’s natural, community, and recreational resources through increased outreach.
- Encourage connections and collaboration with partner agencies within the County, as well as among County departments, to ensure we are collectively working together to best serve our communities.



# County Culture

Operate efficiently, in a fiscally responsible manner, and within a culture of collaboration, empowerment, and accountability.

## 2026-2029 OBJECTIVES

- Share and practice organizational values throughout the County.
- Maximize staff development through training, coaching, and mentorship opportunities.
- Evaluate County operations for efficiency and cost effectiveness as part of the annual budget process.





# Our Values

## COMMITMENT

We hold ourselves accountable to fulfill our responsibilities and to support others in fulfilling theirs, in an effort to advance a common vision for the County.

## YES-TO-YUBA MINDSET

We believe that each individual we serve, including our fellow employees, deserves our active attention and respect, and that we should make every effort to meet their needs and expectations.

## COLLABORATION

We believe by sharing freely our talents, ideas, and experiences we will not only be more efficient, but more creative and innovative.

## STEWARDSHIP

We recognize our obligation as stewards of the public trust to manage the County's resources in a manner that best serves the common interest.

## WORKFORCE DEVELOPMENT

We believe in investing in the growth and development of our employees, our most valuable assets.

## INCLUSION

We believe that when we engage all voices with intention, we can build a stronger sense of community, belonging, and shared responsibility for our County mission and vision.

## TRUST AND TRANSPARENCY

We strive to be open, honest, and accessible, providing a consistent, high-quality experience for those we serve.

## ADAPTABILITY

We believe that to stay responsive to the needs and expectations of those we serve, we must remain flexible and encourage innovation in what we do and how we do it.







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[yuba.gov/StrategicPlan](http://yuba.gov/StrategicPlan)