



Steering Committee Meeting #2  
Thursday, September 24, 2020 | 1 pm – 3:00 pm | Facilitated virtually through Zoom

## DEFINITIONS

A **Vision Statement** focuses on tomorrow and what an organization wants to ultimately become. A **Mission Statement** focuses on today and what an organization does to achieve it. Both are vital in directing goals.

- **Example:**
  - *Vision Statement:* Sonoma County seeks to build a safer, more resilient community with the capacity and ability to manage hazards and disasters.
  - *Mission Statement:* Sonoma County protects its communities by coordinating and integrating all activities necessary to build, sustain and improve the capability of the comprehensive emergency management program to mitigate against, prepare for, respond to and recover from all threatened or actual hazards.

**Goals** are general guidelines that explain what we want to achieve in Sonoma County. They are usually long-term and represent global visions.

- **Example:** Protect public health and safety

**Objectives** define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable, and have a defined completion date. They are more specific and outline the “who, what, when, where, and how” of reaching the goals.

- **Example:** Permit Sonoma will improve understanding of the location and potential impacts of hazards that impact the planning area utilizing the best available data and science as it becomes available and share this information with all stakeholders.

## SONOMA COUNTY LHMP – 2017 (What We Have Now)

### GOALS

- The frequency and probability of disaster events
- The number of people and structures vulnerable to different hazards;
- Goals, objectives and funding priorities of the State Hazard Mitigation Plan;
- Goals and objectives in the Sonoma County Hazard Mitigation Plan and General Plan Public Safety Element;
- Potential for protecting life and property in areas of highest risk or vulnerability;
- Cost/benefit considerations;
- Potential to help assure critical County infrastructure, structures and government services remain functional following a disaster;
- Degree to which strategies help mitigate, reduce repetitive flood loss properties and or help assure continued compliance with the National Flood Insurance Program;
- Achievability in terms of social acceptance, technical feasibility, administrative, political, legal, economic and environmental considerations outlined by FEMA in its “developing the Mitigation Plan” guide;
- Priority implementation actions from the 2011 Hazard Mitigation Plan which were not fully completed and should be carried forward into the new five-year plan.
- 

### OBJECTIVES



## Draft/Strawman Goals & Objectives Sonoma County Multijurisdictional Hazard Mitigation Plan

### Steering Committee Meeting #2

Thursday, September 24, 2020 | 1 pm – 3:00 pm | Facilitated virtually through Zoom

- Assure that adequate and up to date natural hazard information and maps are available and utilized to guide decisions that impact risk.
- Update and enforce County codes to minimize the risks of natural hazards.
- Reduce vulnerability of public buildings at risk from natural hazards.
- Improve the ability of county infrastructure to withstand natural hazard events.
- Reduce natural hazard risk to, and increase the mitigation capability of, private residents, businesses and others who could be affected by hazards.
- Increase the County capability to respond to and recover from emergencies and disasters caused by natural hazards.

### DRAFT MISSION, VISION, GOALS AND OBJECTIVES FOR REVIEW (IDEAS FOR NEXT PHASE)

#### Draft Mission Vision Statement

1. **Sonoma County** will ensure, through coordination with County and Local shareholders that the county is prepared to respond to, and recover from, all natural and man-made emergencies. Together we will combine and support each other's efforts to reduce the loss of life and property through an all-hazards emergency management program of mitigation, preparedness, response and recovery throughout Sonoma County.
2. The mission of the **Sonoma County Multi-Jurisdictional Hazard Mitigation Plan** is to establish sound public policy to protect life, property, and the quality of the natural environment; to reduce risk and prevent loss from future hazard events.

#### Draft Vision Statement

1. Our vision is for governmental, volunteer and private organizations, with effective plans, necessary resources, and training for variable and efficient disaster response. To maintain and improve the capability to successfully work together to mitigate against, prepare for, respond to, and recover from all-hazards related emergencies and disasters.
2. A safer future for Sonoma County built on collaborative partnerships committed to emergency preparedness; to protect and preserve life, property, and the environment.

#### Draft GOALS

1. Protect People and Property
2. Minimize potential for loss of life, injury, social impacts, and dislocation due to hazards.
3. Minimize potential for damage to property, economic impacts, and unusual expense due to hazards.
4. Actively develop community awareness, understanding, and interest in hazard mitigation and empower the Operational Area to engage in the shaping of associated mitigation policies and programs.
5. Encourage programs and projects that promote community resiliency by maintaining the functionality of critical County resources, facilities, and infrastructure.



## Draft/Strawman Goals & Objectives Sonoma County Multijurisdictional Hazard Mitigation Plan

### Steering Committee Meeting #2

Thursday, September 24, 2020 | 1 pm – 3:00 pm | Facilitated virtually through Zoom

6. Promote an adaptive and resilient Operational Area that proactively anticipates the impacts of climate change. The effectiveness of a mitigation strategy is assessed by determining how well these goals are achieved.
7. Encourage the development and implementation of long-term, cost-effective and environmentally sound mitigation projects
8. Build and support capacity to enable local government and the public to prepare for, respond to, recover from and mitigate against the impact of natural hazards.

### Draft OBJECTIVES

1. Minimize disruption of local government operations caused by hazards.
2. Increase resilience of (or protect and maintain) infrastructure and critical facilities.
3. Reduce hazard-related risks and vulnerability of the populations in Sonoma County.
4. Continually improve understanding of the location and potential impacts of hazards that impact the planning area utilizing the best available data and science as it becomes available and share this information with all stakeholders.
5. Develop and provide updated information about threats, hazards, vulnerabilities, and mitigation strategies to state, regional, and local agencies, as well as private-sector groups.
6. Develop and implement hazard mitigation strategies that reduce losses to wildlife habitat and protect water supply and quality, while also reducing damage to development.
7. Enhance and improve building codes and their proper implementations so that new construction can withstand the impacts of hazards and lessen the impact of that development on the environment's ability to absorb the impact of hazards.
8. Promote and implement hazard mitigation plans and projects that are consistent with state, regional, and local climate action and adaptation goals, policies, and programs.
9. Advance community resilience through preparation, adoption, and implementation of state, regional, and local multi-hazard mitigation plans and projects.
10. Encourage life and property protection measures for all communities and structures located in hazard areas.
11. Actively promote effective coordination of regional and local hazard mitigation planning and action among state agencies, cities, counties, special districts, tribal organizations, councils of governments, metropolitan planning organizations, and regional transportation associations to create resilient and sustainable communities.
12. Retrofit, purchase, or relocate structures in high hazard areas, especially those known to be repetitively damaged.