

FY 21/22

FOCUS AREAS AND STRATEGIC GOALS



FOCUS AREA 1: CITIZEN ENGAGEMENT

To implement outreach strategies that reflect who we are and inspire people to be part of it.



FOCUS AREA 2: ECONOMIC DEVELOPMENT

To actively bring people to Cleveland County through recruitment of new industry, creating a healthy business climate for existing businesses and growing Cleveland County as a tourist destination.



FOCUS AREA 3: PUBLIC SAFETY

To ensure the safety of our residents through efficient and effective public safety agencies.



FOCUS AREA 4: FISCAL SUSTAINABILITY

To be a high-performing organization that effectively uses resources to provide high quality service to our residents.



FOCUS AREA 5: COMMUNITY WELLNESS

To promote physical activity, healthy eating, and positive relationships within families



FOCUS AREA 1: CITIZEN ENGAGEMENT

FY 21-22 GOALS

1. Promotion of the housing study in an effort to encourage developers to build additional housing opportunities in Cleveland County.
2. Explore creation of a low-cost spay and neuter program in Cleveland County in an effort to help control the unwanted pet population.
3. Expansion of youth programs which provide life coaching, career assistance and healthy lifestyle education to provide opportunities for youth to become successful, productive adults.
4. Focus on litter in Cleveland county by identifying community partners to expand roadside litter pick up and development of a litter prevention campaign to incorporate in local schools.
5. Continue to increase citizen engagement & communication through sharing of information about programs and services offered by Cleveland County.
6. Focus on outreach in an effort to increase Veterans support services by collaborating with Veterans support agencies in the county.
7. Creation of a citizen's academy that would allow citizens insight into County services and functions of County departments.



FOCUS AREA 2: ECONOMIC DEVELOPMENT

FY 21-22 GOALS

1. Create and promote workforce development efforts aimed at recruiting and retaining a qualified workforce that meets the needs of Cleveland County employers.
2. Continue to support the local farmers in their efforts to expand the agriculture industry in Cleveland County.
3. Analyze and perform site development on available sites and proactively plan for future product development through private/public land-banking.
4. Analyze current retail environment to better understand existing retail product, examine what drives retail businesses to locate to a community and develop a strategy to recruit retail businesses to Cleveland County.
5. Update Travel and Tourism strategic plan to market and promote Cleveland County as a tourist destination.



FOCUS AREA 3: PUBLIC SAFETY

FY 21-22 GOALS

1. Maintain support for County Volunteer Fire Departments through development of the existing Volunteer Fire Department Strategic Plan.
2. Creation and planning for a public safety campus in an effort to improve efficiencies across departments and provide a higher level of customer service for residents.
3. Review of existing animal control ordinance and current enforcement practices and continued implementation of Best Practices at the Animal Shelter.
4. Evaluate options for expanding internet services to areas of the County which are not served including identification of wireless expansion options.
5. Take proactive approach to cleaning up dilapidated properties throughout Cleveland County.
6. Create Partnerships to examine options for funding and location a Law Enforcement Driving Pad.



FOCUS AREA 4: FISCAL SUSTAINABILITY

FY 21-22 GOALS

1. Continued organizational focus on being an employer of choice through re-development of the Cleveland County Personnel Ordinance and continued review of market and pay-plan alignment.
2. Prioritize partnership with Cleveland County Schools to develop and review a long-term school capital facility plan.
3. Continue to maintain a fund balance of 18% to ensure stability in the financial health of Cleveland County.
4. Continue to implement and use the Facility Master Plan to prioritize capital improvements and increase building efficiencies.
5. Identify lean principles with a focus on position justification to create efficiencies across the organization.



FOCUS AREA 5: COMMUNITY WELLNESS

FY 21-22 GOALS

1. Focus on community Wellness by identifying health disparities and partnering with community agencies to better our County's health rankings.
2. Intentional focus on actively engaging in the fight against substance abuse with an intentional focus on opioids.
3. Identify innovative strategies to make Cleveland County a desirable place to live, work and play with a strategic focus on enhancing the quality of life for our residents.
4. Further develop and measure outcomes for Community Prosperity Project and look for countywide expansion opportunities.
5. Research the availability of funding for expansion of existing trails (Broad River Greenway and Kings Mountain Gateway trail) as well as new projects such as sidewalks, bike trails and Rails to Trails programs.