

# Wake Co Strategic Plan Update

August 21, 2023

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# Why a Strategic Plan?



**Engagement**



**Focus**



**Alignment**



**Outcomes**



## Preparation and Kickoff



## Engagement



## Environmental Scanning and Research



## Plan Development



# Preparation and Kickoff

*April - May*

- Commissioners signed off on the approach in April
- Staff developed and gathered the materials
- [www.wake.gov/strategic-plan](http://www.wake.gov/strategic-plan)
- Created six staff teams made up of subject matter experts



Community Health &  
Vitality



Economic Strength



Education



Great Government



Growth & Sustainability



Public Safety

# Internal Strategy Teams

## **Community Health & Vitality**

Jose Cabanas  
Duane Holder  
Denise Foreman  
Andrew Godfrey  
*Chris Colangelo (alternate)*  
Rebecca Kaufman  
*Lechelle Wardell (alternate)*  
Lorena McDowell  
*Alicia Arnold (alternate)*  
Sydney Mierop  
Antonia Pedroza  
*Tomiko Hicks (alternate)*  
Emerson Barker  
Stephanie Harris

## **Economic Strength**

Denise Foreman  
Michael James  
Barbara Brothers  
*Pat Sturdivant (alternate)*  
Christal Carmichael  
*Danya Perry (alternate)*  
Trevor Hyde  
Toney Thompson  
Stephanie Harris

## **Education**

Emily Lucas  
Molly Berkoff  
Lindsey Davis  
Matt Jeffreys  
Albert McMillian  
Katherine Williams  
*Thomas Ray (alternate)*  
Michelle Venditto  
Emerson Barker

# Internal Strategy Teams

## **Great Government**

Ben Canada  
Michelle Burgess  
Angela Crawford  
*Trinija Martin (alternate)*  
Heather Drennan  
Jonathan Feldman  
Mary Hutchings  
Danya Perry  
*Molly Marcotte (alternate)*  
Toni Womack  
Emerson Barker  
Stephanie Harris

## **Growth & Sustainability**

Michael James  
Kelli Braunbach  
*Mark Hamlett (alternate)*  
*Kevin Witchger (alternate)*  
Mark Forestieri  
*Tim Ashby (alternate)*  
*Eric Staehle (alternate)*  
Teresa Furr  
*Mikayla Renn (alternate)*  
Caroline Loop  
*Nancy Daly (alternate)*  
Tim Maloney  
Lorena McDowell  
*Alicia Arnold (alternate)*  
Matt Roylance  
Emerson Barker  
Stephanie Harris

## **Public Safety**

Ashley Jacobs  
Jose Cabanas  
Chris Creech  
Kelli Braunbach  
*Ryan Davidson (alternate)*  
Don Garner  
*Jason Jones (alternate)*  
Melvin Lee  
Molly Marcotte  
*Christal Carmichael (alternate)*  
Joe Vindigni  
Jasmine Volkel  
*Malinda Todd (alternate)*  
Emerson Barker



# Environmental Scanning & Research

*May - July*

- Identified existing plans and resources
- Where are we?
  - Community Surveys
  - Demographics and Social Trends
  - Existing Key Indicators
- Identify stakeholders





# Engagement

*August - October*

- 210+ stakeholders groups identified by County staff
- Engagement and outreach efforts through October
- Soliciting feedback from community stakeholders and partners to seven questions



# Engagement

*August - October*

1. In an ideal world, how should Wake County look and feel five years from now? What might residents/community members be experiencing in their daily lives?
2. In late 2022, Wake County surveyed the community and asked them to identify their top priorities. The following are some of the issues and topics mentioned most often.
  - Affordable housing
  - Crime, violence, and public safety
  - Development, construction, and growth
  - Education
  - Homelessness
  - Infrastructure
  - Jobs and the economy
  - Public health
  - Roads and traffic
  - Teacher and staff pay/support
  - Transit services (including bus & rail)

What are your top priorities for Wake County for the next five years? Is anything missing from the list above?



# Engagement

*August - October*

3. Name a few things that Wake County government does well. Who benefits most from the things Wake County does well?
4. Wake County Government strives to be an organization that solves community-wide issues or problems. How can we improve our ability to address the challenges facing our community? What can we do better?



# Engagement

*August - October*

**5.** Wake County Government values me as a community stakeholder. (Select only one)

- Strongly agree
- Agree
- Not sure
- Disagree
- Strongly disagree

**6.** As a community stakeholder, what are your preferred ways of receiving communications from Wake County Government? (Select all that apply)

- Annual or quarterly progress reports
- Newsletters
- Emails
- Social media
- Presentations (i.e., in-person or virtual mtgs)
- County websites
- Press releases
- Text messages
- Phone calls
- Informal meetings, including face-to-face communication or word of mouth



# Engagement

*August - October*

7. Do you want to share other thoughts or comments?



# Plan Development

*October – Early 2024*

- Board of Commissioners creates the vision (Oct 20 retreat)
- Staff drafts the plan
  - Mission and Values
  - Strategies and tactics
- Targeting a completed draft by January 2024
- Another public engagement opportunity anticipated

# Move from Planning to Implementation

- Strategic Plan will provide direction and guidance for
  - Future department business plans, and
  - Some individual work plans
- We will track, measure, and report our progress
- We will maintain and update our strategic plan to tackle new and emerging issues



**3-5  
years**

# Discussion

For information about the County's Strategic Plan, please visit:

[wake.gov/strategic-plan](https://wake.gov/strategic-plan)