

Wake County Strategic Plan

Preparing for the August Retreat

August 10, 2026

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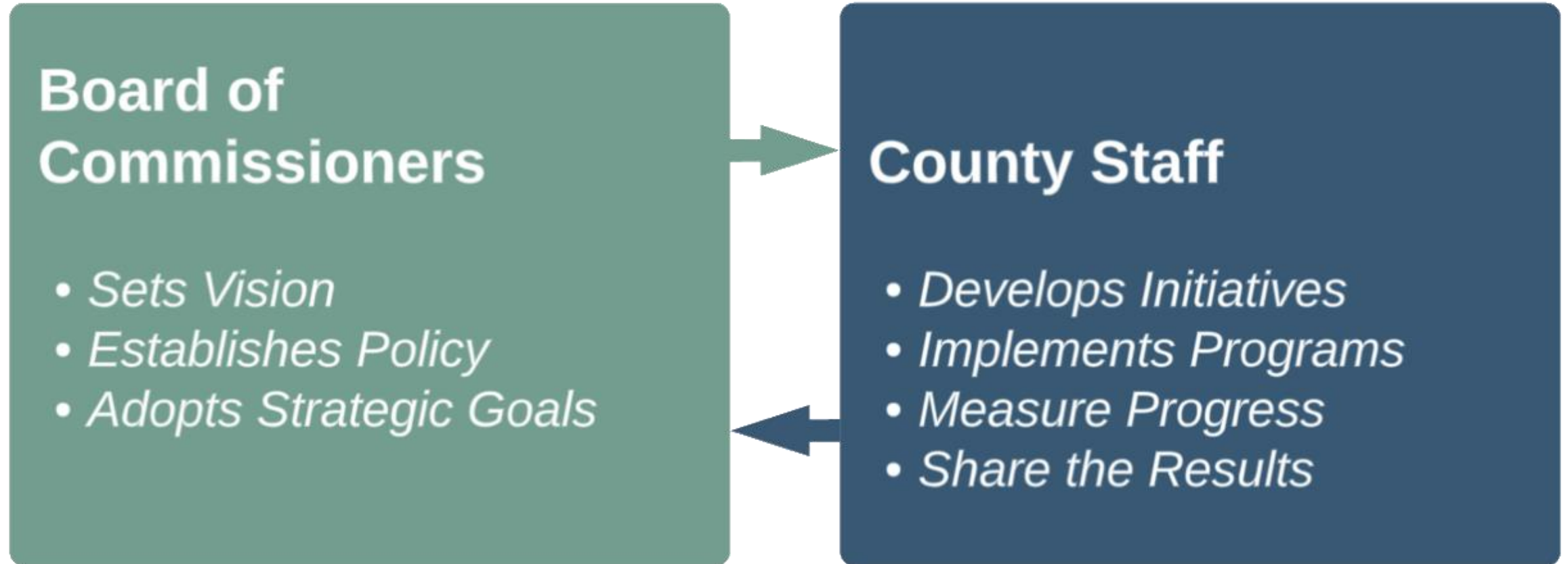


A Living Document

Looking Ahead

- Our Strategic Plan aims to guide Wake County over time. **It can be adapted** as we begin to accomplish our goals and as the community, organization and partnerships evolve.
- Purpose
 - Celebrate a **few accomplishments**
 - Share some areas where conditions are changing
 - Prepare for potential Strategic Plan revisions and updates ahead

What Hasn't Changed



What We've Learned Two Years Later

Successes

- **Establishing momentum**
- Improving **collaboration** and organizational alignment around key priorities
- Starting to meet and exceed some of our stretch targets

Emerging Challenges

- Economic conditions are shifting
- New barriers are affecting access
- Some goals may benefit from improved phrasing and framing
- Some measures need refinement

Why SMART Goals?

- Measurable outcomes
- **Stretch targets that challenge the status quo**
- Benchmarks were established using the best available information
- Proxy measures used where no established data existed

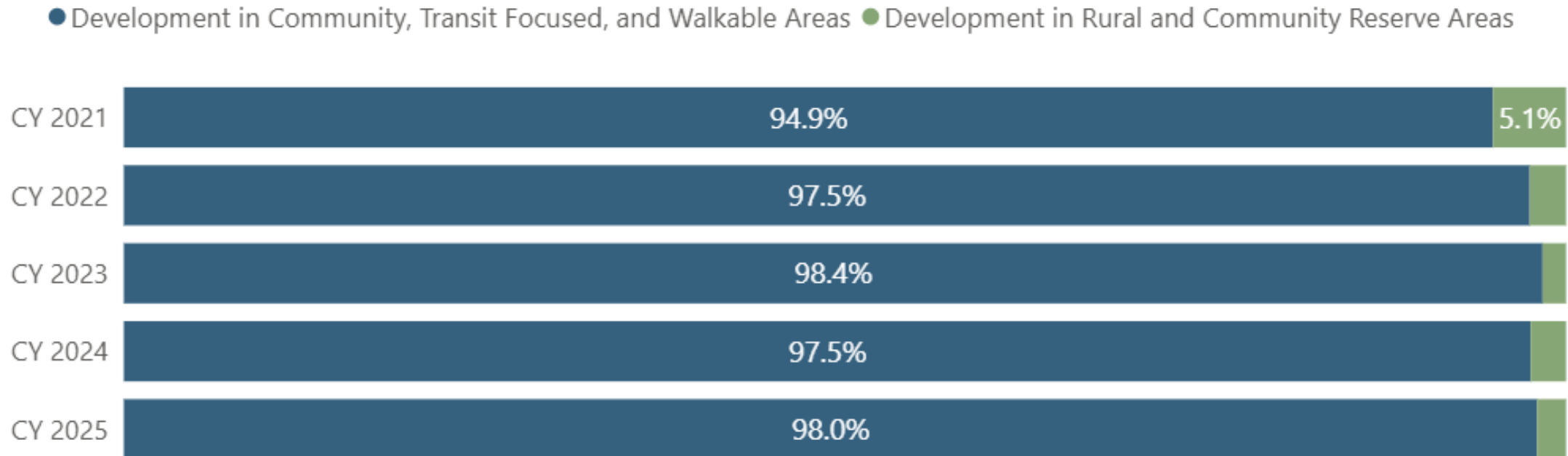


Evaluating outcomes highlights our success and identifies where we need to adjust our thinking, especially when responding to changes.

Measuring Success

Growth, Land Use and Environment Goal 1: Between 2024 and 2029, 97% of **growth and development** will be directed toward cities and towns that provide municipal services, transportation, and utilities.

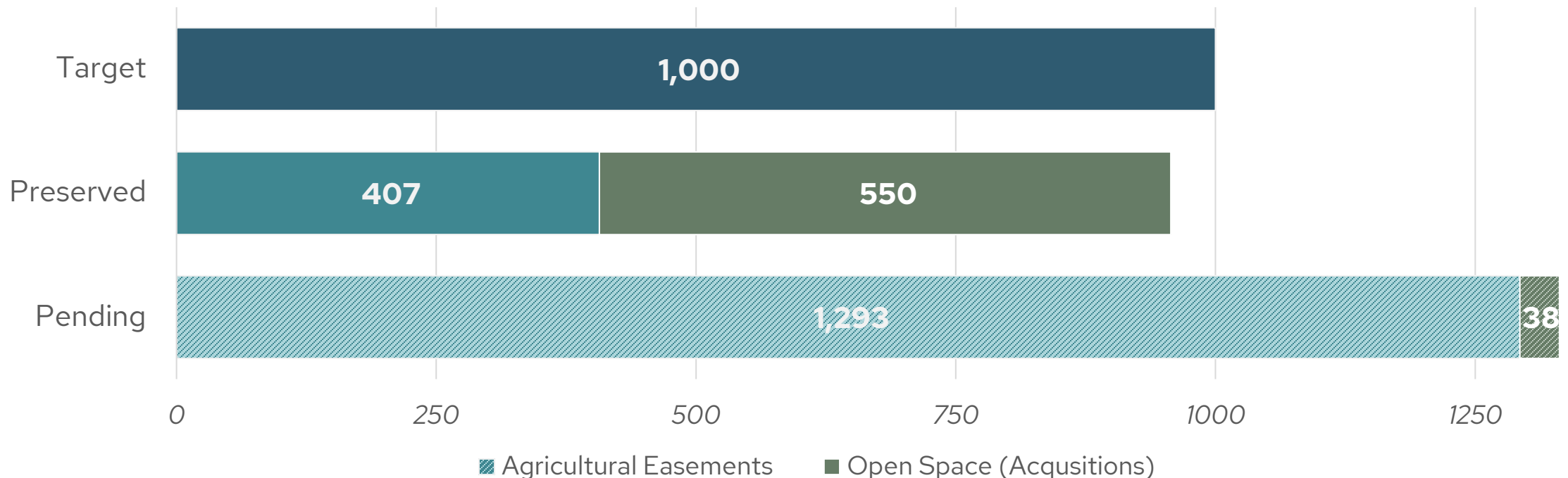
Development Directed toward Cities and Towns



Measuring Success

Growth, Land Use and Environment Goal 3: Protect 1,000 acres of **green space**, including open space, parks, greenways, farmland, and forests by 2029.

Preservation of Green Space since 2024

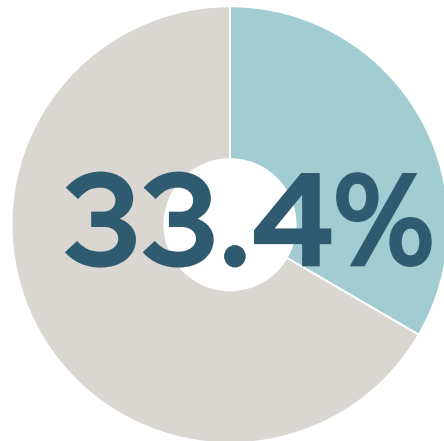


Measuring Success

Community Health & Wellbeing Goal 5: By 2029, increase by 4% the number of Wake County **veterans and veterans' families** who are accessing the benefits they earned through military service.

Baseline: 2024

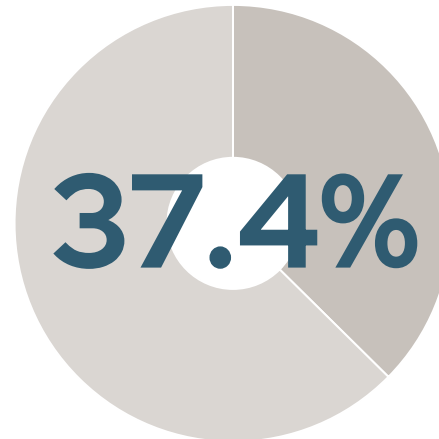
Percent of veterans and veterans' families who are accessing VA benefits



or 18,540 individuals

Target: 2029

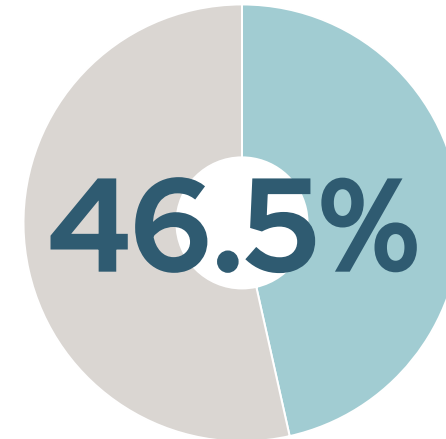
Percent of veterans and veterans' families who are accessing VA benefits



or ~20,760 individuals

Update: February 2026

Percent of veterans and veterans' families who are accessing VA benefits



or 24,368 individuals

Opportunities Identified

Board Feedback

- Accessibility
- Aging Population
- Benefits cliff/gap
- Creative Arts
- Others?

Staff Observations

- Reflect current conditions
- Broaden goal scopes, allowing a wider range of initiatives
- Clarify language
- Refine/update target measures

Lessons Learned

Benefits Access

- Changes in eligibility criteria and administrative processes are changing how we connect residents with benefits.

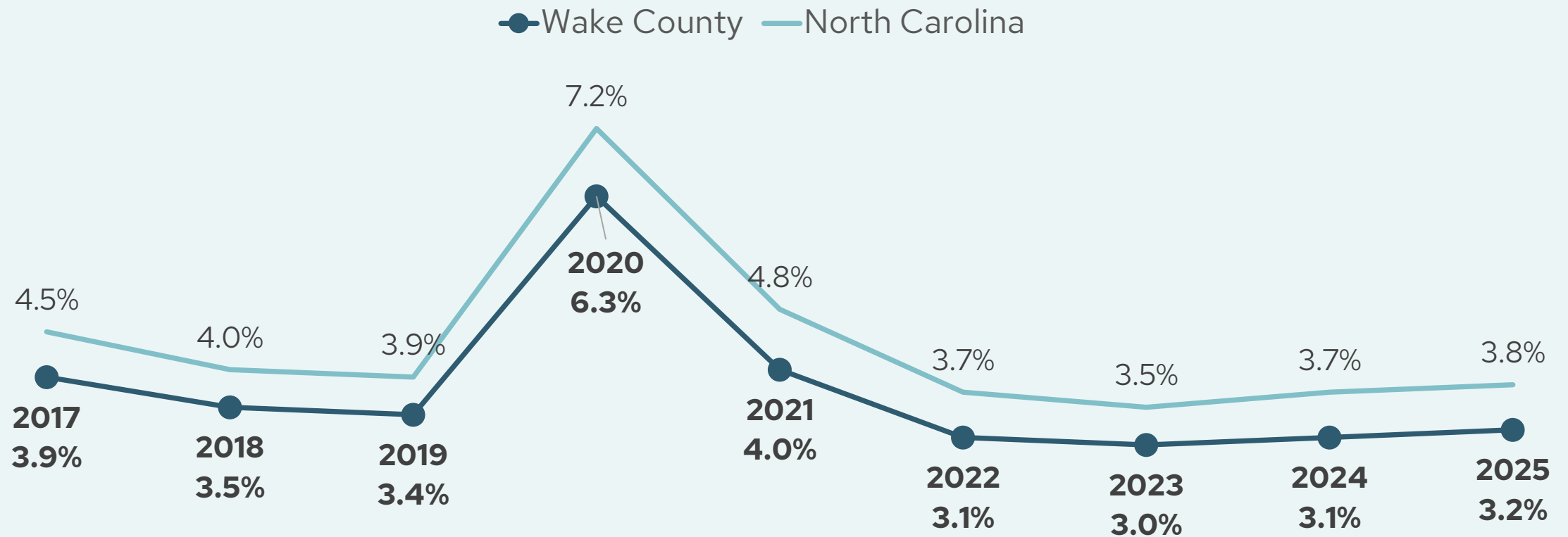
Employment

- Employment is a strength, with rates that regularly exceed state and national averages.
- Focus on maintaining this competitive advantage.

Public Safety

- The community's sense of safety remains a high priority.
- State, regional and local crime statistics tell part of the story.

Unemployment Rates



Source: North Carolina Department of Commerce, Labor Economic Analysis Division. Retrieved from: <http://d4.nccommerce.com/LausSelection.aspx>



Next Steps

- At the retreat, review the current metrics and trends (for those available) and key initiatives underway.
- Discuss potential edits and revisions based on emerging priorities.
- After the retreat, staff will develop recommendations for the Board's consideration.



Vision

Passionate. Proactive. Purposeful.

Mission

Wake County provides excellent public service through **collaborative, inclusive** and **sustainable solutions** that prioritize the well-being of our community.



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