

Proposed Goal Structure Changes

January 8, 2021



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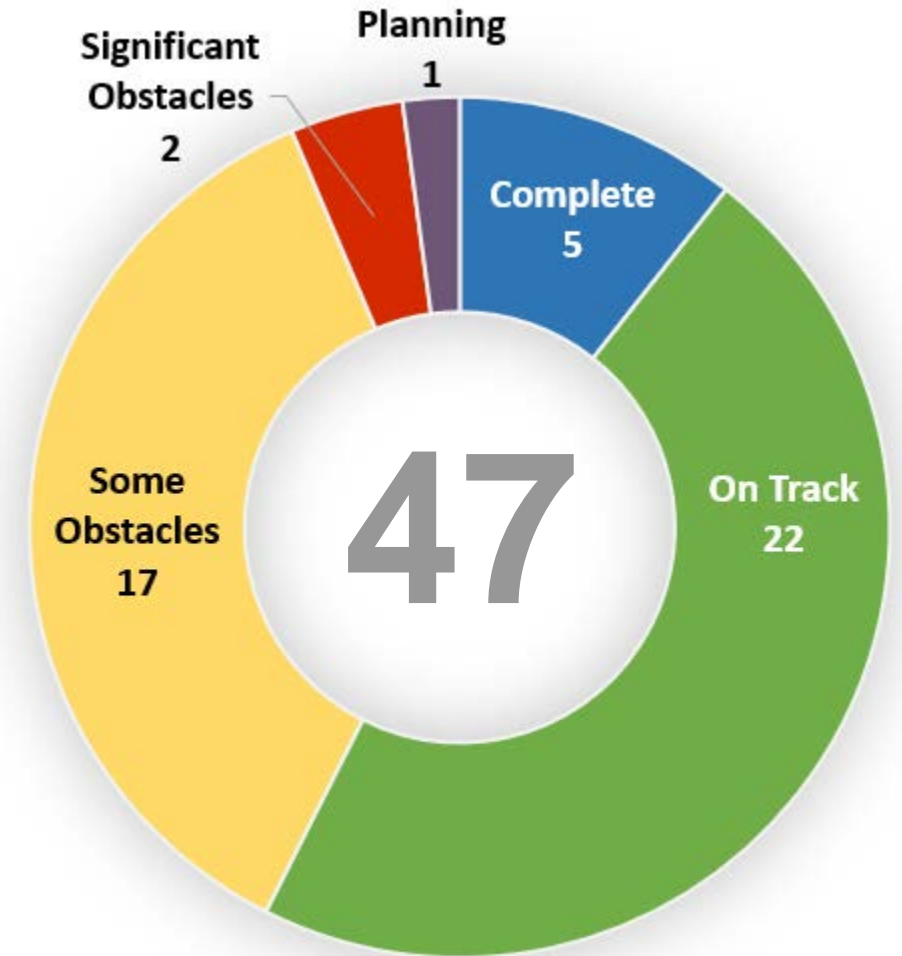
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Current Structure

7 Goals, 29 Objectives, and 47 Initiatives.

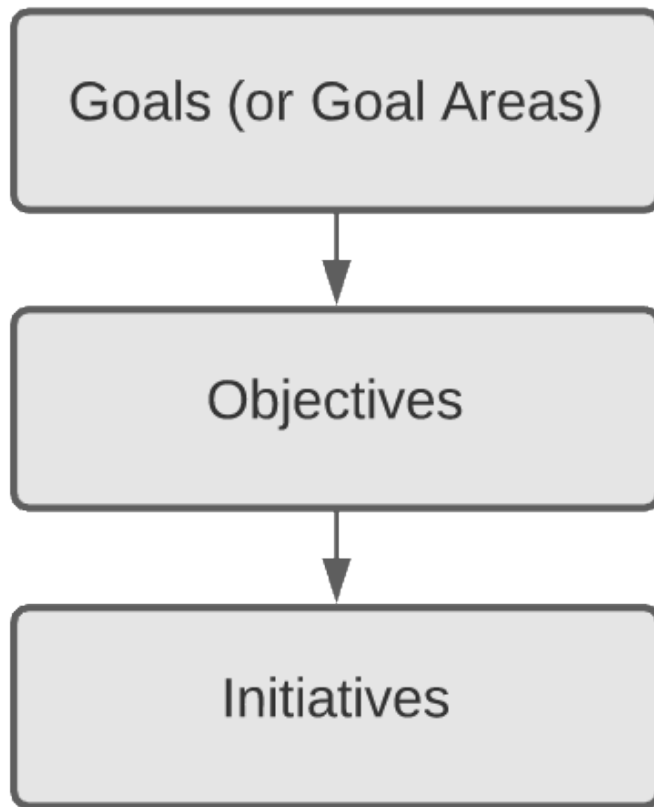
Goal include:

- ▶ Community Health
- ▶ Economic Strength
- ▶ Education
- ▶ Great Government
- ▶ Growth and Sustainability
- ▶ Public Safety
- ▶ Social and Economic Vitality



Board Goals Structure

Existing Structure (2020)



- **Issues**

- Lack clarity between each level.
- Difficult to include performance measures based on our current language.
- Focused on initiatives (or the 'how').

- **Proposed Solutions**

- Recreate the goal structure and define each tier.
- Consider and develop performance measures.
- Open the approach to include solutions from the board, committees, advisory boards, community partnerships, and/or staff.

Existing Structure (2020)

Proposed Structure (2021)

Definitions

Goals (or Goal Areas)

Key Focus Areas

Group of similar goals that provide structure for communicating Wake County's overall priorities.

Objectives

Goals

Qualitative, broad statements of what Wake County wants to achieve and can be supported by measures.

Objectives

Quantifiable results of a County service, process, or procedure. Objectives should start with directional terms such as 'increase' or 'decrease.'

Performance Measures

Results that the County will regularly track to demonstrate progress toward stated objectives.

Initiatives

Strategies

Descriptions of the approaches, methods, programs, policies, or procedures that contribute to the success of a goal, objective, or measure (the "How").

Example *(for illustrative purposes only!)*

Key Focus Area	Goal	Objectives	Performance Measures	Strategies
Public Safety	Every road user can safely walk, drive, or ride to all work, home, school, recreation, and retail destinations.	Increase use of seat belts	<ul style="list-style-type: none">Local ‘Click it or ticket’ social media campaign engagementsNumber of seat belt infractions	<ul style="list-style-type: none">Develop a multi-media seat belt awareness campaign.Targeted enforcement on roadways with higher rate of accident injuries.
		Reduce average travel speed to be at or below speed limits	<ul style="list-style-type: none">Number of speeding infractionsSerious traffic injuries	<ul style="list-style-type: none">Targeted enforcement on roadways with higher rate of accident injuries.
		Increase the use of public transportation.	<ul style="list-style-type: none">Bus ridershipPercent of commuters using public transit	<ul style="list-style-type: none">Survey to understand commuters travel mode decisions.Develop new or expand existing park-and-ride lots.

Prior to today

- Asked Commissioners to submit individual goals and policy priorities.
- Staff reviewed and selected highlights.



Board of Commissioners -- 2021 Pre-retreat Workbook



Community Health

Please use the following table to briefly respond to questions in each column. **You are not required to list responses on each row**—however you are encouraged to provide responses to any topic that matches your policy priorities for Wake County. Use the blank rows for new ideas or topics.

Topic	Why: Why is this important? What difference will it make?	Who: Who do you intend to serve or help? Who is the target population?	What: What do you want to accomplish? What difference do you want to make?
Mental Health Services			
Substance Abuse Services			
Crisis Services			
Health Outcomes (all residents)			

What to expect today?

- Focus on high level policy priorities such as:
 - Why is this important? What difference will it make?
 - Who is the target population? Who do you intend to serve?
 - What do you want to accomplish? What difference do you want to make?
- Any processes (or 'hows') will be discussed on January 29th.

What to expect after today?

- Staff will use the Board's direction to draft goals, objectives, measures, and strategies.
- January 29th:
 - Review draft goals and objectives developed by staff.
 - Identify potential gaps.
 - Discuss potential performance measures and strategies (initiatives, or the 'hows').

Board opportunities for feedback

- January 8th – Retreat day 2
- January 29th – Retreat day 3
- February 8th – Work Session (*if needed*)
- February 15th – Board consideration for approval

A stylized, light blue map of Wake County is centered in the background of the slide. The map shows the county's irregular shape with various indentations and protrusions.

Discussion / Questions