



TRANSYLVANIA
— COUNTY —
NORTH CAROLINA

Strategic Plan 2016-2021

Adopted January 11, 2016

GOAL #1: The local economy has a more diversified tax base, an increase in living wage jobs and has more stability. The community has capitalized on the unique quality of life and environment unique to the area.

Strategy 1A:
Provide coordinated customer service across the development process from planning, building and environmental health to make personal and business investment a positive experience

Amount of additional investment, Amount of reinvestment from existing business; % split between industrial- commercial- residential shows diversity in the tax base.

Strategy 1B:
Plan, advocate and provide for infrastructure to support economic development and to make the community a desirable place to live and work

of Additional jobs in community by sector; improvement in the average wage for county; unemployment rate as participation rate at or below state average

Strategy 1C:
Protect the community sense of place by balancing growth and maintaining high levels of community social infrastructure like parks, quality education, tourism, etc

Occupancy rates in hotels and overall rentals; TDA visitor ship

GOAL #2: The educational environment facilitates learning and students are being prepared for a successful future. There are more available resources for enhancing education for all ages.

Strategy 2A:
Provide resources to support quality educational opportunities with a standard of excellence

Become work ready community certified; graduation rates of charter school, public school and BRCC; # of BRCC students/TCPS graduates getting jobs in county after graduation

Strategy 2B:
Provide support resources that eliminate barriers to receiving education

of kids who qualify for free and reduced lunch programs; # of kids utilizing free and reduced lunch vs qualify; % children scoring ready for kindergarten at entry; Funding per student ranking across state remaining in top quartile; Test achievement

GOAL #3: The community has vibrant nodes of economic and civic activity that create a draw for tourism as well as a platform for community engagement.

Strategy 3A:
Support infrastructure that facilitates the visitor's unique experience of our community and encourages them to visit again.

of visitors staying and distribution rates throughout year; non-residential tax base by community

Strategy 3B:
Support community involvement in civic activities across demographics and geographies

Voter rates; # volunteers/capita

Strategy 3C:
Protect and preserve cultural heritage and promote arts in the community

of year round programs, events and concerts especially Founders Day, Twilight and Halloween Fest; attendance records

GOAL #4: The wealth of natural resources in Transylvania County have been well managed and maintained to support the local economy and quality of life with plans in place to assure sustainability.

Strategy 4A:
Protect and preserve natural resources with long term management plans including water, air and forest resources to insure long term sustainability

Acreage in present use value; acreage in conservation as % of total compared to other counties; Trail miles in compliance with national standards

Strategy 4B:
Educate the public on environmental concerns and best practices

Increase in recycling % of total waste

GOAL #5: The community's quality of life includes resources that promote health, transportation connectivity, a sense of place, cultural heritage and public safety.

*Strategy 5A:
Provide framework
for Prevention,
Response, and
Recovery for
individual and
community wide
emergencies in
Transylvania
County*

*Response times by
county and district
for EMS, fire, rescue
squad; maintain or
improve fire
insurance rates*

*Strategy 5B:
Provide
resources,
infrastructure and
services that
improve public
health, mental
health, wellness
and safety to
insure a vibrant
community*

*# of people using
parks; # of people
attending recreation
programs;
Improvements in
community health
assessment*

*Strategy 5C:
Preserve and
educate about
cultural heritage
of the
community*

*# of historic sites; # of
volunteers*

*Strategy 5D:
Partner with
existing agencies
on community
needs*

*Increase # of interlocal
agreements*

GOAL #6: County government is service driven, transparent and performance based with more active and engaged citizens.

Strategy 6A:
Provide facilities that allow for efficient service delivery to the public while creating a secure, inviting and customer friendly environment for customers and citizens

Strategy 6B:
Assure compliance with state mandates for service provision along with state regulatory requirements.

Strategy 6C:
Provide sufficient resources to recruit and retain qualified professional staff, keep training current and minimize the expense of turnover to insure efficient organizational infrastructure

Strategy 6D:
Enhance fiscal planning for public dollars while leveraging available revenues to the fullest

Strategy 6E:
Provide timely, accurate, transparent and informative communication to the public and across the organization with superior customer service delivery

Decrease time out of service due to maintenance/ construction; increase visits to website, social media

Audits and state reports on services identify fewer issues

Improved results on employee satisfaction survey; # of employees engaged in professional development

Maintain Financial report designation; \$ leveraged from grants, outside sources

of customers reflecting satisfaction in surveys