Evaluation Plan

Each objective will be qualitatively assessed quarterly using a Red, Amber, Green (RAG) stock take to identify progress toward objective attainment and dependent on the progression of tasks identified to meet the objective.

In addition, quantitative KPIs tied to objectives appropriate for quantitative measurement will be associated with objectives under each strategic theme and will be assessed annually or bi-annually. Each KPI will be defined, baselined and benchmarked.

This mixed-method approach will ensure regular, timely, relevant updates to the public and leadership while ensuring sufficient time for achievement on lagging measures.

Examples of each method are displayed directly beneath Table I.

Table I: Evaluation Plan by Objective

Strategic Theme	Goal	Objective	Red, Amber, Green (Stock Take)	KPI
Strategic Theme: A – Economic & Workforce Opportunity	GOAL A.1 Site-ready locations for companies to grow and expand	OBJECTIVE A.1.1 Invest in the infrastructure needed for targeted industry recruitment and expansion	x	*Measure: Increase in site ready locations (count, sqft, acreage).
	GOAL A.2 Recurring funding source(s) for economic development infrastructure	OBJECTIVE A.2.1 Explore and assess viable options for establishing a recurring funding mechanism by mid-2026, with consideration given to long-term sustainability and stakeholder input.	x	
		OBJECTIVE A.2.2 Based on the findings from A.2.1, begin implementing the most feasible path toward creating a recurring funding mechanism.	x	Measure: Increase in value of $ dollars generated from funding mechanism.
	GOAL A.3 "Learn here, work here" training and professional development Incubator	OBJECTIVE A.3.1 Collaborate with partners to plan and, if feasible, launch a incubator designed to support working professionals and foster local business growth.	x	
	GOAL A.4 Strategic partnerships and responsive workforce development initiatives for emerging and targeted industries.	OBJECTIVE A.4.1 Partner with industry stakeholders to support efforts that build workforce skills and improve training opportunities aligned with the needs of targeted sectors.	x	
	GOAL A.5 Attract and Grow Targeted Industries	OBJECTIVE A.5.1 Develop and offer targeted incentive programs, as resources allow, to encourage the relocation or expansion of high-priority industries within the region.	x	Measure: Economic impact of relocation or expansion of targeted industries.

Strategic Theme	Goal	Objective	Red, Amber, Green (Stock Take)	KPI
Strategic Theme: B – Commitment to Public Safety	GOAL B.1 Public Safety Operational Readiness	OBJECTIVE B.1.1 Invest in public safety facilities	x	**Measure: Response times by geographic region.
		OBJECTIVE B.1.2 Seek opportunities to expand recruitment and training capabilities for public safety personnel, aiming to improve retention and readiness.	x	Measure: Retention rates & number of vacancies.
	GOAL B.2 Excellent, Responsive Emergency Management	OBJECTIVE B.2.1 Strengthen coordination between departments and public safety agencies through joint training exercises and the development of shared protocols by the end of 2026.	x	
		OBJECTIVE B.2.2 Support the adoption of technologies that enhance real-time communication and disaster recovery monitoring, with phased implementation.	x	
Strategic Theme: C – Stewardship of Natural Resources	GOAL C.1 Protect Water Quality	OBJECTIVE C.1.1 Establish and promote policies or projects aimed at promoting the health and longevity of water resources, with measurable progress reviewed annually and aligned with state and federal guidance.	x	Measure: Percent of 2028 Nitrogen Reduction Milestone achieved.
	GOAL C.2 Utilize areas of conservation lands, forestry, and waterways for passive recreational opportunities	OBJECTIVE C.2.1 Identify and prioritize passive recreational enhancement opportunities aligned with the County's Parks Master Plan, Comprehensive Plan, and the Environmentally Sensitive Lands Management Plan by mid-2026.	x	Measure: Increase in acreage available for passive recreational public use.
Strategic Theme: D – Quality of Life	GOAL D.1 Well-maintained existing community assets	OBJECTIVE D.1.1 Pursue diverse funding opportunities to support the maintenance and improvement of community assets, with a goal of identifying and applying for key sources.	x	Measure: Pavement Condition.
	Goal D.2 Planning for park operations & development	OBJECTIVE D.2.2 Develop a forward-looking plan for expanding recreational opportunities in growing areas of the community, informed by demographic trends and community input.	x	
	GOAL D.3 Clear, timely, and informative public communication	OBJECTIVE D.3.1 Provide the public regular updates on County Projects & Priorities	x	Measure: Citizen survey ratings on Communication and Engagement.
	Goal D.4 Operational continuity and innovation through Employee Engagement	OBJECTIVE D.4.1 Create a learning environment for growth and development	x	

Strategic Theme	Goal	Objective	Red, Amber, Green (Stock Take)	KPI

*Example Red, Amber, Green (RAG) Stock Take:

Objective	Percent Achieved	Progress Bar		
OBJECTIVE A.1.1 Invest in the infrastructure needed for targeted industry recruitment and expansion	25%			
Scale				
	Red	Amber Red	Amber Green	Green
	Off Track	Slow Progress	Progressing	Complete

**Example KPI:

Data Definition: The percentage of fire/EMS response times that meets the goal time tracks the percentage of fires/EMS calls responded to within 8 minutes of the phone call, the time set by the National Standards for Fire.

Baseline: 7:46 min.

Benchmark: 8 min.