

Amherst County Strategic Plan

		Metrics (based on fiscal year of Jun-Jul)	2018	2019	2020	Note
Goal 1: Promote Business Growth						
A. Retain & Attract Businesses						
1. EDA strategic plan	1. EDA action items completed		21			EDA 9
2. Support business growth	2. Ordinance/Policy changes		1			ComDev 10
3. Support new start ups	3. New startups		56			CoR/Twn 11
	4. Small business dev ctr. workshops		9			EDA 12
4.** Promote Agriculture	5. Promote organic farming					Ext Svs 42
	6. Schools purchase local ag products					43
	7. # of USDA-Certified personnel for County					44
B. Community Development						
1. Broadband availability	1. Internet access		0			ComDev 13
2. Enhance rt. 29 corridor	2. Rt 29 Corridor improvements		1			ComDev 14
	3. Better mowing of all medians and roadways					Sheriff 45
	4. Sidewalks, lights & wheelchair lanes					ComDev 46
Goal 2: Promote Tourism						
A. Demonstrate increased use of Public Facilities						
1. Increase wayfinding signs	Installed wayfinding signs		1			ComDev 1
2. Promote tourism	Itineraries developed		3			Tourism 2
3. Promote events	Social media counts		3587			PIO 3
	Attendance counts		40,477			Tourism 4
	New events created		2			Tourism 5
4. Promote attractions	Print ads		20			Tourism 6
	Website hits		1114			Tourism 7
	Businesses on Google Maps		?			Chamber 8
Goal 3: Promote/Protect County Assets						
A. Demonstrate pride in the appearance of our community						
1. Promote assets	# of participants in ACSO Clean and Green		75			ACSO 29
a. manage public relations	# of programs to grow pride in County facilities		2			ComDev 30
	Published opinion pieces					PIO 47
2. Enhance Public Facilities						

a. investment in grounds	\$ spent on facilities/ grounds	\$ 163,012			Fin	31
b. expand pavilions and play areas	\$ spent on improvements to county facilities	\$ 185,680			Fin	32

Goal 4: Achieve Education Excellence

A. Recognized leader in education in region

1. Promote successes	# of county press releases	40			PIO	15
2. Improve Communication	# of county posts and press releases to parents	19			PIO/SD	16

B. Advance vocational training opportunities

1. Workforce/Employer needs	Participants in Roundtable discussions	17			EDA	17
2. Local job program	# of internships filled	0			HR	18
	# of summer hires	0			HR	19
3.** Agricultural and Vocational Programs	# of CTE students	1329			CTE	20
	# of CTE related advertisements	12			CTE	21
	# of FFA and 4H members				Ext Svs	48
	# students on field trips to local ag operations				Ext Svs	49

C. Promote diverse education opportunities

1. Locality Scholarship	Under Study	X			Admin	22
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Goal 5: Recruit/Retain High Quality Staff

A. Responsive Customer Service

1. Training and Certification programs	# of employees receiving training that year	230			HR	23
2. Support staff as "face" of County	# of Front line staff spotlights	12			PIO	24

B. Highly efficient manpower

1. Current technology	# of new or improved solutions.	9			IT	25
2. Proper staffing levels	complete staffing study/ determine needs in 2019 FY	X			Linda	26

C. Demonstrated Board investment in its people

1. Increase understanding	# of Department spotlights	5			CAdm EA	27
2. Improve salaries 2019 STUDY COMPLETION	COLA as a percentage of CPI	0.95			Fin	28

Goal 6: Increase Citizen Engagement

A. Recruit citizens to participate in local government

1. Increase in volunteers	total # of applicants for B, C, C, C positions	24			CAtty EA	33
a. Leadership Amherst graduates	# graduates and # of applicants	6			EDA	34
b. citizen academy	# participants	0			ComDev	35
c. publicize opportunities	# FB posts, press releases, and website	113			PIO	36
2. Increase public outreach						
a. social media	how many reached in facebook posts (wkly avg)	3014			PIO	37

b. citizen portal	# total registrants	0			IT	38
c. hard copy surveys	# responses/survey	0			PIO	39
d. "town hall" meetings	# meetings & attendance	1			CAdm EA	40
e. senior luncheon	avg # attendees/month	220			R&P	41

** Denotes high priority item for FY19

Blue font items added in Aug 2018

NOTES:

1. Train Depot entrance sign
2. Itineraries are suggested agendas of activities for county visitors for any Friday evening through Sunday
3. Social Media Followers: Facebook 1,467, Instagram-51, Tourism & County Fair - 2069
4. Includes Garden Fest, Museum presentations, Fire Dept 100th celebration, Visitor Center opening, Summer Solstice, Hallowine, Sangria Saturdays, Wine & Bluegrass
5. County Fair, Peacock Festival
6. Advertisements x Publication x Issues
7. Tourism and County Fair websites combined. Tourism site has been live for 6 months and County Fair site just 3 months.
8. Not sure how to acquire this number.
9. The EDA has an annual action plan that covers a variety of economic development work areas and includes the Strategic Plan.
10. Chp 7, Art XII, Dealing with derelict structures and tax abatement
11. Includes all types of business licenses issued by the Commissioner of Revenue (43) and by the Town of Amherst (13)
- 12 The number of business workshops offered to local businesses (some workshops are conducted in Amherst while others are in the region)
13. Tracks new SCS/AcellaNet customers
14. Got VDOT to clean curbs & gutters.
- 15
16. County posts/releases about schools (19) plus total school-to-parent posts (
- 17 Number of participants in the Employer Roundtables
- 18
- 19
20. Grades 6-12
21. Number of promotional publications/events
22. Not yet implemented
23. Retirement Planning, Leadership Series, Group Facilitation, Records retention, Service excellence, Various software, Disaster recovery, Credit card procedures, FOIA
24. Press releases or posts about a county employee. Will include featured spotlights in future.
25. Refurb website, facebook page, twitter account, bldg permit software, Aladtec leave tracking, PCR software w/ Zoll upgrade, CAD software for 911 Dispatch, tablets to medic units, radios & dishes for Public Works and Rescue buildings.
- 26
27. Departmental Spotlights are presented at evening BoS meetings
28. CPI for 2018 was 2.1; BoS approved 2% raise.
- 29

30. PC Beautification Comte, ACSO Clean & Green Day
31. Ground maintenance
32. Playgrounds and parking lot paving at the parks
33. Total applicants to all bodies.
- 34 Number of participants in the leadership development program, Leadership Amherst.
- 35
36. Events, press releases, public notices, job opportunities
37. This number provided by FaceBook.
- 38
- 39
40. At Pleasant View Elementary School
- 41
42. Educational or promotional events
43. In dollars spent
44. # of individuals
45. Inmate workforce days
46. Projects completed
47. Ltrs to editor or ghost-written opinion pieces
48. As stated
49. As stated

EXECUTIVE SUMMARY

This document provides the means to see whether the county staff is producing the results the Board of Supervisors wants to achieve. The Supervisors have established 6 major goals for the county. Those goals are in a prioritized order so that staff know to apply our limited resources to the items highest in the list. These goals, objectives and strategies are reviewed and modified each year at the Supervisors' strategic planning retreat in August. The metrics are developed by staff. Note that the Supervisors rely upon the Economic Development Authority to implement the county's 2016 Strategic Plan for economic development. The Supervisors rely on the Community Development Department to implement the county's 5-year Comprehensive Plan for land use.

Goal: Aspirational end states. (Numbered)

Objective: Specific indicators that will show the end state has been achieved. (Lettered and bolded)

Strategy: The means being employed to achieve the objective. (Numbered)

Metric: How or what we measure to guage progress. (Lower case letters)