

# Kent County DRAFT Strategic Plan



## Values

- Act with integrity
- Serve as responsible stewards of county resources
- Provide high-quality service to internal and external customers
- Work collaboratively
- Embrace diversity, equity, and inclusion

## Vision

Kent County is where individuals and families choose to live, work, and play because we are a forward-looking, intentional, and inclusive community that serves as the economic engine of West Michigan.

## Mission

Through responsible budgeting and thoughtful planning, Kent County's government is committed to providing resources and services that promote a high quality of life for the entire community.

## County Priorities

### Priority One: Economic Prosperity

**We will focus on sound fiscal management and policies to support the economic prosperity of the County as well as the West Michigan region.**

- Goal:** Maintain the financial stability of Kent County
- Goal:** Improve the fiscal position of the County through increased state and federal advocacy
- Goal:** Position the County for multigenerational economic and population growth

### Priority Two: High Quality of Life

**We will foster a high quality of life that promotes safe and healthy communities, strategic growth, and world-class outdoor resources.**

- Goal:** Ensure an appropriate public safety response to preserve safe communities
- Goal:** Address existing and emerging public health and environmental concerns
- Goal:** Support community efforts that improve the social determinants of health
- Goal:** Sustain and optimize alternatives to incarceration and inmate programming and services
- Goal:** Develop and enhance park and trail facilities to improve access for recreation and leisure opportunities

## Priority Three: Excellence in Service Delivery

**We will adopt innovative ways to deliver services that maximize efficiency and provide an exceptional experience to those we serve.**

**Goal:** Ensure responsive services to areas with growing and/or changing demographics

**Goal:** Create an organizational culture that emphasizes excellence in customer service

**Goal:** Ensure that Kent County is an employer that attracts and retains diverse and top talent

**Goal:** Embrace innovation and continuous improvement to optimize County operations

**Goal:** Strengthen the use of technology to foster the efficient use of resources

## Priority Four: Inclusive Participation

**We will provide innovative and inclusive ways to engage residents and involve them in County government.**

**Goal:** Provide our residents with equitable access to efficient, effective, and culturally responsive services

**Goal:** Intentionally incorporate diversity, equity, and inclusion practices in our service delivery

**Goal:** Recruit and retain a qualified, diverse workforce that reflects our continually changing community

## Priority Five: Effective Communications

**We will be transparent and clear in the communications and decisions of the County.**

**Goal:** Develop a new strategic communication plan for the County

**Goal:** Ensure visible County leadership and staff participation in community initiatives

**Goal:** Elevate the County's significant initiatives through regular, ongoing communication