

Brunswick County FY23-FY27 Strategic Plan

Adopted Nov. 15, 2021

Amended Nov. 21, 2022 &

Nov. 18, 2024

brunswickcountync.gov/strategicplan



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Mission Statement

■ OUR MISSION

We provide the highest level of service to support an active, dynamic, and thriving community. In cooperation with our local and regional partners, we collaborate to provide responsive and efficient services that support and advance the development of our community's educational, recreational, and economic prosperity.

Vision Statement

■ OUR VISION

Brunswick County is a prosperous, vibrant, and forward-thinking community that offers opportunities to enhance and sustain the highest quality of life for residents.

Our Values

RESPECT

We treat our residents and one another with the highest regard for dignity and courtesy. We are dedicated to the protection and preservation of our residents' personal rights and freedoms at every level of government. We exemplify the dedication, efficiency, and effectiveness recognized as exceptional customer service qualities.

INTEGRITY

We strive to be honest and transparent in all that we do. We provide accurate information and guidance to strengthen positive relationships between residents and their county government.

COLLABORATION

We are open-minded and welcoming to new ideas and diverse perspectives. We engage and foster strong, long-lasting partnerships to expand our opportunities for feedback and representation in our decisions and actions.

ACCOUNTABILITY

We honor the authority entrusted to us to serve and protect our residents and preserve our natural and fiscal resources through ethical and responsible stewardship.

INNOVATIVE

We are a goal-oriented and future-driven community that seeks out and rewards thoughtful and industrious means to improve service quality and delivery both effectively and affordably.

Board of County Commissioners' Strategic Goal Areas



Economic Development



Education



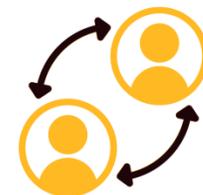
Excellent Government



Growth and Sustainability



Healthy and Safe Community



Engagement and Connection



Economic Development

- To grow and strengthen economic prosperity through exceptional service and collaborative efforts to recruit and retain quality employers that advance our commercial, industrial, agricultural, tourism, and hospitality sectors.

Economic Development

OBJECTIVE NO. 1

Foster partnerships to collectively develop strategies and inspire a positive business environment.

OBJECTIVE NO. 2

Support policies and developments that strengthen and diversify the county tax base and recruit jobs that pay a living wage.





Education

- To build an educated and highly skilled workforce by supporting the development of future-driven and accessible education and training opportunities for students of all ages and backgrounds.

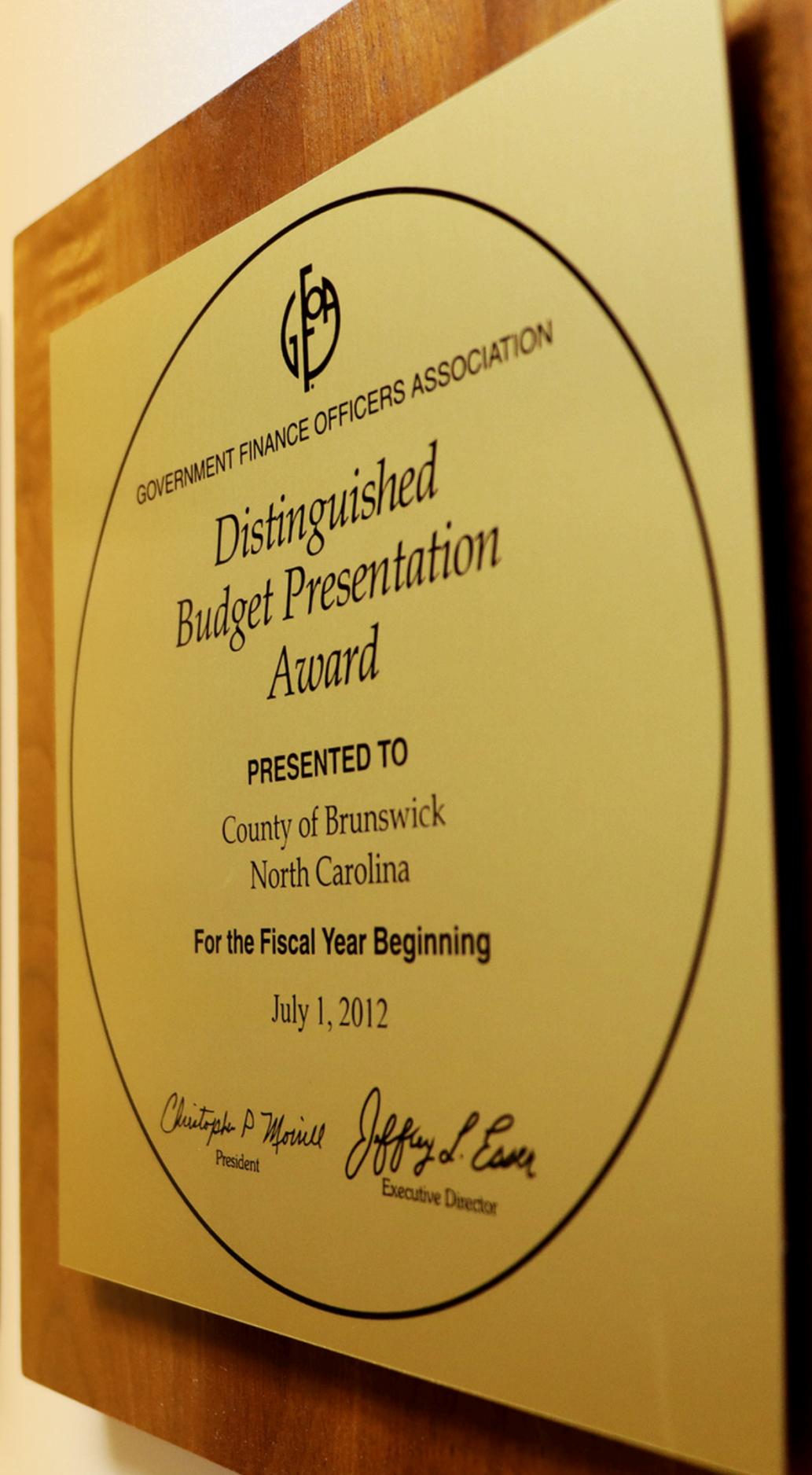
OBJECTIVE NO. 1

Continue to collaborate with county educational partners to support their efforts to teach and retain students, faculty, and staff.

OBJECTIVE NO. 2

Identify pathways to future success and skill development for students after high school and beyond.





Excellent Government

- To demonstrate forward-thinking and high-performing standards within the county government through exceptional leadership, planning, and customer service.

Excellent Government



OBJECTIVE NO. 1

Maintain the county government's positive financial position, low tax rate, and credit strength.

OBJECTIVE NO. 2

Attract and retain an experienced, skilled, and diverse county government workforce.

OBJECTIVE NO. 3

Implement innovative technologies and strategies that support staff's efforts to deliver high-quality, effective services to residents, customers, and stakeholders.

Growth and Sustainability

- To encourage the development of innovative strategies and policies for infrastructure, transportation, and the environment that support residential, commercial, and industrial growth.

Growth and Sustainability

OBJECTIVE NO. 1

Continue efforts to offer utility customers with robust, reliable, and high-quality water and wastewater services.

OBJECTIVE NO. 2

Form and sustain partnerships to provide a strong regional utility system for the benefit of all customers countywide.



Growth and Sustainability

OBJECTIVE NO. 3

Encourage forward-thinking development and construction practices that balance respect for natural resources and private property.

OBJECTIVE NO. 4

Support accessible and multimodal transportation options that connect residents to services and employment opportunities.



Healthy and Safe Community

- To support the advancement and continuous improvement of health, safety, and preparedness efforts in our county that incorporate current best practices and anticipate the county's future growth and development.



Healthy and Safe Community



OBJECTIVE NO. 1

Continue to prepare and respond timely and effectively to emergency situations when they arise through coordinated efforts among county departments and community partners.

OBJECTIVE NO. 2

Support policies and initiatives that deter criminal activity and reduce risks for residents and visitors while incorporating mitigation strategies learned from previous reviews and experiences.

OBJECTIVE NO. 3

Develop proactive and responsible programs focused on reducing negative outcomes related to preventable health issues, diseases, mental health challenges, and substance abuse.

Engagement and Connection

- To strengthen community relationships, public trust, and understanding of county government's roles and responsibilities using proactive, strategic, and inclusive efforts and initiatives.



Engagement and Connection



OBJECTIVE NO. 1

Create and sustain opportunities to connect with community members to educate about county departments and topics, collect public input, and inspire constructive dialogue between staff and residents.

OBJECTIVE NO. 2

Use existing or new channels, tools, and technologies to connect, engage, and communicate with residents and important audience groups with helpful, accurate, and relevant information.

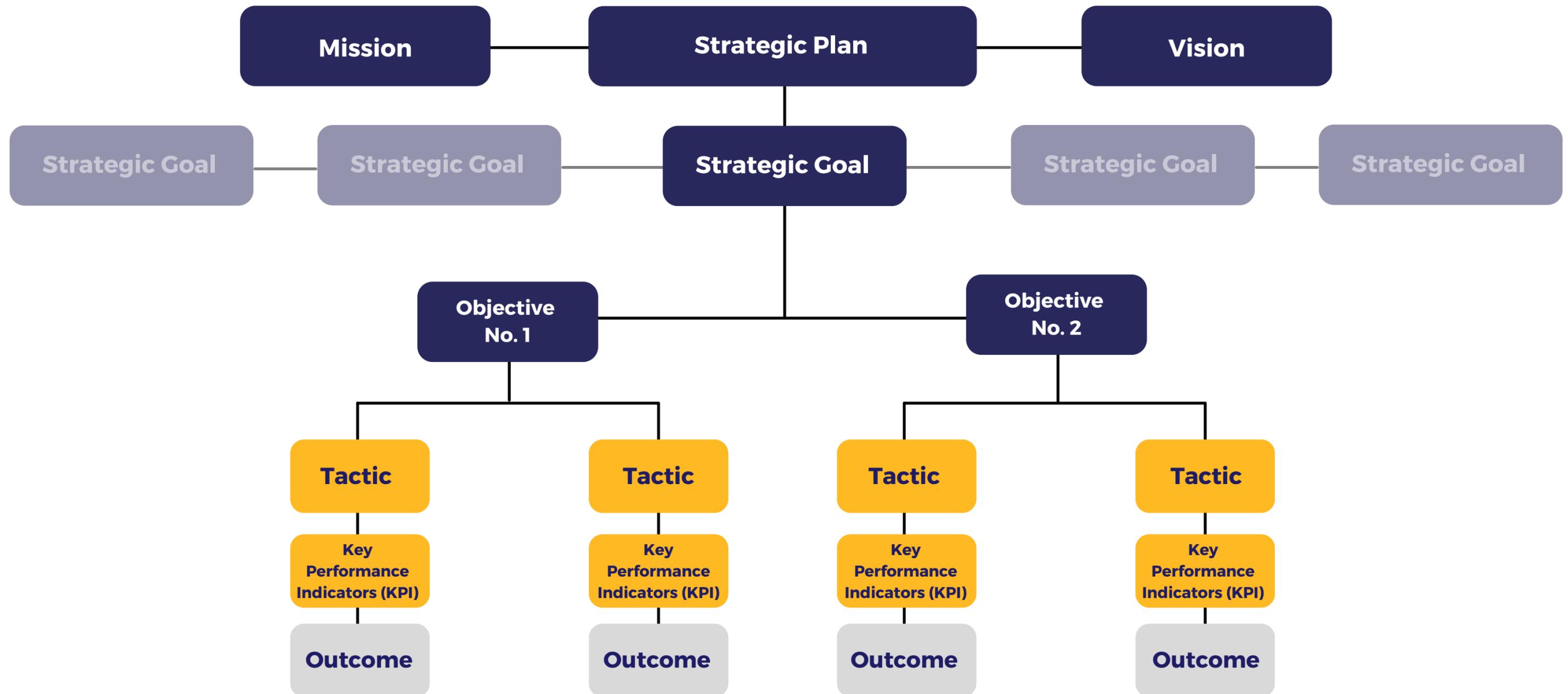
OBJECTIVE NO. 3

Create an environment where residents feel respected and engaged in county government decisions.

Department Tactics and KPI

Who sets direction?

Commissioners
County Staff



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