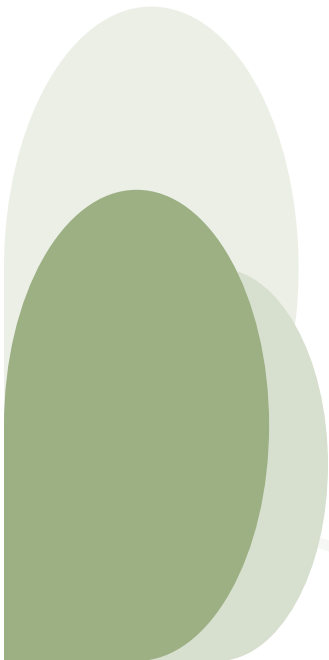




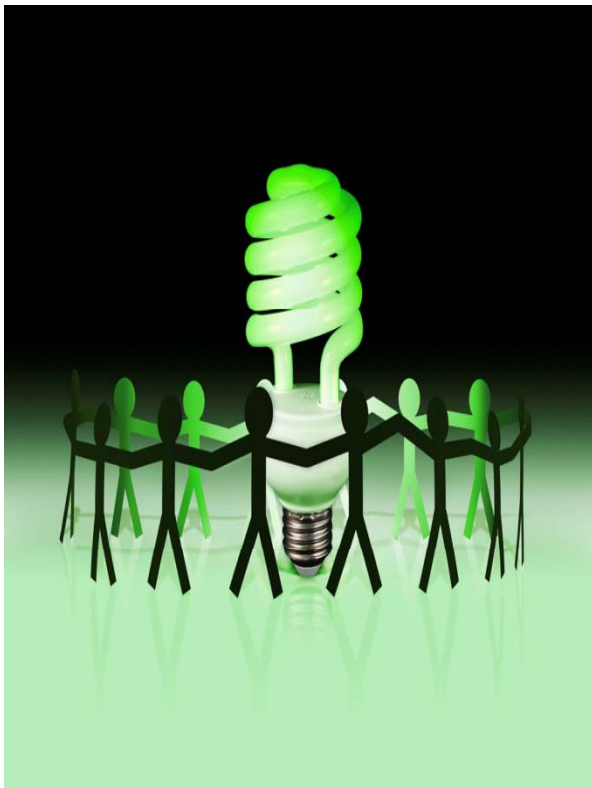
# STRATEGIC PLAN

2014-2018



# WHY A STRATEGIC PLAN?

Weld County is a changing and diverse community. Our strategic planning process will provide a methodology to achieve a consensus of what is needed for the future. As such the strategic plan provides Weld County policy makers,



managers and employees with a game plan or blueprint that guides decision making towards our shared priorities and a rationale for resource allocation. These plan priorities provide the measuring stick we need to determine if Weld County is fulfilling its responsibilities. Strategic planning also provides for government accountability and continuous improvement.



# OUR PRIORITY STRATEGIC THEMES

*These themes guide Weld County towards our vision of the future.*

- Operate in a fiscally responsible and stable manner
- Improve the quality life for all residents
- Protect the safety and quality of Weld County
- Develop and maintain an effective transportation system
- Continuously improve the performance and capabilities of Weld County operations by maximizing technology, fostering innovation, and increasing access to and information regarding services
- Promote a healthy economy through business development and economic diversification
- Promote responsible and comprehensive policy development through effective planning for land use, transportation, and growth management
- Protect and preserve our unique environment
- Promote cooperation and coordination among all government services



# OUR VISION FOR THE FUTURE

This vision statement reflects our citizens' expectations for Weld County government into the future.



LEADING WITH RESPONSIVE,  
INNOVATIVE, AND COST EFFECTIVE  
SERVICES.



# WELD COUNTY CULTURE

## INTEGRITY

- We maintain the public's trust through honest and fair behavior
- We exhibit the courage to do the right thing for the right reason
- We are accountable to each other and the public for providing good service and value
- We promote open communication
- We conduct county business openly resulting in efficient and ethical use of county fund

## STEWARDSHIP

- We ensure responsible stewardship to all that is entrusted to us
- We recognize Weld County has conservative constituents (5% tax limitation)
- We operate the county by employing good business practices
- We maintain fiscal stability to ensure services that citizens rely on, in good times and bad times
- We are a "pay as you go" county with no debt
- We achieve operational efficiency through continuous efforts to improve and innovate, thereby maximizing value for our taxpayers
- We only add money to the solution of county problems after exhausting all other options

## COMMITMENT

- We are committed to excellence in all that we do as an organization
- We work with professionalism and purpose
- We strive to provide superior service to our citizens
- We provide regional leadership to forge cooperative partnerships and leverage resources for the benefit of our citizens
- We represent the county's interests aggressively at the state and federal level to maximize county revenues, minimize county costs, and get favorable decisions for Weld County citizens and taxpayers
- We have dedicated, skilled and adaptable county employees that have a history of turning plans and resources into achievement and success in serving Weld County residents



# OUR GUIDING PRINCIPLES

*These guiding principles are the basic values of every level of Weld County government. They guide the way we make our decisions and carry out our actions every day.*

- ▶ Ensure long-term fiscal stability for the county
- ▶ Customer-focused and customer-driven
- ▶ Accountable and responsible to the public
- ▶ Provide and develop leadership, cooperation, and collaboration aimed at improving service
- ▶ Focus on viable solutions that improve the quality of life
- ▶ Provide the necessary knowledge, skills, and resources to county employees to carry out our mission and fulfill our vision



# TRENDS IMPACTING WELD COUNTY



We identified the trend and events that may impact our ability to provide and improve services. Analyzed the strengths and weaknesses of Weld County government to meet these challenges. The major trends affecting Weld County are:



- Energy Development

- Demographic Changes

- Changing Economy

- Innovation and Technology

- Transportation

- County Government Financial Trends



# TRENDS IMPACTING WELD COUNTY

## ***Energy Development***

Weld County is experiencing the biggest oil and gas boom in its history. Weld County has over 20,000 active wells – about 40 percent of the state’s total – the greatest majority located in the southern part of the county in the Wattenberg Field within the Niobrara Formation. The Niobrara Formation is a geologic formation that is bountiful in fossil fuel reserves within the Denver-Julesburg basin, including nearly all of Weld County’s 4000 square miles. New technologies have made the extracting oil and gas through the tight shale that underlies the formation an economically viable proposition. Energy companies are investing in new wells and infrastructure in Weld County to tap into the estimated oil and gas reserve of as much as 1 billion to 1.5 billion barrels of oil-equivalent in the Wattenberg Field. The production will translate into a boost for the local economy, job creation, and tens of millions of dollars in property taxes and severance taxes for local jurisdictions.

The additional production of oil and gas is resulting in significant increases in the county’s assessed value with the oil and gas production exceeding fifty-percent of the county’s total assessed valuation. Because of the volatility of production levels and price fluctuations of the oil and gas production, the county must prudently manage the increased property tax base created by the energy development. In 2012, the Board of Weld County Commissioners approved the *Strategic Investment Plan for the Future of Weld County*. The plan is a long term strategy of investment in the county’s infrastructure, technology and innovation, staff training and development, economic development for diversification of the local economy, and to establish a fluctuation reserve to deal with the volatility of the peaks and valleys in energy prices and production. If the projected energy production figures materialize eventually even with the long term investment strategy with the Weld County Home Rule Charter 5 % property tax limitation and TABOR limitation lower property tax rates will result for all taxpayers in Weld County.

The county and energy industry have forged a relationship that is one of cooperation. The most significant impact of energy development has been on the county transportation system. The system originally designed to serve farm-to-market routes has been inundated by trucks servicing oil and gas wells. The county has worked closely with the energy industry to stay proactive in its approach to road maintenance and improvements. The county has embarked on its Haul Route Program (HARP) to improve road impacted specifically by oil and gas operations. The program has been developed in conjunction with the energy industry to identify haul routes that need to be improved to access new drilling sites.

The energy industry will face future challenges from stricter state and federal restrictions, such as the new well setback rules, and ground water testing. The county will need to continue its partnership with the industry to insure that good public policies can be achieved to continue to take advantage of the energy development opportunities in Weld County.





# TRENDS IMPACTING WELD COUNTY

## Demographic Changes

As growth has occurred the demographics of Weld County have changed. The Weld County population is much more diversified than it was even a decade ago as in migration has added to the ethnic diversity with the growing Latino population. Weld County's changing demographics are evident in the shift from a rural charter to a more and more urbanized population. The county has centers of population outside just the Greeley area, as the Windsor-Severance area and Southwest Weld County area continue to grow. The state demographer is projecting by 2040 the Southwest Weld County population center could approach 250,000. The age of the population is shifting in Weld County, as it is nationwide with the aging baby boomers. All these demographic changes impact the kind of services provided, the manner in which they are provided, and the service levels. It will fall upon Weld County's elected officials and managers to find more creative and innovative solutions to better use the limited resources of the county to maximize delivery of services to the more diverse citizenry of Weld County.

# TRENDS IMPACTING WELD COUNTY

## ***Changing Economy***

The end of the Great Recession which began in 2008 has officially been declared, yet the nation continues to experience slow economic growth. Employment is showing year-over-year gains, jobless claims are generally declining, incomes are rising modestly, and GDP numbers point to sustained economic growth. For many in America, however, it still feels very much like the country is rooted in economic uncertainty. The euro zone crisis continues to instill fear in U.S. markets. The nation is adding jobs month-over-month on a slow trajectory of growth. Measure of wealth, including home values and investments, have only recently begun to show encouraging signs of sustainable improvement.

Weighing on the minds of many Americans, especially business leaders, is the uncertainty of the fiscal policies of Congress and the Obama Administration. Congress continues to fail to act in resolving the federal deficit, federal spending cuts, and tax issues. Many businesses are hesitant to hire or make business investments decisions until fiscal policy and the general political environment become more stable and predictable. The federal budget cuts will eventually impact Weld County programs.

Looking forward the economy is growing at a “reasonable” rate, yet less than pre-2008 rates. The trouble with growing at a “reasonable” rate is that the job market is still well below where it would be if the economy was working at its potential. Too many people are unemployed or underemployed. From the macroeconomic perspective, this means inefficiency. From the microeconomic perspective, this means many families are struggling. Much of the problem stems from the fact the economy fell so far. It will take time for the economy to return to “normal”, as we knew it prior to the credit crisis, housing bubble, and Great Recession.

Weld County has many positives going for it in these uncertain financial and economic times to deal with the challenges we will face, such as no long term debt, a healthy fund balance, energy development boom, and a diversified local economy and tax base. Weld County is in excellent financial condition compared to most other local governments because for many years Weld County has been fiscally conservative in its approach to budgeting and funding its services and capital programs.

With challenging economic conditions being faced probably for the next few years, Weld County managers are going to have to continue to find ways to reduce costs and increase program productivity. Weld County government’s trend of being more creative and innovative to make better use of resources--human, financial, and technological-- must continue. It is only through improved practices and approaches that services are maintained and public confidence in government is enhanced. Weld County’s budget strategy for the next five years must continue to use the proven methodologies which have allowed the county to successfully deal with past budgets. Looking at future strategic approaches must continue as Weld County is challenged by these new economic times.



# TRENDS IMPACTING WELD COUNTY

## ***Innovation and Technology***

What is occurring in the world around us is that the pace of change in our world is accelerating exponentially. This dynamic is challenging all of us as individuals and as organizations, and shows no sign of abating. In fact, the pace of change underway now in our world continues to intensify. Fueled by technological advances, we are quickly changing and reshaping all aspects of our lives from how we live and work to how we share information and communicate. These technological advances in many ways are fundamentally changing the public's expectations of and relationship to their government.

Weld County must continue to achieve operational efficiency through continuous efforts to improve and innovate, thereby maximizing value for taxpayers. By continuously working to improve the quality, efficiency, and cost effectiveness of its services, county staff will maximize value for taxpayers and increase the ability to meet emerging public needs while living within our financial resources. Weld County must continue to draw on the expertise of its workforce to take advantage of new ideas and tools to improve service delivery and operational efficiency.

Managers at the county are expected to create and maintain a workplace that supports a culture of continuous improvement and innovation. This can be achieved through employee suggestions, open communication, training, and innovation and technology projects, among other opportunities. In an era of rapid change, the need for knowledgeable, active, and engaged employees will be greater than ever. The county must continue to attract and sustain a highly qualified workforce that is responsive to the needs of the community now and in the future.

The county must be the center of information services innovation for advancing the delivery of county services, anytime and anywhere. The county must be continually focused on providing superior information services to support the multitude of county services and programs we offer. The county's goal is to provide a reliable, integrated information services environment that meets not only today's needs for communication and business efficiency, but positions the county to leverage new technology innovations and best practices for business transformation and improved service delivery in the future.

Departments throughout Weld County government need to find ways to deploy new technology tools to expand employees' flexibility, allowing them to become more productive and better serve our customers in the community. This means changing the way we design county services by continually looking for more opportunities to streamline operations and by addressing public needs in innovative, comprehensive ways. It may mean we have to change how we communicate with the public we serve by expanding the services and information the public can find online and through the social media.

# TRENDS IMPACTING WELD COUNTY

## ***Transportation***

The most obvious need for future investment in Weld County, which allows for dealing with the direct impact of the oil and gas development, and accommodating the future growth in the county, is in the long-term investment in the road and bridge infrastructure. Growth in the county has put an ever increasing demand on the county's infrastructure. The growth has increased the use of county roads and created congestion on several county roadways that need to be mitigated. Although the county has made tremendous progress the last twenty-five years in improving the overall condition of county roads and bridges, the growth is adding a whole set of new problems. The character of many county roads in the Greeley-Windsor area and Southwest part of the county have changed from rural roads to urbanized roads due to the traffic volume demanding a higher capacity and level of service.

In recent years funds have been added to the Public Works budget to deal with the Haul Route Program (HARP) to accommodate the energy development impacts. The *Weld County 2035 Transportation Plan* summarizes existing transportation conditions and recommends policy, funding and roadway development for Weld County through the 2035 planning horizon. The transportation plan takes the condition of the current transportation system and uses county land use forecasts and regional travel demand models to outline a plan that will develop and maintain a safe and efficient roadway network in Weld County long-term. The plan strives to improve the movement of people and goods to all Weld County communities by enhancing regional arterial roadways.

The total projected costs identified in the *Weld County 2035 Transportation Plan* are over \$400 million. When the plan is broken down into ten year time increments, the short-term (2011-2016) amount is \$39.8 million, mid-range (2016-2025) \$178 million, and long-range (2026-2035) \$186.4 million. Prior to last year many of the projects in the *Weld County 2035 Transportation Plan* were unfunded in the budget projections for future years. This changed with the *Strategic Investment Plan for the Future of Weld County*. In approaching the funding requirement it will require approximately another net \$7.5 million going into the Public Works Fund from property taxes raising the property tax level to \$16.5 million from 2015 forward. The additional property tax investment in the transportation system together with the anticipated federal mineral leasing dollars, and severance tax from energy development, and transportation impact fees will add many of the necessary resources to fund the *Weld County 2035 Transportation Plan*. Besides these resources, the funds will also help provide matching funds to leverage grants from the Energy Impact Assistance program and NFRMPO and UFRMPO to fund projects in the *Weld County 2035 Transportation Plan*.



# TRENDS IMPACTING WELD COUNTY

## ***County Government Financial Trends***

Commitment to the discipline of fiscal stability has enabled Weld County to remain solvent and responsive in an uncertain economic environment and provide the services the public needs and expects. Adherence to conservative and prudent fiscal management practices have enabled the county to maintain balanced budgets and stable reserves, implement proactive strategies to manage county programs, avoid debt entirely through cash financing of capital projects and provide core services to residents. The county's financial discipline has enabled us to embrace the changes that are reshaping all aspects of our lives – from how we live and work to how we share information and communicate – in many ways fundamentally changing the public's expectations of and relationship with government.

The county will face budgetary challenges over the next few years that will involve rising costs, particularly if inflation returns as the Federal Reserve discontinues its economic stimulus via low interest rates, and the reality of decreasing federal revenues in the future. The county's budget must continue to reflect a multi-year strategic approach to managing county resources within the ongoing challenging economic environment. The primary goals of this strategy are to preserve core services, maintain the commitment to the county's capital program, and accommodate the impacts of the energy boom in Weld County. The county has been able to accomplish these objectives while adhering to its fund balance and reserves policy that specifies that a large contingency fluctuation reserve be maintained as a buffer for unexpected fiscal events and the fluctuation of oil and gas assessed values. The county's proactive management of its cost structure using this multi-faceted approach is assurance of its commitment to maintaining fiscal health and stability of the county.

A significant measure of Weld County's commitment to providing residents with quality services will be how well essential infrastructure is maintained and renewed. The county will continue to be a responsible steward of public assets. A five-year Public Works Capital Improvement Plan will continue to be updated annually and will ensure a fair and reasonable determination of project priorities in accordance with the county's overall transportation needs, especially in dealing with the impact of energy development in the county. A similar, annual five-year Capital Improvement Program will be used to assess the condition of all facilities and to plan necessary repair and maintenance, as well as fund new facilities needed, such as an expanded correctional facility. Included in the capital plan will be funding to upgrade and replace the county's critical public safety communication infrastructure and systems. The county will continue to use a proactive approach to maintain the physical environment, modernize and replace aging facilities and equipment, and maximize the public return on investments.



## Weld County's Strengths, Weaknesses, Opportunities and Challenges Identified

### STRENGTHS

- ◆ Fiscally responsible and constrained
- ◆ Visionary and proactive
- ◆ Growing emphasis on strategic management and planning
- ◆ Provide good and effective services to citizens
- ◆ Committed to being responsive government
- ◆ Responsible and accountable to the citizens
- ◆ Quality of life
- ◆ Coordinated efforts inside and outside the county
- ◆ Oil and gas Development

### WEAKNESSES

- ◆ Rapid urban growth changing service needs
- ◆ Enhanced communication with public
- ◆ Growing transportation and infrastructure needs
- ◆ Geographic diversity of county
- ◆ Growing demand for services
- ◆ Economic slow growth has driven demands for services



## Weld County's Strengths, Weaknesses, Opportunities and Challenges Identified

### OPPORTUNITIES

- ◆ Oil and gas development
- ◆ Attractive area for new growth
- ◆ Poised to promote economic development
- ◆ Great workforce
- ◆ Regional cooperation and coordinated efforts
- ◆ Using technology to provide service improvement
- ◆ Located on the northern edge of Denver metropolitan area
- ◆ Business friendly environment
- ◆ Proximity to three major universities

### CHALLENGES

- ◆ Oil and gas development
- ◆ New economy
- ◆ Volatility price and production of oil and gas
- ◆ Increase demand for infrastructure and services
- ◆ Demographic changes
- ◆ Urbanization
- ◆ State and Federal budget cut and mandates
- ◆ Balance citizen expectations with limited resources
- ◆ State and Federal environment policies
- ◆ Deployment of technology



# STRATEGIC AREA PLANS OVERVIEW

The following pages provide an overview of each strategic area plans, including the mission statement for each strategic area, the goals and desired outcomes, strategies to achieve the goals, and performance objective/key performance indicators. The strategic area are:

- Public Safety
- Health Services
- Transportation
- Economic Development
- Land Use and Planning Services
- Enabling Strategies: Financial and Operational Support



**STRATEGIC AREA:**

**PUBLIC SAFETY**

## **STRATEGIC AREA: PUBLIC SAFETY**

- **Mission Statement:** To seek justice, promote public safety and fight for our community. (District Attorney)
  - Goal PSDA 1: Systematic reduction of gang violence in our community.
  - Goal PSDA 2: Systematic reduction of traffic fatalities in Weld County.
  - Goal PSDA 3: Reduction of recidivism of changed offenders.
  - Goal PSDA 4: Increase communication with the public and other customers of the District Attorney's Office.
  - Goal PSDA5: Reduction of paper files and duplicated data entry efforts.
  
- **Mission Statement:** Provide excellent customer service, improve quality of life, and protect the constitutional rights of all people. (Public Safety Bureau)
  - Goal PPSB1: Protect the well being of the citizens of Weld County.
  - Goal PPSB2: Establish and maintain meaningful communication with the citizens of Weld County.
  
- **Mission Statement:** To provide excellent customer service, improve quality of life, and protect the constitutional rights of all people. (Offender Supervision Bureau)
  - Goal PSOSB1: To accept and lawfully hold prisoners in a safe, humane, and wholesome environment that returns people to the community better, or no worse, than when they arrive.
  - Goal PSOSB2: Maintain a continuum of effective jail alternatives that offer a range of sentencing and pre-adjudication options to secure custody.
  
- **Mission Statement:** The Weld County Regional Communications Center will provide professional public safety communications support to the agencies we serve as we work together to preserve and improve the quality of life for our citizens. This is accomplished through the prompt, efficient and accurate collection and dissemination of information. (Weld County Regional Communications Center)

- Goal PS1: To answer 100% of 911 calls within 15 seconds.
- Mission Statement: To provide a responsive, proactive, medico-legal investigation in an efficient and compassionate manner. (Coroner)
  - Goal PS2-1 Perform all death investigation in a timely manner
  - Goal PS2-2: To provide for a safe work environment
  - Goal PS2-3: Enhance professionalism and promote department excellence.
- Mission Statement: To support and improve the functions of our criminal justice system by providing innovative and cost-effective services and/or programs to those functions; enhancing public safety and quality of life of our citizens; and creating opportunities for the individuals processed by our justice system to demonstrate their potential as contributing, responsible members of our community. (Community Corrections)
  - Goal PS-3: Provide safe, constructive and less expensive alternatives to use of jail and prisons; promote an accountable, coordinated justice system that focuses on present and future needs of Weld County.
- Mission Statement: To coordinate emergency preparedness planning in Weld County. (Office of Emergency Management)
  - Goal PS-4: Reduce the risk and mitigate the impact to communities and citizens due to all hazard incidents.

**STRATEGIC AREA:**

**HUMAN SERVICES**

## **STRATEGIC AREA: HUMAN SERVICES**

- Mission Statement: We are an innovative organization that provides comprehensive and responsive services to the Weld County community, always exceeding performance expectations. (Department of Public Health and Environment)
  - Goal HHS1: To continuously strengthen services and support innovation that leads to a culture that empowers people to improve their quality of life.
  - Goal HHS2: Develop and deploy consistent performance management approaches across the Department of Human Services.
  - Goal HHS3: Establish a systematic structure to effectively communicate inside and outside of the Department of Human Services.
  - Goal HHS4: To prepare for the future by identifying appropriate actions to external threats that may impact the Department of Human Services.
  - Goal HHS5: To develop and reinforce “best customer service” standards and commitment within all employees and partners of the Department of Human Services.
  - Goal HHS6: Assist in providing veterans access to eligible state and federal benefits to meet their needs.

**STRATEGIC AREA:**  
**HEALTH SERVICES**

## **STRATEGIC AREA: HEALTH SERVICES**

- Mission Statement: In partnership with the communities we serve, Weld County Department of Public Health and Environment preserves, promotes and protects the health and environment of the residents of Weld County. (Department of Public Health and Environment)
  - Goal HS1: To improve the health of our diverse communities by assuring individuals, families, and communities gain greater control of factors that influence their health.
  - Goal HS2: To lessen adverse public health impacts of disease through preventive measures.
  - Goal HS3: To enhance our organization's effectiveness by continually monitoring our performance and evaluating our programs.

**STRATEGIC AREA:  
TRANSPORTATION**



## **STRATEGIC AREA: TRANSPORTATION**

- Mission Statement: To design, build, and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others. (Public Works Administration)
  - Goal TPW1: Provide effective and efficient administrative and managerial support and supervision to the Public Works Department.
  
- Mission Statement: To design, build and maintain safe and economical roads and bridges, buildings and other facilities for the safe and efficient use by the citizens of Weld County and others. (Public Works Mining)
  - Goal TPW2: To perform mining, crushing, and screening of aggregate materials and recycled asphalt.
  
- Mission Statement: To design, build, and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others. (Public Works Bridge)
  - Goal TPW3: To repair and replace bridges, construct capital improvement projects, assist with snow removal on road system and county parking lots, install and replace culverts and cattle guards and perform tree removal/trimming in county right of ways.
  
- Mission Statement: To designs, build, and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others. (Public Works Grader)
  - Goal TPW4: To provide for the maintenance of 2,500 miles of gravel roads.
  
- Mission Statement: To design, build, and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others. (Public Works Trucking)
  - Goal TPW5: Haul all material needed for gravel roads, RAP (recycled asphalt) roads and asphalt road construction and overlay projects. Clear paved roads of snow and ice.

- Mission Statement: To design, build and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others. (Weld County Maintenance Support)
  - Goal TPW6: Assure safe travel for the general public by maintaining clearly marked and signed roads and bridges; assist in plowing of snow from county parking lots and roads; install and maintain snow fence in selected areas of the county.
  
- Mission Statement: To design, build and maintain safe and economical roads and bridges, buildings, and other facilities for the safe and efficient use by the citizens of Weld County and others.
  - Goal TPW7: Provide pavement management to include pavement testing, paving, patching, crack sealing, and sweeping. Contract administration of concrete curb and gutter, seal coat, aggregate, and other contracted services as assigned. (Pavement Management)
  - Goal TPW8: Provide engineering services including design, development, inspections, and all phases of highway engineering, bridge engineering and construction inspection and testing. (Engineering)
  - Goal TPW9: Implement and monitor Colorado Weed Management Act (Noxious weed control) on County property and assist land owners with compliance with the law through public education and assistance. (Pest and Weed)

**STRATEGIC AREA:**

**ECONOMIC  
DEVELOPMENT**

## **STRATEGIC AREA: ECONOMIC DEVELOPMENT**

- Mission Statement: Create a region with a healthy and sustainable economy that creates wealth, preserves the quality of life, and improves the standard of living for area residents. Focus on facilitating and attracting investment, creating new job opportunities, stimulating income growth and expanding the local community tax base.
  - Goal ED1: Encourage the expansion of existing businesses and the location of new industries that will provide employment opportunities in Weld County.
  - Goal ED2: Support and facilitate public and private economic development efforts that are consistent with the Goals and Policies of Weld County.
  - Goal ED3: Structure land use policies and regulations so they encourage County-wide economic prosperity and economic growth.
  - Goal ED4: Recognize and promote specific places and resources in Weld County that can uniquely support economic development.
  - Goal ED5: Maintain relevant economic data that is specific to Weld County and which complements other sources of similar information.
  - Goal ED6: Expand economic opportunity for local residents, businesses and governments by building and diversifying the primary job base in Southwest Weld County.

**STRATEGIC AREA:**

**LAND USE**

## **STRATEGIC AREA: LAND USE**

- Mission Statement: To promote quality, well planned development, while respecting the agricultural tradition, by cultivating and maintaining positive relationships with our greater community, so that quality of life and property values are maintained for County residents, business and property owners through a coordinated and cooperative planning process.
  - Goal LU1: Increase effectiveness by maintaining regular communication with the public, outside agencies, County departments, and the County Planning Commission.
  - Goal LU2: Plan for the long-term development and legacy of the County to ensure efficiency of services to promote economical investments.
  - Goal LU3: Provide consistency, quality, and thoughtful planning.
  - Goal LU4: Minimize government by implementing common sense approaches to solving problems and adapting to change.
  - Goal LU5: Work with, not against, the flowing tide of free markets whereby reducing or eliminating red tape and barriers to entry.
  - Goal LU6: Ensure safe construction throughout unincorporated Weld County.
  - Goal LU7: Increase knowledge and understanding of adopted codes to citizens, homeowners, contractors, and builders through education.
  - Goal LU8: Maintain quality, professional and timely site inspections.

**STRATEGIC AREA:**  
**ENABLING STRATEGIES**

## **STRATEGIC AREA: ENABLING STRATEGIES**

- **Mission Statement:** To provide expertise and resources to support and facilitate excellent public service delivery. (Office of the Board)
  - Goal ES1: Enable County departments and its service partners to deliver quality customer service.
  - Goal ES2: Enhance community access to reliable information regarding services and County government issues.
  - Goal ES3: Ensure the County Attorney staff is meeting the needs of elected officials and department heads. (County Attorney)
  - Goal ES4: To improve service, increase efficiency and provide greater information access and exchange between the County Commissioners and the citizens of Weld County. (Clerk to the Board)
- **Mission Statement:** To ensure the process of recording and maintaining permanent records which are accessible to the public. (Clerk & Recorder - Recording)
  - Goal ES5: Ensure statutory requirements and regulations governing the recording, indexing, imaging and electronic archiving. To be accountable and responsible to the public's needs. Ensure that the citizens receive professional, timely and quality service at all times.
- **Mission Statement:** To ensure the process of elections is open, error free, convenient and accessible to all eligible voters. (Clerk & Recorder - Elections)
  - Goal ES6: Ensure that every eligible voter is given the opportunity to vote either through Vote Center voting, Mail-In Ballots, Early voting or Provisional voting. Register all voters that have a desire to vote and allow them to cast a ballot at the time of the election. Provide a Vote Center that is organized, safe and free of influence. Maintain a staff of highly-trained professionals who have the responsibility for the administration of the election office and all duties charged to the office.
  - Goal ES7: Ensure every motor vehicle is properly titled and registered according to current Colorado laws. To be accountable and responsible to the public's needs within the guidelines of the law. Ensure that the citizens receive professional, timely and quality service at all times. (Clerk & Recorder - Motor Vehicle)
  - Goal ES8: To provide County treasury and tax collection services in the most accurate, efficient and cost-effective manner possible. (Treasurer)



- Goal ES9: Correctly discover, list, value and defend values for property taxes for Weld taxing authorities. (Assessor)
- Goal ES10: Ensure the financial viability of the County through sound financial management practices. (Finance & Administration)
- Goal ES11: Deliver on promises and be accountable for performance. (Finance & Administration)
- Goal ES12: Ensure the financial accounting of County funds is accurate (Accounting)
- Goal ES13: Ensure the timely acquisition of “best value” goods and services while maintaining integrity and inclusion (Purchasing)
- Goal ES14: Attract, develop and retain an effective diverse and dedicated team of employees. (Human Resources)
- Goal ES15: Plan, construct, and maintain well-designed County facilities in time to meet the needs of Weld County. (Building & Grounds)
- Mission Statement: To provide expertise and resources to support and facilitate excellent public service delivery. (Information Services & GIS)
  - Goal ES16: Capitalize on technology to improve service, increase efficiency and provide greater information access and exchange.
  - Goal ES17: Deliver timely, high quality, and cost-effective printing and supply services to County departments (Printing & Supply)
- Mission Statement: To provide phone services expertise and resources to support and facilitate excellent public service delivery. (Phone Services)
  - Goal ES18: Capitalize on phone technology to improve service, increase efficiency and provide greater phone access and exchange.
  - Goal ES19: To provide quality, sufficient, and well-maintained county vehicles to county departments. (Motor Pool)