



# Core Principles & Strategic Direction

## Overview

In 2024, Franklin County leadership refined the strategic goals associated with each of its core principles. The County continues to be a growing, vibrant community with ever-evolving opportunities and challenges. This document updates the County’s strategic direction by highlighting priorities that are essential to achieving the ideals outlined in the six core principles.

For each core principle, this document identifies:



By providing direction and intention to the County’s day-to-day operations, this revised strategic direction ensures we uphold our mission to serve every resident, every day.



# EFFICIENT, RESPONSIVE, & FISCALLY SUSTAINABLE GOVERNMENT OPERATIONS

## VISION:

Franklin County practices strong financial stewardship, following a clear and sustainable strategy that ensures long-term economic health and stability.

## OBJECTIVES:

- Maintain the County's prudent financial management including maintenance of its triple A bond rating.
- Promote efficiencies to manage market conditions that are driving operating costs.
- Invest in staff that reflect the community, cultivate a high level of financial acumen, and promote succession planning to maintain institutional knowledge.
- Assist community partners to grow a sustainable network of local service providers.

## VALUES:

### Transparency

Provide information about county operations and finances that is easily understood by the public.

### Responsible Stewardship

Use funding efficiently and effectively.

### Sustainability

Manage finances in a way that ensures necessary services receive funding while maintaining the County's long-term financial health.



# SUPPORTIVE HEALTH & HUMAN SERVICES

## VISION:

Franklin County is a place where every resident has the opportunity to live a healthy and productive life regardless of their background or circumstances.

## OBJECTIVES:

- Create a streamlined model of wrap-around services based on the holistic needs of families and residents.
- Provide direct outreach to meet residents where they are.
- Promote health, wellbeing, and quality of life by addressing the social determinates of health.
- Modernize county policies and practices using best practices and continuous improvement through a lens of inclusivity.

## VALUES:

### Access

Ensure all residents are able to reach county services.

### Efficiency

Provide connectivity so residents are linked with the resources they need in a timely fashion.

### Equity

Counteract disparities by enhancing services where they are needed.



# GOOD STEWARDSHIP OF NATURAL RESOURCES, ENVIRONMENTAL SUSTAINABILITY & CIVIC ENGAGEMENT

## VISION:

Franklin County thrives in harmony with the environment, uses resources wisely, and actively engages residents in shaping the future.

## OBJECTIVES:

- Promote responsible and sustainable stewardship of natural resources through planning and collaboration.
- Expand options and buy-in for sustainable services.
- Support civic engagement through transparent county operations and effective communication that reaches the diverse populations within Franklin County.
- Encourage our partners to use sustainable practices.

## VALUES:

### Coordination

Work in alignment with our internal and external partners.

### Visibility

Publicize intentions and actions to encourage participation.

### Education

Enact policies and practices that are informed by accurate and reliable research and data.



# JOB CREATION, STRATEGIC ECONOMIC DEVELOPMENT, & FISCAL SECURITY

## VISION:

Franklin County is an economy that is thriving, inclusive, and sustainable.

## OBJECTIVES:

- Continue to tackle the challenges of a growing population including investments in affordable housing.
- Diversify and enhance job training programs to meet workforce needs in order to earn a livable wage.
- Foster an environment that supports minority-owned, small, and emerging businesses.
- Leverage and grow public-private partnerships.

## VALUES:

### Sustainability

Support a local economy with diverse industries that meet the current and future needs of the community.

### Education

Provide residents access to job training that will make them competitive in the workforce.

### Inclusivity

Uplift workers and businesses with diverse backgrounds to encourage their growth and success within the County.



# COMMUNITY SAFETY, SECURITY, & EFFECTIVE JUSTICE

## VISION:

Franklin County residents feel safe, protected, and supported by a justice system that is fair and is invested in good outcomes for the community.

## OBJECTIVES:

- Create opportunities for engagement and trust building between the justice system and the public.
- Continue to invest in effective diversion programs and promote the successful reentry of justice-involved individuals transitioning back in to the community.
- Implement strategies to deter crime and violence.
- Help victims navigate the legal system and connect with support resources.

## VALUES:

### Respect

Recognize the inherent worth of all individuals and treat them with courtesy and consideration.

### Fairness

Ensure equitable treatment free from bias and discrimination.

### Trust

Support words with actions that reinforce the County's commitment to the public's best interests.



# RACIAL EQUITY

## VISION:

Franklin County is a community where equity is the norm, not the exception. All individuals, regardless of their racial or ethnic backgrounds, have equal opportunities and are treated with fairness, justice, and respect.

## OBJECTIVES:

- Disrupt poverty by seeking to proactively advance racial equity.
- Collaborate with residents, community partners and institutions to promote racial equity in all areas to increase the value of services provided to the community.
- Commit to creating and sustaining an organizational culture that applies equity principles internally in order to end disparities in hiring and promotions.
- Increase opportunities in contracting and access for funding to minority businesses.

## VALUES:

### Proactivity

Show initiative to enact the changes needed.

### Responsibility

Take ownership of how we operate and the environment we cultivate.

### Inclusion

Ensure our diverse population has representation and support within our institutions.