

## CHAPTER 9: EVALUATION AND MONITORING

Evaluating and monitoring progress toward the achievement of goals is imperative to the success of a community development plan, as doing so brings light to which areas are progressing and which areas need improvement. Performance measurement is the process of regularly measuring outcomes and results which generates reliable data on the efficiency and effectiveness of a program or activity. Performance measures are quantifiable indicators used to assess how well a desired objective or goal is being achieved. The following section outlines performance measures for the objectives established in this plan and will be utilized to assess progress towards achieving Paulding County's Community Development goals.

### TRANSPORTATION



#### GOAL 1: INCREASE THE SAFETY AND EFFICIENCY OF THE TRANSPORTATION SYSTEM FOR ALL USERS

##### OBJECTIVE 1: Reduce serious injury & fatality crashes

###### • PERFORMANCE MEASURES:

- **Number of serious injury crashes**
- **Number of fatality crashes**

##### OBJECTIVE 2: Maintain existing system in good repair

###### • PERFORMANCE MEASURE:

- **Number of condition-related projects**

#### GOAL 2: IMPROVE AND ENHANCE BICYCLE AND PEDESTRIAN FACILITIES THROUGHOUT THE COUNTY

##### OBJECTIVE 1: Increase amount of bicycle & pedestrian facilities

###### • PERFORMANCE MEASURE:

- **Miles of bicycle and pedestrian facilities, such as sidewalks, trails, bicycle lanes, etc.**

##### OBJECTIVE 2: Improve & expand existing infrastructure for bicyclists & pedestrians

###### • PERFORMANCE MEASURE:

- **Number of bicycle and/or pedestrian projects completed**

### GOAL 3: SUPPORT THE COUNTY'S ECONOMY THROUGH THE TRANSPORTATION NETWORK

OBJECTIVE 1: Enhance transportation infrastructure to be multi-modal & allow for efficient transfers of goods between all modes

- PERFORMANCE MEASURE:
  - Number of multi-modal projects completed

### GOAL 4: ENHANCE MOBILITY FOR ALL PAULDING COUNTY RESIDENTS

OBJECTIVE 1: Provide more transportation options for Paulding County residents, especially those who do not have access to transportation

- PERFORMANCE MEASURES:
  - Number of transportation options available
  - Number of meetings held to research other alternate transportation options

## ECONOMIC DEVELOPMENT



### GOAL 1: INCREASE EMPLOYMENT GROWTH AND INVESTMENT

OBJECTIVE 1: Increase the number of employment options

- PERFORMANCE MEASURES:
  - Number of employment options
  - Amount of advertisement on existing websites

OBJECTIVE 2: Increase the amount of private investment

- PERFORMANCE MEASURE:
  - Number of private investment establishments such as restaurants, retail, etc.

## GOAL 2: RETAIN AND SUPPORT EXISTING BUSINESSES AND WORKFORCE IN THE COUNTY

### OBJECTIVE 1: Maintain level of residency

- PERFORMANCE MEASURES:

- Amount of annual of net-migration
- Amount of advertisement of existing employment opportunities and County strengths
- Number of outreaches to high schools to inform students of employment options

### OBJECTIVE 2: Enhance support for existing businesses

- PERFORMANCE MEASURE:

- Amount of local incentives available for existing businesses

### OBJECTIVE 3: Enhance partnerships between businesses and educational institutions

- PERFORMANCE MEASURE:

- Number of partnerships between local businesses and local tech schools and colleges

## GOAL 3: ATTRACT NEW BUSINESSES AND WORKFORCE TO THE COUNTY

### OBJECTIVE 1: Market the area to the greater region

- PERFORMANCE MEASURE:

- Amount of advertisement to surrounding counties

## GOAL 4: ENHANCE COMMUNICATIONS IN THE COUNTY

### OBJECTIVE 1: Improve internet and cellular connectivity

- PERFORMANCE MEASURE:

- Number of subcommittee meetings

### OBJECTIVE 2: Enhance collaboration within the County

- PERFORMANCE MEASURE:

- Number of meetings between county organizations and Villages/Townships

## HOUSING



### GOAL 1: IMPROVE AVAILABILITY OF AFFORDABLE, DESIRABLE HOUSING OPTIONS

OBJECTIVE 1: Increase the number of houses that are desirable and affordable to rent and purchase

- PERFORMANCE MEASURES:
  - **Number of task force meetings**

### GOAL 2: ENHANCE EXISTING HOUSING OPTIONS IN THE COUNTY

OBJECTIVE 1: Rehabilitate existing homes that are in need of repair

- PERFORMANCE MEASURE:
  - **Number of rehabilitated homes through the CHIP program**

OBJECTIVE 2: Target cleanup of blighted structures in neighborhoods to increase surrounding property values

- PERFORMANCE MEASURE:
  - **Number of blighted structures demolished in neighborhoods**

### GOAL 3: ENHANCE PLANNING FOR DIVERSE HOUSING TYPES

OBJECTIVE 1: Consider mixed use development & workforce housing in planning initiatives

- PERFORMANCE MEASURE:
  - **Number of planning documents with mixed use development and workforce housing included**

### GOAL 4: ENHANCE AVAILABILITY OF LODGING OPTIONS IN THE COUNTY

OBJECTIVE 1: Increase the number of lodging facilities, such as hotels

- PERFORMANCE MEASURE:
  - **Number of lodging facilities**

## QUALITY OF LIFE



### GOAL 1: ENHANCE RECREATIONAL, CULTURAL, AND ESSENTIAL AMENITIES

**OBJECTIVE 1:** Increase the number of restaurant, retail, entertainment, and grocery establishments

- PERFORMANCE MEASURE:
  - **Number of restaurant, retail, entertainment and grocery establishments**

**OBJECTIVE 2:** Increase the number of community/cultural events

- PERFORMANCE MEASURE:
  - **Number of community/cultural events**

**OBJECTIVE 3:** Increase the amount of recreational opportunities

- PERFORMANCE MEASURE:
  - **Number of recreational opportunities such as parks, trails, etc.**

**OBJECTIVE 4:** Improve internet and cellular connectivity

- PERFORMANCE MEASURE:
  - **Number of task force meetings**

### GOAL 2: SUPPORT AND ENHANCE BEAUTIFICATION EFFORTS

**OBJECTIVE 1:** Address slum and blight issues throughout the County

- PERFORMANCE MEASURE:
  - **Number of blighted residential structures demolished**
  - **Number of task force meetings for code enforcement and improvement**

**OBJECTIVE 2:** Revitalize the downtown areas in the County's villages

- PERFORMANCE MEASURE:
  - **Number of buildings improved in the downtown areas**
  - **Number of Preservation and Design Review Boards created**

### GOAL 3: ADDRESS DRUG ABUSE ISSUES IN PAULDING COUNTY

OBJECTIVE 1: Decrease the number of overdose and drug related crime incidences

- PERFORMANCE MEASURE:
  - **Number of drug overdose deaths**
  - **Number of educational campaigns/materials developed**

OBJECTIVE 2: Enhance rehabilitation options and facilities in the County

- PERFORMANCE MEASURE:
  - **Number of rehabilitation facilities**

OBJECTIVE 3: Increase awareness of drug abuse treatment options and available assistance

- PERFORMANCE MEASURE:
  - **Amount of educational materials made available about abuse treatment options and available assistance**

### GOAL 4: MINIMIZE POVERTY IN THE COUNTY

OBJECTIVE 1: Help impoverished residents & families come out of poverty

- PERFORMANCE MEASURE:
  - **Number and percentage of families and individuals below the federal poverty line**