

CHAPTER 7: ACTION PLAN

A critical step in the development of Paulding County's Community Development Plan was to analyze existing conditions and future projections data in order to assess potential future needs. In addition, all the data gathered from the public during public involvement activities was utilized to determine what the vision of the residents is for the future and how to make that vision a reality. As this plan will work towards accomplishing the goals and corresponding objectives that shape the plan and ultimately result in the County's future vision, it is important to understand what may be needed to achieve them. The key factors learned from the existing conditions, future projections and public input are as follows:

- **The population is declining** *The population of Paulding County is projected to decline to 18,100 people by the year 2040, a 7.7% decrease from the population in 2010*
- **The population is aging** *The population of Paulding County ages 60 and older is projected to increase by 10% from 2016 to 2040*
- **Health Care and Other Services industries will grow** *The Health Care industry will likely grow in response to the aging population*
- **Traffic volumes, including truck volumes, on state routes will grow** *More trucks and overall vehicles are expected to be traveling on Paulding County's state routes in 2040*
- **Keep the transportation system safe and in good condition** *Safety and roads that are in good condition are extremely important to the residents of Paulding County*
- **Retain and attract businesses and workforce** *Residents feel that in order to boost Paulding County's economy it is imperative to retain and attract workers and businesses*
- **Small town charm is the County's biggest asset** *Residents indicated that the rural character and small town feel of Paulding County is its' biggest strength for economic development*
- **Improve internet and cellular connectivity** *To grow Paulding County and increase quality of life, residents indicated that internet and cellular connectivity must be improved*
- **Fix up existing structures and add more housing options** *Residents feel that existing residential structures should be improved and desirable, and that affordable housing options are currently lacking*
- **More private investment/things to do needed** *The majority of residents are not satisfied with the amount of private investment currently in Paulding County*
- **Drug issues must be addressed** *Residents agree that there are drug abuse issues in Paulding County which must be addressed*
- **More job opportunities are needed** *In order to keep the youth in Paulding County and increase quality of life, more and better job opportunities must be brought to the County*

The following section outlines the specific strategies that have been identified by the Paulding County Vision Board. These strategies are action items that outline specifically what is going to be done to achieve the objectives and corresponding goals that have been established, which is illustrated in Figure 7.1 below.



Figure 7.1 Hierarchy of Vision, Goals, Objectives and Strategies

Implementing these strategies will be the responsibility of multiple organizations in Paulding County and will be a collaborative effort over time as funding and staff allow. The Paulding County Vision Board will implement the action items they are able to and will work in coordination with other Paulding County organizations to begin implementing the other strategies. Short term implementation items have been denoted with this symbol: **!** which represent items that are feasible for short term implementation or that are already taking place in Paulding County. Detailed information about all the listed strategies including potential lead organizations are included in Appendix C of this plan.

TRANSPORTATION



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

OBJECTIVE 1:
Reduce serious injury & fatality crashes

- STRATEGY 1: Identify high crash & severity locations & conduct studies to determine potential countermeasures
- STRATEGY 2: Pursue funding to improve safety at identified locations



OBJECTIVE 2:
Maintain existing system in good repair

- STRATEGY 1: Emphasize maintenance of existing roads & bridges in planning initiatives while collecting condition data
- STRATEGY 2: Pursue funding for projects that will enhance the condition of existing transportation infrastructure

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

OBJECTIVE 1:
Increase amount of bicycle & pedestrian facilities

- STRATEGY 1: Consider bike & ped infrastructure in planning initiatives & planned road projects
- STRATEGY 2: Develop plans (such as active transportation plans) and other documents to identify desired projects and prioritize investments
- STRATEGY 3: Pursue funding to construct new infrastructure for bicyclists & pedestrians



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

- STRATEGY 1: Assess the condition of existing bicycle & pedestrian infrastructure & determine where improvements are needed
- STRATEGY 2: Pursue funding to make condition improvements & expand existing infrastructure where desired



GOAL 3: SUPPORT THE COUNTY’S ECONOMY THROUGH THE TRANSPORTATION NETWORK

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

- STRATEGY 1: Conduct studies to determine where multi-modal infrastructure exists & where it is needed in the County
- STRATEGY 2: Pursue funds for improvements to corridors that serve multi-modal facilities/purposes

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

- STRATEGY 1: Research transportation options for counties that do not have public transportation, such as coordination of human services transportation
- STRATEGY 2: Pursue funding to support alternative transportation options
- STRATEGY 3: Investigate transportation such as Uber & Lyft and the potential of obtaining those services in the County



ECONOMIC DEVELOPMENT



GOAL 1: INCREASE EMPLOYMENT GROWTH AND INVESTMENT

OBJECTIVE 1:
Increase the number of employment options

- STRATEGY 1: Support the efforts of the Economic Development office to continue marketing to bring more businesses and industry to Paulding County
- STRATEGY 2: Advertise existing assets such as quality of life, natural resources, etc., on economic development, village, and other websites



OBJECTIVE 2:
Increase the amount of private investment

- STRATEGY 1: Offer tax incentives for reinvestment into the County

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

OBJECTIVE 1:
Maintain level of residency

- STRATEGY 1: Promote/advertise existing employment opportunities to current residents
- STRATEGY 2: Promote/advertise existing strengths of the County such as historic assets, small town charm, etc. to current residents
- STRATEGY 3: Outreach to area high schools to inform students, especially graduating seniors, of employment options and reasons to remain in the County

OBJECTIVE 2:
Enhance support for existing businesses

- STRATEGY 1: Offer local incentives for existing businesses to remain in the area
- STRATEGY 2: Work with State organizations to increase state incentives for local businesses

OBJECTIVE 3:
Enhance
partnerships
between
businesses and
educational
institutions

- STRATEGY 1: Enhance existing and form new partnerships between local businesses and local technical schools and colleges
- STRATEGY 2: Work with vocational/community colleges as well as high schools to identify opportunities to link existing/new training programs to the educational needs of companies in the County



GOAL 3: ATTRACT NEW BUSINESSES AND WORKFORCE TO THE COUNTY

OBJECTIVE 1:
Market the area
to the greater
region

- STRATEGY 1: Promote existing quality of life assets and employment opportunities to surrounding counties to draw new workforce
- STRATEGY 2: Enhance and promote sites available for development



GOAL 4: ENHANCE COMMUNICATIONS IN THE COUNTY

OBJECTIVE 1:
Improve internet
and cellular
connectivity

- STRATEGY 1: Research internet and cellular connectivity issues and possible solutions
- STRATEGY 2: Create a subcommittee to investigate issues and develop solutions



OBJECTIVE 2:
Enhance
collaboration
within the
County

- STRATEGY 1: Encourage increased communication and meetings between county organizations and Villages/Townships
- STRATEGY 2: Pursue grant funds to create a County-wide Geographic Information System (GIS)



HOUSING



GOAL 1: IMPROVE AVAILABILITY OF AFFORDABLE, DESIRABLE HOUSING OPTIONS

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

- STRATEGY 1: Conduct a comprehensive housing feasibility study
- STRATEGY 2: Review and strengthen code enforcement within villages and townships
- STRATEGY 3: Create a task force to review housing, zoning and code enforcement issues and create incentives for housing development



GOAL 2: ENHANCE EXISTING HOUSING OPTIONS IN THE COUNTY

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

- STRATEGY 1: Work with home owners to investigate and pursue available grant funds, such as the Community Housing Impact and Preservation program (CHIP)



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

- STRATEGY 1: Utilize funds available through the Paulding County Land Bank program to clean up blighted structures throughout the County



GOAL 3: ENHANCE PLANNING FOR DIVERSE HOUSING TYPES

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

- STRATEGY 1: Assess need for diverse housing types via feasibility study
- STRATEGY 2: Include mixed use development and workforce housing in planning documents



GOAL 4: ENHANCE AVAILABILITY OF LODGING OPTIONS IN THE COUNTY

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

- STRATEGY 1: Conduct assessment of need for lodging and viable locations
- STRATEGY 2: Incorporate planning for lodging into other large development projects

QUALITY OF LIFE



GOAL 1: ENHANCE RECREATIONAL, CULTURAL, AND ESSENTIAL AMENITIES

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

- STRATEGY 1: Encourage small business growth and reinvestment through incentives

OBJECTIVE 2:
Increase the number of community/cultural events

- STRATEGY 1: Establish community-led groups to support events in Villages
- STRATEGY 2: Partner with local businesses to host community events

OBJECTIVE 3:
Increase the amount of recreational opportunities

- STRATEGY 1: Promote riverfront opportunities and development
- STRATEGY 2: Improve upon assets already in place, such as trails and parks



OBJECTIVE 4:
Improve internet and cellular connectivity

- STRATEGY 1: Pursue grants and improvements for internet and cellular connectivity

GOAL 2: SUPPORT AND ENHANCE BEAUTIFICATION EFFORTS

OBJECTIVE 1:
Address slum and blight issues throughout the County

- STRATEGY 1: Utilize the resources of the County Land Bank to demolish vacant and abandoned blighted residential structures
- STRATEGY 2: Improve and utilize code enforcement in the Villages and Townships



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

- STRATEGY 1: Create Preservation and Design Review Boards to oversee development in the downtown areas
- STRATEGY 2: Seek grant funding for downtown revitalization



GOAL 3: ADDRESS DRUG ABUSE ISSUES IN PAULDING COUNTY

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

- STRATEGY 1: Increase education and awareness on prevention and treatment for opioid and other drug addiction
- STRATEGY 2: Establish neighborhood crime watch groups

OBJECTIVE 2:
Enhance
rehabilitation
options and
facilities in the
County

- STRATEGY 1: Apply for funding through Target of Opportunity grants to increase and enhance facilities in the County
- STRATEGY 2: Provide transportation options for patients to reach rehabilitation centers



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

- STRATEGY 1: Provide information on a variety of platforms, such as radio, pamphlets at public places, and events to educate the public

GOAL 4: MINIMIZE POVERTY IN THE COUNTY

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

- STRATEGY 1: Provide more access and awareness of existing services to residents of the County



In summary, the following activities are either already taking place in Paulding County or are feasible for short term implementation as a result of this plan:



TRANSPORTATION

- Identify high crash & severity locations & conduct studies to determine potential countermeasures
- Pursue funding to construct new infrastructure for bicyclists & pedestrians
- Pursue funding to make condition improvements & expand existing infrastructure where desired
- Research transportation options for counties that do not have public transportation, such as coordination of human services transportation



ECONOMIC DEVELOPMENT

- Support the efforts of the Economic Development office to continue marketing to bring more businesses and industry to Paulding County
- Work with vocational/community colleges as well as high schools to identify opportunities to link existing/new training programs to the educational needs of companies in the County
- Enhance and promote sites available for development
- Create a subcommittee to investigate issues and develop solutions for internet connectivity
- Encourage increased communication and meetings between county organizations and Villages/Townships



HOUSING

- Create a task force to review housing, zoning and code enforcement issues and create incentives for housing development
- Work with home owners to investigate and pursue available grant funds, such as the Community Housing Impact and Preservation program (CHIP)
- Utilize funds available through the Paulding County Land Bank program to clean up blighted structures throughout the County



QUALITY OF LIFE

- Improve upon assets already in place, such as trails and parks
- Utilize the resources of the County Land Bank to demolish vacant and abandoned blighted residential structures
- Create Preservation and Design Review Boards to oversee development in the downtown areas
- Seek grant funding for downtown revitalization
- Apply for funding through Target of Opportunity grants to increase and enhance facilities in the County
- Provide more access and awareness of existing services to residents of the County