

CLAYTON COUNTY BOARD OF COMMISSIONERS



Strategic Operational Plan 2020-2022





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Clayton County Board of Commissioners

Left to Right: Commissioner DeMont Davis (District 4),
Commissioner Felicia Franklin Warner (District 3),
Chairman Jeffrey E. Turner,
Commissioner Sonna Singleton Gregory (District 1),
Commissioner Gail Hambrick (District 2)



ABOUT

Clayton County's Strategic Plan is comprised of six strategic pillars established by the Board of Commissioners (BOC) in 2016. In 2019, the BOC reassessed the County's strategic pillars to strengthen partnerships, create a diverse workforce, and optimize innovative technology solutions that will direct the development of the annual budget and guide the County's framework. The strategic plan is updated and communicated to the county commissioners through an annual report. This report provides an overview of various accomplishments that fall under the six strategic pillars of the Strategic Operational Plan for 2020-2022.

PURPOSE

The purpose of the Strategic Plan is to brand "Clayton Strong" by creating endless opportunities for all citizens to live, work and play.





MISSION

Clayton County is a community-focused government committed to maintaining a positive and effective atmosphere while providing access to resources that are beneficial to the economic growth and prosperity of our citizens, businesses, and employees.

VISION

Clayton County will serve as the archway between the region and the world by creating endless opportunities to live, work, and play for all citizens.



CORE VALUES



Accountability



Transparency



Collaboration



Integrity



Communication

GOALS FOR THE STRATEGIC PILLARS

Growth Management

Priority: Leverage partnerships in order to enhance service delivery, professional growth, and an optimal work environment.

- **Strategy:** Ensure the County work-environment is productive and safe, as employees focus on providing the best quality of services to our citizens.
- **Strategy:** Standardize County-wide systems to improve information and data sharing between departments.

- **Strategy:** Develop and offer pertinent and relevant training for employees to ensure consistency of policy administration.
- **Strategy:** Recruit and retain a diverse workforce to meet the needs of the County.
- **Strategy:** Collect and evaluate resources (public, private, and non-governmental organizations) for utilization and creating efficiency and resource allocation.



Economic Opportunity

- **Strategy:** Develop targeted areas within Clayton County as business centers and “live, work, and play” areas to drive investment.
- **Strategy:** Leverage zoning opportunities to attract business development and enhance the value of key County corridors.
- **Strategy:** Recruit industry leaders to assist with identifying key tools and resources to develop the local workforce.
- **Strategy:** Partner with local businesses and education providers to identify requisite skills needed to implement targeted training.
- **Strategy:** Identify internship and apprenticeship opportunities.

Priority: Grow economic development through comprehensive strategic financial and land planning.



Communication & Image

Priority: Create a positive presence by enhancing communications and image throughout the state and abroad.

- **Strategy:** Create a marketing campaign to enhance brand identity.
- **Strategy:** Utilize social media to communicate success factors to citizens, businesses, and partners throughout the County.
- **Strategy:** Collaborate with local municipalities and metro communities to maximize the positive exposure of Clayton County by focusing on key goals.
- **Strategy:** Develop partnership with Development Authority and Tourism Authority to maximize County's image.



Fiscal Responsibility

- Strategy: Facilitate strategic financial planning for future fiscal years, including project expenditures and expected results in operations.
- Strategy: Develop a financial process that encompasses all aspects of governmental budget development and execution.
- Strategy: Secure a two months' reserve fund balance.
- Strategy: Develop a five-to-ten-year capital development plan.
- Strategy: Identify investment partnerships and opportunities.

**Priority:
Uphold fiscal
integrity.**



Quality of Life

Priority: Build a healthy, inclusive, and safe County.

- **Strategy:** Ensure that every resident in Clayton County is provided a healthy and safe lifestyle.
- **Strategy:** Develop and maintain public infrastructure to improve County appearance and encourage continued development.
- **Strategy:** Create an eco-friendly environment by promoting a County recycling program, encouraging residents to drive eco-friendly vehicles, and build eco-friendly buildings.



Governance

- **Strategy:** Identify work planning processes to establish an efficient capital outlay program.
- **Strategy:** Establish a customer service program to set the standards of providing quality customer service to County citizens and businesses.
- **Strategy:** Establish accessibility and transparency with technology designed to put resources at the fingertips of County residents and businesses.
- **Strategy:** Conduct comprehensive analysis to identify operational redundancies and inefficiencies.
- **Strategy:** Develop an approach to evaluate the performance of department heads who report to the COO.

Priority: Promote efficient and effective County government operations.





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#ClaytonStrong

