



Strategic Plan Progress Report 2013



Photo courtesy of O'Brien/Atkins Associates PA



Message from the County Manager: We're Steering the Way



When Durham County asked the community in 2011 what it wanted from County government, residents told us they sought a fiscally sound, responsive, collaborative organization focused on clearly articulated goals. These principles became the foundation

of our Strategic Plan, approved by our Board of County Commissioners in February 2012. Then we got right to work.

Durham County has invested considerable effort in implementing this plan because we believe it will be how we achieve our vision of being "a thriving, vibrant, diverse community with abundant opportunity for all residents to live, work, learn, play and grow."

The community also told us that we need to better articulate what we do and how we are working on improvements in our service areas. This progress report attempts to do just that, by offering concise stories on

specific initiatives in our Strategic Plan. I hope this report clearly highlights the work our employees are doing to advance our five strategic goals.

The gains we've made so far could not have been achieved without dedicated employees throughout our organization. And as we advance our value of "teamwork and collaboration," I have the highest praise for our strong community partners at the City of Durham, Durham Public Schools and various nonprofits and businesses.

We're pleased with our first year of strategic planning and excited about continuing this momentum. Please keep following our progress.

Mike Ruffin
County Manager



Board of County Commissioners

Top (left to right):

Ellen Reckhow
Michael Page
Wendy Jacobs

Bottom:

Vice-Chair Brenda Howerton
Chair Fred Foster, Jr.

Mission: Durham County provides fiscally responsible, quality services necessary to promote a healthy, safe and vibrant community.

Vision: Durham County: a thriving, vibrant, diverse community with abundant opportunity for all residents to live, work, learn, play and grow.

Core Values: Accountability, Commitment, Exceptional Customer Service, Integrity, Teamwork and Collaboration

By the Numbers

30 Local students working for Durham County in Summer 2012 as part of summer youth employment program

492 Area first responders receiving eight-hour training in mental health crisis response

1,679 Durham Public Schools students trained in bystander CPR and AED usage in City-County-Schools partnership Nov.-Dec. 2012

12 Electric vehicle charging stations available at County facilities

2 Local governments (City of Durham and Durham County) partnering on Habitat for Humanity house

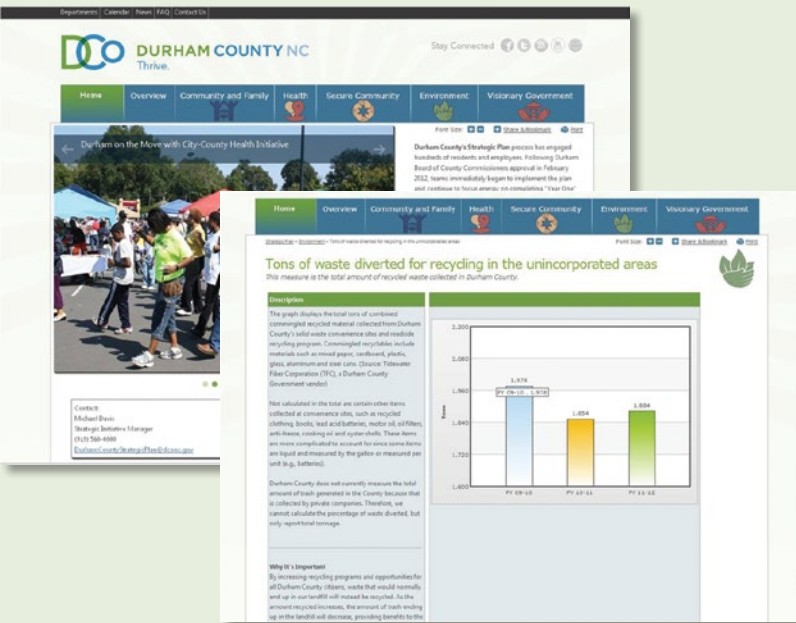
3,509 Hours of physical activity logged by the 165 County employees who participated in "ChallengeWave" wellness competition.

1 Durham County Strategic Plan

Find Us on the Web

Want to keep up with progress on the Durham County Strategic Plan? Visit our website, at strategicplan.dconnc.gov, throughout the year to read updates on our various initiatives and learn about our performance measures.

You can also stay connected by "liking" Durham County Strategic Plan on Facebook and following us on Twitter (@DCoStratPlan).





GOAL 1: Community and Family Prosperity and Enrichment

- OBJECTIVES**
- Provide support for educational opportunities for high academic achievement
 - Facilitate the development of a skilled workforce aligned with current and future business needs
 - Foster a business-friendly environment and leverage local and regional economic development resources
 - Expand access to technology
 - Enhance cultural and creative opportunities

- INITIATIVE PROGRESS**
- ECONOMIC DEVELOPMENT AND JOB CREATION STRATEGY**
- Cross-sector, multi-partner team studying and providing recommendations for revisions to County economic incentive program.
 - Held Durham economic development summit in March 2013.
- YOUTH ENGAGEMENT**
- Partnering with City and Durham Public Schools to expand summer youth employment program, which offers summer work opportunities to area students.
 - In a partnership, City and County will fund two new positions through the “Becoming” grant to help further link disconnected youth with institutions and support services.
 - Continuing to improve processes to increase opportunities for youth interns and volunteers in County government.

- WHITTED SCHOOL REDEVELOPMENT**
- Negotiated agreement with team of Integral Development, Forty AM, Durham Public Schools, and Belk Architecture to redevelop historic Whitted School property in the Southside community. The project will include space for senior housing and pre-kindergarten education.

A STRATEGIC MOMENT



Most of my mother’s grandchildren, great-grandchildren and friends referred to her as Big Momma. Our family started “Big Momma’s Education Initiative.” My mom was an advocate of education, going back to school herself when she was in her fifties to get her high school diploma. We keep up with how our kids do on their progress reports and report cards. We focus not only on grades, but also on behavior, special recognitions and will cover issues such as teenage pregnancy prevention, college and careers. During our monthly family meetings, when anywhere from 10 to 20 of us get together, we collect money that will be used as cash prizes and/or gifts during the school year. There are many things that Big Momma’s kids will do to stay focused on education and improve their quality of their life.

Bonita Barrett
Department of Social Services

Youth Engagement

As Durham County aligns with key government, nonprofit and private-sector partners to promote general economic opportunities, the County continues to make job placement for area youth a high priority. Just look at the experience of Steriling Mason, who worked in the County’s Information Technology department in Summer 2012.

“Learning about IT and getting that hands-on experience encouraged me to look further into the fields of IT,” said Steriling, a Jordan High School student.

In Summer 2012, Durham County hired 30 area students to work in 13 County departments. Activities ranged from helping the Open Space coordinator in the field to pitching in at County libraries.

County employees are partnering with the City of Durham – which co-sponsors the summer youth employment initiative – as well as the Durham Chamber of Commerce and Durham Public Schools to expand the program to the private sector. Meanwhile, the City and County are developing ways to improve the current job placement experience by offering pre-employment training.



These placements can be very beneficial for the County and other employers. Meanwhile, youth employment opportunities give local students like Steriling valuable early job experiences.

“He went from having no experience to creating software that was used by the County later in the year,” said Mickey Mazarick, a County IT employee who supervised Steriling. “I hope we can continue to find opportunities for these smart, gifted local high schoolers to gain experience within the County.”

Whitted School Redevelopment

The James A. Whitted School is one of Durham’s most-significant historical institutions. The original Whitted School building was constructed in the early 1920s, with an addition built in the 1950s. Though the building was the original home for Hillside High School, it has stood vacant for the past seven years. The Board of County Commissioners has long expressed a strong desire to repurpose the Whitted School.

This process began in November 2011, with County staff announcing and conducting a stakeholder meeting to discuss repurposing the property. A Request for Proposals was issued on May 1, 2012 with the intention of soliciting concepts from developers for how the Whitted School could reclaim its position as an anchor in the Southside community.

Deputy County Manager Lee Worsley met with community leaders and stakeholders, including the Hillside Alumni Association and the Southside Neighborhood Association. After weeks of review, the proposal submitted by the coalition of Integral Development, Forty AM, Durham Public Schools,



and Belk Architecture scored the highest among review teams.

Integral’s proposal combined affordable housing for low-to-moderate income seniors with the establishment of public pre-kindergarten programs. Under this plan, the Whitted School will be renovated with some new construction planned for portions of the property along Roxboro Road. Meanwhile, the Integral team will continue to engage with the community to make sure the project honors Durham’s history and its future.

“Many of us think that it is overdue for the building to be redeveloped, but want to make sure it remains in the hands of the public and not be privatized,” said Southside community member George Roberson. “The building represents heritage.”



GOAL 2: Health and Well-being for All

- OBJECTIVES**
- Decrease health disparities within the community
 - Strengthen the well-being of individuals and families through prevention and education
 - Partner with community resources to increase access to health and wellness services

INITIATIVE PROGRESS

PUBLIC INFORMATION

- Produced and disseminated 18 segments to community partners about ways to prevent or address diabetes. These vignettes will air on local public-access television, DTV8.
- Reclassified existing County position to hire information and communication manager at the Department of Public Health, offering opportunity to increase public awareness of health issues.

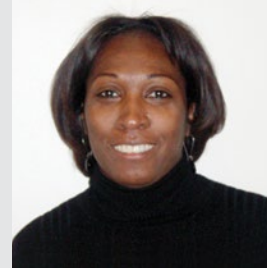
CRISIS RESPONSE TRAINING

- Provided "Mental Health 101" training for local first responders and "Mental Health Law Enforcement" training to help officers recognize and respond to mental-health issues.
- Conducted "Mental Health First Aid" training for County employees, with plans to offer training to the greater Durham community.
- Bolstered Durham Network of Care website by adding crisis-response resources for first responders.

EXERCISE AND FITNESS

- Launched County Wellness Initiative Network to increase physical activity and lifestyle changes among County employees.
- Engaged County residents by partnering with City for "Durham on the Move" initiative, which kicked off in Fall 2012 and will continue in 2013 with multiple neighborhood events designed to encourage physical activity.
- Partnered with City to launch Healthy Mile Trail on sidewalks in historic Stokesdale neighborhood.

A STRATEGIC MOMENT



Last fall, my mother visited us from Buenaventura, Colombia. To keep her active, we had this ritual to play Hispanic music every weekend. Our whole family gathered to dance, sing and laugh with the music. My children learned new tunes and moves with this activity. We had so much fun listening to the boys singing in Spanish. We did it for an hour or so every Saturday and Sunday. It was so much fun and good exercise for us.

Nelly Woods
Department of Public Health

Durham Diabetes Coalition

The Durham Diabetes Coalition is a partnership among the Durham County Department of Public Health, Duke University, the University of Michigan Center for Geospatial Medicine, Durham health and community organizations, faith-based groups, local government and community members.

As one public information strategy to try to reduce death and disability from type 2 diabetes, the Durham Diabetes Coalition is producing a 30-minute TV show, "Living Healthy." Each episode will offer segments on topics including nutrition, physical activity, local resources, health care and personal stories of Durham residents living with diabetes.

The show aims to educate Durham residents about type 2 diabetes and give individuals living with diabetes resources to manage their disease successfully.

"I am honored to host 'Living Healthy' since diabetes directly affects both me and my family," said Jannah Bierens, a health



education specialist with Public Health. "I hope the information in this series will have a positive impact on those living with the disease and that we'll see a decline in Durham County diabetes numbers."

The program will air on Durham Government Television, Time Warner Cable Channel 8, throughout 2013.

Crisis Response Training

Aurora. Newtown. Oak Creek. The tragic loss of life in the past year from incidents in these communities will forever linger on the minds of all Americans. But could such tragedy happen in Durham? Are first responders prepared? Can anything be done to prevent future tragedies?

Those are some of the many questions people have and Durham County is leading the way to identify and potentially prevent such events from occurring.

Crisis Intervention Teams (CIT) have existed in Durham for over five years, with an emphasis on training for law enforcement. However, in recent months, there has been a push for additional training for first responders, in order to improve resources for individuals experiencing a behavioral health crisis.

In 2012, over 1,000 first responders – including City and County law enforcement, fire, Emergency Medical Services (EMS) and frontline staff in County government offices – received up to 40 hours of classroom training to identify and respond to a potential crisis situation with an individual.

"I've used the skills learned in crisis intervention training several times while on the job," said Deputy Ryan LaDuke, a two-time CIT Officer of the Year with the Durham County Sheriff's Office. "The training is invaluable and teaches people to identify signs



and symptoms of potential mental health issues, and how to better interact and help people in a mental health crisis."

As a result, individuals like LaDuke now know how to better recognize and respond to the signs and symptoms of mental illness, how to intervene in a crisis, and how to gain access to local resources for ongoing treatment.

In the coming months, the focus of these trainings will expand from first responders and local government employees to the public. Mental Health First Aid, a 12-hour educational program, will soon be available to people throughout the community, allowing participants to identify, understand and respond to the signs of mental illness.

GOAL 3: Safe and Secure Community

- OBJECTIVES**
- Improve outcomes for vulnerable children, youth, adults and animals
 - Improve outcomes for disconnected youth
 - Improve coordination within public safety and criminal justice system
 - Increase resident engagement in communities
 - Enhance capacity to respond to emergencies

- INITIATIVE**
- PROGRESS**
- CPR AND AED TRAINING AND CAPACITY**
- Trained “CPR Champions” in County departments, who will be used to complete County goal of training all County employees in “hands only” bystander CPR and automated external defibrillator (AED) usage.
 - Located and mapped more than 200 AEDs, which will be registered in database.
 - Additional AEDs to be purchased and located in County buildings, including new Durham County Justice Center, by end of June 2013.
- PUBLIC AWARENESS OF SAFETY / CRIME INFORMATION**
- Updated Sheriff’s Office website with expanded resources, including monthly agency crime reports. Records are uploaded daily to RAIDS ONLINE database.
 - Increased Sheriff’s Office social media presence through Facebook, Twitter and YouTube in order to bolster community engagement.

A STRATEGIC MOMENT



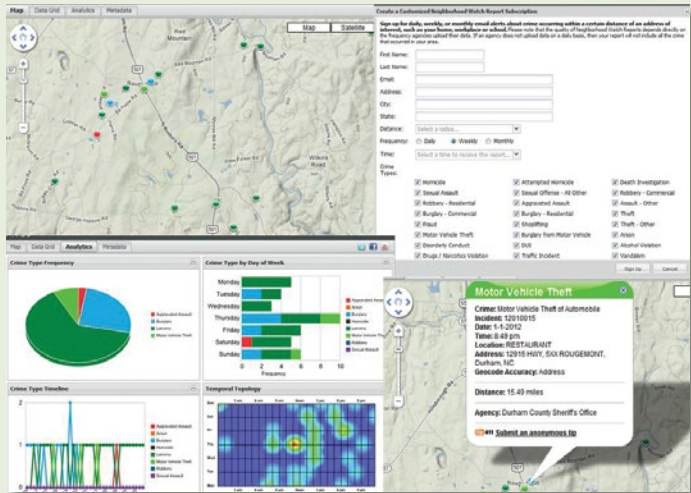
I participated in bystander CPR training last fall. I hope I never need to use this training, but now if a situation arises where I witness someone in cardiac arrest, I would not hesitate to use an automated external defibrillator if one were available or would not hesitate to begin chest compressions. Prior to this training, I would have been reluctant to help out of fear of hurting the person. Now that I know what to do, I would jump in immediately if necessary. Everyone needs to participate in this CPR training because it greatly increases a person’s chance of survival in the event of a cardiac arrest.

Kim Connolly
Budget and Management Services

Connecting to the Sheriff’s Office

Are you connected? Facebook, Twitter, YouTube and RAIDS Online are just a few of the new ways for residents to connect with the Durham County Sheriff’s Office. More than 1,400 Facebook fans now follow the Sheriff’s Office to keep up to date on public service announcements, crime alerts, upcoming auctions, major arrests and much more. All are invited to ask questions, seek information, and learn more about what the office is doing to improve safety and security in the community. A Facebook account is not needed to view the information. The Sheriff’s Office also is engaging with citizens on Twitter (@DurhamSheriff) and via its YouTube channel (DurhamSheriff). The utilization of these social media platforms is helping improve community partnerships to prevent and address unsafe conditions, protect life and property and respond to emergencies.

Another tool, RAIDS Online, available at www.raidsonline.com, allows citizens to sign up for neighborhood watch reports by e-mail, send anonymous crime tips, see what criminal activity may be happening near their home, view crime trends and do much more. RAIDS Online is free to use and is updated every 24 hours so the information is always fresh and accurate. The



Durham Police Department also uses RAIDS Online so crime information is available countywide.

Residents are encouraged to use the Sheriff’s various social media accounts to ask questions, seek information, and stay up to date on what the Sheriff’s Office is doing to improve safety and security in the community. By working together and sharing information, we can all make a difference.

CPR/AED Awareness and Training

Sudden cardiac arrest is a condition that causes the heart to suddenly and unexpectedly stop beating, so survival depends on treatment within the first few minutes. “Early bystander CPR



and AED (automated external defibrillator) use provides cardiac arrest victims the best chance of survival,” says Kevin Underhill of Durham County EMS. But in Durham, only 8 percent of sudden cardiac arrest victims receive treatment by someone other than a healthcare professional. Increasing the number of community members who are both able and willing to administer bystander CPR/AED will help to improve outcomes for sudden cardiac arrest victims in Durham County.

To date, 62 County employees have been certified to teach the CPR/AED course, and those “champions” have trained over 200 County employees. During the dynamic “hands-on” course, participants learn about what sudden cardiac arrest is, how to correctly identify it, and how to administer bystander CPR/AED. Then, the participants practice on manikins to make sure they feel comfortable and ready to act in the case of an emergency. They also learn how to operate an AED, which delivers a shock that can help save the life of a cardiac arrest victim.

GOAL 4: Environmental Stewardship



- OBJECTIVES**
- Increase energy efficiency
 - Increase use of environmentally preferred transportation options
 - Improve water quality
 - Change behaviors to achieve environmental quality
 - Protect open space and preserve rural character

- INITIATIVE PROGRESS**
- PERFORMANCE CONTRACTING**
- Executed contract for energy and water savings in seven County facilities.
 - Completed indoor lighting and water-saving retrofits at six of seven facilities.
- ELECTRIC VEHICLE PURCHASE**
- Purchased two Nissan Leafs for County fleet.
- ELECTRIC VEHICLE CHARGING STATIONS**
- Installed 12 electric vehicle charging stations at five County facilities.
- COMMUTE TRIP REDUCTION**
- Revised Commute Trip Reduction Ordinance approved by Board of County Commissioners in Sept. 2012.
- TRANSIT PLANNING**
- Convened steering committee for transit station infrastructure needs.
 - Conducted existing conditions assessment for all proposed stations.
- ENVIRONMENTAL EDUCATION**
- Convened stakeholders from County, City and Durham Public Schools to design a social marketing campaign aimed at increasing citizen awareness of environmental issues.
- SANDY CREEK STREAM RESTORATION**
- Through partnership with Duke University, completed construction of three wetland ponds to hold and treat stormwater runoff; finished 400-foot stream restoration; planted new vegetation; and secured three-acre permanent conservation easement.
- GREEN BUSINESS CHALLENGE**
- Conducted competition among businesses to encourage environmental practices.

A STRATEGIC MOMENT



Every four months, a reminder pops up on my home computer saying “next step toward sustainability.” Some steps that we take are easy like replacing paper towels and napkins with sponges and cloth. Others are more involved, like getting an energy retrofit for our house. Occasionally a step is forced upon us, like replacing a broken dishwasher with a water- and energy-efficient one. We had to replace our roof and while the roofer was up there, we had him replace two skylights with a better model. We now enjoy lower energy bills, and our new roof looks great.

Cathy Starkweather
South Regional Library

Electric Vehicles and Charging Stations

Durham County Government’s Strategic Plan is on a roll — literally. The County purchased two all-electric vehicles and installed 12 electric vehicle charging stations at five locations. The vehicles are used by the Engineering and Environmental Services Department and the Tax Administration Department. The stations at North Regional Library, South Regional Library, Main Library, Human Services and the new Justice Center parking deck and are free and open to the public.

“Durham County is leading the way once again by committing to improving air quality and reducing greenhouse gas emissions through the use of this exciting technology,” said Tobin Freid, manager of the Durham City-County Sustainability Office. “Most work trips are around the county or to neighboring counties, so the 75-mile range won’t be an issue for us. Plus, we will see the benefit in reduced fuel and maintenance bills.”

Investing in electric vehicles and charging stations offers great benefits for Durham’s air quality and is aligned with the County’s ongoing sustainability efforts, specifically Durham’s Greenhouse Gas Emissions Reduction Plan. This plan was



adopted by the Durham Board of County Commissioners and the City Council in the fall of 2007. Transportation makes up approximately 20 percent of government emissions and 35 percent of the community’s greenhouse gas emissions.

The County’s new Nissan Leafs run completely on electricity and can drive about 75 miles on a full charge obtained after six-to-eight hours of charging. This should cost the county \$1.00 to \$1.50 in electricity compared to the \$14 to go a similar distance in a gas-powered car. The stations were installed to plan for the 180,000 electric vehicles expected in the region by 2030. People are more likely to buy electric vehicles if they know they can charge them while out and about.

Sandy Creek Stream Restoration



The Sandy Creek Stream Restoration Project is a collaboration between Duke University, Durham County and the Durham Soil and Water Conservation District. The NC Clean Water Management Trust Fund – a program established by the state legislature to issue grants to local governments, state agencies and conservation nonprofits to help finance projects that specifically address water pollution problems – provided \$370,100 in funding.

This project included steps to treat stormwater and restore 400 feet of a Sandy Creek tributary. Several wetland pools were installed to act as storage basins after rain events. This storage will slow stormwater discharge into the main creek channel, reduce future streambank erosion, catch sediment that would normally enter the creek and provide pollutant removal of nutrients such as nitrogen and phosphorus. Partners expect to see up to a 64 percent reduction of nitrogen and up to a 25 percent reduction of phosphorous from stormwater being treated in this system. These efforts will provide local water quality benefits as well as contribute to nutrient reduction efforts taking place throughout the Jordan Lake Watershed.

Once completed, the restoration project will become a learning lab for Duke University students. This will provide important new data that can be used to improve future stream restoration projects. “Besides the scientific value of a project like this, the site will be permanently protected from development, ensuring an oasis of nature inside Durham for future generations,” said Jennifer Brooks, soil conservationist for the Durham County Soil and Water Conservation District.



GOAL 5: Accountable, Efficient and Visionary Government

- OBJECTIVES**
- Strengthen leadership through collaboration
 - Provide exceptional customer service
 - Encourage innovation
 - Harness community resources, expertise, and intellectual capital
 - Foster informed public engagement
 - Adopt evidence-based practices for programs

- INITIATIVE PROGRESS**
- PROCESSES FOR STRATEGIC PLAN IMPLEMENTATION: INTEGRATION INTO EMPLOYEE WORK PLANS**
- Staff members have taken early steps to include the Strategic Plan as part of the work plans for department directors and the seven Strategic Plan goal champions. The vision is for the Strategic Plan to be tied to all County employee work plans.
- ECONOMIC DEVELOPMENT SUMMIT**
- As a community engagement and listening activity, the City, County and other partners convened local economic development stakeholders for a March 2013 summit.
- REVIEW OF STRATEGIC PLAN**
- County staff members have continuously briefed the Board of County Commissioners on Strategic Plan implementation and integration with the FY13-14 budget.
- EMPLOYEE LISTENING SESSIONS WITH COUNTY MANAGER**
- County Manager Mike Ruffin held question-and-answer sessions with County employees in late 2011 and early 2012 in order to share information and gain input.
- CUSTOMER CLIMATE SURVEY**
- Conducted customer climate survey in order to assess public satisfaction with County services.

A STRATEGIC MOMENT



As we continue to try to improve communication within the General Services department, some of our employees challenged our managers to go “undercover” with employees from each division to learn more about their jobs first hand. Our Director, Motiryo Keambiroiro, picked up litter at the Main Library, installed toilet lines at the County-owned Operation Breakthrough building and worked as a convenience center attendant. The assistant directors also participated by working with our divisions to blow leaves, trim hedges, clean up an illegal dumpsite, pick up recycling and inspect HVAC systems.

Deborah Booth
General Services

NEW DURHAM COUNTY WEBSITE

- Launched new County website, www.dconc.gov, in October 2012.

DURHAM COUNTY VALUES TRAINING

- Developed training, to begin in Spring 2013, to educate County employees on “core values” in Strategic Plan.

EMPLOYEE IDS

- Produced new employee ID badges, which reinforce new County logo and values.

ASSESSING CUSTOMER SERVICE THROUGH “MYSTERY SHOPPING”

- Completed pilot program in which NC Central University students observed customer service and performed post-service interviews at the Department of Public Health. Findings will be used to improve customer service functions.

COMMUNITY SERVICE PROJECT

- Engaged City and County employees in collaborative community service project to begin construction on Habitat for Humanity house in East Durham. Home slated for completion in Summer 2013.

LEADERSHIP ACADEMY

- Began initial development of Leadership Academy to help emerging County leaders.

COUNTY BRANDING

- Unveiled new “DCo” brand and logo as part of a comprehensive communication strategy.

RECRUITMENT FOR COUNTY BOARDS AND COMMISSIONS

- Released promotional video to publicize opportunities to serve on Durham County boards and commissions, in an attempt to improve recruitment, selection and retention of members.

The New Look for Durham County



During our strategic planning process in 2011, some citizens said that they did not have a strong-enough sense of exactly what Durham County did as a local government organization. County leadership made addressing this concern a top priority. In October 2012, Durham County rolled out a new look and

feel. Our new brand is DCo, pronounced dee-co.

The branding campaign has unified the look of all departments in an effort to develop a stronger reputation for our organization locally and nationally. The County’s new brand is featured on our new website. Information on our new brand can be found at www.dconc.gov. Durham County’s new website, designed to be more user-friendly, provides a refreshing look for the County’s online presence.

In local government, citizen perceptions affect our overall success. Durham County seeks to stand out and be understood

by those seeking and using our services. The new brand and new website fit into a comprehensive communications strategy that targets our citizens.



GOAL 5: Accountable, Efficient and Visionary Government (continued)

Boards and Commissions Recruitment

In the last year, County staff bolstered community outreach efforts to recruit new members for Durham County’s Boards and Commissions. A recruitment video featuring local residents aired on public-access television with the aim of attracting applicants.

The County has approximately 43 different boards that oversee and advise in a wide variety of areas affecting public life. Some of the boards include the Library Board of Trustees, the Public Health Board, the Durham Open Space and Trails Commission, and the Workforce Development Board.

In order to serve, you must be at least 18 years old, be a Durham County resident and be current on your taxes.



To learn more about serving on a board or commission, call the Durham County Clerk to the Board’s Office at 919-560-0025.

Department of Public Health “Secret Shopper” Program

Volunteers went undercover in Fall 2012 to judge the quality of customer service at the Durham County Department of Public Health.

This pilot “Secret Shopper” initiative aimed to assess organizational processes and gather customer satisfaction feedback in areas such as service delivery, timeliness, information, professionalism, staff attitude, privacy and physical environment.

During this pilot program at the Department of Public Health, student volunteers from NC Central University’s Department of Criminal Justice observed staff-client interaction in the intake/registration area. Also, County employee volunteers “telephone shopped” the immunization clinic by calling to ask for information about how to receive a flu shot.

“This initiative really highlights two of our new Durham County values: exceptional customer service, and teamwork and collaboration,” said Michelle Albaladejo, a County employee who leads the program. “By working with our university partners, we used local intellectual capital to assess our services. And the early findings were very positive.”

Among the results: 83 percent of “shoppers” found employees to be friendly and observed that they were greeting customers

in a reasonable amount of time. All findings will be shared with Public Health.

The “Secret Shopper” program continues in 2013 with additional shopping exercises at Public Health and another yet-to-be-determined department.



Partnerships

Durham County values teamwork and collaboration. In that spirit, the County has established Strategic Plan joint initiatives with the City of Durham and Durham Public Schools. These initiatives are designed to find efficiencies and foster greater collaboration by working together on key community issues. These initiatives began in the 2012-2013 budget year and all will continue in 2013-2014.

Summer Youth Employment

- Developing pilot program at four DPS high schools to teach topics such as career management, job readiness and financial literacy.
- Creating pre-employment training for area youth who will be hired for summer youth employment.
- Expanding hiring opportunities beyond City and County governments to area businesses.

CPR/AED Education



- Instructed 1,679 DPS students in bystander CPR and defibrillator (AED) usage.
- Training DPS employees who will be able to continue instruction as part of state graduation mandate.
- Sharing City, County and DPS resources to offer varying levels of CPR training to employees in 2013.

Habitat for Humanity



- City and County partnering to build home at 917 Chester St. Each Friday, employees dedicate time and to the effort.
- Expected completion is June 2013.

Environmental Social Marketing Campaign

- Developing community-wide social marketing campaign aimed at encouraging people to take small steps in their everyday lives to have more sustainable lifestyles.

Health and Fitness Education

- Launched “Durham on the Move” wellness campaign with event in October.
- City and County governments partnered to win \$50,000 Play Streets grant, which will fund fitness/wellness events in closed-off streets in 2013.
- Developing interactive community physical activity website highlighting area exercise opportunities and resources.

Interchange Beautification

- City and County formalizing agreement with NC Department of Transportation to enable roadside beautification around Roxboro and Mangum street interchanges of Durham Freeway.
- Working to leverage financial contributions from other community partners.



Durham County Manager's Office

919-560-0000

DurhamCountyStrategicPlan@dconc.gov

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Goal 4 Champions Tobin Freid and Jennifer Brooks on the Justice Center's green roof



The new **Durham County Justice Center** opened in February 2013. The 318,533 square-foot structure houses the Durham County Sheriff's Office, Clerk of Courts, District and Superior Courts, Public Defender's Office, District Attorney's Office and Trial Court Administration. In addition, the Justice Center also houses employees from Community Corrections, Criminal Justice Resource Center and Juvenile Justice, and provides

offices for community agencies. The 11-story structure has 20 courtrooms and a five-level parking deck with almost 900 spaces. The new Justice Center will improve service delivery and will adequately meet the long-term needs of the Durham County court system. With environmental stewardship in mind, the structure also was built to Leadership in Energy and Environmental Design (LEED) Gold certification standards.