

# PROGRESS REPORT

We hope this document gives you an overview of some key accomplishments over the last year of the Durham County Strategic Plan. As we report on the past year, we're also looking ahead to the next. We will remain focused on our Strategic Plan as the living document to carry out our mission: to provide fiscally responsible, quality services necessary to promote a healthy, safe and vibrant community. We will remain committed to our five strategic goals, all of which you can learn about in this report and on our website. We will continue to find and follow through on opportunities to reinforce and live out our core values: accountability, commitment, exceptional customer service, integrity and teamwork and collaboration.

We need your help to achieve Durham County's strategic goals. Have an idea? Please contact us using one of the many ways listed in this report.



*The Durham County Human Services Building is a recent addition to the downtown landscape.*

Thanks for supporting our strategy. Together, we'll keep pursuing our vision: a thriving, vibrant, diverse community with abundant opportunity for all residents to live, work, learn, play and grow.

## STRATEGIC GOAL HIGHLIGHTS

### 1

#### COMMUNITY AND FAMILY PROSPERITY AND ENRICHMENT

- The City-County joint economic development strategy works to improve collaboration and results. More than 50 stakeholders offered input on ways our local governments can collaborate to promote job creation, develop career pathways, improve processes and more.
- Officials installed Mike Roig's "Twist of Fate" sculpture at the Courthouse plaza. The temporary installation is part of the County's public art initiative.
- Officials continued to work on ways to improve outcome measures of job readiness and worker support programs at the Criminal Justice Resource Center and Social Services.



*A local student, employed by the County, participates in the YouthWork Internship Program.*



## HEALTH AND WELL-BEING FOR ALL

# 2



A brimming bag from the Veggie Van, which provides fresh produce to the Durham community.

- Community engagement in promoting fitness, healthy eating and preventive care continued to be a high priority for the strategic health goal in the last year. Play Streets events, funded with a grant from Blue Cross and Blue Shield of NC and in partnership with the City of Durham, opened up neighborhood streets to promote wellness and exercise.
- A Healthier Durham, a community health website, launched as a portal for residents to log their progress in exercising and losing weight.
- The County has stepped up public information efforts by creating a partnership with WNCN's My Carolina Today. Each month, Public Health officials discuss programs and initiatives on the NBC affiliate's morning lifestyles show.
- Every Friday, the Veggie Van operates at the Human Services Building downtown, providing affordable fresh produce in an area that otherwise has little access to such food.
- First responders and community members received training in how to recognize and react to individuals suffering from mental illness.



# 3

## SAFE AND SECURE COMMUNITY



- As part of efforts to improve safety, this past year officials completed the City-County-Durham Public Schools initiative to train 10th graders in bystander CPR. When the partnership officially ended in December 2013, 3,000 students had been trained.
- Officials installed 84 automated external defibrillators in County buildings; these key tools can be used to save lives in the event of cardiac arrest.
- Through a partnership between the Criminal Justice Resource Center, the Sheriff's Office, the court system and others, the County launched a misdemeanor diversion program aimed at keeping 16-and-17-year-olds from having an adult arrest record.



### Service Through the Storm

During the snow and ice events that swept through Durham in winter 2014, Sheriff's deputies and other County first responders went out of their way to provide for the safety and security of our residents, including a woman who had to leave her car by the road and attempt to walk home. "She told us that she was terrified and was walking in the road crying when she saw a Sheriff's Office truck approaching," the Sheriff's Office shared in a Facebook post. The woman praised the officer, Lt. Brendan Hartigan, who gave her a safe ride home. "She said that she will forever be grateful for his compassion." That Facebook post generated almost 1,750 "likes" and more than 100 shares.



The County installed defibrillators in buildings to prepare for response in the event of cardiac arrest.

# 93%

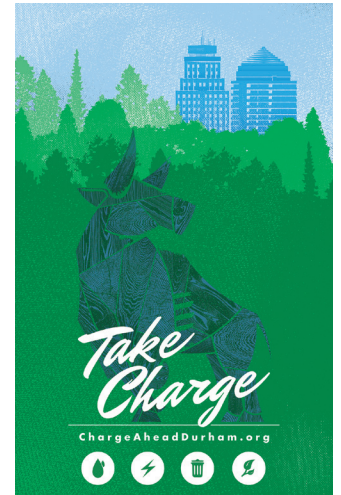
of County employees have trained in Bystander CPR and proper use of an automated external defibrillator.

# 4

## ENVIRONMENTAL STEWARDSHIP



- Much of the work around our strategic environmental goal has centered on community engagement. Charge Ahead Durham is a Web-based social marketing campaign to encourage the community to take small steps, like reducing water usage and using alternative transportation, to improve our local environment.
- Trees Across Durham engaged students and others to plant more than 300 trees at local elementary schools and other targeted areas to increase the tree canopy.
- The County placed recycling roll-carts at 2,000 residences, and so far participation has increased an average of 50 percent on the pilot routes compared to when users had smaller bins.
- The Sandy Creek stream restoration project adjacent to and in conjunction with Duke University is in its final phase. The project is aimed at improving local water quality.
- The Bionomic Education Training Center at Southern High School has engaged students with water quality testing and additional applied learning through research, data collection and analysis.



## ACCOUNTABLE, EFFICIENT AND VISIONARY GOVERNMENT

# 5

- To be an accountable government, Durham County must look hard at its processes in the pursuit of improvements. Process improvement pilots are taking place at Emergency Medical Services and the Criminal Justice Resource Center, where staff are looking at ways to improve customer service and create greater efficiency.



- "Core Values" training, which began for employees in the last year, has the goal of improving customer service. Seventeen employees are taking part in the first round of a County Leadership Academy, which includes specialized learning and team projects under the theme "You Can Lead from Anywhere."
- In the spirit of transparency and community engagement, the County began #AskDCo social media live chats, in which County officials were available to answer questions from residents in real time via Facebook and Twitter.
- The Habitat for Humanity project had City and County employees helping to rehabilitate a home on North Hyde Park Avenue.



### Durham County's Core Values:

<b>A</b>	Accountability
<b>C</b>	Commitment
<b>E</b>	Exceptional Customer Service
<b>I</b>	Integrity
<b>T</b>	Teamwork & Collaboration





## PARTNERSHIPS

We're all in this together. In Durham, the City, County and school system all are tackling many of the same big issues. Our strategic partnerships are designed to help us fuse resources to create efficiencies and increase the spirit of collaboration:

- **Durham YouthWork Internship Program:** This initiative between City, County and Durham Public Schools places area youth in jobs at area companies and in City and County government.
- **Durham on the Move Health Initiative:** This City-County partnership includes A Healthier Durham website and the Play Streets program, which closes neighborhood streets and hosts fun, free events aimed at encouraging fitness and exercise.
- **CPR/AED Training** (ended Dec. 2013): The City, County and DPS collaborated, along with Duke University Health System, to train DPS students in "hands-only" CPR and defibrillator usage. The partnership also included training events for the general public.
- **Trees Across Durham:** This City-County-DPS initiative aims to improve tree canopy in targeted areas of Durham.
- **Charge Ahead Durham:** ChargeAheadDurham.org, a City-County partnership, challenges citizens to take steps to increase their sustainable behaviors with the goal of impacting our community's environmental stewardship.
- **Economic Development Strategic Plan:** This plan and process have been designed to improve alignment and coordination between City and County economic development functions.
- **Habitat for Humanity:** City and County staff have been working to build and rehabilitate homes in Durham.

## READ MORE AT [STRATEGICPLAN.DCONC.GOV](http://STRATEGICPLAN.DCONC.GOV)

And learn more about all Durham County Government services at [www.dconc.gov](http://www.dconc.gov)

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