



# MEETING 3

## Developing Objectives & Actions

ENVISION BOURBON COUNTY

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Andrea S. Pompei Lacy, Bourbon County Joint Planning Office  
Daniel Kahl, University of Kentucky CEDIK



- Guest Speaker: Lauren Biddle, Chamber of Commerce Workready Program
- RECAP FROM MEETINGS 1&2
  - Goals that we gained consensus on
  - Objectives that we reviewed
- Let's gain consensus on the objectives
- Break-out Group activity
  - GOAL 1 - outcomes and action items

## **Example Ground Rules for Reaching Consensus:**

- Respect others and their opinions.
- There is no such thing as winners or losers in these discussions.
- Everyone will be offered an opportunity to add comments, offer concerns, and make suggestions.
- Everyone must allow the person commenting to complete his or her thoughts, without interruption.
- Personally criticizing others for their opinions will not be allowed.
- If a person raises an issue, then a potential solution must also be given.
- Everyone should focus on completing the task at hand.
- No shouting.

WHAT

# is Planning?

Planning provides a  
**vision**  
for the community today  
and what we want our community to be  
in the **future**

*American Planning Association*

WHO

do we plan for?

*Everyone!*

The  of planning is to

equitably

serve people

regardless of their

race, ethnicity, social, and economic status

in a manner that is sustainable to the environment.

WHY

do we plan?

Good  
Health

Economic  
Well-being

Public  
Safety



**ON THE TABLE . FOCUS GROUPS . SURVEYS**

**ADVISORY  
COMMITTEE**

**WORKING  
GROUPS**

**LEGISLATIVE BODIES  
PLANNING COMMISSION**

# What is the role of a working group member?

In cooperation with other working group members and staff, working group members will develop draft goals, objectives, and action items for the Envision 2040 Comprehensive Plan Update. All draft items shall take into consideration the perspectives of the community (qualitative) and data and statistics (quantitative).

The commitment is five (5) meetings over a four (4) month period.



# Goals versus Objectives

## Basic Differences Between Goals and Objectives

| <b>Goals</b> | <b>Objectives</b> |
|--------------|-------------------|
| Broad        | Narrow            |
| General      | Precise           |
| Intangible   | Tangible          |
| Abstract     | Concrete          |

1



Create a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

2



Make Bourbon County a place that encourages economic growth and diversification.

3



Promote the tourism industry as a vital component of broadening the county's overall economic base.

4



Revitalize the urban core of Millersburg, North Middletown, Paris, and the rural growth areas of Bourbon County.

1



Create a vibrant community with a strong education base that promotes a skilled technical workforce that attracts a diverse quality of jobs.

# GOAL 1

## QUALITY OF LIFE

- Encourage a variety of cultures and income levels, resulting in a vibrant and diverse community.
- Invest in quality of life measures that residents and business owners seek including parks, open space, historic resources, public transportation, and public services.
- Land use policies promote equitable distribution and connectivity of accessible housing, recreation, and other community facilities.
- Provide entertainment and other quality of life opportunities that attract and retain young, and culturally diverse professionals, and a work force of all ages and talents to Bourbon County.

# GOAL 1

## EDUCATION

- Support and assist local education efforts of Pre-K through post-secondary institutions to produce an available and skilled labor pool.
- Collaborate with business and industry leaders and institutions of higher learning to foster a capable and skilled workforce while engaging agencies that address the lack of prosperity for residents by reducing joblessness.



# GOAL 1

## JOB OPPORTUNITY

- Strengthen efforts to develop a variety of job opportunities that lead to prosperity for all.
- Strengthen regulations and policies that property the agricultural economy, including but not limited to local food production and distribution, agritourism and equine industry.
- To improve the resident employment base of Bourbon County and attract workplace uses that can provide the types of jobs that will provide Bourbon Countians with a viable alternative to out-migration for employment.

# What outcomes are you looking to achieve?

## How will you measure success?

| Outcome  | Behavior Change | Action Item | Responsible players |
|--|-----------------|-------------|---------------------|
| Number of new acres dedicated to open space or green space               |                 |             |                     |
| More diversity in race, age, and income                                  |                 |             |                     |
| Reduced outmigration of younger population                               |                 |             |                     |
| Increased recreational and entertainment opportunities                   |                 |             |                     |
| A diverse mix of occupations   |                 |             |                     |
| Number of job placements for new Bourbon County graduates                |                 |             |                     |
| Number of schools adopting programs to expose skilled trades to students |                 |             |                     |
| Number of new jobs with above average wages and benefits                 |                 |             |                     |
| Increase in population   |                 |             |                     |
| Increased investment in the agricultural economy                         |                 |             |                     |

# Changes in Behavior

- What behavior (through changes in attitude, skills and knowledge) would need to change to achieve these outcomes?

## Action items

- What actions would create these behavior changes



# WORKING GROUPS

| MAY – SEP 2019                                | SEP 2019 – JAN 2020                  |
|---|--------------------------------------|
| <i>Housing</i>                                | <i>Agriculture &amp; Environment</i> |
| <i>Economic Growth</i>                        | <i>Heritage &amp; Urban Form</i>     |
| <i>Public Health &amp; Community Building</i> | <i>Land Use</i>                      |

## NEXT MEETING:

Wednesday July 17, 2019

5:00 – 7:00 p.m.

Paris-Bourbon County Library



ENVISION BOURBON COUNTY

