#### I. BALANCED GROWTH

GOAL	REASON FOR GOAL
Social, economic and cultural integrity maintained and/ or enhanced through effective growth management	Effective growth management will help maintain Chatham's traditional style of life, a principal attraction. Increasing diversity of Chatham's population provides an excellent opportunity for enriching the county's heritage.
2. Long term residential, institutional, commercial and industrial requirements for water supply, wastewater and solid waste management fulfilled at the lowest practicable cost.	2. Each of these elements of Chatham's life is sustainable only with adequate water supply and waste water management.  Minimizing their costs enhances the county's attractiveness while improving its financial viability.
3. Prime farmland conserved and protected to ensure agricultural lands remain in agriculture.	This finite and non-renewable resource is essential to our agricultural enterprises.
4. Public understands and accepts need for and supports the development and implementation of land use plans.	4. Land use plans are the cornerstone of effective management of Chatham's growth and are essential to properly planned development of both physical and social infrastructures. Local government agencies , business groups, community leaders and others must cooperate in developing the understanding and mutual trust needed for general acceptance and support of land use planning.
5. More intensive land uses, e.g. commercial, high density residential, and industrial, concentrated in or near Chatham's existing towns.	5. Such concentration increase efficiency with which essential services, e.g. water, fire protection, can be provided, and help to preserve the "great outdoors" as a primary county asset.
Increased proportion of land preserved as open space in areas under development.	Preserved open space provides more sites for recreation, maintains our scenic vistas and contributes to the protection of natural resources.
7. Long term transportation requirements for all county interests fulfilled by private and public services and facilities at the lowest, practicable cost.	7. Accommodating Chatham's future growth and improving its balance requires a transportation system (both the infrastructure and the means) that effectively and efficiently fulfills the needs of county residents and its commercial, industrial, and institutional interests.

### II. ADEQUATE AND DIVERSE HOUSING SUPPLY

GOAL	REASON FOR GOAL
All Chatham residents living in safe, adequate housing.	Safe and adequate housing sustains the stability and identity essential to community well being, i.e. home, family, public safety and general health.
2. A wide variety of housing options (categories, densities, locations, and prices) available in Chatham County.	2. A wide variety of housing is necessary for all citizens to live in safe and adequate housing. This variety contributes to Chatham's growth potential, enhancing the attractiveness to businesses considering a new location.
Land use planning emphasizes clustered, mixed use developments.	Clustering can reduce physical infrastructure costs and increase open space available for recreation activities and natural resource protection.
	Mixed use reduces travel requirements and enhances a sense of community.
	Socio-economic diversity increases opportunities for "people working together" and for cultural enrichment.

#### III. CONSERVED AND PROTECTED NATURAL RESOURCES

GOAL	REASON FOR GOAL
Chatham County's natural resources identified, conserved, and protected.	Because these resources are limited, they must be identified, then conserved/ protected. This will help to manage Chatham's growth and preserve its heritage.
Chatham County's surface and underground water resources effectively protected.	2. This finite resource is essential to sustaining the county's current population and supporting future growth. Management of residential, industrial and agricultural waste must maintain the purity of our water.
3. Forest resources managed to achieve optimum environmental and economic effects.	3. Forest resources are a significant element of the county's economy. This renewable resource requires effective management to maximize its value while conserving topsoil and protecting surface water from excessive runoff.
Natural scenic areas preserved.	4. Preservation contributes to the attractiveness of Chatham. This enhances tourism, recreation opportunities and maintains the county's cultural heritage.
5. Soil erosion minimized and soil conservation maximized.	5. Erosion control is important to protecting our water resources, while conservation of soil, a non-renewable resource, is essential to sustaining Chatham's agricultural enterprises.

### IV. EFFICIENT, EFFECTIVE, AND RESPONSIBLE COUNTY AND MUNICIPAL GOVERNMENTS.

GOAL	REASON FOR GOAL
Public and private resources available to governments, used to the maximum benefit of all persons in Chatham County.	Tax payers have the right to expect all available public and private resources to be obtained and used without waste or mismanagement.
2. Elected officials in county and municipal governments provide leadership which produces and implements proactive plans and policies.	2. The leadership of elected officials is essential to developing strategies for the future rather than reacting to crises.
3. All governments in Chatham county communicate effectively with the public, with each other, and with governments outside of the county.	3. Effective communication is essential to cooperative efforts. Success in planning particularly depends on governmental bodies communicating and working together.
4. Equitable distribution of Ad Valorem tax obligations borne by owners of commercial, industrial, residential, agricultural, and undeveloped properties in Chatham County.	Inequitable taxation may discourage enterprises the county may wish to attract or retain.
5. More effective citizen involvement, heightening public awareness and understanding of local government processes.	5. Active citizen participation in governmental processes increases volunteer resources, makes citizens more informed and governments more responsible.
Increased proportion of land preserved as open space in areas under development.	6. Preserved open space provides more sites for recreation, maintains our scenic vistas and contributes to the protection of natural resources.

#### V. HEALTHY PEOPLE

GOAL	REASON FOR GOAL
Primary health care available, accessible, affordable and acceptable to all citizens.	1. Access to primary health care services is a major cornerstone in the maintenance of good health. Preventive and primary care can be less expensive in the long run than emergency services and long-term medical management. If this care is not accessible, affordable, or does not meet the people's needs, this savings cannot be achieved.
2. Optimum agency, community, and volunteer collaboration and cooperation in providing resources and services for health care, health education, and preventive health programs appropriate to community needs.	2. Resources are limited. Collaboration and cooperation help ensure that these resources will be efficiently utilized through eliminating duplication, combining resource opportunities, and targeting services.
3. Appropriate, efficient and effective use of all private and public funding by service providers.	3. As funding resources decline, they need to be targeted to ensure their best use. Otherwise, some needs of the community will go unmet.
4. A community knowledgeable of and effectively using appropriate health service offerings.	4. The value of health care availability depends on community awareness and appropriate use of the resources. For example, primary and preventive care is less expensive and more effective than emergency room services or long term medical management.
5. A community environment which supports the practice of a healthy lifestyle.	5. Health services are only one component of a healthy community. Recreation programs; education of the public regarding healthy lifestyles; industry and businesses which provide safe, healthy environments; and a safe community all contribute to a community that is less dependent on health services.
Organized recreation activities which promote citizen's health and community stability.	6. Organized recreation activities contribute to the health of a community in several ways. For example, they promote exercise and activity, provide opportunities for families to interact, foster a sense of community, offer alternatives to boredom and/ or crime.

#### VI. SAFE LIVING AND WORK ENVIRONMENTS

GOAL	REASON FOR GOAL
Well-rounded children and teens protected, nurtured, educated, and involved in community life.	Our children are our future. Strong education and recreation programs, a safe community, family support and opportunities to participate in the community will all be necessary to ensuring that future.
Comprehensive public safety/ emergency services for all citizens.	2. Safety and emergency services help protect the community. All of the county must have efficient and effective police, fire, emergency medical services, regardless of location.
3. Appropriate agency, community, and volunteer resources designed for optimum use.	3. Community and volunteer resources are a county strength. Utilizing these resources to ensure the best coverage of the county, provide effective training and efficient use of funds will take collaborative effort among agencies.
4. Adequate water, wastewater and solid waste management services at the lowest, practicable cost.	4. Water and wastewater management, including county water and sewer services, and effective regulation of well and septic systems, are critical to the county's future development. Failure to protect the land's ability to support growth will result in future unmanageable costs and degradation of the quality of life in the county.
5. Business environmentally and operationally safe for employees and citizens.	Strong economic growth will not be cost-effective to the county unless it is environmentally and operationally safe.
6. Appropriate, efficient and effective use of all public and private funding.	6. Duplicate efforts, or inefficient and ineffective use of resources reduces the effectiveness of community services. As funding resources decline, funds must be clearly targeted to community needs

#### VII. QUALITY SYSTEM OF EDUCATION

GOAL	REASON FOR GOAL
1. Effective teachers and a well-balanced curriculum imparting skills and knowledge which contribute to children and adults becoming productive, responsible, well-rounded citizens.	To improve our quality of life and attract good businesses, the county needs to educate children and adults so that they are productive, responsible, and well-rounded. To achieve that, schools community colleges, and libraries must effectively teach appropriate skills and knowledge.
2. Total community involvement (including parents, businesses, libraries and local schools) in education of children.	2. To teach what needs to be taught, and/ or determine what is appropriate to teach, the whole community must be invited and encouraged to collaborate in the effort.
3. Small public and private community schools, a vital community resource.	3. Chatham County schools' small size and community focus are elements which give Chatham County its character. To sustain them, the community must value them, be intimately involved with them, and use them effectively.
4. A system of schools, preschools, community colleges and libraries that are effectively managed to maintain or improve the quality of education.	4. The quality of schools depends upon appropriate support. To maintain that quality, appropriate funding, good management (Plans for growth and construction), and full cooperation with relevant branches of county government are essential.
5. A program of performance-based evaluation which accurately measures the outcomes of the educational process at all levels.	5. As the quality of education improves, schools will keep improving and school will remain efficient only if they carefully measure successes and failures, and narrowly target efforts to improve.

#### VIII. PEOPLE WORKING TOGETHER

GOAL	REASON FOR GOAL
1. County governments and municipal governments that work effectively with each other, state government, adjoining governments, and regional groups.	1. Chatham County is economically and physically linked to its neighbors throughout the region. All state, region, county, and municipal plans need to be undertaken with full disclosure, knowledge, and cooperation among governments and groups so that the overall good of the region is realized rather than one locality benefiting disproportionately.
2. Community groups working with each other and governments across the county.	2. To realize most of the goals in planning Chatham's future, citizens must lay aside traditional divisions such as east and west and work together. Success for county and municipal governments also relies upon the cooperation of community groups.

### IX. MARKETABLE, DIVERSIFIED WORKFORCE RELEVANT TO NEEDS OF THE COMMUNITY

GOAL	REASON FOR GOAL
Collaborative efforts between educational professionals, area schools, other educational institutions, business and industry to meet regional needs.	1. To adequately prepare Chatham's youth for jobs to entice them to pursue careers in the county by providing competitive job opportunities to retain and attract businesses and to respond to changes in the market place, the community must work together.
Workforce requirements identified and local workforce aggressively marketed.	2. To design relevant curriculum and plan for an improved, educated workforce, schools and other educational institutions must know local job requirements. Once these have been identified, the county needs to aggressively market its own citizens to existing and future Chatham County employers.
3. Employment opportunities with competitive wages to improve area job attractiveness and reduce outmigration of workforce.	3. Approximately half the county's workforce commutes outside the county to work and shop. To encourage Chatham's citizens, especially youth, to remain in and to support Chatham County economically, jobs with competitive wages must be available.
A community environment supportive of cultural diversity in the workplace.	4. As Chatham County's population continues to diversity, a supportive community environment will be necessary to enhance community spirit and commitment among culturally diverse newcomers. This commitment may include effort to reduce crime, participate in community projects, become home-owners, etc.

#### X. COMMERCIAL AND INDUSTRIAL ENDEAVORS, A NET LONG-TERM ASSET TO THE COMMUNITY

GOAL	REASON FOR GOAL
1. Effective ongoing communication and support among private, public and volunteer sectors of the community regarding needs and opportunities in areas of job market, products, and services.	Making information available to the community allows citizens to take advantage of opportunities in the job market and business ventures, thus enhancing the tax base.
2. Community environment conducive to the creation and growth of acceptable businesses, with major emphasis on small business.	2. If Chatham County is a nice place to live, work and play, it will be easier to recruit and support commercial endeavors that are environmentally friendly and return to the community at least as much as they take.
Chatham County recognized as a desirable commercial site.	3. To increase Chatham County's tax base, the county must be aggressively marketed to desirable businesses. Increasing the number of businesses would allow the county to be more selective about the businesses they accept.
Expanded county participation in the global market.	4. To be competitive, county businesses must include the world market. Incorporating globally-based companies in the mix of county businesses would add stability to the county's economy.
5. Physical facilities that accommodate desired business/ commercial growth and development at a reasonable cost.	5. Basic water, sewer and building facilities must be available in order for the county to compete successfully for new businesses and support expansion of existing businesses.
6. Agricultural enterprises in Chatham County are economically viable.	6. Because agricultural and related businesses bring in about 60% of Chatham County's revenue, they need to be supported and nurtured to provide an economic foundation for the county and preserve its rural character. To be economically viable as an industry, agriculture must be diversified to accommodate both the large and small farmer, and protected from new environmental laws and regulations that might unnecessarily restrict or otherwise negatively impact the industry.
7. Tourism established as an important component of the county's economy.	7. To participate in the national trend toward the travel and tourism industry, Chatham County must be prepared to reach out for its market share. Tourism dollars can also provide economic reasons for preserving Chatham's natural resources.

#### XI. RICH CULTURAL ENVIRONMENT

GOAL	REASON FOR GOAL
Chatham's historic cultural heritage preserved, broadened and enriched.	Chatham County has a rich heritage which must be protected.  The county must ensure that surrounding pressures of growth do not overshadow and/ or eliminate this heritage.