

County of New Kent

Mission Statement

We will provide the citizens of New Kent County with the highest quality services in a professional, efficient and fiscally-responsible manner.

Vision Statement

New Kent County will remain a distinctive community for our citizens – celebrating our heritage, welcoming visitors, business & industry, and preserving our rural character & quality of life.

Core Values

- Citizens** – We value the opinions and perspectives of our citizens and dedicate our services and operations to fully meet their needs and exceed their expectations.
- Quality of Life** – We will enhance the quality of life through a commitment to balanced growth that protects the environment and preserves our rural integrity.
- Employees** – We recognize our employees are key to the success of the County. We respect and encourage their ideas and will provide the resources and support needed to serve the public.
- Continuous Improvement** – We embrace change, creativity and new initiatives that will improve the services we provide our citizens and customers.
- Leadership** – We strive to produce positive outcomes for the community and serve as a model for other counties.
- Professionalism** – We pledge to serve the public and support each other in a professional manner to ensure a healthy and productive organization.

<u>Key Performance Areas</u> Public Safety	<u>Key Performance Areas</u> Strengthening Fiscal Resources	<u>Key Performance Areas</u> Parks and Recreation	<u>Key Performance Areas</u> Community Assets & Amenities	<u>Key Performance Areas</u> High Quality Customer Service	<u>Key Performance Areas</u> Quality Education	<u>Key Performance Areas</u> Land Use Planning	<u>Key Performance Areas</u> Economic Development & Tourism
<u>Goal Statement</u> To maintain a safe, secure and healthy community.	<u>Goal Statement</u> To strengthen the County’s financial position both internally as an organization and externally as a partner with other community entities by refining existing programs/ processes and developing and implementing new sources of revenue that are aligned with the County’s long-term goals and vision.	<u>Goal Statement</u> To provide citizens, visitors and businesses with recreational facilities and programmatic opportunities which are well maintained, professionally run, and aesthetically pleasing.	<u>Goal Statement</u> To provide the citizens with amenities, facilities, and programs which are well-maintained, aesthetically pleasing, and complimentary to the County’s infrastructure and landscape. These community assets should also provide a vehicle in which to market the County to businesses, visitors, and new residents, as well as to retain existing members of the community.	<u>Goal Statement</u> To consistently deliver high quality customer focused service through courtesy, professionalism, timeliness, respect, and efficiency.	<u>Goal Statement</u> To provide the highest possible level of resources to support quality education in New Kent County.	<u>Goal Statement</u> To maximize economic potential while minimizing environmental, visual, social, and fiscal impacts by ensuring that new land development occurs in accordance with the adopted Comprehensive Plan.	<u>Goal Statement</u> To support existing businesses and promote high quality economic opportunities at interstate interchanges and other designated areas. To capitalize on historic, natural, and other resources to provide a diverse array of tourism opportunities.