BALDWIN COUNTY, ALABAMA

Vision:

Baldwin County, a place where you'll find opportunity, recreation and culture now and for generations to come.

Mission:

The mission of the Baldwin County Commission is to provide customer-focused services to people who live, work and visit Baldwin County so they can enjoy a safe and thriving community and experience our unique heritage and natural resources.

Strategic Priorities

Growth & Infrastructure Balance

Public Safety

Economic Prosperity & Workforce

Protecting the Natural Environment

County Government

GROWTH & INFRASTRUCTURE BALANCE

Growth in population will continue because of the high quality of life available here in Baldwin County. To maintain our high quality of life, however, it is essential that transportation and economic development infrastructure, such as high-speed internet, keep pace with the growth in the number of people living and visiting here.

This well-planned balance will continue to be the focus of the County Commission and will be accomplished through the following results:

- By 2025, all residents and businesses of Baldwin County will have the ability to access consistent high-speed internet.

- By 2022, residents will experience a well-planned set of new and improved roads for local travel that will alleviate traffic congestion on arterials.

- By 2025-2027, residents and visitors will experience reduced congestion with the completion of the Baldwin Beach Express #2 (BBE2).

- By December 31, 2022, property owners, municipalities and schools will experience a Comprehensive Land Use Plan that ensures consistency between the County and Municipalities, encourages predictability in the development process, and creates and fosters a coordinated vision and goals with cities while respecting the citizen-driven zoning process.

- By 2025, the community will experience increased water access with parking throughout the County, as evidenced by:
  - Additional water access points with parking
  - Upgrades to existing water access points

Public Safety

The safety and security of our residents, businesses and visitors is paramount to the quality of life in Baldwin County. Providing citizens a sense of security in our homes, neighborhoods, parks, roadways, and as we go about our daily business is a top priority of the County Commission.

To further enhance public safety, the Commission intends to expand jail capacity, create efficiencies for processing minor offenses, enhance the safety of juvenile offenders when in custody and bolster the Coroner’s ability to compassionately serve the public in a timely fashion. The following results will be the focus of the County over the next 2-5 years:

- By 2025-2026, Baldwin County will experience improved public safety through the building and completion of the Baldwin County Sheriff's Office Tower B.
- By 2025, Baldwin County will experience increased efficiencies and reduced incarceration times for those committing minor offenses as the result of the completion of a southern satellite booking center.
- By December 31, 2021, Baldwin County will experience increased capacity to safely hold juvenile offenders with the expansion of 10-20 beds in the Juvenile Detention Center.
- By 2025, Baldwin County will experience a Coroner's Office that is better aligned with the County's functional population and better able to handle a mass casualty event.
- By 2022, Baldwin County will have completed a Threat Hazard Identification Risk Assessment (THIRA) and a corresponding Emergency Operations Plan (EOP).

Economic Prosperity & Workforce

The County is committed to building a vibrant prosperous local economy. While tourism will continue to be an important aspect of our economy, the County also seeks to bring into the South Alabama Mega Site businesses in other industries like logistics, aerospace, automotive, healthcare and distribution offering wages which sustain families and communities. Likewise, the County is committed to building a workforce to support those same industries. To strengthen our economic development initiatives, the County will focus on the following results:

- By 2025, Baldwin County will experience (1) or more sizable industries locating operations at the South Alabama Mega Site.
- By 2026, Baldwin County will experience an adequately trained workforce in the areas of Logistics and Transportation, Aerospace, Automotive, Healthcare and Distribution.
- By 2025, Baldwin County residents and visitors will experience the full development and marketing of Live Oak Landing and Bicentennial Park.

Protecting the Natural Environment

Protecting our precious natural environment is the responsibility of everyone - residents, businesses, government, and visitors. Our future and that of our children depends on us doing this important work. The County will take a leadership role to protect our natural environment by achieving the following results:

- By 2022, the community will experience a reduction in runoff and flooding through the implementation of a regional retention system for stormwater.
- By 2021, the County in partnership with the District Attorney's Office, will participate in environmental investigations focused on the reduction of environmental crimes.
- By 2021, the community will experience increased transparency and accountability for watershed quality through regular testing and reporting of water quality and the ongoing development of partnerships with citizens and groups interested in the environment.

County Government

Tax paying residents and businesses will experience an accountable and transparent County government focused on responsive customer service as evidenced by the following results:

- Beginning in October 2021, Baldwin County residents will experience increased transparency and accountability with the issuance of an Annual Performance Report.

- By November 2021, Baldwin County will experience a customer-focused and supportive County Organization culture through the implementation of an employee recognition program.

- By December 2021, community and citizen inquiries will receive a response or return phone call within 24-72 hours.

- By 2022, the community will experience enhanced service delivery through the initiation and continuation of regional partnerships with municipalities, adjoining Counties, Boards of Education, etc.

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