Direction 2030 is a new comprehensive plan for Kenton County. Changing demographics and economic conditions necessitate the need to re-evaluate policies that have been in place for the last 40 years since the preparation of the first comprehensive plan in 1972. The plan will guide growth and development in Kenton County and will outline goals, objectives, and implementation strategies aimed at making Kenton County a great place to live. Direction 2030 is centered on public input, so residents’ needs and desires will essentially shape the future of their community to create a vibrant, sustainable, economically competitive place to live and work.

What is the purpose of the Goals and Objectives?
The purpose of the Goals and Objectives of Direction 2030 is to identify clear vision for the county and determine the recommendations and subsequent action items for Kenton County’s future.

What does the planning process entail?

Public meetings
Small group meetings
Key person interviews
Technical Task Force
Planning Task Force

Representatives from Kenton County Planning Commission (KCPG), Northern Kentucky Area Planning Commission and Northern Kentucky Area Planning Council

Northern Kentucky Area Planning Commission
Kenton County Planning Commission

What are we doing tonight?
Around the room are informational displays that list the proposed Goals and Objectives. Because these are not the final Goals and Objectives, we need your thoughts on whether they clearly identify the vision of Kenton County residents and decision-makers. You will be given two colors of “post-it” notes. Please visit each station and use the post-it notes to provide your opinions on each of the goals and objectives. Please use the blue notes where you agree with a goal or objective and use the yellow ones where you do not agree. Additional comment cards are available if needed.

What are the guiding principles?
The following three guiding principles are provided to assist decision makers in using the statement of goals and objectives effectively:

1. Public engagement: Over 65 input sessions with different interest groups in different formats and locations within the county were held to seek input on the plan. These meetings included public meetings; small group meetings with minorities, low-income and high school students; elected officials and task force members. The goals and objectives were primarily derived based on public input from a varied cross section of residents and should be considered in that capacity.

2. Economic conditions: Several comments were made during the public engagement process regarding the need to be cognizant of the current economic conditions. The goals and objectives should be used as a guide while always being mindful of the economic climate regardless of whether in a recession or otherwise. Strong public-private partnerships are critical particularly in a weak economy and are highly encouraged throughout the planning period.

3. Goal relationships: The seven goal categories identified are intricately connected and significantly impact one another. The Goal Matrix identifies a primary goal category while the secondary goal category is listed to identify the relationship with other goal categories.

It is anticipated that in January 2013 the Kenton County Planning Commission will hold a public hearing regarding these goals and objectives, subsequently sending them to all municipalities in Kenton County for their review and approval. Kentucky Revised Statutes (KRS 100) provides statutory requirements for the preparation and adoption of the statement of goals and objectives.