

Implementation Plan

Social Services/Family Support

Goal One Significantly increase long-term philanthropic and corporate giving from oil and gas companies, as well as land leasers, to Guernsey County social services, non-profits organizations, charities, and churches

Objective 1 Educate and create a greater awareness about philanthropic and community giving opportunities

No.	Strategy	Action	Responsibility	Time Frame
1.1.1	Provide a workshop/training on "how to" establish and create an endowment fund within an organization and encourage a culture of giving	- Arrange for OSU Extension and/or the Foundation of Appalachian Ohio to provide a workshop on how to create an endowment fund within your social service organization	OSU Extension Office/Foundation of Appalachian Ohio	May 2015/ Ongoing
		- Create a local alternative funding source that supports new and existing programs and fills gaps resulting from funding shortfalls and budget cuts	Cambridge/ Guernsey County Fund; United Way	June 2015/ Ongoing
1.1.2	Develop and create creative marketing outreach tools and strategies to better connect and encourage the oil/gas industry to support philanthropic/corporate giving to social service organizations and churches	- Hotel front desk "Welcome Package/Brochure" - "I am Guernsey County" television commercials - Restaurants, including Coupon Monthly; surveys; ref. cards/brochure racks; business cards; menus - Newspaper, including local education/awareness and featured agency articles - Radio - Mailers - Facebook - Web page (Social Services) - Youtube video - Links on existing web sites - Visitors guide (survey) - Message/telemarketing - Welcome Wagon	Social Services Subcommittee; Chamber of Commerce; VCB; media outlets	May 2015/ Ongoing
1.1.3	Participate in community events in order to promote and encourage individuals and communities to become more active and engaged in philanthropic giving	- Obtain monetary contributions/pledges - Recruit volunteers and promote local volunteerism - Promote non-profits at "Shale-a-Bration"	Individual Non-Profit Organizations; Churches; Chamber of Commerce	Ongoing

No.	Strategy	Action	Responsibility	Time Frame
1.1.4	Create new alternative local funding support pools and program expansion funding options for social services organizations	<ul style="list-style-type: none"> - Advocate for severance income tax revenues to "stay local" in order to help sustain local infrastructure and support mechanisms - Creation of new endowment funds (individual non-profit organizations, churches, and charities; United Way "Future Program" endowment fund) 	Community Advocates/ Legislators	Ongoing

Goal Two Advocate for the creation of a new and improved rental housing/apartment booklet designed for middle- to low-income families and individuals of all ages; and create rental housing marketing tools that will assist newcomers/visitors and locals better connect and secure affordable, available, fair housing and ultimately help them find a place to live

Objective 1 Create a booklet designed for renters in search of available/affordable rental housing that will be available to all members of the community

No.	Strategy	Action	Responsibility	Time Frame
2.1.1	Work with the Housing Subcommittee to design and create a free rental housing booklet for middle- to low-income families and individuals of all ages to assist them in finding affordable housing throughout Guernsey County	<ul style="list-style-type: none"> - Housing Subcommittee - Cambridge Management Corporation (Metro Housing) - Landlord Association - Spectrum Publications - Realtors/brokers 	Housing Sub-Committee/ Roundtable	Ongoing Ongoing
2.1.2	Provide ongoing training and education to residents who find it difficult or challenging to secure affordable housing and/or transition from renting to home ownership	<ul style="list-style-type: none"> - Work with GMN Tri-Co. and other agencies that provide viable housing counseling and home ownership options - Individual social services groups and churches commit to serve as referral agencies to connect potential renters and homeowners with help and assistance - Work with GCDJFS to host job, housing, and budgeting trainings and workshops throughout the county at non-traditional locations 	GMN Tri-County; Housing Sub-Committee; Housing Authority; DJFS; PRC: Prevention, Retention, and Contingency	Ongoing

No.	Strategy	Action	Responsibility	Time Frame
2.1.3	Provide “budget planning” education and assistance	- Develop and offer budget planning and education classes for individuals experiencing difficulties with securing housing; require rental assistance or desire to transition from “renter” to “home owner”	DJFS; PRC: Prevention, Retention, and Contingency; GMN Tri-County; Housing Authority; Banks; OSU Extension; volunteers	Ongoing

Goal Three Improve our local “workable” workforce and their ethics through improved/increased education, reduced drug use, community motivation, and by providing other supportive and intervening social services, which improve job and housing retention while improving self-sufficiency and financial independence and decrease the demand and reliance upon social services providers

Objective 1 Work with other community planning subcommittees to collectively address common issues and concerns identified in order to create and reinforce community collaborative partnerships that create viable solutions, improvements, and promote economic/employment growth

No.	Strategy	Action	Responsibility	Time Frame
3.1.1	Serve as a community partner with the education subcommittee and local school systems to help support increased/improved community education	- Develop MOUs with each of the county-wide school systems - Initiate and support “creative learning opportunities”, which address the aforementioned focus areas and support the overall health, well being, and independence of individuals and families, including Project More; MADD/DADD; DARE; Family and Children First Council; tutoring; latch key after school programs; volunteering	Education Subcommittee; DJFS; CIC; County-wide Schools; Social Services Organizations; churches; Non-profit organizations; charities	Ongoing
3.1.2	Serve as a community partner with the area colleges, trade schools, and universities to help support and advocate for an improved/workable workforce and improved local work ethic	- Develop MOUs with each of the local colleges, training schools, and universities - Refer and connect the unemployed and under-employed to Ohio Means Jobs-Guernsey County to potential job fairs, job trainings; classes and job readiness providers that can assist them with finding a job, or provide them with skilled training, which will enhance their overall job marketability and work availability and readiness	Education Subcommittee; DJFS; CIC; County-wide Schools; Social Services Organizations; churches; non-profit organizations; charities; schools; businesses	Ongoing

No.	Strategy	Action	Responsibility	Time Frame
3.1.3	Serve as community partners to the local government, health care/hospital, public safety, and other subcommittees that are committed to helping reduce and eliminate drug use, drug sales, and other drug-related dependencies and abuses within our community	<ul style="list-style-type: none"> - Develop and sign pledges and MOUs agreeing to work with a variety of government and community partners to help reduce and eliminate drugs throughout Guernsey Co. - Make referrals and/or provide leads that connect clients with rehabilitative help and/or make inquiries and take action that leads to reduced drug trafficking, reduced sales, and reduced use in our communities - Provide and distribute anti-drug campaign, rehabilitative resources, and other educational materials that encourage reduced drug use and sales 	Guernsey Co. Sheriff; Police; Guernsey Co. Drug/Alcohol; SEORMC; Social Services Organizations; churches; non-profit organizations; charities; schools; businesses;	Ongoing

Guernsey County Comprehensive Strategic Plan

Community Engagement

Overview

The Guernsey County Long-Range Strategic Plan for Community Engagement is developed to support and drive management and growth of strategic plans that will take Guernsey County through the next five to twenty years and beyond. This plan, which will depend heavily on the culture of the community and its leadership, should be a framework for moving the community forward in its plans and execution of those plans.

The development team assessed current assets of the County. Guernsey County has a long history of gas and oil extraction, as well as coal mining and agriculture. Hardscrabble work has been the backbone of the economy in this rural Appalachian community. We are also a great manufacturing community.

The raw natural beauty of the area will always be important to recreation on land and on our waterways, which is valued by residents and visitors alike.

There is a “humbleness” and conservative nature in Guernsey County residents. We love the country, we love our families, and we demonstrate commitment to the community through extensive volunteerism and civic involvement at every level. We cherish relatively low crime, low cost of living, small businesses, and a friendly community. At the same time, we strive for accessibility to metro markets and resources that can help us keep pace with advanced technologies and developments. We really want the best of both worlds and want to find a way to get the right balance without giving up what we cherish.

An influx of monies from harvesting gas and oil is welcome, but with conditions. We have more millionaires, wealthy farmers, and more tax money in the city and county. We want this to mean that we will invest in the future with this money—increase donations to worthy causes, fix old buildings, improve and rehabilitate what is important to the community. We want to build upon what made us who we are—churchgoers, stewards of the land, hard workers with a rich quality of life, living where we hope our children and their children will want to live.

Because we are good at community involvement and we know what we want, we should harness the commitment from residents that got us where we are—and take ourselves to the next level.

The Community Engagement Plan outlines two goals:

1. Guernsey County recognizes the positive attributes of the County.
2. Residents and businesses rally to be engaged and involved in the community to make positive changes.

Implementation Plan

Community Engagement

Goal One Guernsey County residents recognize the positive attributes of the County

Objective 1 Raise public awareness of all the good things currently happening and being planned for the County

No.	Strategy	Action	Responsibility	Time Frame
1.1.1	Promote positive outcomes and successes in the communities... deepen resident knowledge of community	- Host regular meetings on various topics and subject experts to communicate activities and plans	Chamber of Commerce, media, public and private partnerships	2019 and Ongoing

Objective 2 Guernsey County citizens speak confidently and with pride and a positive self-image of the County

No.	Strategy	Action	Responsibility	Time Frame
1.2.1	Utilize Community Ambassadors to promote the good in the community and influence and inspire residents	- Collaborate with VCB, Main Street, United Way, police and service organizations to develop Ambassador program	Chamber of Commerce, VCB, Main Street, United Way, police, other service organizations	2019

Guernsey County Comprehensive Strategic Plan

Population Characteristics

The following describes the general population of Guernsey County. Some information was compiled from the 2010 U.S. Census, while other information was provided by the Office of Policy, Research, and Strategic Planning. Data was analyzed to determine descriptive attributes of the population such as age, racial composition, and educational attainment.

Overview

The 2010 population in Guernsey County was 40,807, as reported by the 2010 U.S. Census. Population projections for Guernsey County were released by the Ohio Dept. of Development for the years 2020 through 2040, indicating that Guernsey County is expected to experience average growth over the next 20-year period. This projected population is a favorable 7.5% increase over the 20-year period. While past population trends do not seem to indicate growth potential, the increased activity in the gas and oil shale drilling and production could appear to bode well for a population spike. Population figures are shown below:

<u>Total Population</u>		<u>Projected</u>	
1850	30,438	2020	38,750
1900	34,425	2030	37,310
1950	38,452	2040	36,390
2000	40,792		
2010	40,087		

Population by Age

<u>Population by Age</u>	<u>2010 Number</u>	<u>2018 Number</u>	<u>Percent</u>
Total population	40,332	39,414	100.0%
Under 5 years	2,456	2,368	6.0%
5 to 17 years	7,425	6,547	16.6%
18 to 24 years	3,234	3,135	8.0%
25 to 44 years	9,855	8,927	22.6%
45 to 64 years	11,140	11,277	28.6%
65 years and more	6,222	7,160	18.2%

Median Age = 42.4 years

Educational Attainment

<u>Educational Attainment</u>	<u>2010 Number</u>	<u>2018 Number</u>	<u>Percent</u>
Persons 25 and over	27,217	27,364	100.0%
No high school diploma	4,529	4,291	15.7%
High school graduate	12,343	11,687	42.7%
Some college, no degree	4,948	4,950	18.1%
Associate degree	2,299	2,625	9.6%
Bachelors degree	1,923	2,355	8.6%
Masters degree or higher	1,175	1,456	5.3%

Largest Areas of Population

<u>Largest Areas</u>	<u>Census 2010</u>	<u>Census 2018</u>	<u>Actual Change</u>
City of Cambridge	10,635	10,360	- 275
Cambridge Township	3,935	3,828	- 107
Jackson Township	2,782	2,696	- 86
Village of Byesville	2,438	2,362	- 76
Adams Township	2,036	2,022	- 14
Westland Township	2,073	2,000	- 73
Valley Township	1,816	1,764	- 52
Center Township	1,711	1,669	- 42
Richland Township	1,529	1,486	- 43
Wills Township	1,207	1,181	- 26

Racial Composition

<u>Population by Race</u>	<u>2010 Number</u>	<u>2018 Number</u>	<u>Percent</u>
Total population	40,332	39,414	100.0%
White	38,541	37,713	95.7%
African-American	506	494	1.2%
Native American	152	80	0.02%
Asian	151	129	0.02%
Pacific Islander	0	0	0.0%
Hispanic (may be of any race)	360	441	1.1%
Other	359	138	0.3%
Two or more races	623	860	2.0%
Total minority	1,967	2,068	5.2%

Employment by Industry Sector (2018)

<u>Industry</u>	<u>Employment Number</u>	<u>Change Since 2012</u>
<u>Private Sector</u>	13,034	+ 12.5%
Goods-Producing	4,335	+ 19.6%
- Natural Resources/Mining	524	+124.9%
- Construction	942	+ 54.9%
- Manufacturing	2,869	- 3.0%
Services-Providing	8,699	+ 9.3%
- Trade/Transportation/Utilities	2,678	+ 10.5%
- Information	91	- 8.1%
- Financial Services	375	+ 17.6%
- Professional/Business Services	608	- 15.4%
- Education/Health Service	2,498	+ 17.4%
- Leisure/Hospitality	1,651	+ 5.7%
- Other Services	347	0.0%
<u>Federal Government</u>	118	+ 5.6%
<u>State Government</u>	492	- 9.8%
<u>Local Government</u>	1,656	- 1.7%

Summary

During past decades, the population of Guernsey County showed a slow, but steady increase of 1.5 to 2.0 percent every ten years. However, this trend reversed during the decade of 2000 to 2010, with a decrease of approximately seven hundred (700) residents. Even more significant is the projected 9% loss of population from 2010 through 2040. This has an unfavorable impact on the area's ability to attract new retail enterprise or entice major developers to build "spec" homes within the county to provide housing for new residents. The lack of a variety of retail options is an impediment to attracting new population growth, yet is difficult to recruit new retail/commercial business to the area without the population to provide a strong customer base. These are challenges which must be addressed consistently in the coming years.