










STRATEGIC ENTERPRISE GOAL RESULTS

Enhance Education & Literacy






Measure	Results	Prior Year	Benchmark	Progress Indicator
Avg. ACT Composite Score	No data	17.1	18.4 (State Avg.)	—
Avg. SAT Score	1,034	1,039	1,089 (State Avg.)	
A & B Rated Schools	No data	35%	75%	—
Schools Not Meeting Growth	No data	15%	0	—
Library Materials Circulated	149,594	160,636	175,000	
Avg. Library Visits Per Month	9,030	11,272	15,000	

Ensure Public Safety, Health & Wellness






Measure	Results	Prior Year	Benchmark	Progress Indicator
Violent Crime Rate (per 1,000)	327.6	296.5	407.7 (Statewide)	
Average Daily Jail Population	139	131	115	
911 Call Answering Efficiency % w/in 10 seconds or less	98.8%	97.8%	90% (National Standard)	
Opioid Overdose ED Visits Per 1,000 Population	1.76	1.55	0.78 (Statewide)	
Community Health Index Health Factors	33 out of 100	37 out of 100		
Community Health Index Health Outcomes	55 out of 100	47 out of 100		

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Promote Culture & Recreational Opportunities

Measure	Results	Prior Year	Benchmark	Progress Indicator
Tourism Ranking	49 out of 100	49 out of 100	< 49 out of 100	
Tourism Related Payroll (millions)	\$12.54	\$11.96	≥ State Median	
Economic Impact Direct & Indirect (millions)	\$84.8	\$81.1	≥ State Median	
Paid Events at Ag Center	49	77	≥ 75	 (COVID Impacted)
Visitors to Ag Center	26,169	63,254	≥ 60,000	 (COVID Impacted)

Enhance Job Opportunities & Grow the Local Economy

Measure	Results	Prior Year	Benchmark	Progress Indicator
Total new home permits	301	387	≥350	
Total permits issued	4,540	4,117	≥4,000	
New Job Creation EDC Related Projects	438	80	≥100	
New Construction Value (millions)	\$109.8	\$112.7	≥\$100.0	
Unemployment Rate	5.1%	3.4%	≤4.0%	

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Protect Natural Resources & Environment






Measure	Results	Prior Year	Benchmark	Progress Indicator
Solid Waste Per Capita (tons)	1.14	1.05	1.33 (Statewide)	
Solid Waste per Capita Ranking	64 out of 100	59 out of 100	≤50 out of 100	
Recycling Per Capita (lbs.)	83	76	112 (Statewide)	
Recycling Per Capita Ranking	56 out of 100	66 out of 100	≤50 out of 100	
Voluntary Ag District Acres Approved	3,630	5,306	500 or more	

Plan Infrastructure for Growth & To Minimize Cost of Utility Services

Measure	Results	Prior Year	Benchmark	Progress Indicator
Treated Water Lost Prior to Sale	9.0%	7.1%	15% (National Standard)	
Water System Expansion (miles)	1.4	3.5	≥1	
Days Cash on Hand <i>Utility Fund</i>	102	79	365 (National Standard)	
<i>West Stanly Wastewater Treatment Plant Fund</i>	213	154	365 (National Standard)	
<i>Greater Badin Water & Sewer</i>	254	205	365 (National Standard)	
<i>Piney Point Water District</i>	659	688	365 (National Standard)	






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Enhance Services that Allow for Aging in Place & Improve Public Transportation





Measure	Results	Prior Year	Benchmark	Progress Indicator
Avg. Number of Seniors Attending per Day (Albemarle)	74	93	≥100	 (COVID Impacted)
Avg. Number of Seniors Attending Per Day (Locust)	24	23	≥30	 (COVID Impacted)
Cost Per Senior Served Per Day (Albemarle)	\$21.42	\$16.03	<\$15.00	 (COVID Impacted)
Cost Per Senior Served Per Day (Locust)	\$6.20	\$7.75	<\$10.00	
SCUSA Passengers Per Day	35,872	49,645	≥50,000	 (COVID Impacted)
Cost Per SCUSA Passenger (fully allocated cost)	\$36.80	\$23.82	≤\$20.00	 (COVID Impacted)

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Protect Assets, Minimize Risk & Leverage Technology





Measure	Results	Prior Year	Benchmark	Progress Indicator
Phishing Vulnerability	1.2%	0.2%	4.2% (National Standard)	
Workers Comp Claims	26	22	≤20	
Avg. Cost Per Workers Comp Claim	\$1,507	\$2,632	\$40,051 (National Avg.)	
Property & Liability Claims	21	19	≤20	
Avg. Cost Per Property & Liability Claim	\$23,428	\$5,879	≤\$7,500	

Good Stewards of Taxpayer Dollars

Measure	Results	Prior Year	Benchmark	Progress Indicator
Operating Ratio	1.01	1.10	1.0 (National Standard)	
Debt Service Ratio	6.3%	6.9%	10% (Industry Standard)	
% General Fund Reserves	35.1%	37.8%	≥30%	
Capital Assets Condition Ratio	48%	50%	50% (Industry Standard)	

STRATEGIC ENTERPRISE GOAL RESULTS

Engage Citizens for Better Understanding & Transparency

Measure	Results	Prior Year	Benchmark	Progress Indicator
New Twitter Followers	103	132	≥150	
Twitter Impressions	93,000	79,000	≥75,000	
New Followers Stanly County Facebook	1,224	-	≥250	
New Followers Emergency Management Facebook	406	385	≥250	
Board & Committee Application Rate	36	41	≥75	