

ONE GASTON 2040 STRATEGIC PLANNING GUIDE



Share an overview of the vision

- A one-page summary is available on the One Gaston 2040 website
 - You can also use information from the “About” and the “Creating the Vision” page on the One Gaston 2040 website*
 - *Please share a link to the website
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Connect your plan to the One Gaston 2040 focus areas

- Use the One Gaston 2040 focus areas as a guide or a starting point
 - The community had input in the One Gaston 2040 focus areas. If you reference the One Gaston 2040 focus areas, you may get community buy-in faster
 - The One Gaston 2040 focus areas were written broadly on purpose
 - This will help make it easier to connect your goals & objectives to the focus areas
 - Your focus areas can broadly align with the One Gaston 2040 areas
 - Example, Gaston County Strategic Plan Focus Area
 - One Gaston 2040 Focus Area: “Grows: We achieve quality growth and economic success by using our land and resources wisely.”
 - Gaston County Focus Area: “Recreational, Cultural, and Life-Long Learning Opportunities”
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Consider referencing the One Gaston 2040 focus areas in your document

- **Ex.** [Gaston County 2024 – 2028 strategic plan](#)
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Consider using the One Gaston 2040 framework as a template

- Focus Area (you create your own)
- Objectives (of each focus area)
- Goals (of each objective)
- Example:
 - Focus Area 1
 - Objective 1
 - Goal 1
 - Goal 2