

OneNKY UNITED 2030

Futuristic Strategic Plan for Northern Kentucky

OneNKY Partners

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WHAT IS OneNKY UNITED 2030?

OneNKY United 2030 is a vision that emerged from the work of the OneNKY Partners and community stakeholders. It is a guiding document that outlines our path to achieve three futuristic goals for the benefit of our community:

We are One

We align regional partners, resources, and leadership around a common vision and shared priorities.

We Are the Community of Choice

We create economic opportunities, quality of life, and community conditions that attract and retain people, businesses and investment.

We Are the Ambassadors of Accountability

We establish clear measures, track progress, and use results to guide decisions and improve regional performance.

WHO IS INVOLVED?

OneNKY Partners

OneNKY Partners is a collective of businesses, community, government leaders, growth organizations, and our residents who come together to support the vision for Northern Kentucky. They provide leadership, collaboration, and accountability while guiding goals and growth.

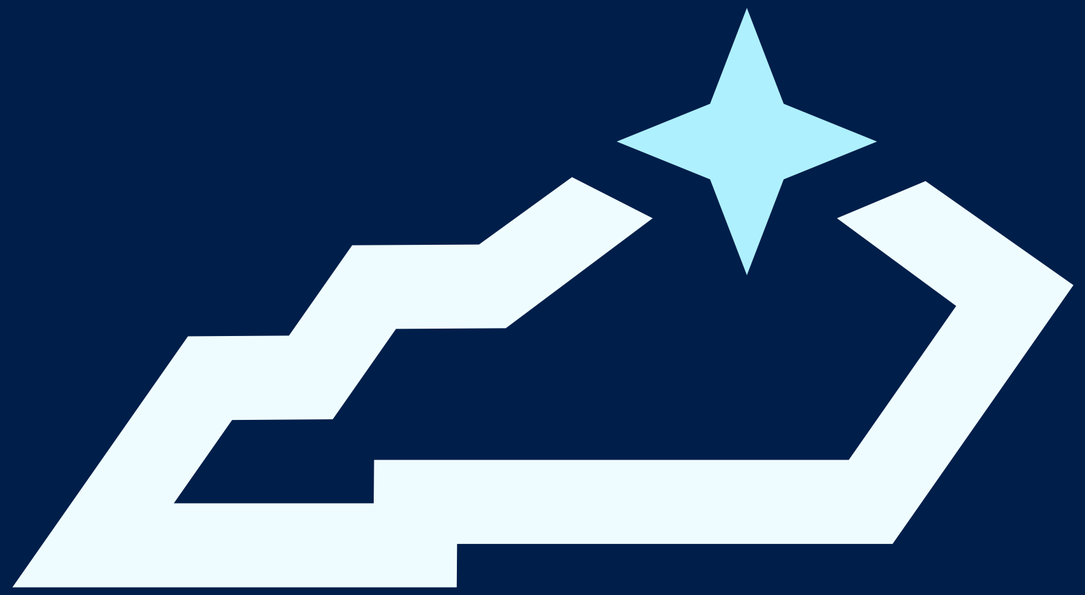
meetnky
BE NKY GROWTH PARTNERSHIP
NKY Chamber of Commerce
KENTON COUNTY
CAMPBELL COUNTY | KY
BOONE COUNTY KENTUCKY
TANK
OneNKY ALLIANCE
NKY PORT AUTHORITY
NKY Works
EDUCATENKY
NKADD NORTHERN KENTUCKY AREA DEVELOPMENT DISTRICT
Horizon COMMUNITY FOUNDATION
NKYHEALTH NORTHERN KENTUCKY HEALTH DEPARTMENT
LIFE SCI KY
UNITED WAY
Blue North
CVG
St. Elizabeth HEALTHCARE
THOMAS MORE UNIVERSITY
NKU NORTHERN KENTUCKY UNIVERSITY
GATEWAY COMMUNITY & TECHNICAL COLLEGE
The Catalytic Fund

THE VISION

We are a unified and engaged community, focused on responsible growth through the elevation of policy and infrastructure, supporting our existing assets and growth industries; and relevant to the advancement of our most important asset–our people.

OUR NORTH STAR

Northern Kentucky is a premier community of choice and the operational core of the Commonwealth by 2030- where prosperity, opportunity, and quality of life grow together.



OUR GOALS



WE ARE ONE

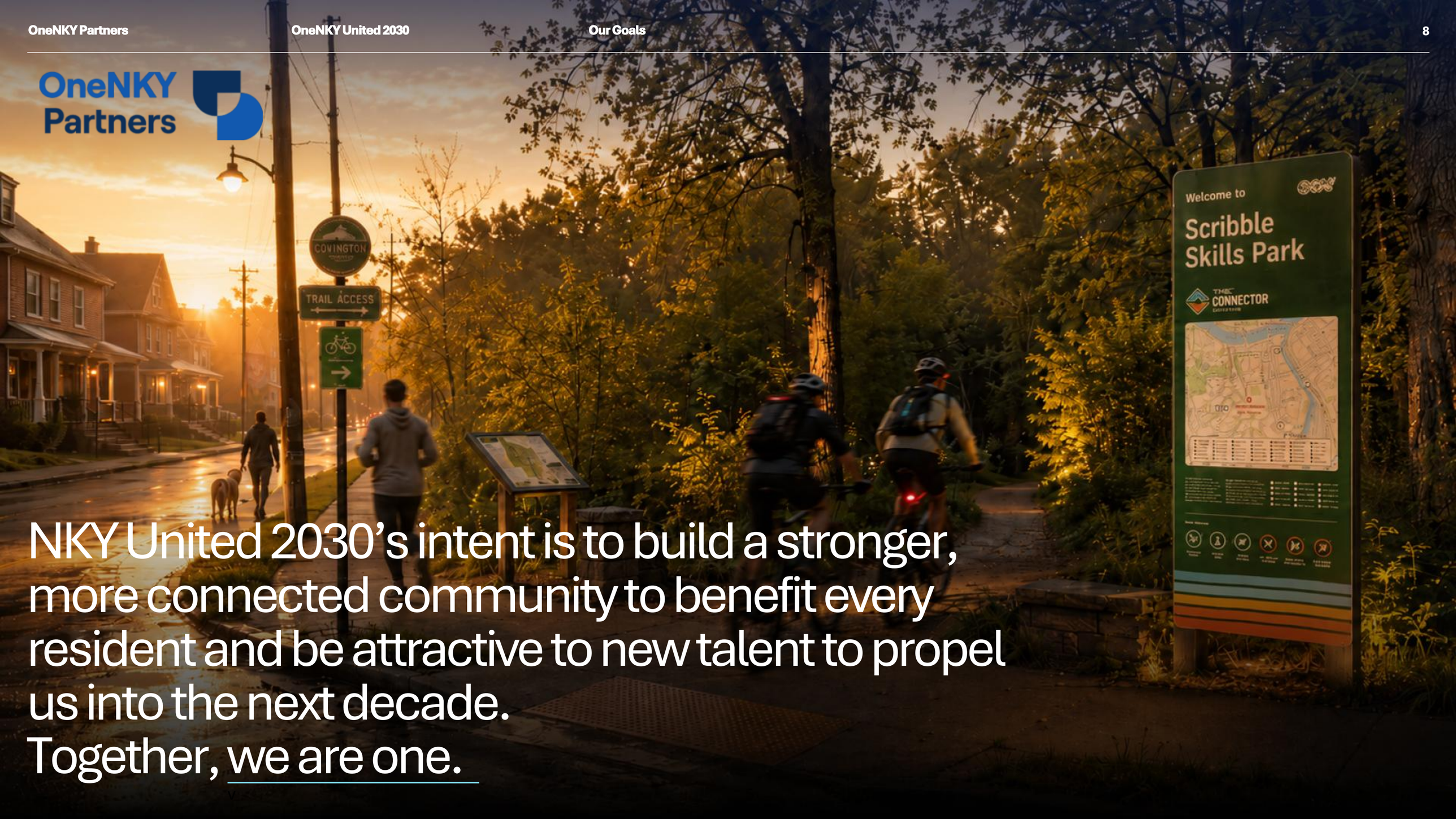
PURSUE EFFICIENCIES, EASE OF BUSINESS, AND SIGNATURE QUALITY OF LIFE TOGETHER

A. Build Models of Efficiency

B. Create Comprehensive Capital Strategy

C. Rally Community Outreach + Brand Integration

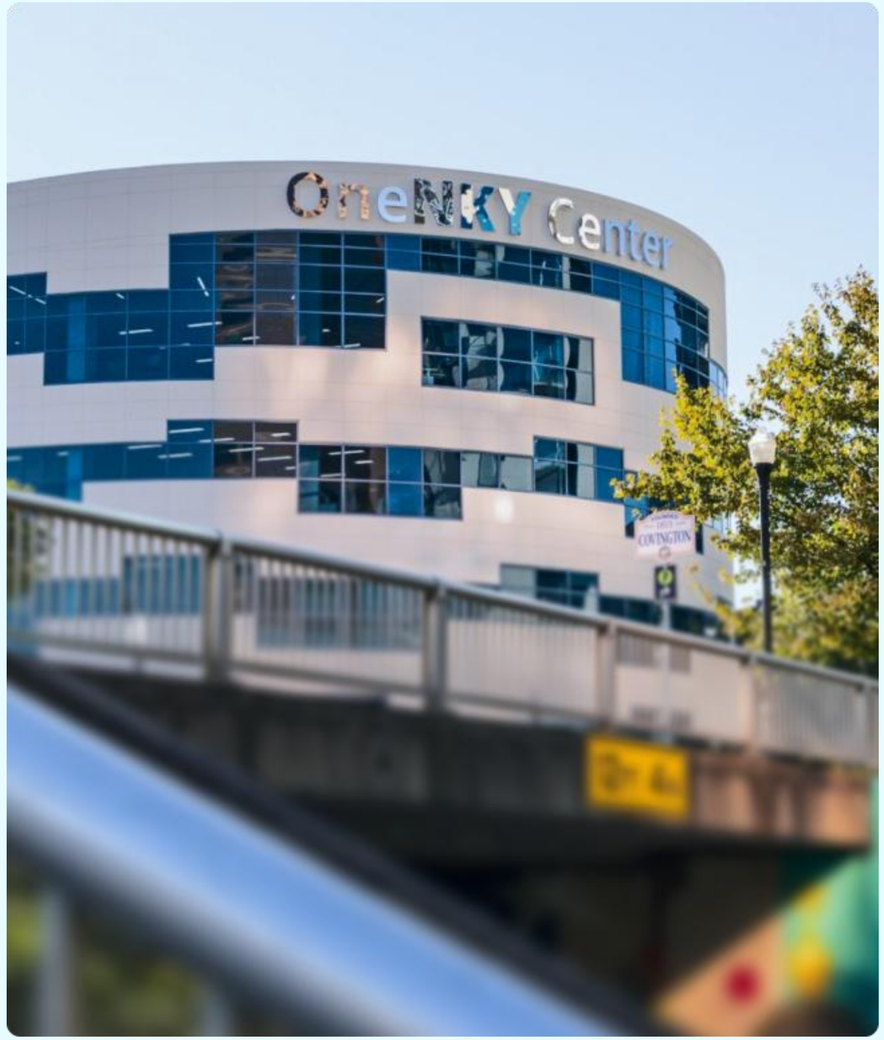
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NKY United 2030's intent is to build a stronger, more connected community to benefit every resident and be attractive to new talent to propel us into the next decade.
Together, we are one.

WE ARE ONE

A. BUILD MODELS OF EFFICIENCY



Spark Efficiency Throughout Region

Pilot efforts targeted to efficiencies of public services and areas of impact.

Develop Our Communities

Development project gaps are identified and addressed.

Focus on Student Success

Alignment of non-profit organizations beginning with districts in River Cities to drive successful student outcomes.

Improve Social Services

Social & Human Services efficiencies are addressed through Safety Net Alliance.

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B. CREATE COMPREHENSIVE CAPITAL STRATEGY

Implement Funding Strategy

Funding Strategy actively implemented by appropriate resources to benefit policy and infrastructure needs.

Support Regional Advocacy & Outreach

Advocacy and Communications Outreach support regional funding and policy priorities.

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C. RALLY COMMUNITY OUTREACH + BRAND INTEGRATION



Shape The NKY Narrative

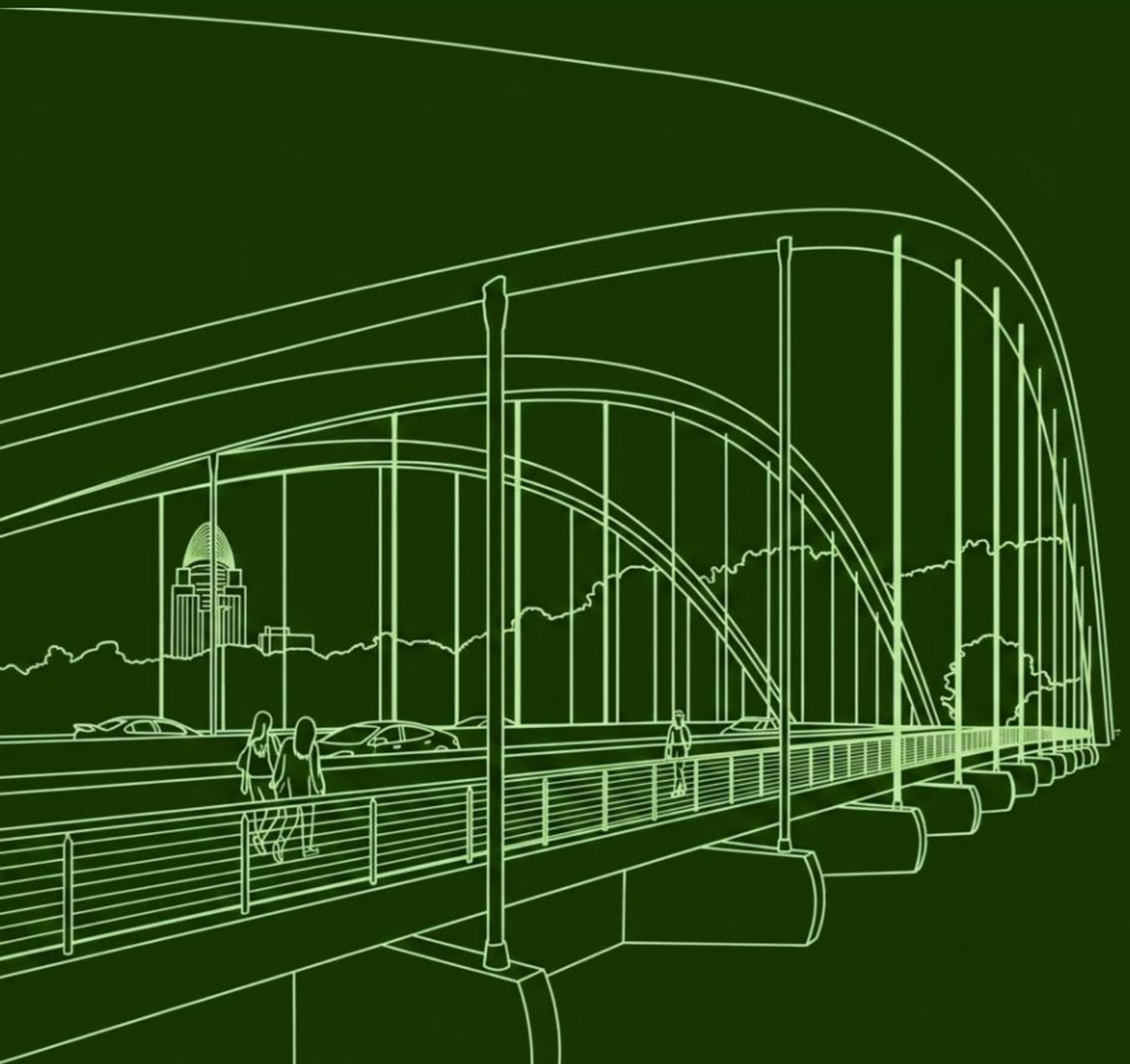
Provide a unified external regional narrative to attract Talent, Tourism, Trade.

Tell One Harmonious Regional Story

Connect the external narrative to the internal community story.

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OUR GOALS



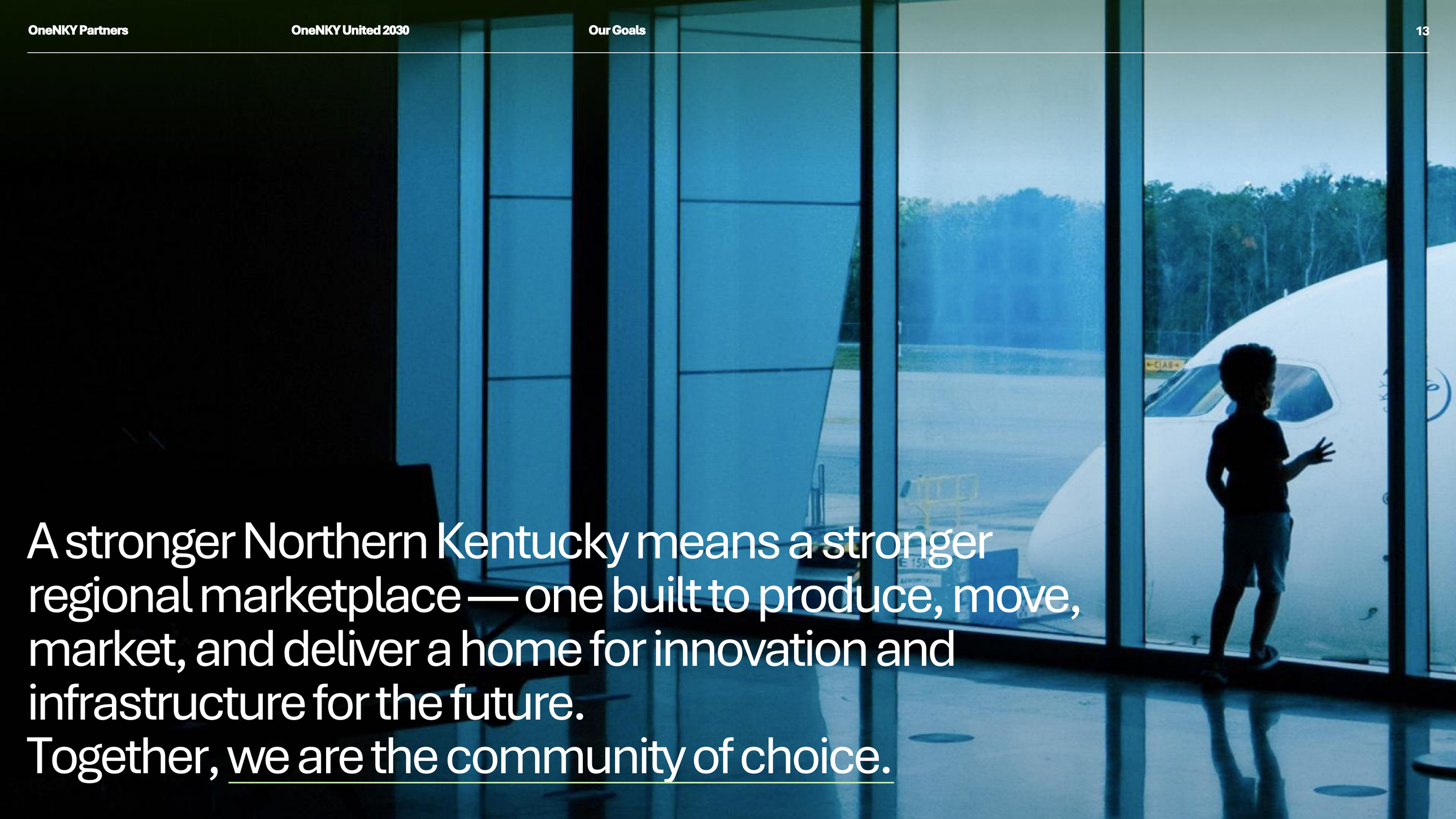
WE ARE THE COMMUNITY OF CHOICE

GROWING INDUSTRIES AND TALENT WHO VALUE INNOVATION AND A STRONG SENSE OF BELONGING

A. Promote Our Globally Competitive Region

B. Enhance Regional Infrastructure

C. Fusion of Education and Employment



A stronger Northern Kentucky means a stronger regional marketplace — one built to produce, move, market, and deliver a home for innovation and infrastructure for the future.
Together, we are the community of choice.

WE ARE THE COMMUNITY OF CHOICE

A. PROMOTE OUR GLOBALLY COMPETITIVE REGION



Stimulate Entrepreneurship

Encourage entrepreneurship and small to medium-size growth throughout the region.

Develop Our Industrial Land

Develop land to align with the growth of NKY's manufacturing growth sectors.

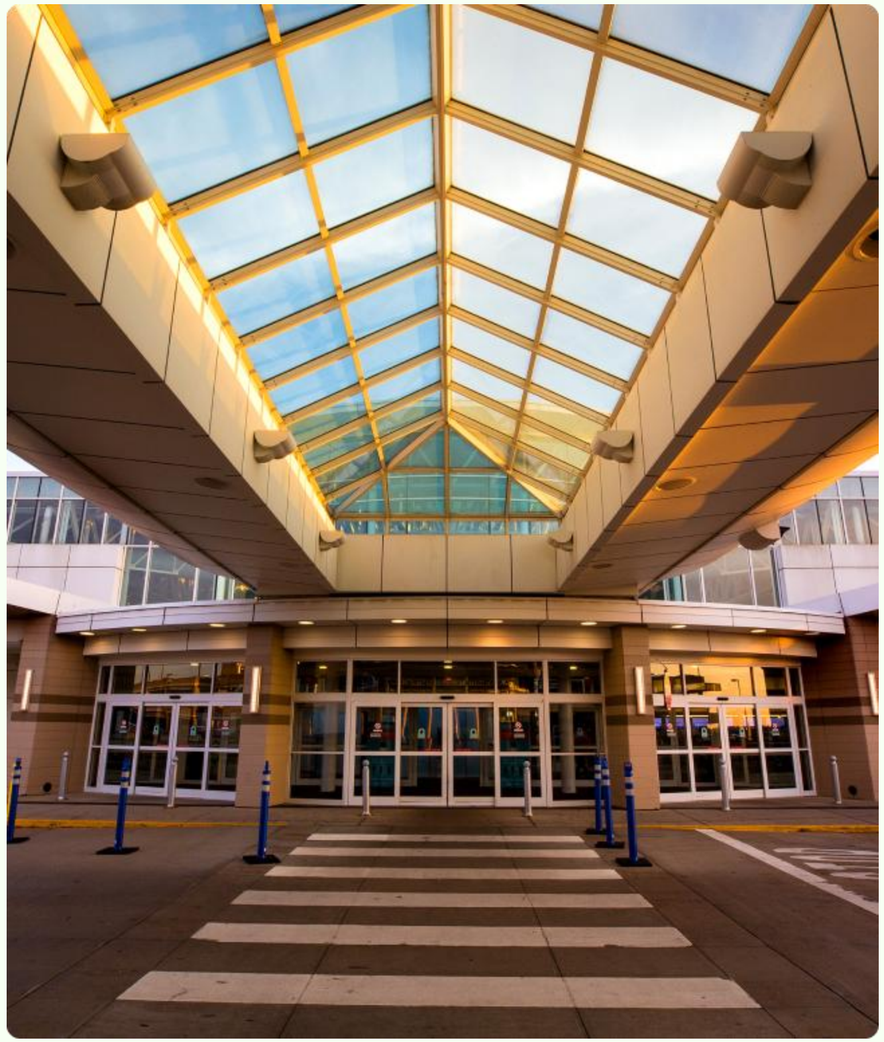
Improve Convention Center

Better position the Northern Kentucky Convention Center as a business and talent attractor.

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WE ARE THE COMMUNITY OF CHOICE

B. ENHANCE REGIONAL INFRASTRUCTURE



Improve Public Transportation

Establish and accelerate better road, air, water and transit connections.

Scale Water & Wastewater Capacity

Sufficient capacity for expected growth in areas of anticipated expansion.

Identify and Develop Projects to Meet Public Needs

Pursue project development based on community and market interest inclusive of the beautification of the public realm.

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WE ARE THE COMMUNITY OF CHOICE



C. FUSION OF EDUCATION AND EMPLOYMENT

Align Education + Employment

Develop relevant policy and utilize best practices, information sharing and analysis among employers, support agencies, and policy makers to to support alignment between education and employment.

Alignment between educational systems and employment will fuel long-term innovation and success across the Northern Kentucky region.

OUR GOALS



WE ARE THE AMBASSADORS OF ACCOUNTABILITY

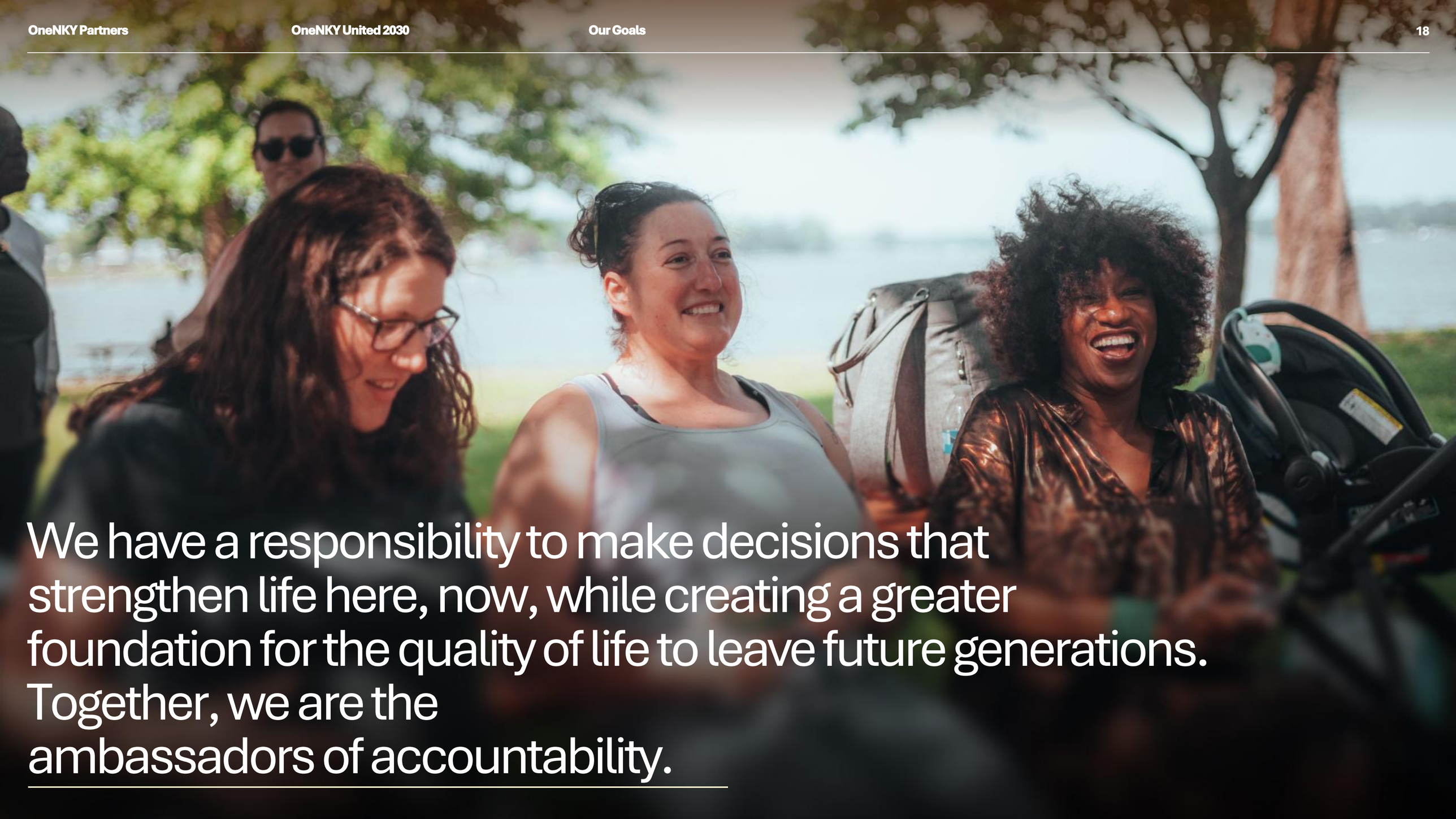
WORK TOWARDS WORLD-CLASS STANDARDS IN EVERY ASPECT OF A THRIVING AND PASSIONATE COMMUNITY

A. Make Home Ownership More Attainable

B. Reimagine Public Transit

C. Prioritize Education in River Cities

D. Strengthen Public Health Offerings



We have a responsibility to make decisions that strengthen life here, now, while creating a greater foundation for the quality of life to leave future generations. Together, we are the ambassadors of accountability.

WE ARE THE AMBASSADORS OF ACCOUNTABILITY

A. MAKE HOUSING MORE ATTAINABLE



Address Housing Issues and Increase Supply

Establish $25 Million Northern Kentucky Regional Housing Fund to address regional housing issues, supply and variety.

Our region’s future growth requires housing to be accessible, prioritized, stable in the long-term.

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WE ARE THE AMBASSADORS OF ACCOUNTABILITY

B. REIMAGINE PUBLIC TRANSIT



Invest In Public Transit

Identify and fund transit options and just-in-time mobility innovations for NKY residents

Address regional transit solution.

Diversify Modes of Transportation

Develop and fund walking, biking, trails options connected to a regional plan to better connect our region.

WE ARE THE AMBASSADORS OF ACCOUNTABILITY

C. PRIORITIZE EDUCATION IN RIVER CITIES



Education Emphasis in River Cities

Focus on Education in River Cities through Innovation, Cooperation and Efficiencies that provide opportunities and access for everyone.

Equal opportunity and access to education in the river cities will improve student outcomes and drive innovation forward.

WE ARE THE AMBASSADORS OF ACCOUNTABILITY

D. STRENGTHEN PUBLIC HEALTH OFFERINGS



Community Health Improvement Plan

Improve public health service delivery in concert with healthcare preventative offerings.

Health is a fundamental human right for all those who live, work, and play in the region.

ACTION

OneNKY Partners intend for residents, businesses, elected officials, and stakeholders to use this strategic plan as a guide for the work performed today to bring a better tomorrow. All Northern Kentuckians across our region will benefit from this shared vision. This work cannot be done by the growth organizations and practitioners alone; we invite you to participate and be a part of shaping the future of NKY.


Let’s make our community better together.

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NKY United 2030 Strategic Plan

APPENDIX

STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

HEADLINE INDICATORS: ARE WE MOVING THE COMMUNITY FORWARD?

APPENDIX

STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



HOUSING SUPPLY AND AFFORDABILITY

KPI	BASELINE	2030 TARGET	LEADS
Housing units supported through NKY Housing Fund	0	1,000 units financed X units built	Catalytic Fund, NKADD, Cities/Counties, NKY Chamber, Horizon
Housing Fund capitalization	$1M raised (2026 start)	$25M fund established	Catalytic Fund, Foundations, Banks, Private & Public Investment

APPENDIX

STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



ECONOMIC DEVELOPMENT & GROWTH INDUSTRIES

KPI	BASELINE	2030 TARGET	LEADS
Organic Growth Tracked # New or expanded companies in target sectors	TBD	80 qualified engagments annually and project pipeline growth	BE NKY, NKY Works, Blue North, LifeSciKY
Jobs created/retained target sectors (manufacturing, life sciences, aviation, IT)	TBD	Regional growth exceeding state average	BE NKY , Blue North, LifeSciKY

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

ENTREPRENEURSHIP & INNOVATION

KPI	BASELINE	2030 TARGET	LEADS
Startup companies supported through ecosystem (Blue North / LifeSciKY)	500 annual since 2022	Year-over-year increase in company formation and capital raises in target sectors	Blue North, LifeSciKY

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

WORKFORCE AND EDUCATION INNOVATION

KPI	BASELINE	2030 TARGET	LEADS
% of regional population (ages 18-54) with postsecondary creditionals	63% of regional population	Current state goal calls for 60% by 2030 NKY has surpassed this; NKY's goal is 65% by 2030	NKY Works, EducateNKY
Students participating in work-based learning experiences	TBD	Five NKY School Districts using common framework and methodology for tracking student WBL activities	NKY Works

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

WORKFORCE AND EDUCATION INNOVATION

KPI	BASELINE	2030 TARGET	LEADS
River City student outcomes improvement in priority indicators	TBD	20% Improvement in kindergarten and early childhood readiness in the River Cities by 2028	EducateNKY

APPENDIX

STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



REGIONAL CAPITAL STRATEGY

KPI	BASELINE	2030 TARGET	LEADS
Total dollars secured through joint regional funding applications	TBD	Increase in collaborative federal/state/private investment annually	NKADD, Horizon, OneNKY Alliance, NKY Chamber

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

COMMUNITY HEALTH

KPI	BASELINE	2030 TARGET	LEADS
Key regional population health indicators from CHIP dashboard to be established by Q2, 2027	TBD	Improvement in health metrics tracked via dashboard	NKY Health Dept

APPENDIX

STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



SOCIAL SERVICE COORDINATION

KPI	BASELINE	2030 TARGET	LEADS
Increase in 211 intake efficiencies focused on client benefit, staff time and costs for partner agencies	Baseline established 2026	20% annual reduction tied to intake program	United Way, NKADD, Horizon

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



REGIONAL AND EFFICIENCY COLLABORATION

KPI	BASELINE	2030 TARGET	LEADS
Shared service pilots implemented among counties/cities	0	1 regional pilot launched by 2030 with follow-up evaluation	OneNKY Alliance, NKADD – Cities/Counties, NKY Chamber

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS



MOBILITY & INFRASTRUCTURE

KPI	BASELINE	2030 TARGET	LEADS
Transit access improvements to employment centers	TBD	Mobility pilot programs launches and evaluated	TANK, NKADD - Cities/Counties

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STRATEGIC PRIORITIES & PERFORMANCE INDICATORS

REGIONAL BRAND AND NARRATIVE

KPI	BASELINE	2030 TARGET	LEADS
Stakeholders using shared regional narrative toolkit	0	75+ organizations/companies using toolkit by 2027 resulting in measurable increase in talent, trade and tourism attration	meetNKY, NKY Chamber, BE NKY

APPENDIX

HEADLINE INDICATORS: ARE WE MOVING OUR COMMUNITY FORWARD?

HOUSING SUPPLY & AFFORDABILITY

Housing Affordability

ECONOMIC DEVELOPMENT & GROWTH INDUSTRIES

Gross Regional Product
Median HH Income
High-Wage Employment
Business Formation
Work-force Participation

ENTREPRENEURSHIP & INNOVATION

Gross Regional Product
Median HH Income
High Wage Employment
Business Formation

WORKFORCE & EDUCATION INNOVATION

Educational Attainment
(CPE or Census Bureau)

REGIONAL CAPITAL STRATEGY

Capital Investment

COMMUNITY HEALTH

Healthy Life Expectancy

SOCIAL SERVICE COORDINATION

LMI Stats for region

REGIONAL COLLABORATION AND EFFICIENCY

TBD

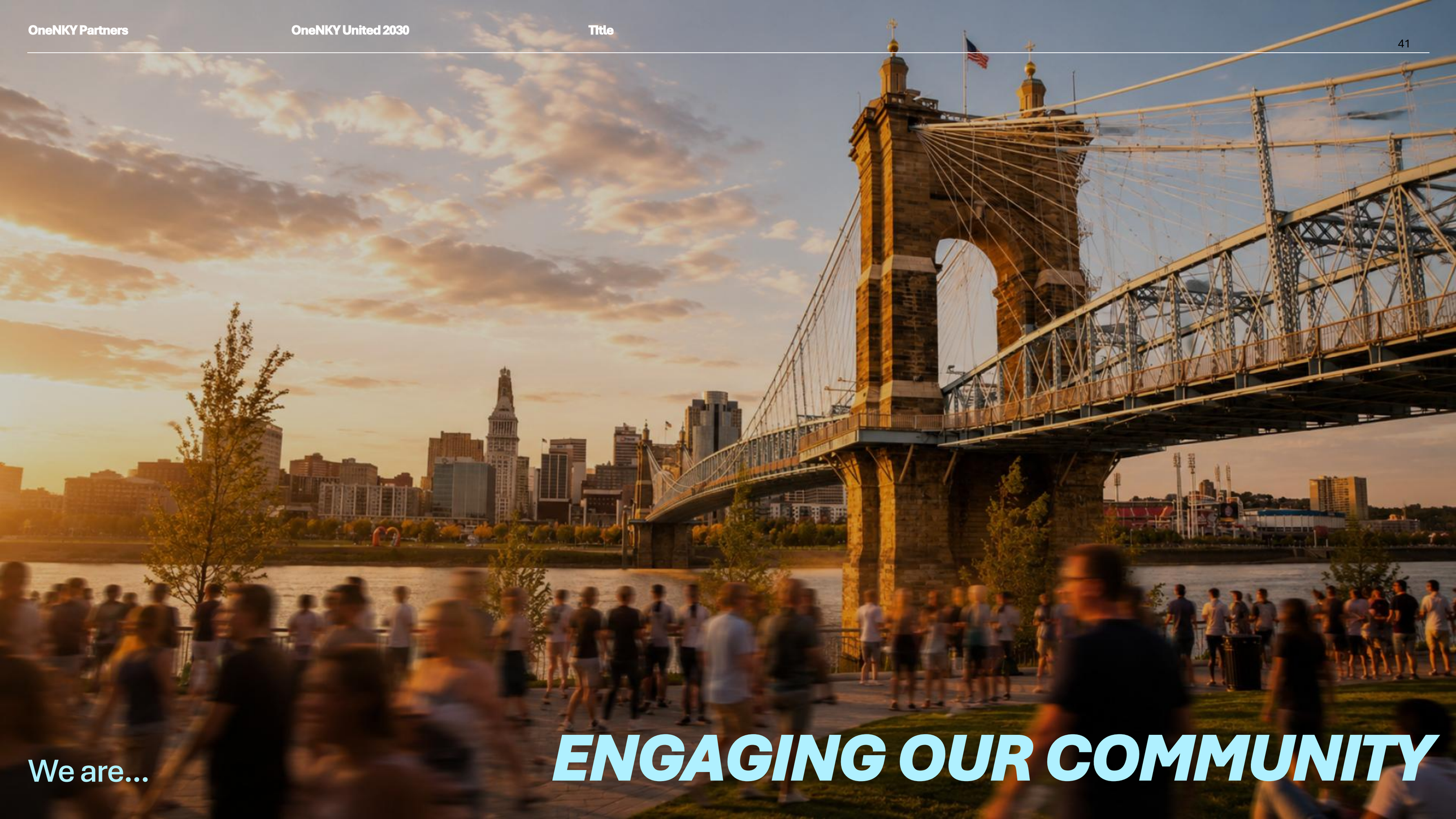
MOBILITY AND INFRASTRUCTURE

TBD

REGIONAL BRAND AND NARRATIVE

Population Increase
(Census)

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We are...

ENGAGING OUR COMMUNITY



We are...

FOSTERING RESPONSIBLE GROWTH



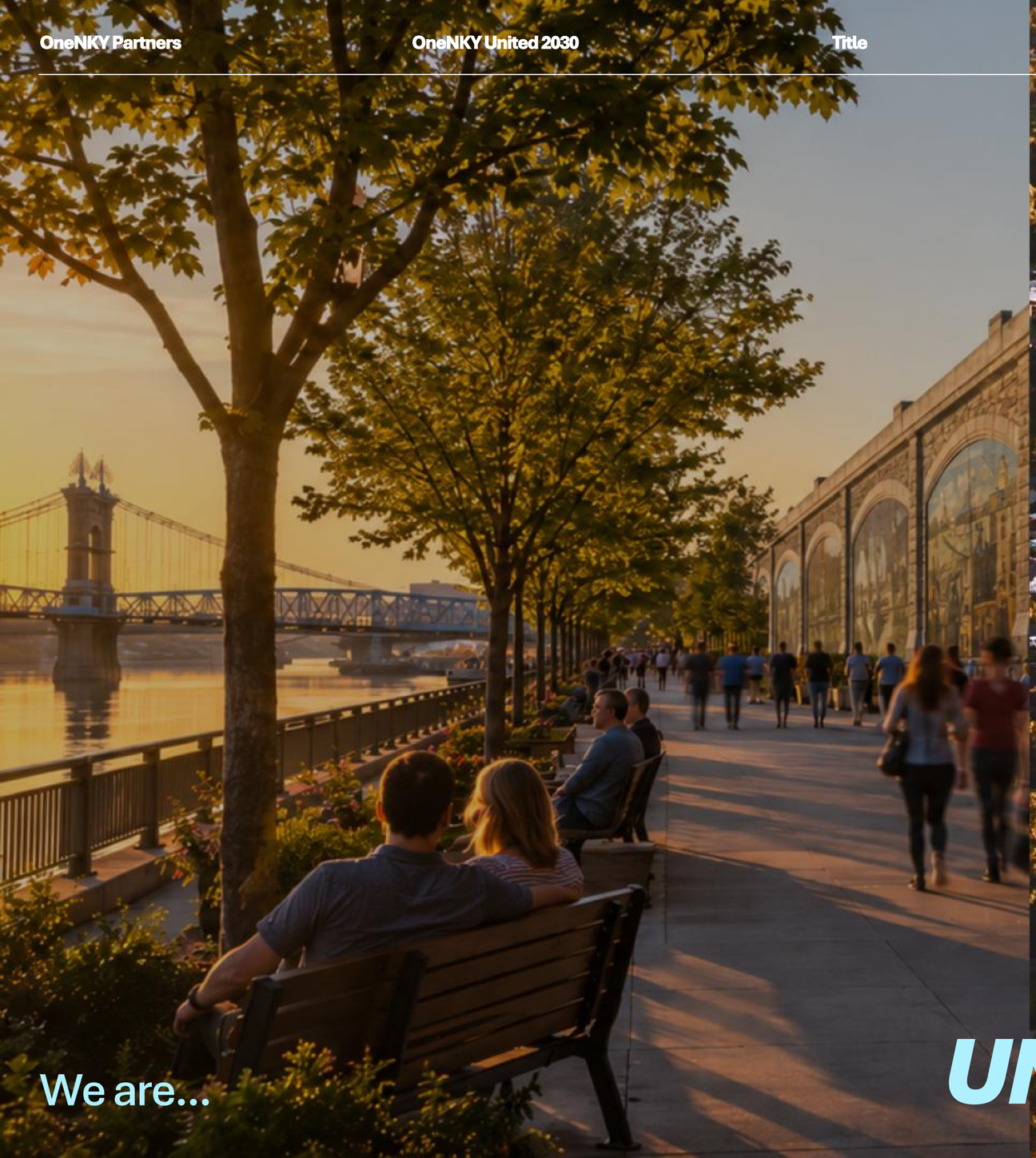
We are...

ELEVATING LOCAL POLICY



We are...

IMPROVING OUR INFRASTRUCTURE



We are...



UNITED FOR OUR PEOPLE