

Consider Adopting the Council Strategic Focus Areas & Goals 2023-2025

March 22, 2023

**Note: Graphic Design Elements anticipated for 3/22 presentation*

Draft

2023-2025

Diversity, Equity, & Inclusion
Complete Community Framework
Strategic Focus areas
Broad Council Goals



Town Budget



Department Business Plans
Initiatives and metrics

Draft

Seven Strategic Focus Areas

Environmental Stewardship

Economic & Financial Stewardship

Affordable Housing & Housing Production

Connected Community

Healthy & Inclusive Community

Safe Community

Employee Recruitment & Retention

Draft

Strategic Focus Area 1: Environmental Stewardship

To mitigate effects of climate change through management of Town resources, partnerships, and natural environment

Goals

- Continue implementation of Climate Action and Response Plan
- Model environmental best practices across departments and facilities
- Continue to link transit, transportation, and climate action initiatives

Core Departments

Sustainability, Planning, Public Works, Library, Parks & Recreation, Transit

Complete Community Connections

- Green infrastructure, mature tree canopy, natural landscapes, waterways, features, affordable housing choices with access to jobs and transportation

Strategic Focus Area 2: Economic & Financial Stewardship

To support a vibrant economy by supporting business development, job creation, and entrepreneurship.

Goals

- Continue implementation of ReVive plan, with focus on regional competitiveness
- Continue Town/Gown collaboration, with a focus on entrepreneurs, innovators, and housing for employees
- Continue implementation of Downtown Together plan, with focus on downtown revitalization and competitiveness

Core Departments

Economic Development, Planning, Business Management

Complete Community Connections

- Support innovation & entrepreneurship, social innovation/non-profit incubators, UNC presence

Draft

Strategic Focus Area 3: Affordable Housing & Housing Production

To increase housing across a range of incomes and housing types and achieve equitable housing outcomes for historically marginalized populations.

Goals

- Increase availability of affordable housing
- Preserve existing affordable housing
- Sustainably manage public and transitional housing
- Increase production and diversity of housing

Core Departments

Public Housing, Affordable Housing and Community Connections, Planning, Transit

Complete Community Connections

- Housing diversity, access to home ownership, live/work neighborhoods with access to sustainable transportation options

Draft

Strategic Focus Area 4: Connected Community

To create a highly connected community where bicycling, walking, and transit are convenient, everyday choices for our neighborhoods, businesses, and public spaces are accessible to all residents without a car.

Goals

- Continue implementation of current multi-modal plans to increase connectivity
- Work with Transit partners to support long term financial sustainability of Chapel Hill Transit
- Implement Transit-Oriented-Development plans
- Implement Everywhere to Everywhere Greenways and explore funding options (fed, state, partnerships)

Core Departments

Transit, Parks and Recreation, Public Works, Parking Services, Planning

Complete Community Connections

- Greenways, transit-oriented, active transportation options, housing density supports transportation options

Strategic Focus Area 5: Healthy & Inclusive Community

Collaborate with communities and institutions to eliminate inequities, build community, and enrich the health and lives of those who live, work, and visit Chapel Hill.

Goals

- Continue to implement the Community Connections Strategy
- Leverage partnerships to increase access to arts and cultural experiences, especially those that highlight historically marginalized artists
- Create opportunities for residents to share their own stories and explore our community's history, with a focus on historically marginalized residents and communities
- Focus on inclusivity in cultural and social events, friendly to children through seniors and those with mobility issues or other disabilities
- Fund cultural arts activities and facility development for arts, cultural events, and parks.

Core Services

Library, Community Arts & Culture, Parks and Recreation, DEI Office, Affordable Housing & Community Connections, Communications & Public Affairs

Complete Community Framework Connections

- Cultural & social events, friendly to children and seniors, non-able-bodied, and the whole population

Strategic Focus Area 6: Safe Community

Embrace a holistic approach to making Chapel Hill a healthy, safe, and supportive community in which to live, work, and visit. Stable and safe housing makes stable and safe communities.

Goals

- Continue implementing Reimagining Community Safety recommendations
- Continue implementing Vision Zero Strategy
- Clarify roles for Town and County and continue collaborative partnerships to address homelessness, mental health, substance use, and other community issues.
- Focus on safety in densely populated and connected communities

Core Services

Police, Fire, Emergency Management, Building & Development Services, Public Works, Technology Solutions, Affordable Housing and Community Connections, DEI Office

Complete Community Framework Connections

- Friendly to children and seniors, non-able-bodied, and the whole population, access to affordable housing

Strategic Focus Area 7: Employee Recruitment & Retention

Attract top talent across the organization, offer fair and competitive compensation, and ensure that all employees have the resources, knowledge, and training to do their best work every day.

Goals

- Continue work on employee compensation, with a focus on addressing compression and inflation
- Better maintain and improve facilities, with a focus on MSC and Fire Stations
- Support employee work-life balance

Core Services

Human Resources Development, Technology Solutions, Business Management, Manager's Office, Ombuds Office, DEI Office

Complete Community Connections

- Our people are essential to successful implementation of the Complete Community Framework



Recommendation:

Resolution R-# to adopt the
Council Strategic Focus Areas
& Goals for 2023-2025

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