

03-04-2019 Town Council Work Session
Responses to Council Questions

ITEM #1: Strategic Planning Next Steps

Council Question: What kind of data and metrics will be provided to Council before April 3, 2019?

Staff Response: *Following the model of the Affordable Housing Report, staff will provide the Council with community indicators and performance data for each of the strategic goal areas (Connected Community, Economic and Financial Sustainability, Safe Community, Vibrant and Inclusive Community, and Environmental Stewardship). Community indicators provide context on an issue and performance measures offer metrics by which the Council can evaluate programs, services and other investments related to a strategic goal area. For the April work session, staff will offer the Council performance measures taken from the community survey, community master plans, Town budget and departmental business plans. We anticipate feedback from the Council that will help staff edit, remove or add metrics to help the Council better understand and manage the strategic goal areas.*

Council Question: What kind of support will Dr. Rebecca Tippett of the Carolina Demography Center provide?

Staff Response: *The Carolina Demography Center is a demographic consulting service at the Carolina Population Center at UNC-Chapel Hill. Staff sought Dr. Tippett's expertise to meet the Council's interest for more data analysis related to the strategic goal areas. For the April work session, we asked Dr. Tippett to provide an overview of demographic trends in North Carolina, Orange County and Chapel Hill. Last year, Dr. Tippett created a data profile of Orange County and Chapel Hill that covered the topics of population growth and change as well as economy and workforce. That report is attached to this email and will be shared again before the work session.*