

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

March 22, 2023

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

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# 2023-2025

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



**Town Budget**



**Department Business Plans**  
**Initiatives and metrics**

# Seven Strategic Focus Areas

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Environmental Stewardship

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Economic & Financial Stewardship

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Affordable Housing & Housing Production

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Connected Community

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Healthy & Inclusive Community

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Safe Community

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Employee Recruitment & Retention

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Strategic  
Focus  
Areas

## **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

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### **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

## **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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