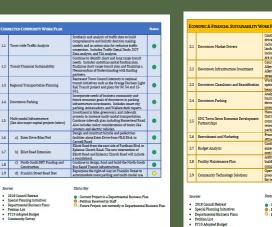


Next Steps: Council Strategic Work Plan

- Integrate Council Strategic Work Plans into the Departmental Business Plans
- Align future budgets with Council Strategic Work
 Plan





For	NOMIC & FINANCIAL SUSTAINABILITY W	ODE DI AN	Status
2.1	Downtown Market Drivers	Continued research and investment in projects that drive traffic and engagement in downtown. This includes performance and recreation space, landmarks, and family-friendly facilities. This abo includes coordinating with UNC and others who are also investing in downtown.	•
2.2	Downtown infrastructure investment	Construct improvements to Post Office and Varsity Alleyways, coordinate a plan for improving North Alley and work with community to improve streetscape on Graham and North Roberson Street.	•
2.3	Downtown Cleanliness and Beautification	Work with Downtown Partnership to explore options for increasing downtown cleanliness and beautification.	•
2.4	Downtown Parking	Analyze the relationship of parking to the needs of business community and future economic goals of downtown. Consider how to increase parking inventory.	•
2.5	UNC Town Gown Economic Development Partnerships	Managing partnerships and leveraging investments that focus on economic development for the community. This includes entrepreneurship, research and development opportunities, and parking.	•
2.6	Recruitment and Marketing	Promote Chapel Hill to attract companies and to attract post-doc type residents for employees.	•
2.7	Budget Analysis	Continue to provide analysis of Town revenues and expenditures for Council consideration. Includes cost/benefit analysis of commercial development.	•
2.8	Facility Maintenance Plan	Address deferred maintenance projects using FY19 building maintenance funding. Provide Council comprehensive list of maintenance needs.	•
2.9	Community Technology Solutions	Operationalize Spotlight City projects to gather and process information and improve internet access for residents and businesses.	•
Sou	roes	Status Key	
 Special Planning Initiatives 		Current Project in a Departmental Business Plan Petition Received by Staff Future Project, not currently in Departmental Business Plan	



Merc	DREASELE HOUSING WORK PLAN		
4.1	Bond project prioritization and funding	Develop and implement an allocation strategy for use of Bond funds. Return to Council with proposed timeline, application process, and allocation strategy.	•
4.2	Performance Measurement and Reporting System	Continue to emerate affordable housing quarterly and annual reports report on progress of meeting annual and I-year goals and update the affordable Housing Dashboard tool. Continue to refine performance meahagement tarents.	•
4.3	Increase Partnerships	Identify new partners to create a variety of housing options; continue to strengthen partnerships with affordable housing providers, Carrboro, Hillsborough, and Orange County through the Orange County Local Sovernment Affordable Housing Collaborative.	•
4.4	Development of affordable housing on Town-owned properties	Continue to implement plans for 2300 Homestead Road; complete evaluation of 3 Town-owned; properties that could be mirable for affordable housing development. Consider new WASAMEA boundary to increase density on Town ground land.	•
4.5	Manage Funding Resources	Continue to manage the Affordable Housing Fund. Affordable Housing Development Receive, and the Community Development Block Grant Programs Public Housing Capital Fund.	•
4.6	Public Housing Master Plan	Refine and implement the Master Plan for development and redevelopment of public housing communities.	•
4.7	RAD Conversion	Provide Council information about RAD conversion for Trinity Court and Craig Gomains public bousing communities. Include communication and engagement strategies.	•
4.8	Mobile Home Strategy	Engage partners to develop a proactive mobile home displacement strategy.	•
4.9	Payment-in-lieu Calculation	Clarify expectations for affordable housing rental and homeowner payment in lies formulas.	
k.10	Affordable housing preservation	Develop a strategy to preserve Naturally Occurring Attordable Housing (NOAH), Implementation of Manufactured Hone Communities Strategy, support aquisition and rehabilitation of properties for affordable housing preservation.	•
111	Remove burriers to affordable housing	Implement pilot Employee Housing Incentive Program, implement Rental and Utility Assistance program, participate in the LUMO Rewrite process.	•
Source	es	Status Key	
. 5	018 Council Retreat pecial Planning Initiatives epartmental Business Plans	Current Project in a Departmental Business Plan Petition Received by Staff Puttore Project, not currently in Departmental Business	

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currently provided to team by the Town, includes Community Histore initiative. Gentermial Celebration and Employe More at Pritchard Park, includes adding community meeting spaces. Form on public art in the built community. Form on public art in the built community. Form on public art in the built community. Form on public art in the built community. Grant Community of the community of the Community of the Community of the University to provide gathering spaces.	•
Includes Community Nitroev Institute, Centernala Celebration and Ensione More at Princhard Park. Includes adding community meeting spaces. Forms on subtle art in the built community non-traditional venues for enswerhealms art, and subtleng external partnerships. Collaborate with University to provide gathering spaces.	•
non-traditional venues for experiencing art, and building external partnerships. Collaborate with University to provide gathering spaces.	•
inserting considerations of urban design in the beginning stages of the Town's development review process and other capital investment projects.	•
Refine the Future Land Use Map (FLUH) and conduct a rewrite of the Land Use Management Ordinance (LUMO).	•
	•
fevelopment in the future station areas along the proposed Orange Durham Light Rail project.	•
conducting a parking study. Also includes an affordable housing plan for the south side of Eliot	•
Partner with UNC Healthcare to develop a Master Flan for the Eastowne office park.	
	and services, including sever service to help thapperports in the Ringer Shad resu. Proportion that Ringer Shad resu. Services are services and services and services are services and services are services and services are services in the first services are service strategies and services to the services are services are services to the services are services as the services are services are services and services are services and services are services and services are services and services are services are services and services are services are services and services are



Strategic Plan Assessment Feedback

- Create specific, measurable goals
- Conduct environmental scanning
- Add technical assistance
- Keep building strategic goal reports (where applicable)
- Mid-level engagement with staff



Technical Assistance

- Dr. Rebecca Tippett
 - Carolina Demography Center/Carolina Population Center
- Dr. Monica Allen
 - Mecklenburg County Director of Strategic Planning and Evaluation, UNC School of Government Adjunct Professor,



Next Steps: Environmental Scan

Carolina Demography

- North Carolina/Triangle
- Population Growth and Change
- Economy and Workforce

Strategic Goal Reports

- Affordable Housing
- Connected Community
- Environmental Stewardship
- Vibrant and Inclusive
- Economic and Financial Sustainability

Next Steps: Defining Targets

- March 20: Email with all presentations and draft goal areas
- March 20-April 3: Council questions
- April 3: Council comes with ideas for adding specificity and measurement to goal areas



April 3, 2019 Agenda

- Strategic Plan Framework Overview
- Environmental Scan
- Council Discussion on adding specificity to Goal Areas