

# Town of Chapel Hill Strategic Plan Update

**Council Retreat  
February 1, 2020**

# Agenda

- Strategic Plan past, present, future
- Strategic Goals and Objectives
  - Focus on strategic initiatives action steps

# Local Government Management



# Chapel Hill



Year	Outcome
2017	Strategic Plan Initiation
2018	Affordable Housing Prototype
2019	Strategic Goals and Objectives
2020	Five-year Funding Strategy
2021	Performance Management

# Strategic Goals

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*Environmental  
Stewardship*

*Economic &  
Financial  
Sustainability*

*Affordable  
Housing*

*Connected  
Community*

*Vibrant &  
Inclusive  
Community*

*Safe  
Community*

*Collaborative  
& Innovative  
Organization*

# *Environmental Stewardship*

1. Reduce the carbon footprint
2. Improve local waterways and conserve biological ecosystems
3. Invest in green infrastructure and build community resiliency



# *Environmental Stewardship*

Two electric vehicle charging units added at 140 West

LED Streetlight installation in business districts

Coal Ash Remediation  
*(3-4 months with good weather)*

**February**

Update Elliott Road Flood Storage  
*(on track for spring construction)*

**March**

Eastwood Lake Subwatershed Study Council Presentation  
LED Lighting Options Report

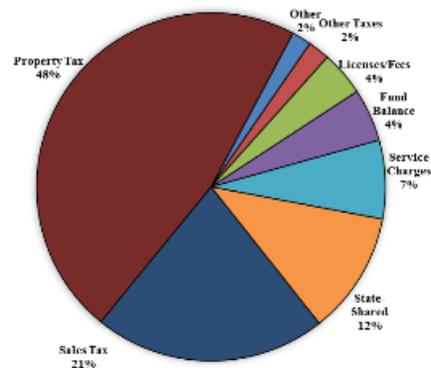
**April**

Climate Action Plan Council update and first draft presentation

**May**

# *Economic & Financial Sustainability*

1. Attract and retain companies that create jobs in Chapel Hill
2. Make Downtown Chapel Hill a destination with diverse options for work, live, and play
3. Adopt a budget strategy that aligns Town revenues and expenses



## DOWNTOWN OF CHAPEL HILL

### CHAPEL HILL, NC IS OPEN AND READY FOR BUSINESS.

Downtown of Chapel Hill has made a concerted effort to create and foster a welcoming ecosystem for new and existing businesses to plant roots and for established business leaders to thrive. Chapel Hill, N.C., is quickly becoming known for more than just educating and preparing students for life outside of town. The town has invested in building an environment where entrepreneurs can thrive and work in Chapel Hill.



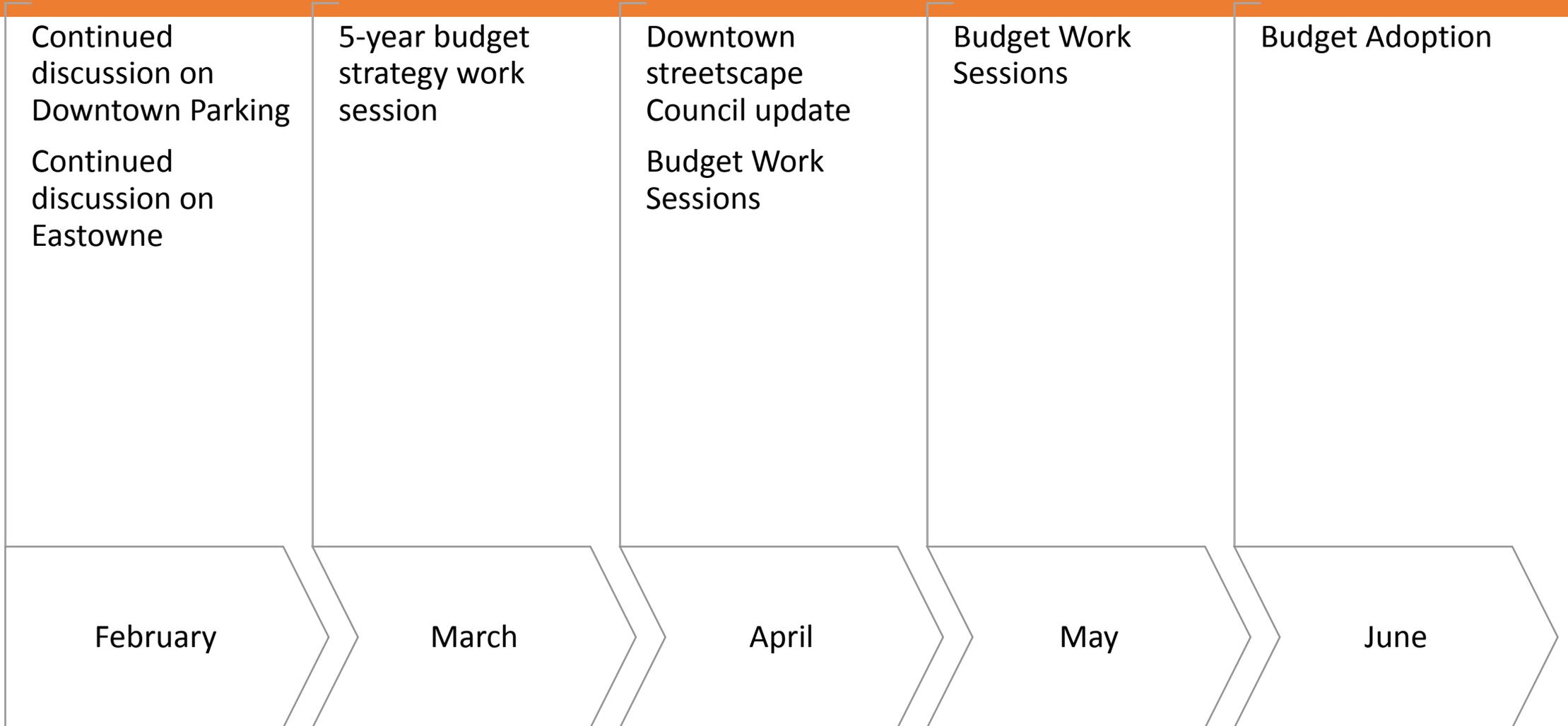
Open for business: Chapel Hill.



Entrepreneurs find mentorship.



# *Economic & Financial Sustainability*

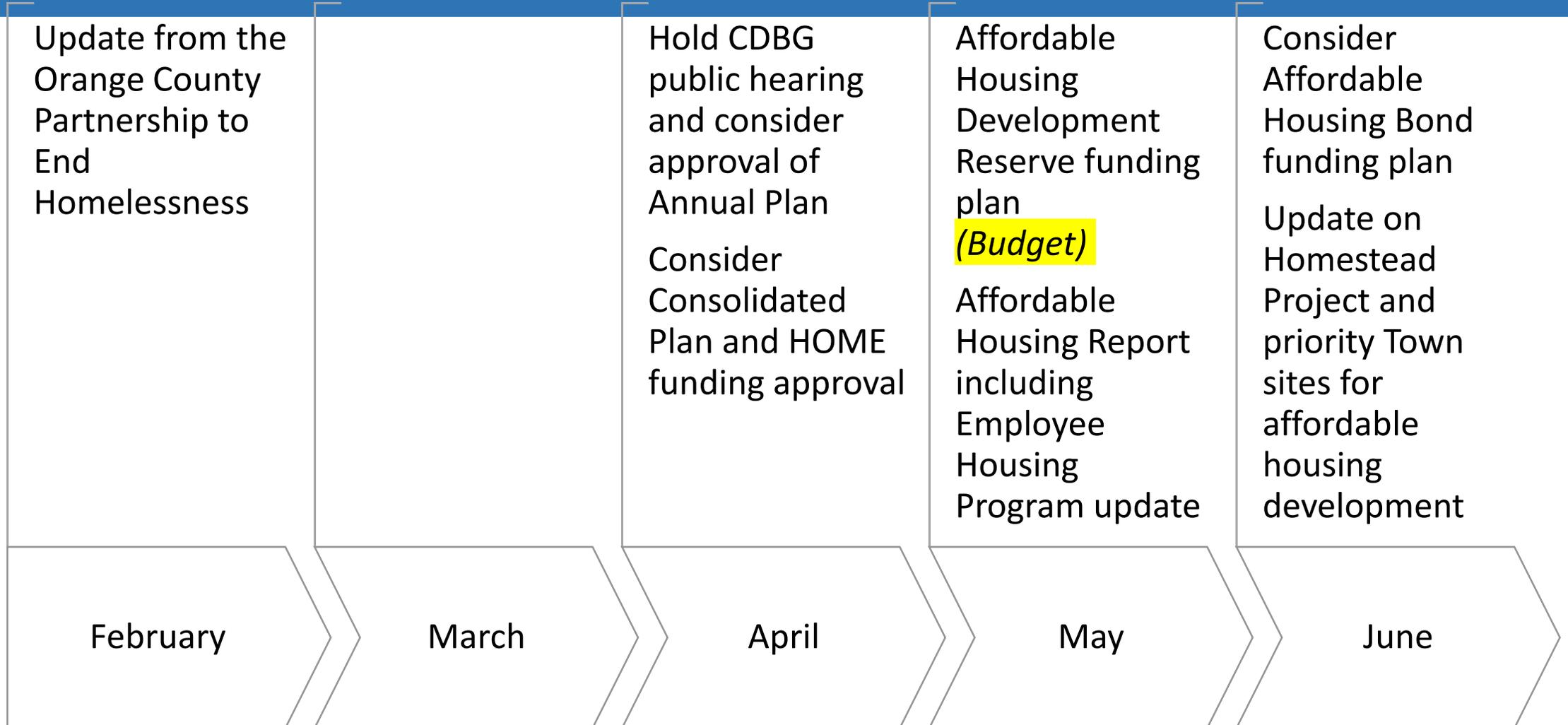


# Affordable Housing

1. Increase availability of affordable housing for all incomes
2. Preserve existing affordable housing stock



# Affordable Housing



# Connected Community

1. Improve management of traffic flow during peak times of day and at problem intersections
2. Increase connectivity between walking bicycling and multimodal networks to reduce amount of driving needed to get around chapel hill



# Connected Community

Elliott Road  
Extension Council  
update  
*(on track for spring  
construction)*

Orange County  
Transit Plan Policy  
Committee  
convening

February

West Franklin Street  
Lane Reallocation  
Council update  
Fordham Side Path  
Review

15-501 Corridor  
Study update

NSBRT Traffic  
analysis and DOT  
approval update

March

Town-Wide Traffic  
Model  
(TransModeler)  
Council update

FY 20 Street  
Resurfacing begins  
(Elliott Road)

Street Resurfacing  
with OWASA  
*(Kensington Drive  
Barclay Road  
Waterline project)*

April

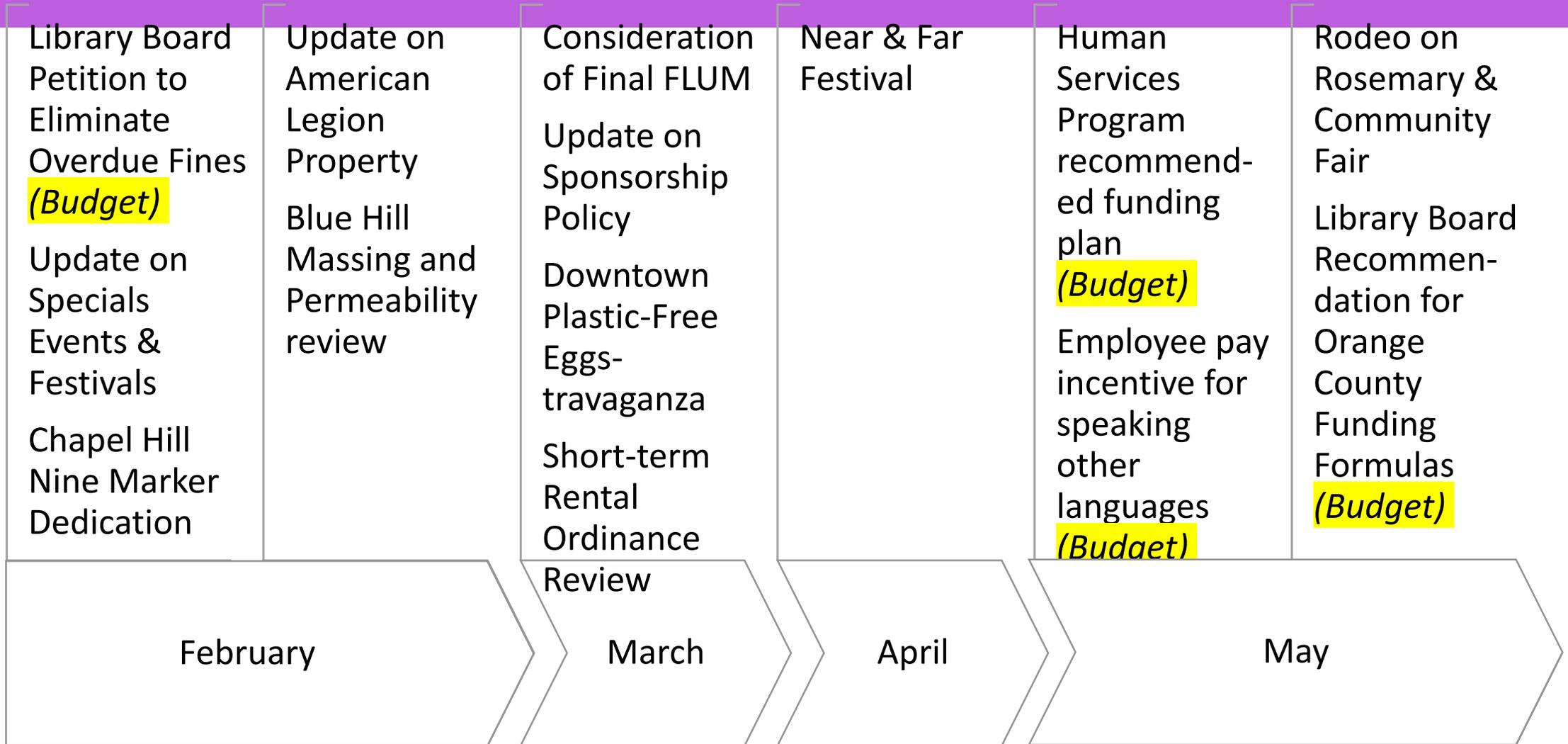
Estes Drive Bike and  
Pedestrian Project  
*(per DOT approval)*

# *Vibrant & Inclusive Community*

1. Create diverse opportunities for community to engage with the arts
2. Improve connections and partnerships with historically disengaged and marginalized populations
3. Preserve the history of Chapel Hill and embrace the future needs of the community



# Vibrant & Inclusive Community

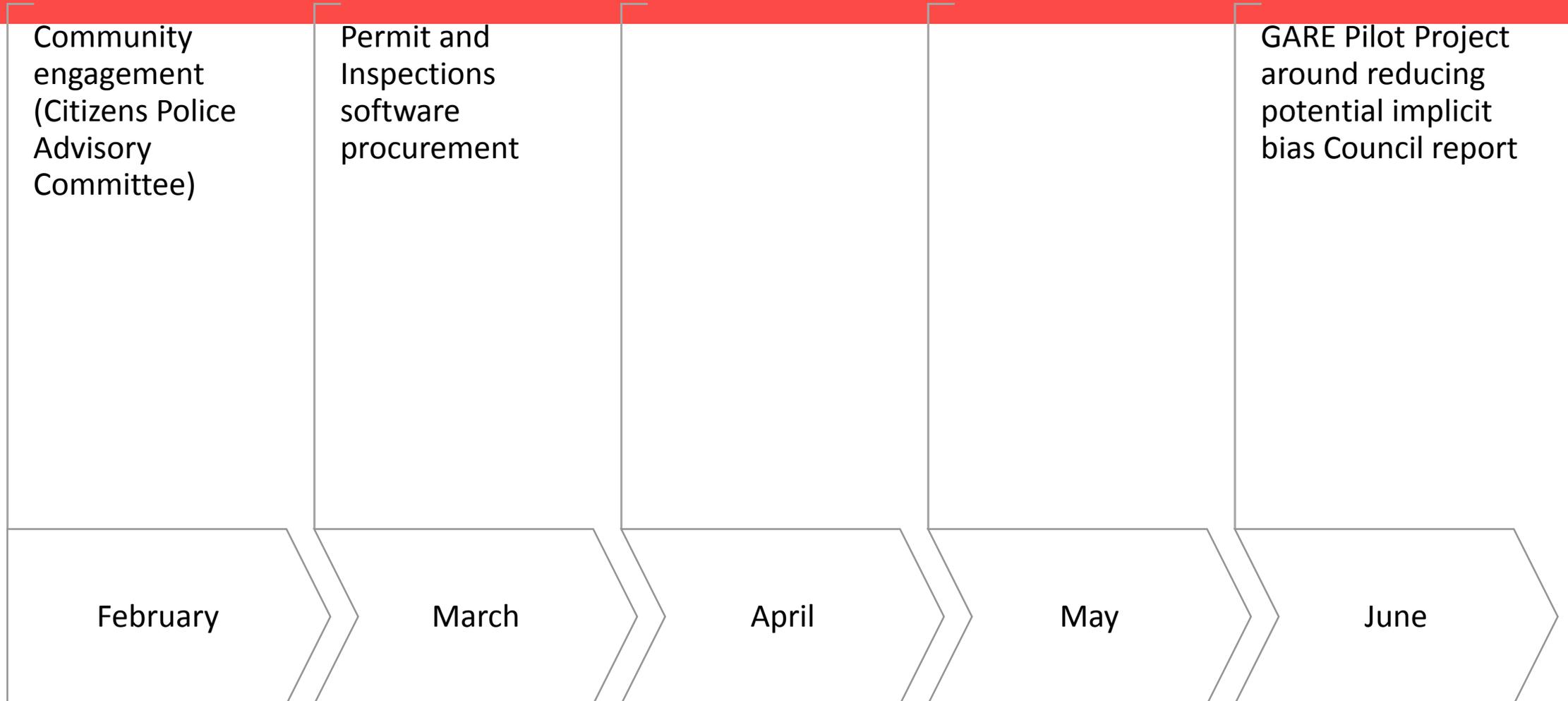


# *Safe Community*

1. Invest in facilities and infrastructure that support public safety
2. Maintain community safety using equitable policing practices
3. Deliver Town services fairly and effectively



# *Safe Community*



# *Collaborative & Innovative Organization*

1. Increase collaboration, innovation, and learning
2. Attract and retain diverse and talented employees
3. Increase public transparency and information sharing



# Collaborative & Innovative Organization

Town Website Redesign  
Upgrade the server and network equipment for Community Safety

Upgrade employee computers to Office 365

Town-wide National Incident Management System training program

February

Town-wide Equity and Inclusion "RESPECTful Workplace" Program

March

April

Class and Compensation Council Report

*(Budget)*

May

# Next Steps



- 5-year budget strategy
- Update strategic plan
- Performance Management & Evaluation