



# TOWN OF CHAPEL HILL

Town Hall  
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## Legislation Details (With Text)

**File #:** [23-0248]      **Version:** 1      **Name:**  
**Type:** Discussion Item      **Status:** Held  
**File created:** 3/8/2023      **In control:** Town Council  
**On agenda:** 3/22/2023      **Final action:** 3/22/2023  
**Title:** Consider Adopting the Council Strategic Focus Areas & Goals 2023-2025.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Draft Staff Presentation, 2. 2023-2025Goals (AfterRETREAT)

Date	Ver.	Action By	Action	Result
3/22/2023	1	Town Council	deferred	

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

**Staff:**

Chris Blue, Interim Town Manager  
Loryn Clark, Deputy Town Manager  
Mary Jane Nirdlinger, Deputy Town Manager

**Department:**

Manager’s Office

**Overview:** The Council adopts or affirms their goals on an annual basis to guide the Town’s policy direction in future years. The Council reviewed a set of draft strategic focus areas and goals at their annual retreat on February 3-4, 2023, and tonight’s materials reflect the Council’s feedback and guidance from that discussion.

The Council’s strategic focus areas guide the Town’s core business functions and emerging strategic initiatives. They are: Environmental Stewardship, Economic & Financial Stewardship, Affordable Housing & Housing Production, Connected Community, Healthy & Inclusive Community, Safe Community, and Employee Recruitment & Retention.

These focus areas provide high-level guidance to staff as they develop the Town’s annual budget <<https://www.townofchapelhill.org/government/departments-services/business-management/budget/2022-2023-adopted-budget>> and create [department business plans](https://www.townofchapelhill.org/government/departments-services/town-manager/departmental-business-plans) <<https://www.townofchapelhill.org/government/departments-services/town-manager/departmental-business-plans>>. The Council’s Goals provide more specificity about key initiatives. Core Departments that support each focus area have been included as well as connections to the [Complete Community Framework](https://www.townofchapelhill.org/businesses/complete-community) <<https://www.townofchapelhill.org/businesses/complete-community>> which the Council accepted in [December, 2022](https://chapelhill.legistar.com/LegislationDetail.aspx?ID=5955330&GUID=C74831CF-A66F-46CC-BC7D-762C09193961&Options=&Search=>) <<https://chapelhill.legistar.com/LegislationDetail.aspx?ID=5955330&GUID=C74831CF-A66F-46CC-BC7D-762C09193961&Options=&Search=>>> as a policy guide, and which will be considered in April, 2023 for inclusion in the Comprehensive Plan.

The previous goals were initially approved in 2020 and last affirmed in 2022. Tonight, we recommend that the Council adopt their goals for 2023-2024, which would replace the [Town Strategic Goals & Objectives 2020-2022](https://www.townofchapelhill.org/government/mayor-and-council/town-strategic-goals-objectives) <<https://www.townofchapelhill.org/government/mayor-and-council/town-strategic-goals-objectives>>.



**Recommendation(s):**

That the Council adopt the 2023-2025 Strategic Focus Areas & Goals.

**Fiscal Impact/Resources:** The Goals will guide the development of the Town's annual budget and department business plans.



**Attachments:**

- Resolution
- Draft Presentation
- Strategic Focus Areas & Goals 2023-2025

**A RESOLUTION TO ADOPT THE STRATEGIC FOCUS AREAS AND GOALS FOR 2023-2025 (2023-03-2023/R-10)**

WHEREAS, the Council discussed draft Strategic Focus Areas and Goals at their February 2023 annual retreat; and

WHEREAS, the Strategic Focus Areas and Goals should guide the Town's core business functions and emerging strategic initiatives.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council adopts the Strategic Focus Areas and Goals for 2023-2025, as described in the March 22, 2023 meeting materials.

This the 22<sup>nd</sup> day of March, 2023.

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**The Agenda will reflect the text below and/or the motion text will be used during the meeting.**

PRESENTER: Chris Blue, Interim Town Manager.

RECOMMENDATION: That the Council adopt the Strategic Focus Areas & Goals 2023-2025.