



# TOWN OF CHAPEL HILL

Town Hall  
405 Martin Luther King Jr.  
Boulevard  
Chapel Hill, NC 27514

## Legislation Details (With Text)

**File #:** [19-0524] **Version:** 1 **Name:**  
**Type:** Discussion Item **Status:** Agenda Ready  
**File created:** 5/28/2019 **In control:** Town Council  
**On agenda:** 6/5/2019 **Final action:**  
**Title:** Review Draft Strategic Plan.

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Draft Strategic Plan 6-5-2019, 2. Draft Consultant Presentation, 3. Consultant Presentation, 4. Draft Chapel Hill Strategic Plan, 5. Survey Results, 6. Goals-Objectives Handout

Date	Ver.	Action By	Action	Result
6/5/2019	1	Town Council		

### Review Draft Strategic Plan.

**Staff:**

Rae Buckley, Organizational and Strategic  
Initiatives Director

David Finley, Strategic Plan Manager

**Department:**

Town Manager's Office

Business Management and Town Manager's Office

**Overview:** The Town Council will engage in a facilitated discussion about a draft Strategic Plan with a focus on building consensus around the goals and objectives. If the Council finds consensus, staff will bring the draft Strategic Plan forward for adoption in a formal business meeting. Dr. Monica Allen will facilitate the discussion.



### Recommendation(s):

That the Council work with Dr. Allen to review and revise the draft strategic plan objectives.

### Key Issues:

- Council members were offered a survey and discussion opportunity with Dr. Allen prior to the meeting. Feedback from the survey and discussion will be incorporated into the material the Council reviews during the meeting.
- The Council has clearly stated their interest in developing Key Performance Indicators (KPIs) and quantifiable measures for the goal area. After the Council establishes consensus on the strategic plan objectives, staff will continue to work with Council to build out measurements and targets for each goal area following the model of Affordable Housing and Connected Community.
- Draft Key Performance Indicators (KPIs) and community indicators can be found in Draft Progress on the [Strategic Planning and Performance Management <https://www.townofchapelhill.org/town-hall/departments-services/draft-council-goals-reports>](https://www.townofchapelhill.org/town-hall/departments-services/draft-council-goals-reports) website.

**Fiscal Impact/Resources:** The Strategic Plan informs the development of the Town's budget and capital project plans.



**Attachments:**

- Draft Strategic Plan 6-5-2019
- Draft Consultant Presentation (This version does not have edits reflecting survey and interview results. A revised version will be sent to the Council next week after the interviews are complete)

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

PRESENTER: Rae Buckley, Organizational & Strategic Initiatives Director  
Dr. Monica Allen, Director of Strategic Planning and Evaluation, Mecklenburg County, NC

The Council will engage in a facilitated conversation with Dr. Monica Allen about strategic planning with a focus on gaining consensus on goals and objectives.