



## Legislation Text

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File #: [18-0529], Version: 1

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### **Adopt Strategic Plan Goals and Objectives to Build a Strategic Plan Framework.**

#### **Staff:**

Rae Buckley, Director  
David Finley, Strategic Plan Project Manager

#### **Department:**

Organizational and Strategic Initiatives  
Business Management/Manager's Office

**Overview:** The Draft Strategic Plan organizes previously adopted Council master plans, strategies and small area plans, as well as priorities expressed at the 2018 Retreat. Adopting the strategic plan goals and objectives will establish a new framework for organizing the departmental business plans and create a performance management system that links Council goals to staff work plans. The current departmental business plans are organized around Chapel Hill 2020 Theme Areas. Taking this step will create a logical starting point for the Council to work with the new Town Manager on building out the strategic goal areas and adding specificity to the objectives.



#### **Recommendation(s):**

That the Council adopt the attached Strategic Plan Goals and Objectives to build a strategic plan framework and continue to work on building out the strategic goal areas and adding specificity to the strategic objectives in the next fiscal year.

#### **Key Issues:**

- An evaluation goal set for the Town Manager in November 2017 was to develop and execute a strategic planning process for the Town and continue to demonstrate how that process affects all the Town does.
- The Council worked on strategic planning during two work sessions and the Council Retreat. During that time, the Council indicated approval of the attached draft strategic goals and noted that the draft objectives were accurate but lacked specificity. The Council discussed holding a one-day retreat to work together on adding specificity to the objectives.
- Adopting the strategic plan goals and priorities will establish the framework that staff can use to construct a new business plan template. The business plans are currently constructed around 2020 Themes. Organizing the departmental business plans around the Council's strategic goals and objectives will create a connected performance management system that links Council goals to staff work plans.
- Adopting the strategic plan goals does not indicate that the Council's work on strategic planning is complete. Town staff will continue to work with Council on the iterative process of strategic planning throughout the next fiscal year and can facilitate changes to the framework at any point.
- For reference, we have attached the document that shows how the post-its from the Council Retreat exercise about priorities were used to create the draft objectives.

**Fiscal Impact/Resources:** There is no cost associated with adopting the draft Strategic Goals and Priorities. Financial plans for strategic work plans are brought forward separately for Council approval.



**Attachments:**

- Resolution
- Draft Strategic Plan Goals and Objectives
- Source Data for Objectives from Council Retreat (retreat post-it list)

**A RESOLUTION ADOPTING THE DRAFT STRATEGIC GOALS AND OBJECTIVES (2018-06-13/R-2)**

WHEREAS, the Council set a goal to develop and execute a strategic planning process for the Town and continue to demonstrate how that process affects all the Town does; and

WHEREAS, adopting the strategic plan goals and objectives will set a framework that can be used to reorganize the Departmental Business Plans; and

WHEREAS, reorganizing the Departmental Business Plans will build out a connected performance management system that will be a helpful starting point for the Council as they continue to work on adding specificity to the objectives; and

WHEREAS, the Council will continue to revise and organize the content in the Strategic Plan Framework in FY 19.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council adopts the Strategic Plan Goals and Objectives attached to this resolution.

This the 13<sup>th</sup> day of June, 2018.

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

Adopting the strategic plan goals and objectives will establish a new framework for organizing the departmental business plans and create a connected performance management system that links Council goals to staff work plans.