



## Legislation Text

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### Strategic Plan Environmental Scan: Community Data and Performance Measures.

**Staff:**

Rae Buckley, Director

David Finley, Strategic Plan Project Manager

**Department:**

Organizational and Strategic Initiatives

Manager's Office and Business Management  
Department

**Overview:** The work session is designed to support the Council's interests in adding more measures and specificity to their draft strategic goals. The purpose of an Environmental Scan is to understand how internal and external factors affect a local jurisdiction. At tonight's work session, the Council will receive community data from Carolina Demography and performance measures used internally to manage Town business.

**Recommendation(s):**

That the Council consider how the data provided can be used to add measurement and specificity to the draft strategic goals. Attached is a worksheet with framing questions for Council discussion.

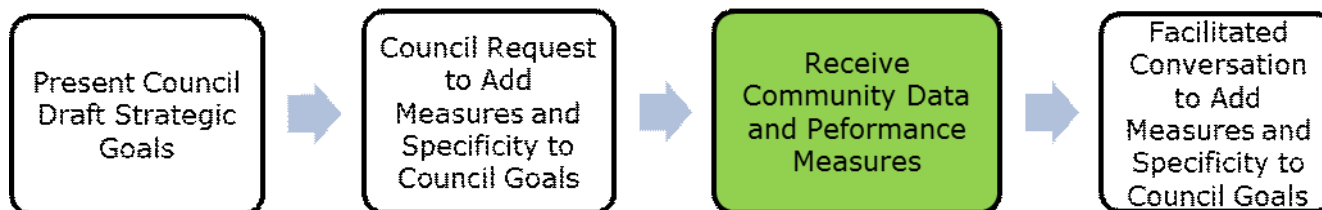
**Key Issues:**

- Environmental Scan and Performance Management Data is compiled on this town web page: <https://www.townofchapelhill.org/town-hall/departments-services/draft-council-goals-reports>
- Carolina Demography will provide community data about Chapel Hill population growth, demographic trends in age, sex, and ethnicity, economy, housing, and commuting.
  - Community data can be used to consider opportunities and challenges for the Chapel Hill community.
- Performance Management data is provided in two forms. The first is a Local Government Key Performance Indicators (KPI) Menu that lists performance indicators used by Chapel Hill and other local governments to track progress on strategic goals. Staff has also provided the Council draft Strategic Goal Area Reports based on the Affordable Housing Report template. Each report suggests a set of KPIs that can be used to track progress on the strategic goal.
  - Performance Management data can be used by Council to consider what KPIs, if any, help add measurable outcomes to the Council's strategic goals.

**Next Steps:**

- At the Council's next work session, Dr. Monica Allen will facilitate a conversation with the Council about adding more measures and specificity to the Council's strategic goals.

**Where is this item in its process?**



**Attachments:**

- Trends in Chapel Hill (Presentation by Dr. Rebecca Tippet)
- Local Government KPI Menu
- Work Sheet: Questions for Council Discussion
- Council Strategic Goals
- Council Goal Work Plans, Reports & Dashboards Website:  
<https://www.townofchapelhill.org/town-hall/departments-services/draft-council-goals-reports>

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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, Director Organizational and Strategic Initiatives, David Finley, Strategic Plan Project Manager, and Dr. Rebecca Tippet, Carolina Demography

The purpose of this item is for the Council to receive community data from Carolina Demography and performance measures used internally to manage Town business. The work session is designed to support the Council's interests in adding more measures and specificity to their draft strategic goals.