



Legislation Text

File #: [19-0562], Version: 1

Consider Approving 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: Local governments use strategic planning as a tool to set goals, connect to stakeholders, track progress, and communicate results. Approving Council goals and objectives is the first phase of building a performance management system that links Council goals to staff work plans and communicates outcomes to the public. The next phase of the strategic planning process will be the addition of performance measures and metrics for each goal area following the model of Affordable Housing and Connected Community.

**Recommendation(s):**

That the Council approve the attached Strategic Plan Goals and Objectives and continue to work with staff and Dr. Monica Allen to build out performance measures and metrics for each goal area.

Key Issues:

- In January 2017, the Council asked the Town Manager to develop a strategic plan to operationalize the community vision articulated in Chapel Hill 2020. Attached to this memorandum is a timeline of the strategic plan development process to date. In 2019, Dr. Monica Allen of Insight Performance Management Group began working with the Council and staff to build a strategic framework that met the Council's interests.
- Staff drafted strategic goals and objectives using master plans, strategies and small area plans, as well as input from advisory boards and commissions and priorities expressed at the 2018 and 2019 Council Retreats. The Council and Dr. Allen reviewed and refined the goals and objectives at the June 5, 2019 Work Session.
- After reaching general consensus on the strategic goals and objectives on June 5, 2019, the Council asked staff to send a survey to board and commission members to seek their feedback before a final approval. Overall, the survey response was positive. The feedback and suggestions were consistent with the Council's strategic plan discussions and reflected interests for further specificity. Staff recommends four minor edits to the strategic goals and objectives based on the survey feedback. In addition, the survey feedback will be used to suggest specific changes to the Council's Strategic Work Plan.
- For next steps, Staff will continue to work with Dr. Monica Allen and the Council to finalize the performance measures and targets for each of the goal areas following the model of Affordable Housing and Connected Community. As with those two goal areas, boards and commissions will be included in that effort.

Fiscal Impact/Resources: There is no direct cost associated with approving the draft Strategic Goals and Objectives. Strategic planning is a tool to establish priorities that would be funded by the annual

budget process.



Attachments:

- Resolution
- Council Strategic Goals and Objectives
- Strategic Plan Timeline
- Summary of June 5, 2019 Council Work Session Edits
- Results from Boards and Commissions Survey on Strategic Goals and Objectives

A RESOLUTION APPROVING THE DRAFT STRATEGIC GOALS AND OBJECTIVES (2019-06-26/R-10)

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, the Council has reached consensus on seven strategic goal areas and 19 objectives; and

WHEREAS, the Council will continue to work with staff to build out the strategic plan performance measures and targets.

NOW, THEREFORE, BE IT RESOLVED by the Council of the Town of Chapel Hill that the Council approves the Strategic Plan Goals and Objectives presented to the Council on June 26 subject to any modifications made by the Council that night.

This the 26th day of June, 2019.

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

PRESENTER: Rae Buckley, Director of Organizational and Strategic Initiatives

RECOMMENDATION: That the Council approve the attached Strategic Plan Goals and Objectives and continue to work with staff and Dr. Monica Allen to build out performance measures and metrics for each goal area.