



FY 2019-2021

CITY OF DURHAM STRATEGIC PLAN

Neighborhood College - Sept. 6, 2018

A photograph of Durham City Hall, a modern multi-story building with a mix of brick and light-colored stone or concrete panels. An American flag and a North Carolina state flag are flying on a tall pole in front of the building. To the left, there are green street signs for 'City Hall' and '100'. The sky is overcast and grey. The text 'Our Vision:' is overlaid in white, bold font in the upper middle section of the image.

Our Vision:

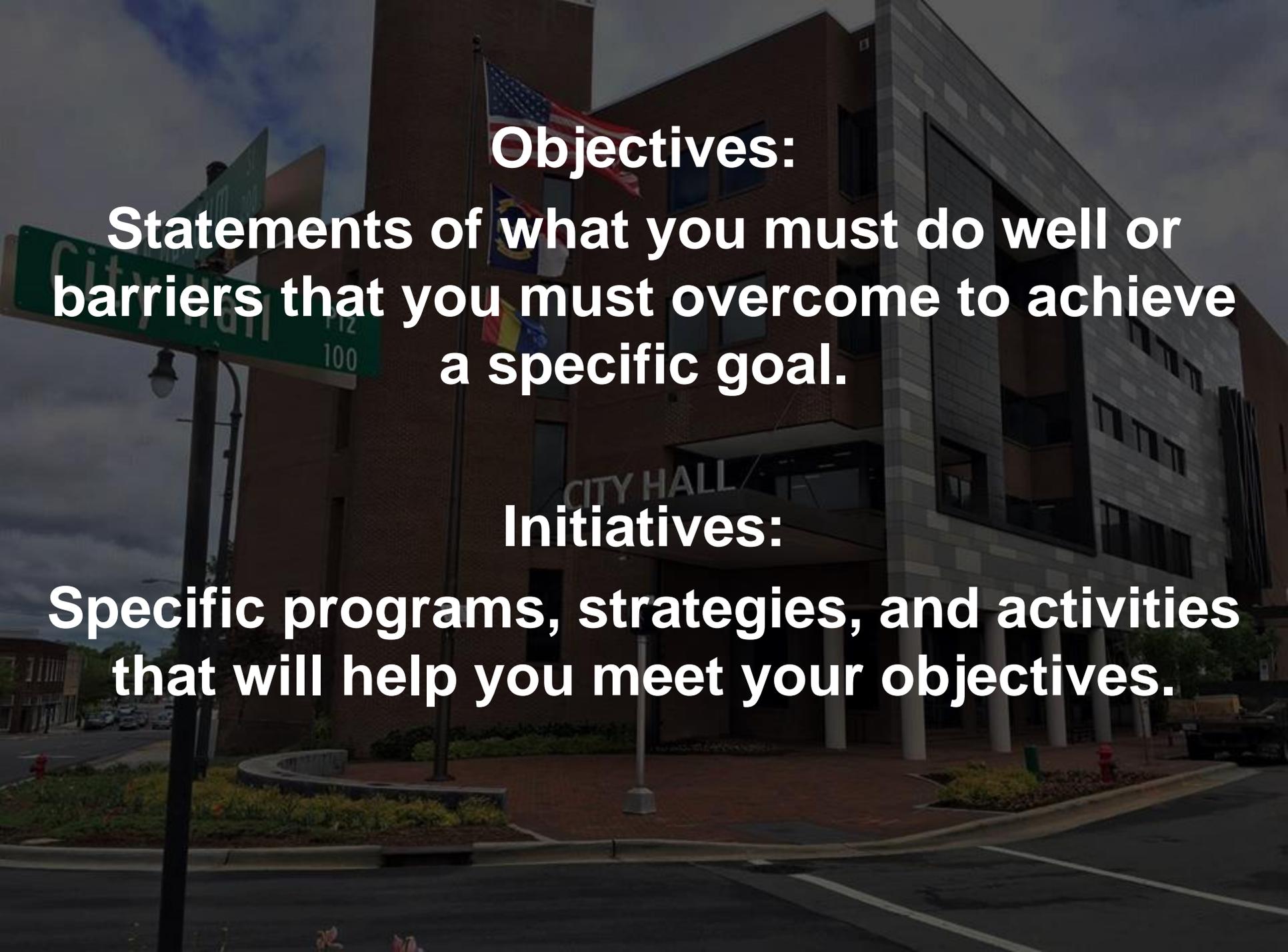
Durham is the leading city in providing an excellent and sustainable quality of life.

Our Mission:

To provide quality services to make Durham a great place for people to live, work, and play.

ONE VISION, FIVE GOALS

1. Innovative and High-Performing Organization
2. Creating a Safer Community Together
3. Shared Economic Prosperity
4. Connected, Engaged, and Diverse Communities
5. Sustainable Natural and Built Environment

A photograph of a modern city hall building with a brick and stone facade. The words "CITY HALL" are visible on the building. In the foreground, there are street signs on a pole, including one that says "City Hall" and another with the number "100". Several flags are flying on a tall pole in front of the building. The sky is overcast.

Objectives:

Statements of what you must do well or barriers that you must overcome to achieve a specific goal.

Initiatives:

Specific programs, strategies, and activities that will help you meet your objectives.

LOOKING FORWARD... FY 2019-2021



A photograph of a modern building under construction at dusk. The building has large glass windows and a dark facade. A construction crane is visible in the background against a sunset sky. The text is overlaid on the image.

GOAL

INNOVATIVE & HIGH PERFORMING ORGANIZATION

Provide professional management that encourages a culture of innovation, collaboration, and transparency in order to deliver quality services through an exceptional workforce.

INNOVATIVE & HIGH PERFORMING ORGANIZATION

- **Promote Internal and External Collaboration to Deliver Outstanding Service to All Customers**

The City achieves better results when departments work together to ensure seamless service delivery.

- **Promote Organizational Sustainability**

Improve Durham by encouraging innovation and strategically utilizing resources to achieve efficiency, resiliency and adaptability.

- **Enable the Community to Effectively Engage with Local Government**

Effectively involve the community in decision making, problem solving and continuous improvement through information sharing, collaboration and partnerships.

- **Cultivate a Diverse, Engaged, and Healthy Workforce Dedicated to Public Service**

Attract and retain high performing employees with diverse talents, skills, abilities, backgrounds and experiences who are committed to excellence.

GOAL

CREATING A SAFER COMMUNITY TOGETHER

**Build a community that allows
residents to live, work, and play
safely, free from harm and hazards.**

CREATING A SAFER COMMUNITY TOGETHER

- **Reduce Harm**
Keep our residents safe.
- **Prioritize Building Relationships**
Strengthen community relations and improve public perception through proactive community engagement.
- **Improve Operational Efficiency**
Improve departmental effectiveness through increased operational and administrative efficiency.
- **Improve Public Safety Outcomes**
Facilitate high survivability of fire, medical, and other hazardous emergencies.



GOAL

SHARED ECONOMIC PROSPERITY

**Enable an environment in which
human and workforce development
and business growth occur to
encourage an inclusive economy.**

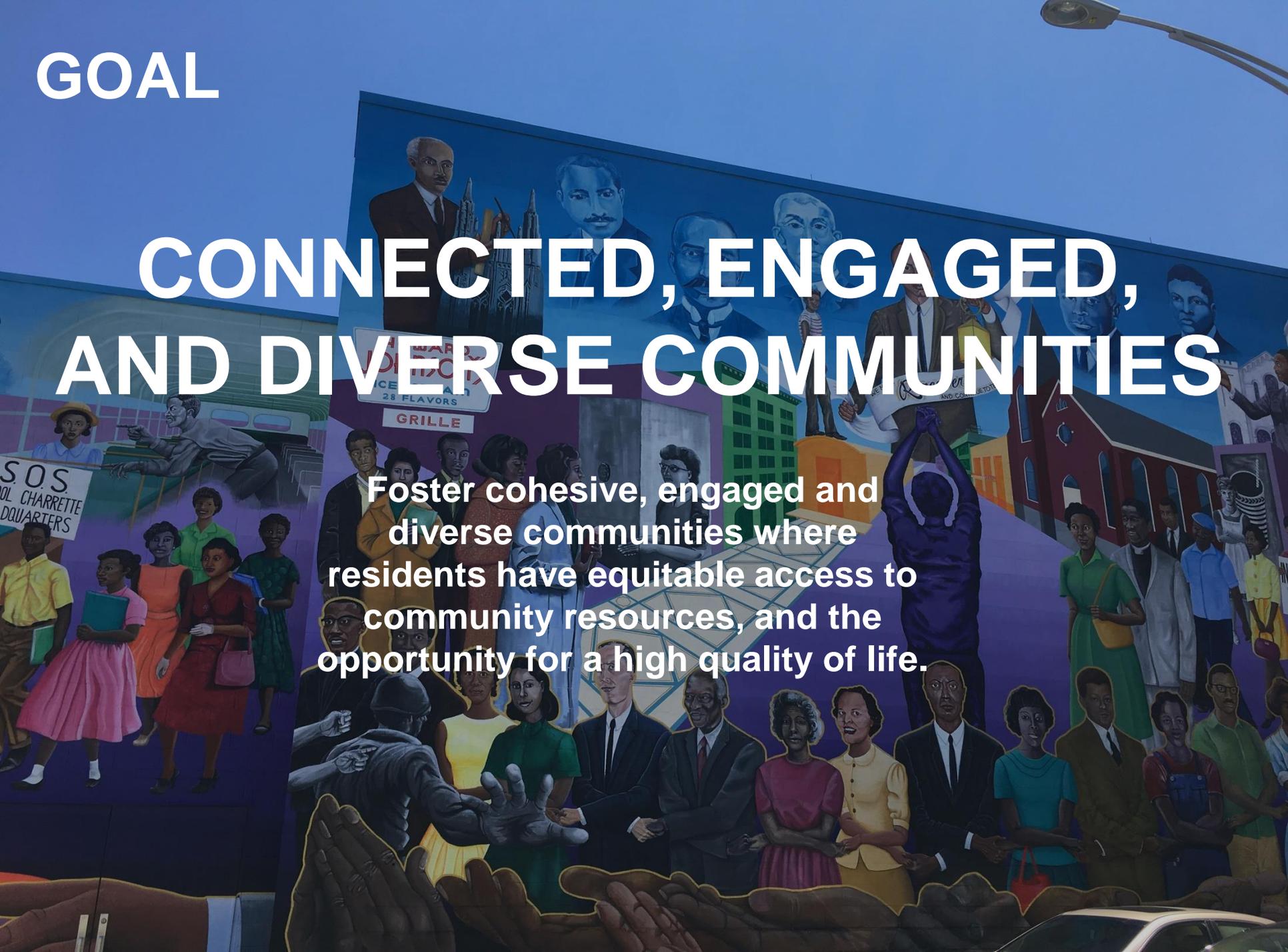
SHARED ECONOMIC PROSPERITY

- **Create an Inclusive Development Environment**
Create an efficient, transparent and cost effective development environment, which encourages equity, access and inclusion.
- **Build a Talented, Competitive Workforce**
Meet the talent demands of Durham businesses while facilitating career opportunities for residents to be gainfully employed by using innovative work ed-based learning, career pathways and job training programs.
- **Grow a Civic Infrastructure**
Cultivate public private partnerships toward shared economic prosperity.

GOAL

CONNECTED, ENGAGED, AND DIVERSE COMMUNITIES

Foster cohesive, engaged and diverse communities where residents have equitable access to community resources, and the opportunity for a high quality of life.



CONNECTED, ENGAGED, AND DIVERSE COMMUNITIES

- **Promote Community Capacity through Engagement**

Engage residents and partners to invest in and model collaboration that builds community capacity to solve community issues.

- **Advance a More Inclusive and Equitable Durham**

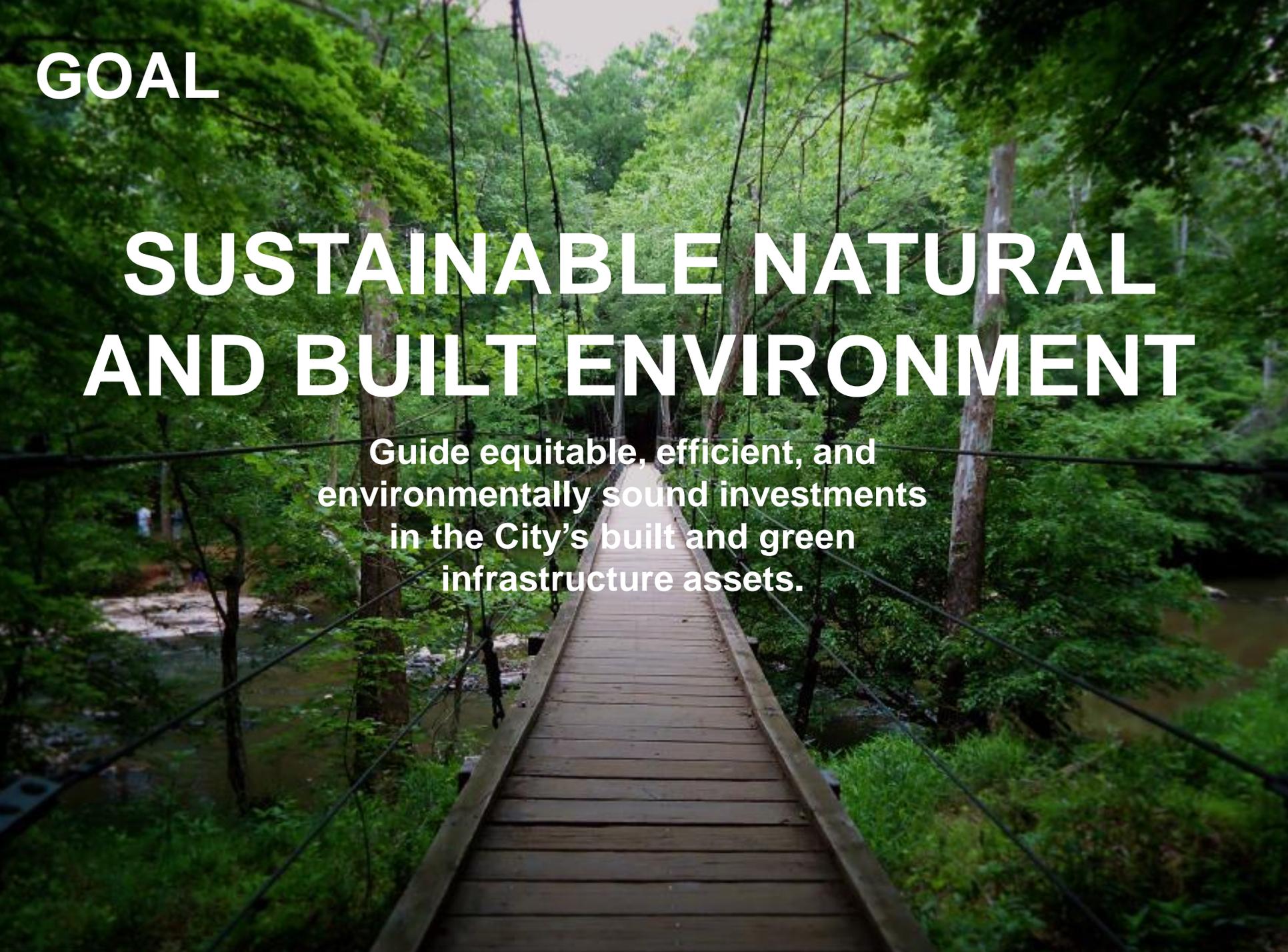
Promote equitable access to community programs and services for all residents.

- **Make Durham more Affordable**

Identify and encourage initiatives to make Durham more affordable for all residents.

- **Cultivate Stronger Connections between Neighbors**

Create opportunities for residents to build relationships within their neighborhoods to foster social cohesion as Durham grows and changes.

A wooden suspension bridge with a wooden plank deck and black cables, stretching across a river in a dense, green forest. The bridge leads towards a bright opening in the trees in the distance.

GOAL

SUSTAINABLE NATURAL AND BUILT ENVIRONMENT

**Guide equitable, efficient, and
environmentally sound investments
in the City's built and green
infrastructure assets.**

SUSTAINABLE NATURAL AND BUILT ENVIRONMENT

- **Invest in Sustainable Infrastructure**

Make intentional and sustainable infrastructure investments through comprehensive planning that considers the social, environmental, and economic life cycle costs.

- **Improve Mobility Networks**

Expand equitable access to transportation networks and facilities for all residents in Durham.

- **Create a More Sustainable Durham**

Protect and enhance the natural and built environment through programs, services and community partnerships that foster a sustainable and resilient city.

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