Strategic Plan Update
February 2020

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Roadmap for translating long-term vision into present and future organizational efforts

Helps engage employees and anyone that lives, works, and plays in Durham with the long-term vision of the City

Connects resources with long-term vision to accomplish priorities
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.
By the numbers

- 5 Goals
- 18 Objectives
- 95 Initiatives
- 67 Performance Measures
• Monthly meetings with the Executive Team and Strategic Initiative Teams.
• A forum for discussing progress on initiatives and performance metrics included in the Strategic Plan.
• Teams use performance data to “tell a story” about their initiatives.
• Is a platform for cross-departmental problem solving and information sharing.
• Creates opportunities to discuss new funding requests outside the budget process.
• Of the 95 Strategic Initiative's

60% of initiatives are completed, operationalized, or will be completed

26% are on hold due to resources and/or strategic phasing

14% have been combined with other initiatives
Initiative highlights

- Language Access Plan
- Public Art Experience
- Equity & Inclusion framework
- Increase Hispanic outreach
- Expand training and improve Crisis Intervention Program (CIT)
- Implement new beat structure in DPD
- Identify and lower barriers for justice involved residents
- Implement strategies to better connect youth to resources
- Equitable tree canopy plan
- Implement and track the Sustainability Roadmap
It's time for a refresh

Where are we now?
- Vision
- Mission
- Current
- Strategic Plan

Where do we want to go?
- Community Engagement
- Internal Scan
- Environmental Scan
- City Council Input

How will we get there?
- Goals
- Objectives
- Initiatives
- Measures

City of Durham, North Carolina
Refresh Timeline

- **Spring 2020**
  - Develop process, framework and templates

- **Summer/Fall 2020**
  - Evaluate current and future states

- **Winter 2020/21**
  - Establish goals & objectives

- **Spring 2021**
  - Develop initiatives

- **Summer 2021**
  - Adopted by City Council

- **City Council Feedback**

- **Community Engagement**

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