



Legislation Details (With Text)

**File #:** 17-462      **Version:** 1      **Name:**  
**Type:** Other Items of Business      **Status:** Agenda Ready  
**File created:** 9/26/2017      **In control:** City Council Work Session  
**On agenda:** 10/2/2017      **Final action:** 10/14/2025  
**Title:** Strategy and Performance Project Update

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:**

Date	Ver.	Action By	Action	Result
------	------	-----------	--------	--------

**TO:** Mayor and Members of City Council  
**THRU:** Telly Whitfield, Assistant City Manager  
**FROM:** Rebecca Rogers Carter, Strategic Performance Analytics Director  
**DATE:** October 2, 2017  
**RE:** Strategy and Performance Project Update

**COUNCIL DISTRICT(S):**  
All

**Relationship To Strategic Plan:**

City Council has developed a sustainable strategic planning model that assists Council, as representatives of the community, to plan for our community’s future and to lead with vision.

**Executive Summary:**

The Strategy and Performance Analytics (SPA) Office mission is to maximize organizational performance for a positive impact. Several key strategy and performance improvement initiatives are underway.

**Strategy:**

- The City’s strategic planning process is designed to build upon past successes, yet also accommodate proactive response to changing environments. Upcoming key dates include the Senior Management Team Retreat in December, the Café Conversations event in January and the City Council Retreat, scheduled for February 2 and 3.

**Performance and Data Analytics:** The SPA Office is working with several partners to advance

performance and quality improvement efforts.

- The What Works Cities project is underway and will help refine a comprehensive set of performance measures for stormwater operations (developing a stat model) that will assist in making evidence based policy decisions and will allow the City to better communicate the efficiency and effectiveness of its stormwater program to residents. This initiative, while it is focused on our stormwater program, will advance the City's citizen driven performance measurement program, TRACstat. The TRACstat program ensures we are results-focused, accountable and transparent.
- The FY 17 Performance Report is scheduled to be presented to City Council October 9.
- The City prides itself in being an engaged leader in the community for innovation, effective change management and continuous improvement strategies. SPA has partnered with Fayetteville's Opioid Taskforce and Bloomberg Philanthropies in an effort to submit a grant application for the 2017 Mayor's Challenge. The grant application is due October 18. Key project team members also include staff from the City Clerk's Office, the Police Department and IT.
- SPA has partnered with the 96th Civil Affairs Battalion and our stormwater staff to launch the Stormwater Ambassador program in September. The next civil affairs exercise will assist the Emergency Management team with the development of a pedestrian evacuation plan for downtown. The project is slated for November.
- The City of Fayetteville has been invited to join the Network for Southern Economic Mobility. The Network has helped cities close gaps that separate people from potential economic growth. This opportunity aligns to City Council's strategic objectives for the City Goals of Diverse and Viable Economy and a Desirable Place to Live, Work and Recreate. Moreover, it will supplement the City's efforts following the City Council approved anti-poverty summit (Pathways for Prosperity) which will be held in November. One main goal of this initiative is to increase the upward economic mobility for youth and young adults in the lowest income brackets. Through on-site coaching, expert programmatic technical assistance, and facilitated peer-learning, the Network is designed to help communities deepen, accelerate, and align strategic investments for systemic change that position these youth and young adults for economic success. Participation with the Network comes with a two year commitment and a \$25,000 annual participation fee. However, the John M. Belk Endowment has an interest in subsidizing the City's \$25,000 first year participation fee. We are working with the Network's coordinating agency, MDC, to submit a proposal to the John M. Belk Endowment to cover the cost of the City's participation for the first year. If the City does not receive this funding, we plan to decline the invitation. If the funding is approved, it will flow directly to MDC. Currently, the MDC is working to respond to the John M. Belk Endowment on the City's behalf and expects confirmation within a few weeks. The City will seek alternative funding sources for the second year of participation, to include exploring opportunities to partner with Cumberland Community Foundation. The other three cities that were invited to participate are Little Rock, Ark., Savannah, Ga., and Spartanburg, S.C. In the event the John M. Belk Endowment funding is available to cover the City's participation fee, the SPA Office is beginning preparation for the Network's kickoff event being held in Durham, November 1-3.
- Surveys: The City of Fayetteville partnered with Greater Fayetteville United to perform the City's first comprehensive social capital survey. A community forum was held September 19 to communicate results and empower action. More than 175 residents and leaders attended. A report from the community forum will be provided to Council when available to help guide policy. A citizen survey, gauging citizen satisfaction and priority levels for city services is slotted for next spring.

**Background:**

As the City of Fayetteville continues to grow and thrive, the City Council looks to chart a course with a strategic plan which articulates a vision for our community's future that will ensure vitality and sustainability. The City's strategic plan is a critical component of a larger system of planning and performance improvement. Fayetteville's model aligns City programs and spending with long-term goals, brings critical needs into focus and provides an organizational roadmap for success. To achieve high quality services, the City of Fayetteville has a strong commitment to performance excellence, transparency, quality and innovation. City Council's efforts were recently recognized by Governing and Living Cities and highlighted in the Greater Fayetteville Chamber quarterly publication.

**Issues/Analysis:**

None

**Budget Impact:**

None

**Options:**

Accept report with additional direction provided to the City Manager.

**Recommended Action:**

Accept report with additional direction provided to the City Manager

**Attachments:**

None