



## Legislation Text

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**File #:** 18-086, **Version:** 2

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**TO:** Mayor and Members of City Council

**THRU:** Telly Whitfield, Assistant City Manager

**FROM:** Rebecca Jackson, Strategic Performance Analytics Director

**DATE:** March 5, 2018

**RE:**  
City Council Strategic Plan Retreat Follow-up

**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:**

Strategic planning is the framework that is used to plan for the future, set priorities, allocate resources, and drive performance.

On February 2-3, 2018, City Council met in an annual retreat at the new FAST Center to develop the strategic plan for the new fiscal year. The retreat provided an opportunity for Council, as representatives of the community, to come together collaboratively and to plan for our community's future. Council's strategic planning consultant, Mrs. Marcia Johnson with Shepherd Johnson Consulting facilitated the retreat. The consultant's report on the outcomes of the retreat is attached to this agenda item. The Fayetteville City Council made minor revisions to the vision and mission statement. Council also reviewed prioritized current Targets for Action (TFAs) identified five new TFA for the upcoming fiscal year.

- Develop a unified street light plan
- Develop an internship program
- Review options for outsourcing waste management
- Develop options for a young adult engagement program
- Develop MSD options for concentrated retail areas

During the retreat, City Council requested a strategic planning follow up item to occur during the March 5 work session. The purpose of this item is to review the draft FY 19 Strategic Plan that came out of the City Council retreat in February and provide an opportunity for City Council to clarify direction to the City Manager.

**Background:**

Fayetteville's City Council is committed to a sustainable strategic planning model that has been recognized nationally by the International City/County Managers Association, Governing and Living Cities. The main elements of the City's strategic plan represent a commitment to serving the community: The Vision for the community, the organizational Mission, Core Values, five-year Goals that support the long-term vision for the City, performance measures that identify annual targets, fiscal year strategic priorities and Targets for Action (TFA), to advance progress toward the goals.

The City's Strategic and Performance program can be found on the City's website at <https://fayettevillenc.gov/government/city-departments/strategic-performance-analytics/strategic-planning>. Visit <http://tracstat.fayettevillenc.gov> for updates on strategic performance results.

**Issues/Analysis:**

None.

**Budget Impact:**

The FY 19 Strategic Plan will guide budget development for the City.

**Options:**

Provide feedback and additional direction to the City Manager.

**Recommended Action:**

Provide feedback and additional direction to the City Manager.

**Attachments:**

City Council Strategic Planning Report  
TFA Worklist