



Legislation Text

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TO: Mayor and Members of City Council

THRU: Telly C. Whitfield, PH.D., Assistant City Manager

FROM: Rebecca Jackson, Strategic Performance Analytics Director

DATE: January 6, 2020

RE:
FY2020 Second Quarter Strategic Performance Report

COUNCIL DISTRICT(S):
All

Relationship To Strategic Plan:

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 and provides direction for the City's programmatic performance expectations. Commitment to strategic planning and performance management strengthens the City of Fayetteville, ensuring excellent services and a high quality of life for residents.

Executive Summary:

Over the last twelve months, the Fayetteville City Council has worked very diligently to commit this organization to high performance and to use data and stakeholder input to create a strategic plan for the city that is forward thinking, progressive, relevant and outcome based.

The Mayor, City Council, and staff share a duty to ensure that the actions of public officials, employees, contractors, and volunteers of the City are carried out in the most responsible manner possible and that city policy, budgets, goals, and objectives are fully implemented. The City Council's Strategic Plan Vision 2030 was adopted in June 2019, in coordination with the annual budget ordinance. The City's Strategic Plan Vision 2030 included 9 FY 20 Targets for Action (TFA). TFA are projects or initiatives identified by Council to move the needle toward defined outcomes laid out in the Council's strategic plan. TFA are defined by a one year action plan with milestones to focus the work of Council and staff.

FY 2020 Targets For Action:

1. Redevelopment and business growth of the Murchison Road corridor

2. Job creation and retention for the local workforce through an internship program
3. Developing Smart City capacity, specifically through pursuing the installation of broadband across the City
4. Collaboration and empowerment by developing a Young Adult Engagement Program
5. Working to develop a quality stormwater program
6. Managing the City's future growth through a comprehensive land use plan
7. Improving connectivity by assessing the feasibility of railroad crossing safety at at-grade crossings
8. Elevating the conversation about how to combat poverty across the City
9. Advancing community revitalization efforts, to include residential and commercial properties.

The City Manager's Office has directed the Office of Strategy and Performance Analytics to meet regularly with teams to advance the Council's TFA and to report progress to City Council on a quarterly basis during a City Council Meeting.

The Second Quarter Strategic Performance Report provides the status of FY 20 Targets for Action as of December 31, 2019. The report also includes any updates on previous year's TFA focused on results.

Commitment to performance management and strategic planning strengthens the operations of the City of Fayetteville, ensuring excellent services and a high quality of life for residents. It allows for long range planning at the organizational level with alignment to departmental operations and performance expectations. With this system in place, the City is able to allocate resources appropriately and build strategies for continuous improvement.

Background:

The City of Fayetteville desires to be data driven and results-focused with a robust strategic plan and performance framework. The City believes that better policy is developed through proactively encouraging resident, employee and business participation in government and by providing diverse engagement opportunities with easy and open access to public data and information. Council's progression to develop the 2030 Strategic Plan and to build a high performing organizational culture has been marked by several successful Council initiatives:

- In April 2018, Governing and Living Cities announced the City of Fayetteville was ranked as the top overall performer in a national assessment for high performing cities and named Fayetteville the most innovative city in the country.
- In June 2018, The City Council unanimously approved a resolution committing their support for high performance and government innovation, with a foundation in open and transparent practices.
- On September 6, 2018, the Council participated in a focused work session entitled "Building a High Performing Organization Together". The objectives were to define characteristics of high performance and to identify specific investments and actions needed.
- On November 27, 2018, Council met to review results of the FY 18 Strategic Performance

Plan Report, celebrating accomplishments and discussing current TFA that have not made significant advances and new TFA that are emerging.

- On January 22, 2019, as a primer for the strategic plan retreat, Council participated in a brief TFA survey and discussion that led to a shared meaning and understanding among Council and staff about the intent of TFA.
- On February 1-2, 2019 during the City Council strategic planning retreat, Council was briefed on the most recent citizen engagement efforts. Council refined the strategic plan framework for FY 2030, set strategic priorities and identified 9 TFA for the next 12-18 months.
- During the March, 2019 City Council Work Session, Council was briefed on the draft City of Fayetteville Strategic Plan 2030 which included draft action plans of the 9 FY 20 TFA.
- The City of Fayetteville Strategic Plan 2030 was adopted June, 2019.
- On September 3, 21019, City Council provided consensus on the FY 20 TFA action plans with direction to staff to provide quarterly reports moving forward.
- On October 7, 2019 City Council accepted the FY2020 Qrt. 1 Strategic Performance Report.

Issues/Analysis:

None

Budget Impact:

Budget/Resources have been provided per individual TFA action plan

Options:

- 1) City Council accepts the FY 2020 Qrt. 2 Strategic Performance Report with comments and provides direction to the City Manager to successfully implement TFA.
- 2) City Council rejects the FY 2020 Qrt. 2 Strategic Performance Report with comments and provides direction to the City Manager to successfully implement TFA.

Recommended Action:

City Council accepts FY 2020 Qtr 2 Strategic Performance Report with comments and provides direction to the City Manager to successfully implement TFA

Attachments:

FY 2020 Qtr 2 Strategic Performance Report