

# A FOCUS ON THE FUTURE



City of  
*Fayetteville*  
North Carolina

## FY 2020 STRATEGIC PLAN





Mayor Mitch Colvin | Mayor Pro Tem Kathy Jensen  
Shakeyla Ingram | Tisha Waddell | D.J. Haire  
Johnny Dawkins | Christopher Davis | Larry Wright  
Courtney Banks-McLaughlin | Yvonne Kinston

## CORE VALUES



**We, the Mayor, City Council, Managers, Supervisors and employees  
serve with Respect to safeguard and enhance the public  
trust in City Government.**

# CITY SNAPSHOT

FY 2020



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## STRATEGIC

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### **Vision 2030**

An attractive, culturally diverse and inclusive city that is safe, prosper-

### **Mission**

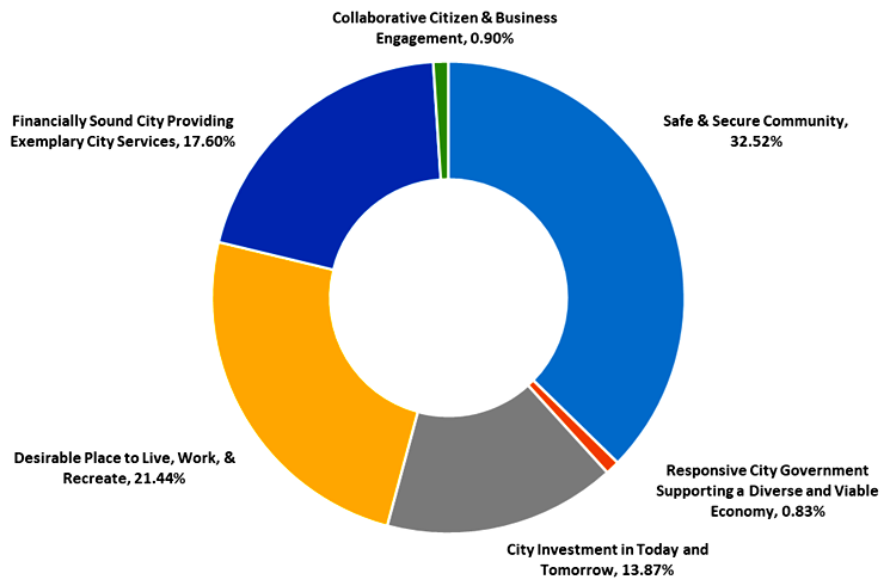
To provide quality and sustainable public services for our communities

### **Goals 2025**



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 re-

## FY 2020 Annual Adopted Budget by Strategic Goal Total Budget \$261,439,592



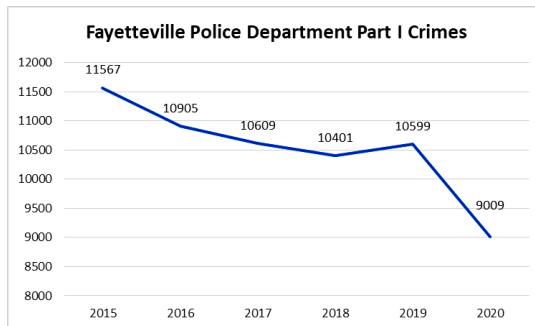
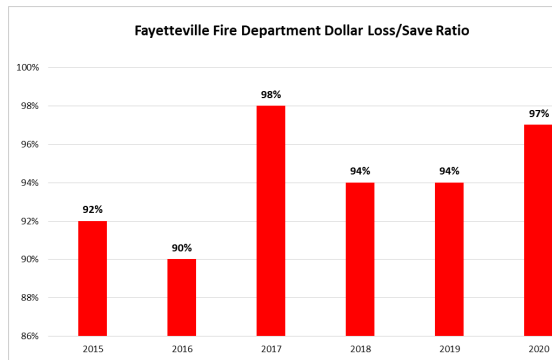
*The City of Fayetteville uses the Strategic Plan and performance data to inform the budget process.*

*We are results focused, accountable and transparent.*



## GOAL I Safe and Secure Community

- Zero civilian fire fatalities for calendar year 2019
- ISO Public Protection Classification of "1" retained
- Fayetteville Fire Department 2020 thru 2025 Strategic Plan adopted.



- Completed NIBRS transition
- Part I crimes decreased by 15 %
- Burglaries decreased by 17.4%
- Homicide clearance rate was 12% higher than the national average.



## GOAL II Diverse and Viable Economy



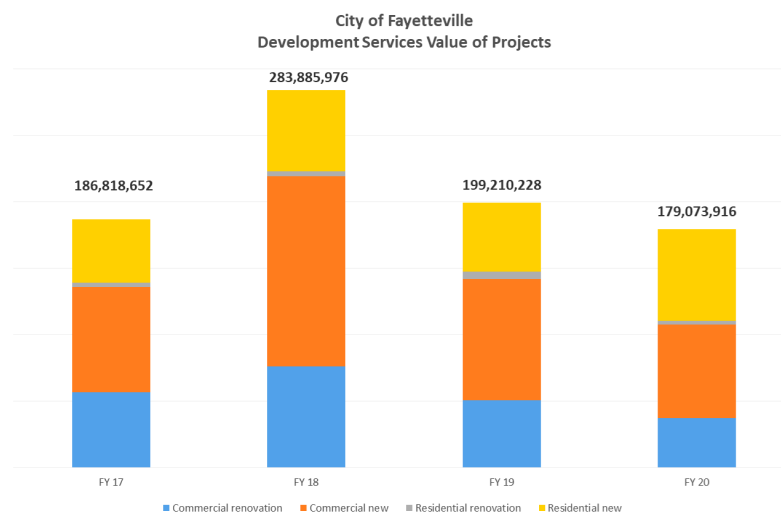
- Business support and technical assistance provided to over 270 clients by the Economic and Community Development department
- City leaders support families and businesses amid the Coronavirus Pandemic with more than \$900,000 from the
- The City's veteran internship program expanded to include seven City departments and the City supported the ICON summer internship program which hired 51 interns.





## GOAL III High Quality Built Environment

- 2040 Comprehensive Land Use Plan and Future Land Use Map completed
- Drainage assistance program for residents adopted.



- Streetlights installed on Reilly Road between Morganton Road and Fort Bragg
- Paid on-street parking program designed and ready for implementation.





## GOAL IV

### Desireable Place to Live, Work and Recreate

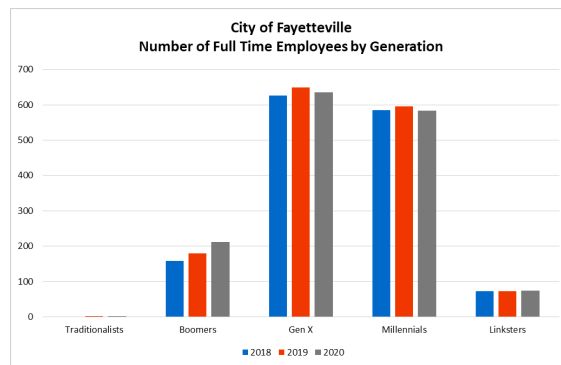
- Administered the use of over \$1.4 million in Community Development Block Grant funds
- Rowan Street Skate Park complete
- Designs in progress for Big Cross Creek Greenway which will connect Little Cross Creek to Smith Lake
- The City combatting poverty and
- Cape Fear River trail connector in progress connecting the Linear Park Trail to the Cape Fear River Trail
- Added 20 bus shelters, 8 benches, and 24 ADA accessible bus stops
- 29 single family homes were constructed in partnership with Habitat





## GOAL V Sustainable Organizational Capacity

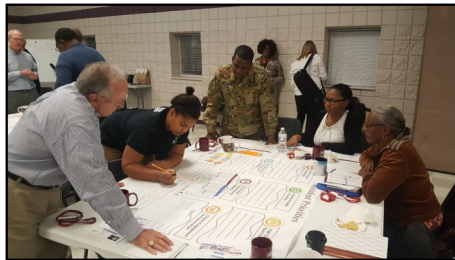
- Earned Certificate of Excellence in Performance Management from the International City/County Managers Association
- Presented with the Distinguished Budget Presentation Award from the Government Finance Officers Association



- Received the Certificate of Achievement for Excellence in Financial Reporting for the FY 2019 Comprehensive Annual Financial Report (CAFR)
- Standard and Poor's Rating Services affirmed the City's AA+ General Obligation credit rating and Moody's Investors Service has assigned a Aa1 rating
- Conducted Council strategy sessions, to focus the organization on results and accountability. City Council adopted High Performance and Open Data Res-



## GOAL VI Citizen Engagement & Partnerships



- Millennial Council established
- City website redesign completed
- FayTVs streaming app made



- Partnered with the 96th Civil Affairs Battalion to study the civil impacts of the I-295 loop
- Held various community conversation events to inform the City's strategic planning, economic development, infrastructure, parks and recreation programming, housing and land use



- Regional rebranding efforts continues



The City of Fayetteville's performance management program engages Council, residents and every member of the organization to identify priorities, objectives and key performance indicators.

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