

2017 Organizational Forecast



Jim Westmoreland
Greensboro City Manager

Goal #1: Economic Development

Ensure strong functioning of City services and resources to positively influence and support economic and community development, including making downtown Greensboro a destination location to enhance the economic vitality of the entire city.

- **Implement Council adopted Economic Development Focus Strategy**
 - **Business Recruitment, Business Support, Marketing and Branding, Innovative Ideas and Partnerships**
- **Begin implementation of 2016 Bond program and projects**
- **Continue to advance City Water/Sewer project for Greensboro-Randolph Megasite**
- **Continue to Support and Enhance City MWBE Program**
- **Continue Local Business Relationship Building Meetings**
- **Continue to fund the following ED support services, providers , and initiatives:**
 - Guilford County Economic Development Alliance, Greensboro Chamber of Commerce - Economic Development and Co/lab Accelerator, East Greensboro Now ,GCDF (CDFI), Innovate NC initiative, Opportunity Greensboro (college fellows program), USCI Phase II



Goal #2: Infrastructure

Protect, maintain and enhance the City's public infrastructure to improve the quality of life in Greensboro that is sustainable and cost effective.

- **Begin update of City's Comprehensive Plan**
- **Initiate construction of 1-2 new downtown parking decks**
- **Complete GPD Headquarters Renovations**
- **Implement robust street resurfacing program with additional funding**
- **Continue efforts to rehab City water/sewer system**
- **Begin construction of Steven B. Tanger Center for Performing Arts**
- **Initiate work of Cultural Arts Task Force**
- **Capital Projects Advancements**
 - Downtown Greenway
 - Horse Pen Creek Road
 - Cone/Nealtown Road Extension
 - TZ Osborne
 - Gate City Boulevard Streetscape
 - City Sidewalks
 - 2016 Bond Projects



Goal #3: Public Safety

Promote public safety and reduce crime by being visible and active in the community and by being responsive to all residents. Continue to work to create a proactive environment that encourages, educates and develops programs in collaboration with all City departments.

➤GM 911

- Continue transition of radio system to P25 platform
- Complete new Triad Park radio tower to provide better Regional coverage
- Begin transition to Next Generation 911 equipment

➤Greensboro Fire Department

- Construction of Station 63 (East Wendover Avenue Corridor)
- Apply for reaccreditation with the Center for Public Safety Excellence (CPSE)
- Conduct additional outreach activities during Fire Prevention Week

➤Greensboro Police Department

- Continued enhancement in police/community relations and accountability
 - Implementation of Safer City Initiative and work of Office of Community Engagement
- Continue implementation of Chief's strategies
 - NOP, Training enhancements, BWC enhancements, GPD Admin process review and recommendations



Goal #4: Customer Service

Create a positive customer experience and employee workforce where the customer is respected, appreciated, and valued. Attract, develop and retain talented leadership throughout the City.

- **Review and develop enhanced methods of communications and outreach with citizens**
 - City services and access
 - Project and program schedules
 - City job opportunities (career fairs)
- **Implement enhanced employee productivity improvement program**
- **Continued focus on organizational diversity and inclusion**
- **Enhanced focus on individual employee development**
- **Enhanced communications on City policies and practices**
- **Continue to provide competitive employee Compensation and Benefits Programs**



Goal #5: Fiscal Stewardship

Strengthen efficiency and improve effectiveness of City programs to optimize service delivery while promoting transparency and accountability to the public.

- **Continued focus on effective and efficient use of City resources to provide high quality and high value services:**
 - Use of program inventory to determine service needs and priorities
 - Use of Open Data Portal to promote information sharing
 - Review of services and services areas to identify efficiencies, greater cost recovery, and where appropriate, modification of from general fund support to service fee support
- **Focus on development and use of standardized City processes to help in vetting requests**
- **Continued implementation of Community Partner Board and PB processes**
- **Continue to identify ways to make City's budgeting process more engaging for residents**
- **Continue to identify ways to reduce expenses and operating costs**

