

City of Greensboro Goals and Strategies (For Discussion)

A. Support informed and strategic investments to maintain and sustain our public infrastructure as well as policies for private investment to allow Greensboro to be recognized as one of the most attractive places in the Southeast US.

- a. Complete the Downton Greenway, including acquisition, design, and construction.
- b. Enhance our existing Gateway signage efforts and install strategically placed 4-5 newly designed entryways.
- c. Enhanced landscaping at current publicly owned facilities.
- d. Improve code and zoning enforcement with increased staffing.
- e. Adoption of Good Repair
- f. Strive to have the best park system in the Southeast with the implementation of Plan2Play, including key elements such as such as staffing, facility and neighborhood parks improvements, and further development of community parks and park districts such as Battleground Parks District and Innovation Corridor.
- g. Advance and implement the Downtown Master Streetscape plan.
- h. Inventory current facilities to align with departmental and community needs. Move underutilized assets to better leverage investment in high demand centers.
- i. Pursue a strong Capital Improvement Planning process based on identified growth development strategies.

B. Promote a diverse and equitable economy through collaborative community development and economic development efforts.

- a. Move forward with the implementation of the revised MWBE program.
- b. Continue to support the Invest East initiative
- c. Be an innovative organization with visions of long term sustainability and success
- d. Continue to be an active partner in the Mega Site development team including the City's specific involvement of providing Water and Sewer services.
- e. Adopt an updated Comprehensive Plan
- f. Implement strategic elements of the Arts Master Plan
- g. Continue to support our Workforce Development staff and partners to serve our community for the recruitment, retention, training, and placement of our workforce.
- h. Support the homeless training collaborative effort between WD, ND, and Salvation Army – (HO/ME – Housing Opportunities/Matching Employment)
- i. Cultivate the entrepreneurship ecosystem for our diverse population and economy.

- j. Strengthen our development services staff with additional resources to better respond to the growing demands of construction.
- k. Collaborate with community and governmental partners to address issues related to poverty, mental health, and homelessness.
- l. Continue to support parks and recreational facilities and efforts that foster economic impacts, such as Bryan Park, Innovation Corridor, and Battleground Parks District
- m. Review economic development policies for opportunities to encourage services in areas of Greensboro lacking commercial/retail or other service opportunities.
- n. Increase the number of affordable housing units through remodels, new construction, or financing assistance by 800 units.

C. Support a diverse workforce that provides top quality, innovative, efficient, and effective services to our community. Promotion of an organization that continuously improves and uses data to inform the decision making process.

- a. Implement organizational customer service training efforts through HR
- b. Institute a regular appreciation event to recognize and offer training opportunities for our numerous volunteer board appointees.
- c. Commit to reduce the reliance on Fund Balance for operational support and increase Fund Balance over the next two Fiscal Years.
- d. Continue to implement responsible financial policies and proactively monitor city revenues for potential decreases due to economic trends or federal and state budget cuts
- e. Evaluate current staffing and technology needs for key customer service functions to ensure capacity is keeping pace with demands.

D. Foster a well-informed and engaged community that is healthy, safe, and thriving.

- a. Initiate a Citizen survey with some regular consistency to gauge citizen perceptions and desires
- b. Continue with the roll out of the Open Data platform
- c. Develop a strategy to promote the city's communication platforms and encourage community ambassadors to promote city news, initiatives, and services
- d. Partner with residents, neighborhood groups and community organizations to continue to improve police-community relations

E. Encourage public projects, initiatives, and policies for a more resilient, sustainable, and efficient growth recognizing our impacts on the natural environment.

- a. Gain LEED Certification (formerly STAR) as a community in FY 2020.
- b. Encourage the use of collaborative co-use facilities, even LEED certification as appropriate, on new facilities, specifically the Windsor Chavis Facility.
- c. Support policies that encourage mixed use/infill development with amenities like walkable communities and multiple transportation options.
- d. Have a long term vision with water treatment and water reclamation to include initiating the planning processes for plant expansion projects.
- e. Addressing the long term recycling and waste reduction needs with pending contracts expiring in FY 2020
- f. Continue with the addition of electric buses for GTA fleet replacement program
- g. Continue corridor/neighborhood/small area planning efforts to foster public discussion and consensus on growth strategies for vulnerable or fast growing areas.