

# Strategic Initiatives Updates

## ANNUAL STRATEGY MEETING

JANUARY 23, 2024

## Overview

- ▶ Affordable Housing
- ▶ Corridors of Opportunity
- ▶ 2040 Comprehensive Plan/Unified Development Ordinance (UDO)
- ▶ Strategic Energy Action Plan (SEAP)
- ▶ Digital Divide
- ▶ HIRE/Workforce Development\*
- ▶ Small/Minority Business Development
- ▶ Arts and Culture\*
- ▶ *SAFE Charlotte/Safety\**
- ▶ *Mobility\**

\*Items for deeper dives.

# Affordable Housing Pg 5-8

## Today's Snapshot

- ▶ Enhanced the Housing Trust Fund (HTF)
- ▶ Advancing anti-displacement efforts in progress in partnership with NEST Commission
- ▶ With partners supported 12,000 households with programs and services that support stability, affordability, and economic mobility

## Discussion Questions

- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Are there any major goals the council wants to achieve in the next year?
- ▶ Should this continue to be a strategic initiative moving forward?

# Corridors of Opportunity Pg 9-10

## Today's Snapshot

- ▶ All playbooks completed, implementation beginning or underway
- ▶ Big goal to secure \$100m in federal funding; secured \$20m to date
- ▶ Achieved top priorities from playbooks in FY 2024
- ▶ Continuing to nurture and strengthen partnerships to support corridors

## Discussion Questions

- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Are there any major goals the council wants to achieve in the next year?
- ▶ Should this continue to be a strategic initiative moving forward?

## 2040 Plan/UDO Pg 11-14

### Today's Snapshot

- ▶ Community Area Planning (CAP) is underway; current engagement focus is ensuring future development supports a community's priorities (Phase 2)
- ▶ Work has begun on the Alignment Rezoning (ARZ) project to match zoning districts to place types adopted in the 2040 Policy Map
- ▶ CAP and ARZ are companion efforts

### Discussion Questions

- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Are there any major goals the council wants to achieve in the next year?
- ▶ Should this continue to be a strategic initiative moving forward?

## SEAP Pg 15-16

### Today's Snapshot

- ▶ For the 2<sup>nd</sup> year in a row, the City of Charlotte scored an A- from Disclosure Insight Action, the industry's rating organization
- ▶ Achieved major milestones in FY 2024
- ▶ Developed public-facing dashboard to share SEAP progress
- ▶ Continuing efforts to electrify the city's fleet, reduce energy usage in buildings, and support the community's transition to clean energy

### Discussion Questions

- ▶ As we embark on the SEAP update, what policy areas and objectives are most important to emphasize and/or align with the plan? (e.g. modeshift, housing)
- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Should this continue to be a strategic initiative moving forward?

## Digital Divide *Pg 27-28*

### Today's Snapshot

- ▶ Contributed to reducing the number of households without access to highspeed internet by 25 percent since 2019
- ▶ Leveraging learning from Learn2Earn pilot to inform full-scale program using \$2.5m from ARPA
- ▶ Engaging community in the design of a "Universal Platform" for Staying in Place services

### Discussion Questions

- ▶ What should the city's long-term role be in supporting efforts to close the digital divide?
- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Should this continue to be a strategic initiative moving forward?

## Workforce Development *Pg 19-20*

### ▶ **Learnings and progress in the first 120 days**

- City of Charlotte supports a multitude of internal and external efforts
- The city plays multiple roles in the ecosystem as a connector, convener, investor, and employer

### ▶ **HIRE Charlotte**

- Goal 1: Develop a vision and framework
- Goal 2: Inform and direct ARPA funding → \$9.1m ARPA Investment

### ▶ **The workforce development ecosystem across Charlotte is robust, collaborative, and connected**

# Workforce Development Pg 19-20

## Looking Ahead

- ▶ Identify workforce development priorities, goals and objectives
- ▶ Below are three focus areas for consideration:
  - Expand Career pathway and resource awareness
  - Increase training/education access and credential attainment
  - Grow diversity of skilled talent obtaining family sustaining employment

## Discussion Questions

- ▶ What does Council want to solve for through workforce development?
- ▶ Do we want to focus on specific communities, talent, skill levels, etc.?
- ▶ Of the industries in demand, do we want to grow talent in a specific industry or industries?
- ▶ What does success look like?
- ▶ Should this continue to be a strategic initiative moving forward?

# Small and Minority Business Pg 29-32

## Today's Snapshot

- ▶ Economic Development team referred over 700 businesses to partners in FY 2023
- ▶ Have graduated 102 businesses from AmpUp since 2018
- ▶ Developing Small Business Strategic Plan, due 2024
- ▶ Awarded \$193m to MWSBEs in FY 2023
- ▶ Developing new CBI programs to support entrepreneurs and enterprises looking to do business with the city

## Discussion Questions

- ▶ What challenges or opportunities do you see in the year ahead?
- ▶ Are there specific policy areas you would like to explore in the next year?
- ▶ Should this continue to be a strategic initiative moving forward?

# Arts and Culture Pg 25-26

## Looking Ahead

- ▶ **Principles for continued support for arts and culture:**
  - Support for city-owned facilities paired with enhanced reporting and contracting
  - Seek funding commitment from Mecklenburg County
  - Continued support from the private sector
- ▶ **Leverage opportunities to implement the Charlotte Arts and Culture Plan through collaboration**

## Discussion Questions

- ▶ **What is Council's perspective on continued support for Arts and Culture?**
- ▶ **What areas of support for Arts and Culture are Council interested in?**
- ▶ **Should this continue to be a strategic initiative moving forward?**