



Priority Setting & Defining Success

ANNUAL STRATEGY MEETING

JANUARY 22, 2024

Review from 2023 Annual Strategy Session

COUNCIL STRATEGIC PRIORITIES					
	Great Neighborhoods	Safe Communities	Workforce and Business Development	Transportation and Planning	
KEY INITIATIVES	Affordable Housing				Well-Managed Government, focused on Equity, Engagement, and the Environment
	CLT 2040/UDO SEAP				
	Corridors of Opportunity SAFE Charlotte				
	Mobility				
	Hire Charlotte Arts & Culture Workforce Development				
	Small Business/Minority Business Development				
	Digital Divide				

Strategic Priorities

Well-Managed Government, focused on Equity, Engagement, and the Environment

- ▶ Ensuring the city demonstrates inclusivity through commitment to and focusing on equity and safeguarding the environment; leadership in financial stewardship; reviewing best practices; and maintaining consistency in approach with an emphasis on effective and efficient services that are accountable, customer focused, and inclusive.

Strategic Priorities (contd.)

Great Neighborhoods

- ▶ Focusing on comprehensive initiatives designed to create affordable housing and provide opportunities that align with creating great neighborhoods.

Safe Communities

- ▶ Ensuring neighborhoods are safe, healthy, and inclusive, with a focus on policing, fire protection, and community relations.

Transportation and Planning

- ▶ Anticipating and planning for the growth of the community. Addressing growth with strategic investments, building, and maintaining a comprehensive transportation network, and placemaking strategies that encourage connection between neighborhoods and employment centers.

Strategic Priorities (contd.)

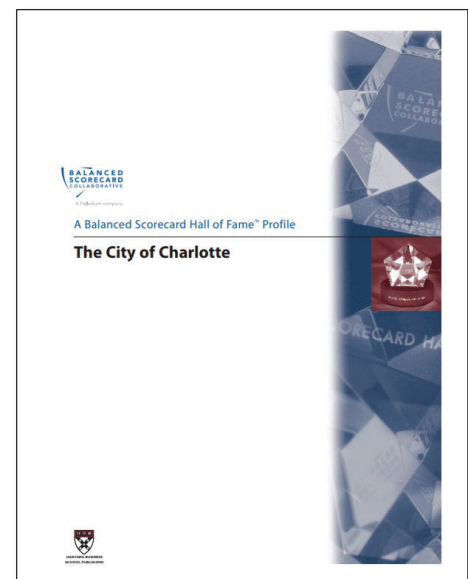
Workforce and Business Development

- ▶ Building and maintaining a successful business climate and workforce talent, including the number of jobs with sustainable wages/benefits; economic opportunity **and digital inclusion** for all residents; and encouraging business development, innovation, and entrepreneurship.

Charlotte Has a Strong History of Performance Management

- ▶ “This early Balanced Scorecard adopter, and the first known public-sector organization to use the BSC, is also an innovator in managing by strategic theme. The city of Charlotte’s BSC program, now in its tenth year, has help this city of 632,000 achieve healthy, fiscally prudent growth while being responsive to the varied needs of its citizens.”

– *The Harvard Business School, Balanced Score Card Hall of Fame*



Continuing to Evolve: FY 2025 Proposed Performance Management Framework

Strategic Priorities:

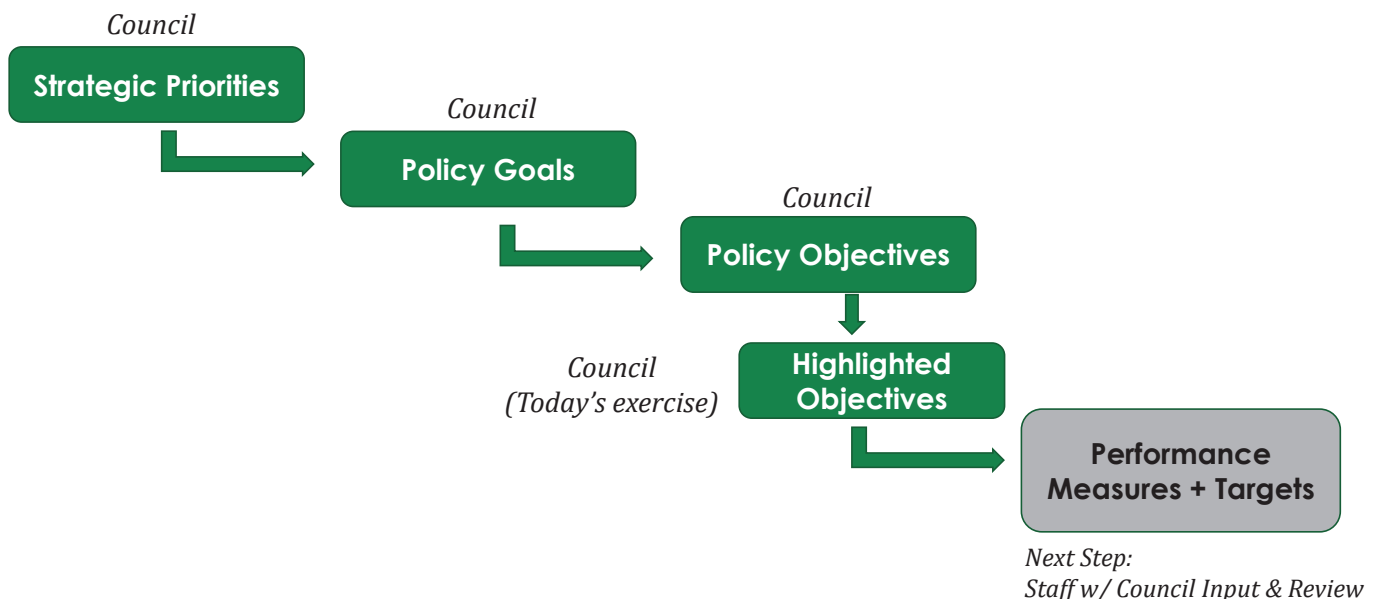
- ❖ **Great Neighborhoods**
- ❖ **Safe Communities**
- ❖ **Workforce and Business Development**
- ❖ **Transportation and Planning**
- ❖ **Well-Managed Government, focused on Equity, Engagement, and the Environment**

The Performance Management Framework is derived from an inventory of goals and objectives pulled from plans, frameworks, and policies approved by City Council:

- **Housing Charlotte** – Adopted August 2018
- **Strategic Energy Action Plan** – Adopted December 2018
- **Violence Reduction Framework** – Adopted September 2020
- **SAFE Charlotte** – Adopted October 2020
- **Charlotte Future 2040 Comprehensive Plan** – Adopted June 2021
- **Strategic Mobility Plan** – Adopted June 2022
- **Equity in Governance Framework** – Adopted October 2022
- **Charlotte Business INCLUSION Policy** – Updated April 2023
- **Arts and Culture Plan** – Accepted November 2023

Strategic Priorities > Council Adopted Plans and Frameworks > Goals > Objectives > **Highlighted Objectives**

Tracking Our Progress



Today's Exercise

- ▶ **Review posters around the room and select top five objectives per strategic priority area that you would like to have a specific focus on in FY 2025**
 - You can place more than one dot on an objective

- ▶ **Order:**
 - Great Neighborhoods
 - Safe Communities
 - Workforce and Business Development
 - Transportation and Planning
 - Well-Managed Government, including Equity, Engagement and the Environment