

# Preliminary Focus Area Outlook

City of Charlotte  
November 5, 2018  
Strategy Session



# City Council Establishes Strategic Priorities

Bob O'Neill reminded us at the Retreat...

- A primary role of City Council is developing **strategies** and policies
- Effective councils focus time on **strategic** and policy goals
- Effective councils don't let the urgent and less important squeeze out the **strategic** and important



Credit: Bob O'Neill, Davenport & Company



# How We Have Evolved

## 1991 Focus Areas

Crime and Drugs

City within a City

Education

Growth/Regionalism

Public Resources

Consolidation;  
Restructuring  
Government; ED  
and Global  
Competitiveness;  
Transportation

## 2018-2019 Focus Areas

Community Safety

Economic Development

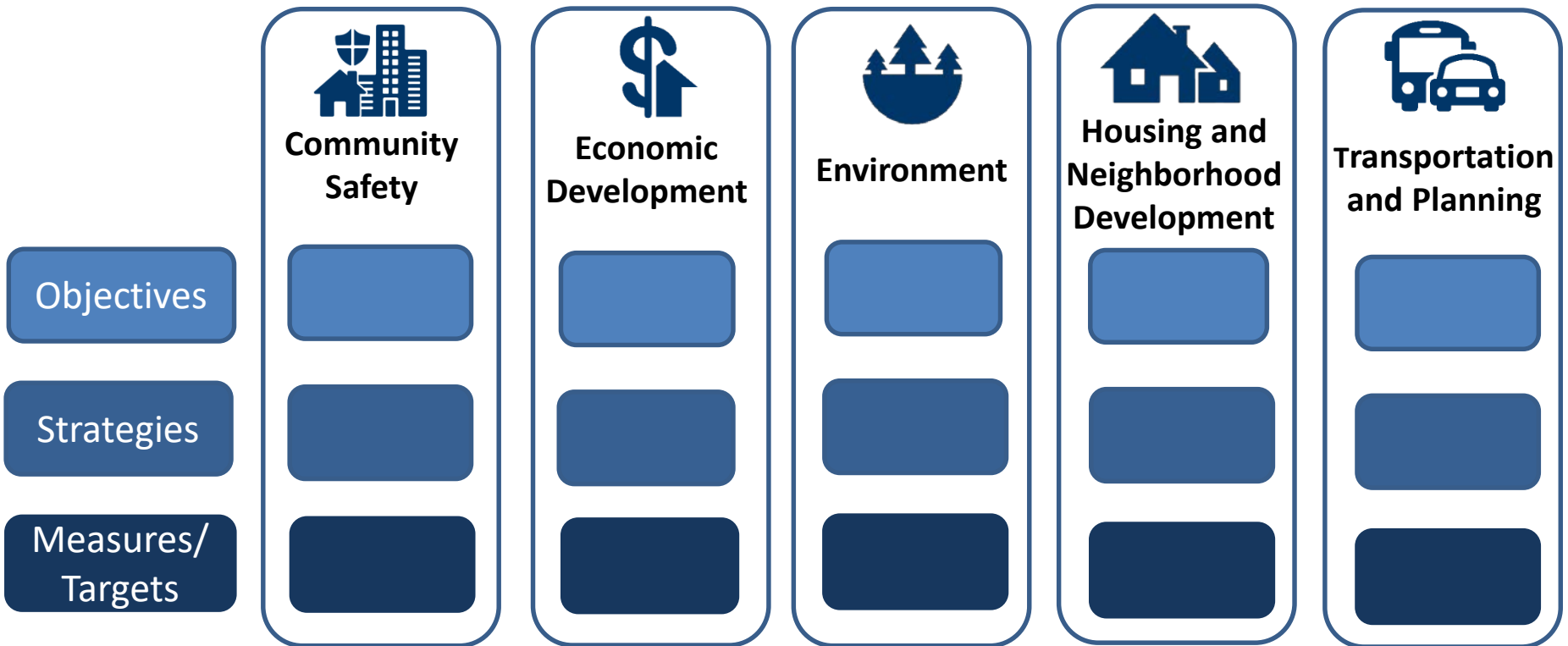
Environment

Housing & Neighborhood  
Development

Transportation & Planning



# Three Decades of Strategic Goals



***Current Focus Area Plans expire June 30, 2019.***



# Comparison Cities

(Sorted by Population)

City	Top 20 Pop.	Peer Cities
New York	X	
Los Angeles	X	
Chicago	X	
Houston	X	X
Phoenix	X	
Philadelphia	X	
San Antonio	X	
San Diego	X	X
Dallas	X	X
San Jose	X	
Austin	X	X
Jacksonville	X	
San Francisco	X	
Columbus	X	X
Fort Worth	X	X
Indianapolis	X	X
Charlotte	X	
Seattle	X	X
Denver	X	X
Wash. DC	X	

City	Peer Cities	NC Cities
Nashville	X	
Memphis	X	
Portland	X	
Louisville	X	
Kansas City	X	
Atlanta	X	
Long Beach	X	
Omaha	X	
Minneapolis	X	
Tulsa	X	
Arlington, TX	X	
Raleigh		X
Greensboro		X
Durham		X
Winston-Salem		X
Wilmington		X
Asheville		X



# Findings from Comparison Cities

**Safety** **Education**  
**Neighborhoods**  
**Transportation** **Public** **Infrastructure**  
**Housing** **Development**  
**Community** **Safe** **Economic**  
**Financial Management** **Health**  
**Customer Service** **Environment**





# Priority Themes

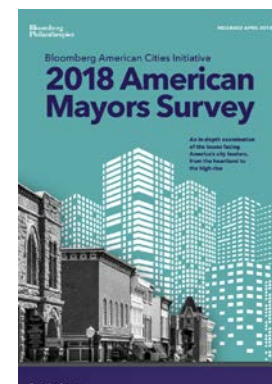
- **International City/County Management Association (ICMA)**

- Citizen Engagement and Community Building
- Livable Communities
- Public Libraries
- Smart Growth
- Technology



- **National League of Cities(NLC) *State of the Cities 2018***

- Budgets
- Economic Development
- Housing
- Infrastructure
- Public Safety



- **2018 Bloomberg Mayors Survey – *Residents' top three local issues***

- Traffic and Parking
- Public Safety
- Jobs and Economic Growth



# Next Steps

## **November – December**

- Committee status update on FY 2018-FY 2019 Focus Area Plans

## **January**

- Facilitated discussion at City Council's Annual Strategy Session

## **Post Retreat**

- Adoption of new priorities

