

# **CITY COUNCIL OBJECTIVES AND GOALS FY2015-2016**

## **Priority Initiatives – One Year Tactical Plan**

**Planning and Development  
Initiatives**

**Financial Sustainability and  
Accountability**

**Utilities and Community  
Infrastructure**

**Organizational Development  
and Partnerships**

# CITY COUNCIL OBJECTIVES AND GOALS FY2015-2016

## Priority Initiatives – One Year Tactical Plan

### **Improve the quality of life and livability in Salisbury**

1. Develop a comprehensive strategic and marketing plan that leverages our broadband infrastructure and pursues technology integration and entrepreneurial attraction
2. Develop a plan for priority infrastructure improvements in the downtown and the City
3. Explore and implement product development that includes pre-permitted virtual buildings and marketing packages
4. Identify, expand and support collaborative opportunities with RSSS
5. Implement a Neglected Housing Initiative to address housing blight and revitalization

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## FY2015-2016

### Planning and Development Initiatives

**Implement planning initiatives and improve pedestrian safety for all areas of the City.**

1. Work with West End Neighborhood and stakeholders to implement West End Transformation plan
2. Promote multimodal access in neighborhoods
3. Implement the Historic Preservation Master Plan. Establish Implementation Team and develop priority goals
4. Implement a process to allow developers to meet with the Technical Review Committee in the pre-planning phase
5. Collaborate with Rowan County Inspection Department to improve the development review process
6. Study improving animal control services
7. Implement new downtown incentives to spur downtown growth
8. Develop a process and begin update of Comprehensive Plan (2030/2040)
9. Study feasibility of a columbarium at Chestnut Hill Cemetery

### Utilities and Community Infrastructure

**Provide quality water and wastewater services to Rowan County that protect the environment, promote public health, improve the quality of life, support planned growth and maintain public trust.**

1. Safeguard Salisbury's interests on the Yadkin River by participating in relicensing of Alcoa's Yadkin Project
2. Study implementation of Smart Meters and perform Return on Investment

**Provide reliable, competitive, sustainable broadband infrastructure for our community with a focus on exceeding customer expectations.**

1. Operate system at 99.999% reliability
2. Remove impediments to digitalization

# CITY COUNCIL OBJECTIVES AND GOALS

## FY2015-2016

### Financial Accountability and Sustainability

#### **Maintain financial accountability and sustainability.**

1. Maintain a strong fund balance
2. Provide return on investment analysis for major City involved projects
3. Implement plan for interfund loan repayment

### Organizational Development and Partnerships

#### **Improve organizational transparency**

1. Continue to improve the City website, including integration of the City marketing plan
2. Continue Citizen Academy

#### **Create a culture of excellent customer service to improve service delivery to our citizens**

1. Develop and implement a comprehensive plan to create an emphasis on customer service