Goals and Objectives FY2020-2021

Planning Department

Short-Term Goals

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|  | **Goal/Objective** | **Plan of Action Steps** | **Status To-date** | **Next Step** | **Projected Budget** | **Expected completion date** |
| **1** | **Tyler Park to**  **Tart Park Trail** | 1. Research & develop proposed route  2. Produce proposal with cost estimates  3. Present to Council for approval  4. Publish Request for Bids  5. Open bids  6. Finalize contract(s)  7. Begin work  8. Complete work | 1. Proposed route developed. 2. Produced proposal with cost estimates. 3. Presented to Council June 9; received comments | 1. Develop Signage Plan  2. Seek Funding | Unknown at this point | 12/31/2020 |
| **2** | **Visioning Process** | 1. Select consultant  2. Obtain Council Approval for CM to proceed  3. Finalize contract w/consultant & MOU w/Chamber  4. Establish process schedule  5. Initiate outreach to stakeholders, focus groups, and general public  6. First draft of Vision, goals, & objectives shared with stakeholders & public  7. Final deliverables delivered  8. Council approval of Vision/Strategic Plan  9. Implementation of Strategic Plan begins | 1. Consultant selected  2. Council Approval for CM to proceed obtained  3. Contract w/consultant & MOU w/Chamber finalized  4. Established process schedule: July 2020—April 2021  5. A. Set Kickoff date: July 28  6. July 28 kickoff a success: 107 people watched it on Facebook  7. Developed outreach plan (8-28) and are continuing outreach to stakeholders  8. Tested marketing & format for outreach meeting at a neighborhood clubhouse. Used what was learned to plan communitywide meeting at Dunn Community Center Oct 19  9. Held successful community meeting Oct 19 with 28 attendees; as of Oct 31, 780 surveys completed; planning in process for 6-8 stakeholder focus group mtgs Nov 17-18 with consultant physically present; remote meetings schedules with Campbell students and middle/high school students  10. Consultant came to Dunn and conducted 9 focus group sessions over two days at Dunn Community Center with total of 50 + participants; completed surveys now at 830+; marketing underway for design charrette Dec 7-9 | 6. Continue outreach to stakeholders.  7. Design charrette set for second week in December  8. Design charrette will be Facebook Live Dec 7-9, with consultant team in Dunn at Dunn Community Center, 3 full days | $50,000 | Complete draft  of Strategic Plan  by  4/31/2021 |
| **3** | **Main Street Program** | 1. Complete checklist  2. Maintain implementation schedule of Plan of Work  3. Achieve Main Street Designation: 7/1/2020  4. Implement mural project  a. Establish committee to oversee project  b. Select location for mural w/property owners  c. Publish RFP for artists.  d. Artist proposals due  e. Interview / select artist  f. Finalize contract w/artist  5. Events | 1. Checklist complete  2 .Achieved Main Street Status  3. Established Committee to Oversee Project.  4. Tree Lighting Planning | 2. Maintain implementation of Plan of Work per Main Street program requirements  3. Find buildings for Mural  4. Tree Lighting to be held Friday, December 4th from 5:30-8:00pm. | Unknown at this point | 12/31/2020 |