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 route2. Produce proposal with cost estimates3. Present to Council for approval4. Publish Request for Bids5. Open bids6. Finalize contract(s)7. Begin work8. Complete work | 1. Proposed route developed.
2. Produced proposal with cost estimates.
3. Presented to Council June 9; received comments
 | 1. Develop Signage Plan2. Seek Funding | Unknown at this point | 12/31/2020 |
| **2** | **Visioning Process** | 1. Select consultant2. Obtain Council Approval for CM to proceed3. Finalize contract w/consultant & MOU w/Chamber4. Establish process schedule 5. Initiate outreach to stakeholders, focus groups, and general public6. First draft of Vision, goals, & objectives shared with stakeholders & public7. Final deliverables delivered8. Council approval of Vision/Strategic Plan9. Implementation of Strategic Plan begins | 1. Consultant selected2. Council Approval for CM to proceed obtained3. Contract w/consultant & MOU w/Chamber finalized4. Established process schedule: July 2020—April 20215. A. Set Kickoff date: July 286. July 28 kickoff a success: 107 people watched it on Facebook7. Developed outreach plan (8-28) and are continuing outreach to stakeholders8. Tested marketing & format for outreach meeting at a neighborhood clubhouse. Used what was learned to plan communitywide meeting at Dunn Community Center Oct 199. 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 students10. 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 December8. Design charrette will be Facebook Live Dec 7-9, with consultant team in Dunn at Dunn Community Center, 3 full days | $50,000 | Complete draftof Strategic Planby4/31/2021 |
| **3** | **Main Street Program** | 1. Complete checklist2. Maintain implementation schedule of Plan of Work3. Achieve Main Street Designation: 7/1/20204. 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/artist5. Events | 1. Checklist complete2 .Achieved Main Street Status3. Established Committee to Oversee Project. 4. Tree Lighting Planning | 2. Maintain implementation of Plan of Work per Main Street program requirements3. Find buildings for Mural4. Tree Lighting to be held Friday, December 4th from 5:30-8:00pm.  | Unknown at this point | 12/31/2020 |