




 <p><b>CITY OF WILMINGTON</b> NORTH CAROLINA</p>	<p>We aspire to be a culturally vibrant city, leading the region in economic vitality, safety and resilience so that all people can share the greater opportunity, prosperity and quality of life.</p>	<p>Through forward-thinking policies and responsible stewardship, we are creating a better city every day with excellent core services and quality of life for all.</p>	 
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**Strategic Priorities:**

Create a thriving, inclusive and affordable community of neighborhoods	Develop an efficient, accessible, and sustainable multi-modal transportation network and city infrastructure	Create a safe, healthy & engaged community	Achieve organizational excellence	Cultivate an environment for economic growth, job creation, and cultural vibrance
				
<p><b>Objective 1: Improve the availability and options of quality housing that is affordable to a broad range of income levels.</b></p> <p>Initiative 1.1: Create more pathways for housing opportunities.</p> <p>Initiative 1.2: Evaluate city policies and codes to reduce barriers to the development of affordable housing.</p> <p>Initiative 1.3: Enhance collaboration with the private sector and non-profits to find sustainable housing solutions for persons at risk or experiencing homelessness.</p> <p><b>Objective 2: Foster vibrant neighborhoods that connect existing and future residents to the places where people work, live, and play.</b></p> <p>Initiative 2.1: Support programming for healthy homes that are safe and sustainable.</p> <p>Initiative 2.2: Complete the Greater Downtown Plan.</p> <p>Initiative 2.3: Connect communities with pathway facilities that promote open space and community activities.</p> <p><b>Objective 3: Utilize public engagement strategies to better align city services with community priorities across all neighborhoods throughout the city.</b></p> <p>Initiative 3.1: Develop a public engagement program that informs neighborhoods of services the city provides and that gathers opinions on improvements.</p> <p>Initiative 3.2: Invest in and implement community-based practices that leverage public engagement in managing public safety.</p> <p>Initiative 3.3: Define ways to support the implementation of goals identified in the P&amp;R Master Plan.</p>	<p><b>Objective 1: Improve transportation options and reduce congestion.</b></p> <p>Initiative 1.1: Coordinate and leverage transportation investments with regional partners.</p> <p>Initiative 1.2: Improve access to alternative modes of transportation and diversify mode choices.</p> <p>Initiative 1.3: Support the transit system and assist in developing long-term sustainable funding options.</p> <p><b>Objective 2: Improve roads, sidewalks, and trails to prioritize a safer, walkable, and bikeable community.</b></p> <p>Initiative 2.1: Complete the 2014 Transportation bond projects and evaluate and assist in the development of a potential 2026 transportation Bond referendum.</p> <p>Initiative 2.2: Explore opportunities improve the neighborhood traffic.</p> <p>Initiative 2.3: Coordinate and plan for future growth through the Walk Wilmington and the Greenway Masterplan</p> <p><b>Objective 3: Maintain and improve the city's infrastructure.</b></p> <p>Initiative 3.1: Identify sustainable and long-term funding for asset maintenance and develop associated plans.</p> <p>Initiative 3.2: Increase the resiliency of public infrastructure through the identification and improvement of network vulnerabilities caused by storm events and other natural disasters.</p> <p>Initiative 3.3: Improve efficiency in waste collection and recycling efforts.</p>	<p><b>Objective 1: Provide public safety services that match the unique needs, values, and concerns throughout the diverse community.</b></p> <p>Initiative 1.1: Continue efforts to reduce violent crimes in the Wilmington community.</p> <p>Initiative 1.2: Improve safety along city right of ways for vehicular and pedestrian users.</p> <p>Initiative 1.3: Enhance the city's comprehensive emergency preparedness and management plans through sustainable practices</p> <p><b>Objective 2: Partner with federal, state, and local agencies to ensure the delivery of exceptional public safety and emergency services to people experiencing homelessness or drug addiction.</b></p> <p>Initiative 2.1: Continue and expand partnerships and the Getting Home program to coordinate, communicate and engage with persons living or at risk of being unsheltered.</p> <p>Initiative 2.2: Explore and develop a security program for public facilities ensuring the safety of staff and visitors.</p> <p>Initiative 2.3: Continue the city's partnership with the Quick Response Team and explore opportunities for enhanced service.</p> <p><b>Objective 3: Improve quality of life through minimum housing standards, enforcing city codes, and providing opportunity and access to a healthy home.</b></p> <p>Initiative 3.1: Continue to develop, evaluate, and expand the collaborative Community Risk Reduction Program.</p> <p>Initiative 3.2: Seek new and creative ways to mitigate city code violations.</p> <p>Initiative 3.3: Partner across city departments, non-profit organizations, and the community at large to provide young people with opportunities for growth and development.</p>	<p><b>Objective 1: Recruit, develop, and retain a diverse, high-performing workforce.</b></p> <p>Initiative 1.1: Develop strategies to attract and retain highly qualified, diverse candidates.</p> <p>Initiative 1.2: Implement a city-wide learning management system.</p> <p>Initiative 1.3: Create well-defined pathways for advancement, leadership, and knowledge transfer opportunities.</p> <p><b>Objective 2: Align facilities, staff, and technology with organizational and community needs, making efficient use of available resources.</b></p> <p>Initiative 2.1: Increase accessibility of all documents and records to internal and external customers.</p> <p>Initiative 2.2: Develop and implement a comprehensive employee safety program.</p> <p>Initiative 2.3: Establish a structure and formalized process for updating and maintaining organizational policies and procedures.</p> <p><b>Objective 3: Expand effective and equitable customer service to both internal and external customers through improved collaboration, communication, and community engagement.</b></p> <p>Initiative 3.1: Develop and implement consistent customer service standards, training, and evaluation methods organization-wide.</p> <p>Initiative 3.2: Develop and implement a city-wide Customer Relationship Management system to facilitate better customer service.</p> <p>Initiative 3.3: Identify and develop additional opportunities for community accessibility including providing access options to meet the diverse needs of the community.</p>	<p><b>Objective 1: Create strategies and tools to attract new businesses and retain and grow existing ones.</b></p> <p>Initiative 1.1: Review, identify, streamline, and improve existing city policies, programs, and processes to support economic growth.</p> <p>Initiative 1.2: Assess and develop creative economic development tools and entrepreneurial ecosystems.</p> <p>Initiative 1.3: Conduct a Minority and Women-Owned Business Enterprise Disparity Study and develop a comprehensive MWBE plan for the city.</p> <p><b>Objective 2: Identify and enhance local and regional economic development partnerships.</b></p> <p>Initiative 2.1: Develop partnerships to support or develop programs that expand workforce development opportunities for all skill sets and backgrounds.</p> <p>Initiative 2.2: Leverage local, state, and federal programs, resources, and relationships to cultivate economic development opportunities.</p> <p>Initiative 2.3: Evaluate downtown parking strategies to address changing office, retail, and residential needs, including the development of curbside management strategies.</p> <p><b>Objective 3: Enhance and grow Wilmington's position as a nationally recognized entertainment, cultural, and tourism destination.</b></p> <p>Initiative 3.1: Assess the preliminary recommendations from the Wilmington Convention and Visitor Bureau's commissioned Riverwalk Assessment and develop a multi-year improvement plan.</p> <p>Initiative 3.2: Develop an economic impact study for Live Oak Bank Pavilion and Greenfield Lake Amphitheater.</p> <p>Initiative 3.3: Upon completion of the Riverwalk North Feasibility Study, assess preliminary findings and identify options to fund construction of a northern extension to the Riverwalk.</p>