

# Town of Jamestown Strategic Plan Outcomes and Goals

June 2021





## Introduction to the Town's New Strategic Plan

**The Town of Jamestown Strategic Plan** is designed to be a multiyear representation of the Town's mission. It aims to serve as a roadmap for staff and Town Council over the next three to five years.

This new plan—an outgrowth of Council and staff input from earlier this year as well as several pre-existing documents—further defines the Town's strategic priorities.

The structure better links Council and staff plans and employs a format that should be more useable for elected officials, staff, partners and citizens.

The plan includes these components:

- Outcome statements that are the foundation of the Town's mission statement;
- Short and long-range goals that further define and support the outcomes;
- Multiyear (three- to five-year) goals that will be executed to achieve the outcomes; and
- Annual tasks captured in a separate working document and a reporting structure that will be updated regularly to track progress.

### The Town's Vision Statement

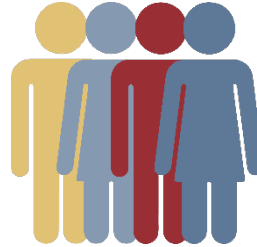
**The Town of Jamestown** Council and staff will be meeting in July 2021 to clarify the Town's current mission, vision, and values.



**The Town's Strategic Plan is organized around five focus areas, which make up its mission:**

### **Staff Excellence**

Recruit and retain a team of excellent employees.



### **Outreach and Involvement**

Provide outlets for citizen outreach and engagement.



### **Infrastructure and Facilities**

Ensure logical investment in infrastructure and facilities to meet future needs.



### **Planning & Development**

Grow and maintain a robust, diversified economy.



### **Public Safety**

Procure partnerships to ensure effective services that match community needs.





## Outcomes and Goals Snapshot

The outcomes and goals snapshot represents a graphical method for displaying specific desired outcomes and the goals necessary to bring these to fruition.

Goals are grouped under the five focus areas listed above. Each individual outcome represents an initiative that has been reviewed by staff and the Council together during the annual retreat process to ensure that citizen needs are being met in an effective and efficient manner.

This document will be reviewed quarterly and the Town Manager will communicate progress on each of the goals with the Council as needed.

The Town Council will review this document annually to ensure that goals are still relevant. The document will be updated and adopted as a part of the annual budget process in June.

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[www.jamestown-nc.gov](http://www.jamestown-nc.gov)

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# OUTCOMES & GOALS SNAPSHOT FY 21-22

Adopted by Town Council on XXX XX, 2021

Complete or Nearing Completion
Significant Progress
Moderate progress
Pending, Deferred
Limited progress, currently unscheduled

PRIORITY GOALS (★)

**Focus Areas:**

Staff Excellence (1 & 2)	Outreach and Involvement (3&4)	Infrastructure and Facilities (5)	Public Safety (6)	Planning and Development (7)
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OUTCOMES AND GOALS	STATUS	
<i>Focus Area: Staff Excellence</i>		
<b>1. To attract, develop, and retain town staff in order to support services and meet community needs.</b>	<b>June 2021</b>	<b>Dec. 2021</b>
★ Goal # 1: Provide employee training opportunities		
★ Goal # 2: Evaluate benefits and insurance for the Town employees		
★ Goal # 3: Prepare succession plan for key positions		
Goal # 4: Implement strategies to recruit employees from diverse populations		
Goal # 5: Perform pay classification study to remain competitive in the marketplace		
<b>2. To improve the administration of Town government.</b>	<b>June 2021</b>	<b>Dec. 2021</b>
Goal # 1: Procure software for asset management (vehicle/technology maintenance/replacement)		
Goal # 2: Review and upgrade current Town mission, vision, and core values		
Goal # 3: Prepare a strategic plan for outcomes and goals		
Goal # 4: Schedule a candidate information session		
Goal # 5: Promote excellence in customer service		
Goal # 6: Achieve minimum staffing levels for all departments		
Goal # 7: Maintain and update Town's Code of Ordinances		

OUTCOMES AND GOALS		STATUS	
<i>Focus Area: Outreach and Involvement</i>			
<b>3. Develop and implement strategies to promote Jamestown</b>		<b>June 2021</b>	<b>Dec. 2021</b>
	Goal # 1: Further develop Music in the Park and other Town-sponsored events		
	Goal # 2: Develop branding and marketing strategies for Jamestown		
<b>4. Conduct community engagement through multiple strategies to increase resident involvement in Town matters</b>		<b>June 2021</b>	<b>Dec. 2021</b>
	Goal # 1: Develop AARP Livable Communities Initiative		
	Goal # 2: Fully utilize Town social media accounts		
	Goal # 3: Establish a process for advertising openings & selecting residents for Town boards and committees		
	Goal # 4: Establish a joint planning retreat for the Planning Board, Council, and Town staff		
<i>Focus Area: Infrastructure and Facilities</i>			
<b>5. Make plans to improve current infrastructure, facilities, and services</b>		<b>June 2021</b>	<b>Dec. 2021</b>
	Goal # 1: Update street pavement condition study		
★	Goal # 2: Prepare strategic growth plan for Jamestown and surrounding ETJ areas		
	Goal # 3: To prepare a plan to implement government mandated stormwater regulations		
	Goal # 4: Evaluate effectiveness of current solid waste collection & recycling services		
	Goal # 5: Complete and adopt Parks & Recreation Master Plan in order to seek grant funding opportunities		
	Goal # 6: Prepare plans for effective utilization of space at Town Hall & Civic Center		
★	Goal # 7: Complete plans for the construction of a new Recreation Maintenance Facility		
	Goal # 8: Prepare Golf Course Strategic Plan		
	Goal # 9: Coordinate joint staff meeting with City of GSO, City of HP and PTRWA to discuss water/sewer cost & capacities		
	Goal # 10: Repair/replace golf course irrigation system		
	Goal # 11: Prepare plans for updating/installing restroom and shelters for golf and recreation facilities		
	Goal # 12: Maintain integrity of water/sewer/stormwater infrastructure		
	Goal # 13: Maintain effective communications with NCDOT and HPMPO		
	Goal # 14: Seek funding through the American Rescue Plan		

OUTCOMES AND GOALS		STATUS	
<i>Focus Area: Public Safety</i>			
<b>6. Continue to develop plans to improve public safety in the Town of Jamestown</b>		<b>June 2021</b>	<b>Dec. 2021</b>
	Goal # 1: Coordinate joint staff meeting to discuss plan of service with PSFD (w/ annual review in January)		
	Goal # 2: Coordinate joint staff meeting to discuss plan of service with GCSD (w/ annual review in January)		
	Goal # 3: Install security measures at Town facilities (parks, maintenance facilities, and Town Hall)		
<i>Focus Area: Planning and Development</i>			
<b>7. Implement a broad program of community planning, development, and land management through zoning</b>		<b>June 2021</b>	<b>Dec. 2021</b>
	Goal # 1: Seek opportunities for grant funding for pedestrian and parks/recreation facilities		
	Goal # 2: Complete update of the Town of Jamestown's Comprehensive Plan		
	Goal # 3: Review and update Comprehensive Pedestrian Transportation Plan		
	Goal # 4: Enhance Code Enforcement capabilities throughout Jamestown to help protect property values		
	Goal # 5: Establish/redefine ordinances for application of commercial maintenance code in Jamestown		