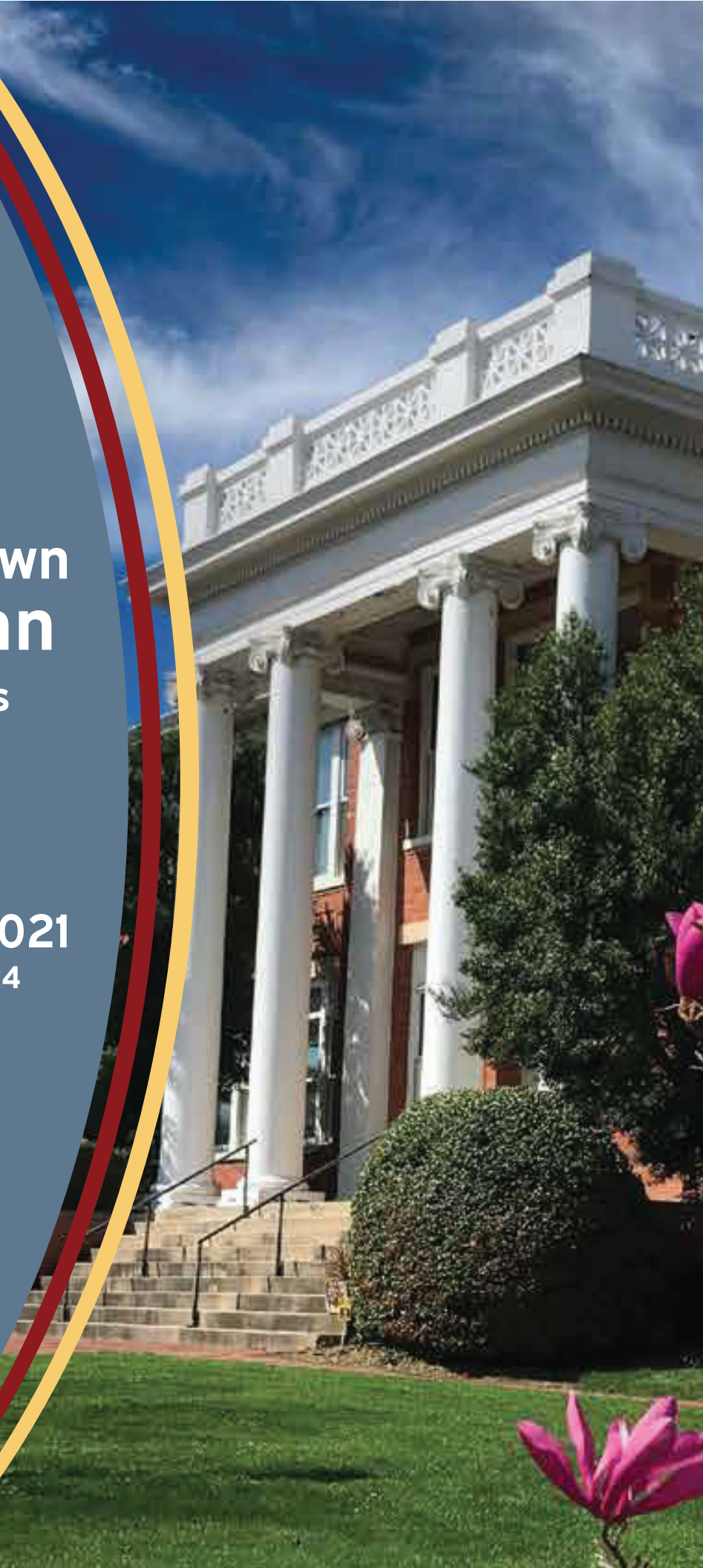


# Town of Jamestown Strategic Plan

Outcomes and Goals

**Adopted: June 15, 2021**

**Last Update: January 23, 2024**





## Introduction to the Town's 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 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.

## 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. 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.



## Mission

Creating an exceptional quality of life for all citizens by providing superior services.

## Vision

Jamestown will be a thriving community with strong roots in our history. One dedicated to a high quality of life for residents of all ages, including: recreation, education, and supporting businesses. A community of clean, beautiful, and safe surroundings and welcoming neighborhoods where everyone can feel at home.

## Values

Creating an exceptional quality of life for all citizens by providing superior services.

### Primary

Compassion/Fairness - We show compassion to everyone, our citizens, our staff, and our visitors. When we make decisions as a Town we are thoughtful and understanding of how those decisions will affect our citizens. We ensure that everyone gets equal consideration.

Accountability - We hold ourselves accountable and remember that we are always accountable to the citizens of Jamestown. We take ownership of the actions and decisions made by the Town and the results of those decisions.

Servant Leadership - We believe that we are leaders who have been placed here to serve our citizens and engage them while also putting their needs first.

Ability to Work Together - We will find a way to work together. Diverse backgrounds and experiences will not preclude us from finding a way to hear all voices and incorporating them into our work.

### Secondary

Listening - We actively listen to the needs and desires of our Town and reflect on what we've heard.

Open-Mindedness - We keep our minds open so that we are able to respond effectively to the changing needs of Jamestown.

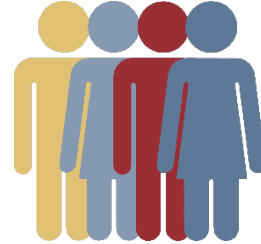
Making a Positive Impact - We strive to set goals that will have a positive impact on the lives of the people of Jamestown and allow for our values to guide us in meeting or exceeding those goals.

Respect - We will always remain respectful in our interactions with one another, Town staff, and especially the citizens of Jamestown.

**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



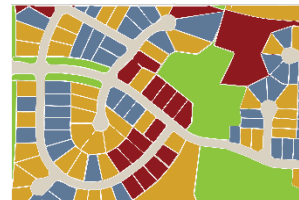
**Public Safety**

Provide partnerships to ensure effective services that match community needs



**Planning and Development**

Grow and maintain a robust diversified economy





# Jamestown Strategic Plan

## Focus Areas, Outcomes, and Goals

Adopted: June 15, 2021 Updated: Jan. 23, 2024

### Staff Excellence

<b>Outcome 1: To attract, develop, and retain town staff in order to support services and meet community needs</b>		June 2023	Jan. 2024
★ A.	Seek training for improved customer service. Seek specific training for working with groups with specific needs and implement safety training and security options for staff	●	●
B.	Update website to expand functionality and ease of use for customers		<i>New Goal</i>
<b>Outcome 2: To improve the administration of Town government</b>		June 2023	Jan. 2024
A.	Update purchasing policies for Town Staff		<i>New Goal</i>

### Outreach and Involvement

<b>Outcome 3: Develop and implement strategies to promote Jamestown</b>		June 2023	Jan. 2024
A.	Further develop Music in the Park and other Town-sponsored events	●	●
★ B.	Schedule work session to discuss the Town's goals and role in marketing opportunities	●	●
<b>Outcome 4: Conduct community engagement through multiple strategies to increase resident involvement in Town matters</b>		June 2023	Jan. 2024
A.	Fully utilize Town social media accounts	●	●
B.	Establish a process for advertising openings and selecting residents for Town boards and committees	●	●
C.	Develop and implement a Citizen Academy	●	●

### Infrastructure and Facilities

<b>Outcome 5: Make plans to improve current infrastructure, facilities, and services</b>		June 2023	Jan. 2024
A.	Prepare a plan to implement government mandated stormwater regulations	●	●
C.	Repair/replace golf course irrigation system, bunkers, and cart paths	●	●
★ D.	Work with PSFD to create a plan for Fire Station improvements	●	●
E.	Increase internet capabilities at all Town facilities	●	●
F.	Schedule a work session to update facility use of the Civic Center	●	●
G.	Clarify and update the bid process		●
H.	Evaluate and Plan for overflow parking at the Charles Turner Athletic Complex	●	<i>New Goal</i>

★ Priority Goal	● Limited Progress / Unscheduled	● Pending / Deferred	● Moderate Progress	● Significant Progress	✓ Complete / Near Completion
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## Public Safety

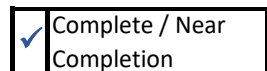
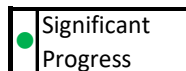
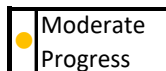
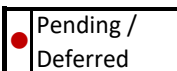
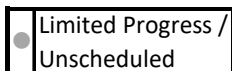
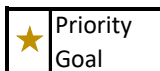
Outcome 6: Continue to develop plans to improve public safety in the Town of Jamestown		June 2023	Jan. 2024
A.	Install security measures at Town facilities (parks, maintenance facilities, and Town Hall)		

## Planning and Development

Outcome 7: Implement a broad program of community planning, development, and land management through zoning		June 2023	Jan. 2024
★ A.	Review historic assets and create plans to preserve and protect them		<i>New Goal</i>

## Ongoing Goals

8. Ongoing Goals	
A.	Provide employee training opportunities
B.	Evaluate benefits and insurance for Town employees
C.	Maintain and update the Town's Code of Ordinances and Land Development Ordinance
D.	Maintain and Update Strategic Plan Outcomes and Goals
E.	Provide for the repair, improvement, and replacement of vehicle and facility needs
★ F.	Develop Livable Communities Initiative
G.	Hold a joint planning retreat for the Planning Board, Council, and Town staff
H.	Maintain integrity of water/sewer/stormwater infrastructure
★ I.	Seek opportunities for grant funding for pedestrian and parks/recreation facilities
J.	Utilize Comprehensive Parks and Recreation Plan/Golf Strategic Plan to guide park infrastructure improvements
★ K.	Promote excellence in customer service
L.	Seek marketing opportunities to promote Jamestown
M.	Maintain effective communications with NCDOT and HPMPO
N.	Schedule candidate information sessions for election cycles
O.	Implement Strategies to recruit employees from diverse populations
P.	Coordinate a joint staff meeting to discuss plan of service with PSFD and GCSD (w/ annual review in January)
Q.	Utilize the ADA plan to increase compliance in public facilities



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