

Committee to Elect Kathy Greggs
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City of Fayetteville
ATTN: Mayor Colvin and City Council Members
433 Hay Street
Fayetteville, NC 28301-5537

Dear Elected Officials of Fayetteville,

As a dedicated candidate for City Council, District 7, I am writing to you today with a deep commitment to our community's future and a strategic plan of action designed to propel Fayetteville and Cumberland County beyond our current status as a Tier 1 city and county. Our shared goal should be to build a truly equitable, sustainable, and prosperous community for all residents.

My proposed strategy focuses on interconnected initiatives that address critical challenges while leveraging innovation to create lasting positive change:

1. Transforming Our Housing Landscape:

We must develop a comprehensive housing strategy that ensures access to safe, affordable, and diverse housing options for every resident. This includes:

- **Increasing Affordable Housing Stock:** Incentivizing the development of mixed-income housing, exploring land trusts, and leveraging public-private partnerships to expand affordable housing units.
- **Addressing Housing Quality:** Implementing robust code enforcement and providing support programs for existing homeowners and landlords to maintain and improve housing conditions.
- **Streamlining Permitting:** Utilizing modern platforms, such as CivicPlus's Community Development Software, to make the permitting and licensing processes more efficient, encouraging responsible development while maintaining standards.

2. Comprehensive Solutions for Our Unsheltered Population:

Addressing homelessness requires a compassionate and multi-faceted approach. Our plan should include:

- **Expanding Emergency Shelters and Transitional Housing:** Increasing capacity and diversifying options to meet immediate needs.
- **Supportive Services Integration:** Connecting unsheltered individuals with mental health services, substance abuse treatment, job training, and permanent housing solutions.

- **Community Collaboration:** Strengthening partnerships between city services, non-profits, faith-based organizations, and volunteers to provide holistic support. 3. Bridging the Minimum Wage Gap and Fostering Economic Opportunity:

To ensure economic mobility and a thriving workforce, we must address the wage gap and attract higher-paying jobs. This involves:

- **Advocating for Living Wages:** Exploring local initiatives and partnerships that encourage businesses to pay living wages, fostering a stronger local economy.
- **Targeted Business Investment:** Actively recruiting businesses that offer competitive wages and benefits, particularly in emerging sectors like technology and advanced manufacturing.
- **Workforce Development:** Investing in robust training programs and educational pathways that equip our residents with the skills needed for these high-demand, high-wage jobs, potentially leveraging AI-driven educational tools.

4. Cultivating Business Investment and Economic Diversification:

Beyond minimum wage, attracting and retaining diverse businesses is key to our long-term prosperity. Our strategy should include:

- **Streamlined Business Processes:** Implementing user-friendly digital portals and automation (akin to CivicPlus's process automation tools) to simplify business registration, licensing, and compliance, making Fayetteville an attractive place to operate.
- **Strategic Incentives:** Developing tailored incentive programs for businesses that commit to high-wage job creation, local hiring, and sustainable practices.
- **Highlighting Fayetteville's Strengths:** Proactively marketing our unique assets, skilled workforce, and quality of life to national and international investors.

5. Creating an Equitable and Sustainable Community:

Our commitment to future generations demands a focus on environmental health and equitable access to resources. This means:

- **Climate Resilience and Environmental Remediation:** Developing and implementing plans to address environmental toxins, promote clean energy, and build resilience against climate impacts.
- **Expanding Green Spaces and Parks:** Investing in new and existing parks, trails, and recreational facilities, ensuring equitable access for all neighborhoods. This also includes urban forestry initiatives for improved air quality and heat island reduction.
- **Community Engagement and Education:** Utilizing enhanced local government communications software (like CivicPlus's communication tools) to inform residents about environmental initiatives, gather feedback, and foster community-led sustainability efforts.

Leveraging Technology for Strategic Implementation:

To effectively execute this strategic plan, we must fully embrace modern technology.

The "Best-Run Local Governments Run on CivicPlus Technology" is not just a slogan; it's a blueprint for efficiency. By utilizing intelligent automation for staff and a unified experience for residents, CivicPlus solutions can help increase process efficiency by up to 40%, freeing staff to improve community engagement. Specifically, the implementation of a **Responsive 311 CRM Software for Government**

will provide a one-stop solution to receive, track, and respond to resident service requests, improving our responsiveness and building trust.

Furthermore, CivicPlus's robust **Local Government Communications Software (Mass Notification System)** is vital for **disaster preparedness and response**. This system allows for rapid, multi-channel communication during emergencies, ensuring that all communities, especially those most vulnerable, receive timely alerts and critical information. Beyond immediate response, this technology can be leveraged to ensure that **funding and resources for prevention and clean-up of natural disasters are distributed equitably across all communities**, providing transparent tracking and accountability for disaster relief efforts.

This platform will save millions of dollars through operational efficiencies, enhance community awareness, and create a government that works better for everyone.

By working collaboratively, setting clear goals, and embracing innovative solutions, we can transform Fayetteville and Cumberland County into a thriving, equitable, and sustainable community that serves as a beacon of progress in North Carolina. I am eager to partner with each of you to turn this vision into a reality.

Sincerely,

Kathy Greggs
Candidate for City Council, District 7