

CITY OF DURHAM GOALS & FY 2011-12 STRATEGIC PLAN

At the April 18th, 2011 Council Meeting the Durham City Council adopted a new strategic plan for the City and five new over-arching goals:

1. Strong and Diverse Economy
2. Safe and Secure Community
3. Thriving Livable Neighborhoods
4. Well Managed City
5. Stewardship of City's Physical Assets

To achieve consistent and planned results, it is essential that all organizational efforts are pointed in the same direction. The Strategic Planning process involves City Council, the City Manager's Office, employees, citizens and other stakeholders. During the Strategic Planning process, goals, objectives, outcome measures, initiatives and the key priorities were determined. The Strategic Plan serves as the framework for accomplishing these priorities. To ensure success, the organization has integrated the plan into annual budgets, daily operations and organizational measurements.

To achieve the goals of the plan, the City has developed and continues to monitor useful data. With this data, the City can develop strategies for improving outcomes in the areas that have been identified as goals. After the strategies are implemented, we can monitor successes and short-comings toward achieving goals by tracking the data. We intend to focus our budget and policy discussions on achieving the results we want, rather than competing for scarce resources.

As we develop and monitor community-wide indicators and departmental performance measures, we strive to identify the most meaningful data elements. Rather than focusing on how much we performed or how well we did it, we are trying to answer the question, "Is anyone better off?"