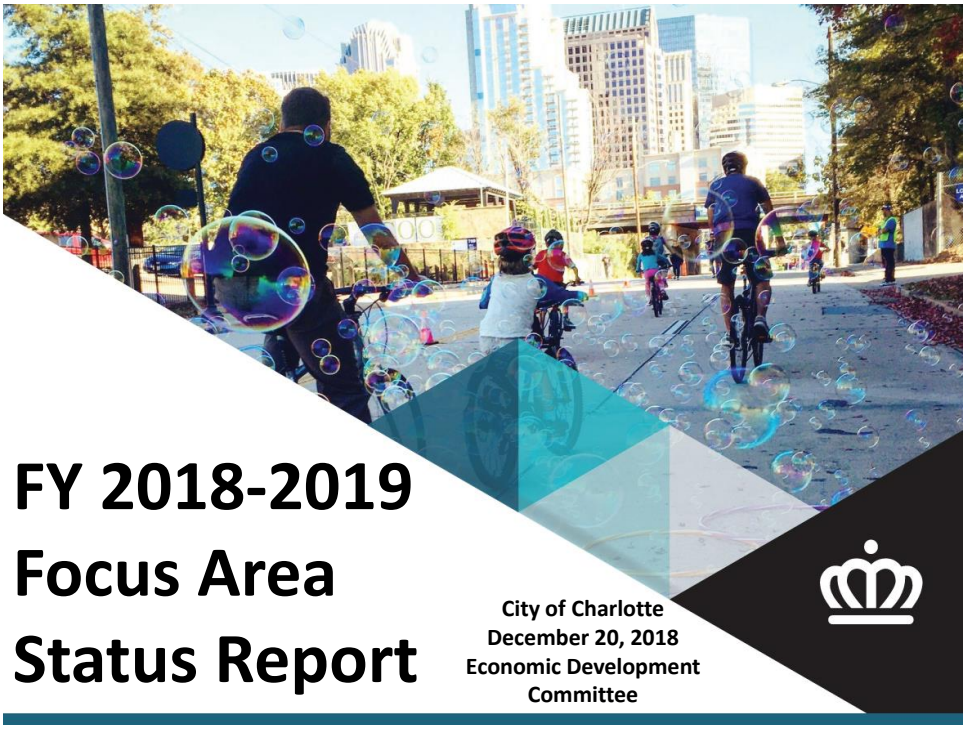


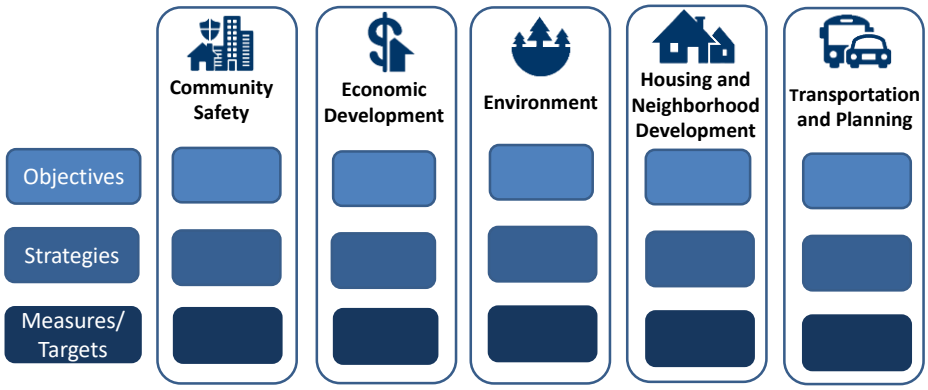
FY 2018-2019 Focus Area Status Report

City of Charlotte
December 20, 2018
Economic Development Committee

Presentation Overview

- Overview of Focus Areas
- Review Formatting
- Status Update
- Next Steps

Three Decades of Strategic Goals



Current Focus Area Plans expire June 30, 2019.

Focus Area Plan Layout
(Example)

Focus Area Vision
High-level overview of Council's policy direction for each Focus Area

Focus Area Narrative
Brief description that provides context to Focus Area Vision

Objectives
Answers the question of "what" Council want to accomplish within each Focus Area providing broad, multi-year goals

Strategies
Strategies help operationalize the outcome; this begins to answer the question "how" we will implement policy direction from Council

Transportation & Planning
FY2018 & FY2019 Strategic Focus Area Plan

"Charlotte will be a vibrant, livable city where residents of all income levels have convenient transportation access to employment, services, and housing choices."

Effective planning and continued transportation investments will enable Charlotte to accommodate growth, enhance quality of life and ensure the continuation of a vibrant, growing economy. The City will continue to integrate land use, urban design, and transportation decisions that maintain mobility to create more places and neighborhoods throughout Charlotte that are walkable, transit-oriented, and bicycle-friendly.

Objectives WHAT?	Strategies HOW?
Accommodate and Support Growth	Implement the Centers, Corridors, and Wedges Growth Framework, the 2030 Transit System Plan and the Transportation Action Plan
	Prepare and adopt 1) Charlotte Place Type Policies, which further define the Centers, Corridors, and Wedges growth framework, and 2) a Unified Development Ordinance, a tool to implement the City's land use, urban design, and transportation policies*
	Coordinate with partners to advance multimodal transportation projects (streets, transit, bikeways, sidewalks, freeways, arterials, and high-occupancy toll lanes)
	In conjunction with regional partners, review the regional growth framework to link development patterns with transportation investments*
	Develop the Charlotte Gateway Station project that serves regional public transit and rail services
Support a Vibrant and Growing Economy	Continue to position Charlotte as a global freight and logistics hub by investing appropriate rail and roadway projects*
Maintain and Support Charlotte's Transportation Assets	Maintain Charlotte's transportation infrastructure by planning and investing current and future resources into the city's transportation network
	Maintain a twelve-year resurfacing cycle
Foster economic success for everyone in the community	Clarify policy guidance used in evaluating rezoning requests*
	Improve Charlotte's mobility and accessibility by enhancing walkability and bicycle friendliness*
	Implement the projects and programs identified in the Community Investment Plan to enhance safety, livability, transportation choices, and job growth*
	Implement the recommendations of the CATS bus system comprehensive review to increase access to transit and effectively deploy transit resources

*Included in the Strategic Priorities Matrix

Focus Area Plan Layout
(Example)

The Performance section includes high-level measures that help gauge the success of implementing the Strategies and Objectives

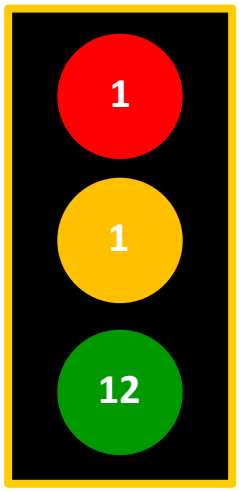
Environment
FY2018 & FY2019 Strategic Focus Area Plan
Performance

Objective and Strategy	Measure/Target	FY2016 Actual
Objective: Practice Environmental Stewardship in City Operations and Facilities		
Strategy: Increase use of alternative fuel vehicles in City fleet*	Increase alternative fuel vehicles in City fleet by 50 vehicles over two years	65 alternative fuel; 3,012 total
Strategy: Decrease waste in City facilities	Maintain a 15% minimum recycling rate in police stations	Obtained data for only 1 of the 13 divisions (Providence)
Strategy: Increase the use of recycled and environmentally friendly products	Increase Green purchasing	New measure in FY2018
Strategy: Reduce energy usage in City facilities*	Use 15% less energy as compared to facilities across the Southeastern US	Currently tracking
Strategy: Reduce water usage in City facilities	Install three technologies to reduce consumption	New measure in FY2018

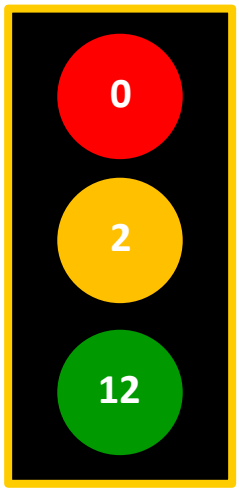
From first page of Focus Area Plan

FY 2018 – 2019 Performance

FY 2018
Actual



FY 2019
Projected



Next Steps

November – December

- Committee status update on FY 2018-FY 2019 Focus Area Plans

January

- Facilitated discussion at City Council's Annual Strategy Session

Post Retreat

- Adoption of new priorities