

## City Council – Action Request Form

**Date:** June 16, 2025

**To:** Mayor, Mayor Pro Tempore, and Members of the City Council

**From:** Scott Tesh, Budget and Performance Management Director

### Council Action Requested:

Resolution adopting the 2025-2028 Strategic Plan

**Strategic Focus Area:** Service Excellence

**Strategic Objective:** Yes

**Strategic Plan Action Item:** No

**Key Work Item:** No



### Strategic Planning Update

In January 2025, the Mayor and City Council held a two-day workshop to discuss strategic priorities for the next three-four years. The City Council reviewed input from a variety of sources, including but not limited to, bi-annual resident survey data, resident prioritization and goal planning surveys, stakeholder focus groups, and information taken from the recently completed comprehensive planning process (Forward 2045). At the workshop, the framework for new priorities emerged, and four new focus areas were created:

- **Good Government** is a focus on delivering efficient and effective core services and utilizing best practices for municipal government. This includes working to maintain and update infrastructure and facilities, strengthening organizational financial practices and policies, and working to make sure the City is an employer of choice with competitive compensation and enhanced workplace cultures.
- **Economic Prosperity** is about empowering individuals and businesses alike for economic growth and success that benefits the entire community. This will include a focus on housing affordability and reducing the unhoused population, efforts to improve economic mobility and reduce poverty, attracting and retaining quality businesses that pay living wages, and fostering the sense of entrepreneurship and innovation that have been a hallmark of the community.

**Committee**

**Action**

**For**

**Against**

**Remarks:**

- **Community Advocacy and Engagement** recognizes that City staff cannot move the community forward without valued relationships with key partners. Advocacy involves marketing Winston-Salem as a wonderful place to live work and relax; working with our local, state, and federal partners to provide opportunities to improve the city; engaging with residents to foster civic pride; and strengthening our relationships and connections with community partners.
- **Livable Community** is about creating a community of choice. This includes a focus on enhancing resident's sense of safety through crime reduction, maintaining or improving the appearance of neighborhoods, and providing community and neighborhood amenities.

A draft of the strategic plan was presented to City Council in April 2024, and at that time, no significant changes were proposed to the 2025-2028 Strategic Plan. A copy of the plan was incorporated into the FY 2025-26 proposed budget document. The attached resolution formally adopts the City Council's new strategic plan as a framework for identifying priorities and measuring outcomes related to the four new strategic focus areas. Staff will provide semi-annual updates to the Mayor and City Council on progress made towards stated goals.