

City Council Priorities and Action Plan



HICKORY CITY COUNCIL'S FY2013-2014 PRIORITIES AND ACTION PLAN

Strategic Priority: Economic Growth & Transportation

1. Promote Economic Development and Jobs
 - A. Market the remaining industrial sites at Fairgrove Business Park.
 - B. Develop a marketing plan for City property near MDI in Caldwell County.
 - C. Market City property at Cloninger Mill Road/Hwy 127.
 - D. Partner in the development of a multi-jurisdictional business park. Identify & evaluate locations that either are currently or could be in the Hickory City limits.
 - E. Promote the redevelopment of obsolete manufacturing facilities.
 - F. Continue an aggressive program of utilizing Brownfield Grants to improve blighted properties.
 - G. Study broad initiatives which would facilitate aggressive redevelopment and demolition of obsolete and blighted manufacturing facilities.
 - H. Consider policies and recommendations by the Business Development Committee.

2. Improve Transportation
 - A. Investigate options for increasing the street resurfacing budget.
 - B. Work with NCDOT and the MPO to develop projects benefiting Hickory.
 - C. Implement beautification techniques, such as street trees, plantings and stamped roadways, in strategic corridors and gateways of the City while sharing costs when possible with private partnerships.
 - D. Consider the development of greenways throughout the City.

3. Leverage the City's Regional Utilities
 - A. Pursue new utility extensions and regional agreements to enhance the utility system's economy of scale.
 - B. Use the City's strength in water and sewer services as an economic development tool.

Strategic Priority: Natural Environment and Quality of Life

1. Improve and Protect the Quality of Lake Hickory
 - A. Monitor the compliance of Concord/Kannapolis in regards to the interbasin transfer agreement.

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- B. In meeting the EPA NPDES Phase II federal storm water regulations, continue implementing stormwater best practices and complying with stormwater regulations.
 - C. Complete construction of the Catawba WWTP upgrade.
 - D. Partner with other organizations (Reese Institute, Covekeepers, WaterWatch, Duke Power, Catawba River Study Committee) to promote policies and practices which protect the river, improve water quality and provide for water supply.
 - E. Continue to promote “Your Catawba Use it Wisely” conservation program.
2. Improve Air Quality
 - A. Monitor air quality attainment issues and support efforts to address those causes.
 - B. Promote awareness of ozone action days.
3. Provide a Safe Community for Residents and Visitors
 - A. Pursue single-family home ownership opportunities in strategic locations to help stabilize distressed neighborhoods.
 - B. Promote proactive public safety partnerships with citizens and neighborhood groups.
 - C. Continue to engage the community in gang prevention efforts.
4. Support Downtown Development and Activities
 - A. Continue to support downtown festivals and activities with in-kind services.
 - B. Continue the City’s partnership with the Downtown Development Association.
 - C. Maintain public assets downtown to promote growth and create a convenient and beautiful experience.
 - D. Consider highest and best use for vacant parcels in the downtown and support redevelopment of underutilized buildings.
5. Support and Protect Neighborhoods
 - A. Provide staff liaisons to recognized neighborhood associations.
 - B. Respond in a timely manner to neighborhood requests for City services including traffic calming, trash collection, policing, etc.
 - C. Continue to market City properties for housing development.
 - D. Pursue partnerships with non-profit housing groups to promote single-family home ownership, such as the partnership with Habitat for Humanity.
6. Offer High Quality Recreation and Library Opportunities
 - A. Receive excellent customer rating for recreation programs.
 - B. Receive excellent customer rating for library programs.

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Strategic Priority: Operational Excellence

1. Provide Exceptional Customer Service and Communication
 - A. Each coworker's performance evaluation will reflect a focus on customer service.
 - B. Utilize regular City Manager/Coworker meetings to enhance communication within the organization.
2. Invest in City Coworkers
 - A. Provide internal training for supervisors.
 - B. Promote and fund higher education opportunities which will benefit the coworker and the City.
 - C. Recognize, formally and informally, coworkers' achievements.
 - D. Continue to support the coworker Wellness Program.
3. Constant Innovation in Delivery of Services
 - A. Maintain the City's excellent standing for all services included in the NC Performance Measurement Project.

Strategic Priority: Vision and Leadership

1. Support and Promote Higher Education Opportunities
 - A. Work collaboratively with Lenoir-Rhyne University on initiatives and opportunities which would positively impact our community.
2. Lead Regional Initiatives
 - A. Continue to lead the region in protecting and promoting the Catawba River Basin.
 - B. Be the lead agency on regional economic development issues to adequately represent the hub of the population and workforce in the Metro area.
3. Promote City Priorities in the 2013-14 Legislative Agenda to Federal and State Governments
 - A. Actively participate in promoting the NC League of Municipalities legislative priorities.
 - B. Develop and promote state and national legislative priorities that are in the specific interest of the City of Hickory.
 - C. Work with Federal lobbying consultants to apply for grants and actively pursue appropriations at the federal level.

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Strategic Priority: Communication and Marketing

1. Promote the City of Hickory to Our Residents
 - A. Make City Snippets interesting and provide timely items for residents.
2. Continue to offer and support interactive and innovative programs offered by the City, such as the Neighborhood College, and the Citizen's Police Academy.
3. Communicate Effectively with Customers about Delivery of Services
 - A. Respond in a timely manner and inform citizens of results of "Action Requests."
 - B. Inform citizens about Hickory services, projects and awards.
 - C. Keep the city's website vibrant and informative.
 - D. Use print, radio, internet and social media to communicate with our citizens.
 - E. Communicate effectively with organized neighborhood groups, boards and commissions and other partners.