

Town of Aberdeen

Board of Commissioners

GOALS AND OBJECTIVES

2021 - 2023

Vision Statement:

As the Town of Aberdeen grows, we will retain our unique history and character and provide the services and amenities to continuously enhance the quality of life for our citizens.

Purpose of the Goals and Objectives:

Goals and objectives are adopted to support the vision for the town as established by the Board of Commissioners. In addition, these multi-year Goals and Objectives serve as the basis for the policy direction of the Board and serves as the guide for all operational, maintenance and budgeting activities.

Strategic Goal – Desired Situation

Objective – Conditions needed to move toward achieving the goal

The quality of life in Aberdeen is enhanced by the identification of the following Six Town Strategic Goals (Focus Areas) with associated objectives:

1. Engaged Economic Development

- a. Work to promote the location, access, and transportation corridors going through the Town to attract new business yet maintain the integrity of our community and downtown district.
- b. Continue to be engaged with NCDOT and downtown businesses to ensure access to the downtown area from US Hwy 1 / Hwy 15-501.
- c. Promote the creation of new jobs through the use of all available resources.
- d. Investigate the use of incentives to support quality Town development and attract new business.
- e. Increase opportunities to provide retail spaces in the downtown area that are on the first floor with options for living spaces on the floors above.

2. County, Regional or Intergovernmental Cooperation and Participation

- a. Attend relevant organizational meetings and discussions to ensure that Town interests regarding schools, transportation funding decisions, jobs and educational opportunities are represented and acknowledged.

b. Annually review existing county, regional, intergovernmental agreements and other relevant strategic plans for additional benefit to the Town.

c. Explore opportunities for creating other agreements to benefit the Town.

3. Encourage Citizen Communication and Participation in Town Events, Programs, Celebrations and Volunteerism

a. Motivate citizens to become volunteers and be active in small projects for the benefit of the Town by multiple contacts using the Bon Accord newsletter, town website, social media, local newspapers and direct communication.

b. Encourage citizens to become involved in appointed Town committees, boards and commissions.

c. Foster community-wide activities and celebrations to include Fourth of July, Reindeer Fun Run, the Christmas Parade, and other special Town activities.

d. Provide a variety of Town sponsored program and event opportunities for individuals and families to enroll in and attend.

4. Strengthen Business and Residential Partnerships

a. Continue to attract commercial and retail business into the downtown and historic district area.

b. Work with local businesses, organizations and residents in the Town to improve the beautification and appearance of all the business districts with a focus on:

Street and sidewalk cleanliness

Signing

Parking areas

Trash barrels

Benches

Trees and other plantings

Streetscape Improvements

c. Promote business through the active support of the local Chamber of Commerce and downtown redevelopment organizations.

d. Maintain a strong emphasis on code enforcement to improve business and residential appearance with particular attention on dilapidated buildings, abandoned vehicles, litter, junk, and weeds.

e. Enforce the approved Unified Development Ordinance (UDO) while working to ensure that it evolves as the needs of the Town supporting business and residential development necessitate a review.

5. Enhance Town Departmental Core Services

- a. Assess opportunities for, and the cost benefits of, leveraging outside contracts for providing services to citizens of the Town.
- b. Recruit, hire, retain and motivate the qualified staff necessary to support the activities and essential services provided by the Town.
- c. Look for grants and other opportunities to offset costs of providing equipment for public safety to ensure a well-equipped fire and police force.
- d. Ensure town staff and employees have access to the training required to be highly skilled to do their jobs.
- e. Construct a new town hall facility to better serve and represent the Town.
- f. Construct or acquire an indoor sports/multi-purpose facility to support town recreation activities.
- g. Evaluate options for adding new park areas or improving existing park facilities in use by citizens.
- h. Establish a digital archive in a searchable format of town events to ensure that citizens have access to a historical repository of past noteworthy activities.

6. Maintain Balanced Capital Improvement Plans and Long-term Planning Documents

- a. Prepare long-term capital plans for town vehicles, equipment, utility upgrades, improvements, and renovations which will be reviewed annually with the budget.
- b. Inspect town-owned buildings and property for any required maintenance to ensure proper upkeep with a continuous emphasis on safety and efficiency.
- c. Evaluate new technologies and/or methods for improving equipment or Town services while maintaining an emphasis on overall efficiency and effectiveness.
- d. Develop and maintain up-to-date long-term planning documents such as the Green Growth Toolbox, Comprehensive Plan, Water/Sewer Mapping and Extension Plans, and Parks & Recreation Master Plan.