

# City Strategic Plan *Alexandria* 2022



City Strategic Plan Update  
City Council  
June 28, 2016

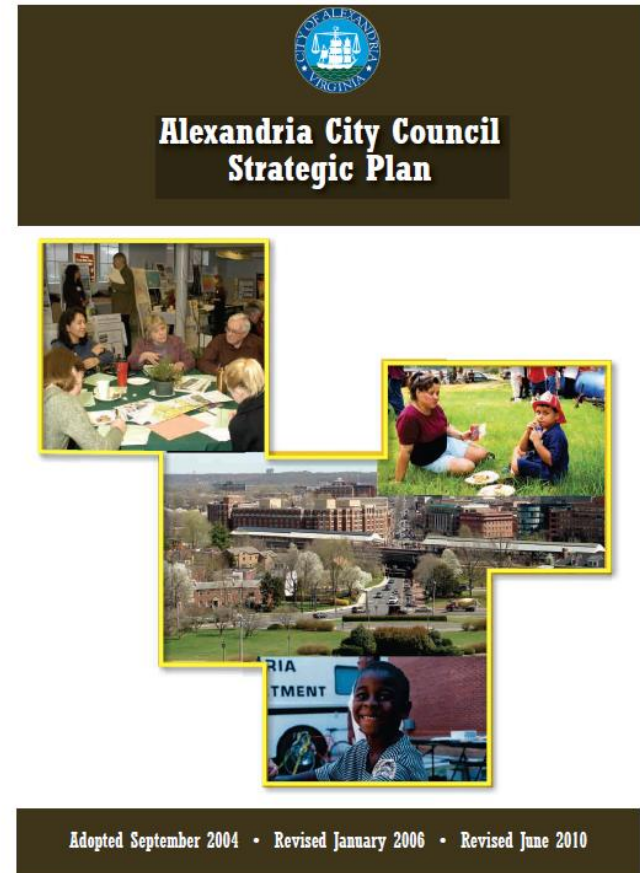
# Current Strategic Plan

City Strategic Plan was effective from 2004 – 2015

Updated by the community and adopted by City Council in 2004, 2006, and 2010

Arrived at document through an open community engagement process

Since implementation, the City has developed a performance management system – Results Alexandria



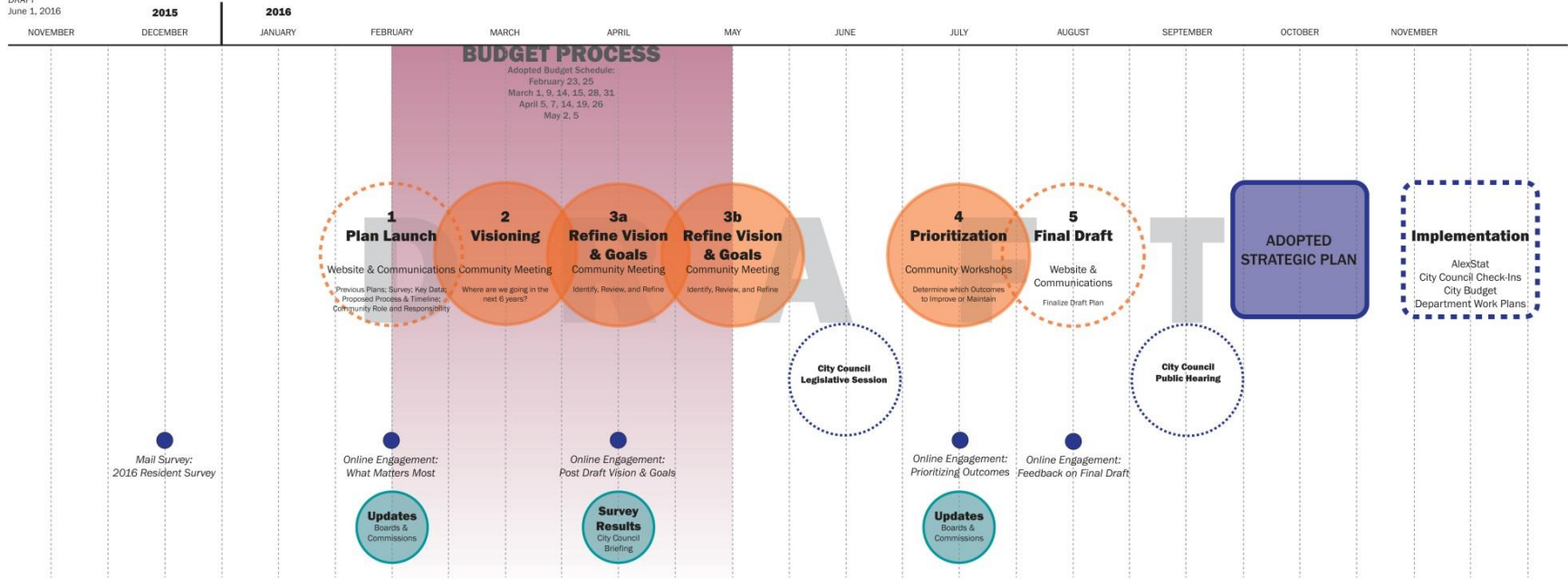
# What's Next for Our Strategic Plan?

- Use **community input** as the foundation of the City Strategic Plan
- Communicate a **clear direction and vision for 2022** to the public and City Government
- Include **measures and targets** so we can be transparent with the community on our progress and challenges
- Develop an **action plan** to integrate adopted master plan and department work plan initiatives that help us achieve our measures and targets
- Set a **six year plan** to correspond with City Council election cycle (FY 2017-2022 with a mid-point check-in in FY 2019)
- **Inform decisions** including the budget process so that we can strive to achieve our goals and indicators



# Civic Engagement Process

DRAFT 2016-2022 CITY STRATEGIC PLAN ENGAGEMENT SCHEDULE DIAGRAM  
DRAFT  
June 1, 2016



# Document Draft Framework

## In 2022 Alexandria is **SAFE**

### What is a Safe City?

Alexandria is a safe City when City residents, businesses, employees, and visitors are protected from crime, fire, and disasters. Being safe from crime means that the City has a **low amount of crime** and people feel safe throughout the community...

### What Goals are we Striving to Achieve?

<b>Low crime</b>	Reduce all incidents of crime to 1 per 1,000 by 2022
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### What Adopted Plans or Initiatives help us Achieve this?

- *Reemphasize community policing as a patrol operations strategy*



# Vision Statement

In 2022, Alexandria is a safe, healthy, economically vibrant, well-managed, inclusive, and green city with multimodal transportation, a unique identity, and where children and youth thrive.

# In 2022, Alexandria is **safe**.

In 2022 Alexandria residents and visitors feel comfortable at all hours. If they require help, the response is timely, courteous and professional from well-trained staff. Infrastructure planning efforts consider the safety impact of development. Preventable problems are avoided and the City takes a regional view of planning for safety and emergency response and recovery. The community is prepared for an emergency.

- Violent crime incidents per 100,000 population
- Medical response time
- Fire response time
- Community Survey Question: How safe do you feel in your neighborhood?
- Building safety Insurance Services Office (ISO) rating



# In 2022, Alexandria is **healthy**.

In 2022, Alexandria ensures equal and ready access to opportunities that promote mental and physical well-being and a happy active life. Alexandria is a clean, sustainable community with policies and education that promote environmental vitality and community well-being.

- Community Survey Question: Percent of residents who say that, in general, their health is good/very good/excellent
- Suicide rate per 100,000 population





# In 2022, Alexandria is **economically vibrant**.

In 2022, Alexandria is a business destination and center of innovation. Mixed-use development is oriented around transit hubs and activity centers and incorporates the City's natural resources. Alexandria's business community is diverse and resilient.

- Local GDP
- Office vacancy rate
- Number of jobs in Alexandria



# In 2022, Alexandria is **well-managed**.

In 2022, Alexandria is a sustainable community with a long term vision focused on quality of life. Major policy decisions go to City Council and are reflective of community engagement. The City government is accountable, transparent, and efficient and is backed by quality, ethical, and responsive staff.

- Bond rating
- Community Survey Question: Overall quality of city services
- Community Survey Question: Overall customer service by Alexandria employees
- Overall employee satisfaction
- Community Survey Question: Value of services for taxes paid



# In 2022, Alexandria is **inclusive**.

In 2022, Alexandria is a caring, fair, just, and equitable city that supports an affordable and livable community for all. The City is welcoming to people in all stages of life and provides high quality social services to all eligible Alexandrians. The City has closed the broadband gap by providing quality access to all residents.

- Percent of income spent on housing costs for households making \$100,000 or less
- Community Survey Question: Percent of respondents who do not perceive barriers in Alexandria based on age, gender, race, national origin, religion, disability or sexual orientation/gender identity
- Poverty rate
- Unemployment rate



## In 2022, Alexandria is **green**.

In 2022, Alexandria has abundant tree canopy, clean air, and clean waterways. The City conserves energy and works to mitigate carbon emissions, including building and maintaining environmentally-friendly infrastructure and utilizing sources of renewable energy. Residents participate in alternative methods of waste disposal, including recycling and composting, to minimize the City's contributions to landfills.

- Percent tree canopy
- Per capita greenhouse gas emissions
- Diversion rate
- Chesapeake Bay water quality goal



# In 2022, Alexandria has **multimodal transportation**.

In 2022, Alexandria is regionally linked and easy to get around regardless of resources or ability. The City supports a wide variety of connected transportation options that enable access to daily activities. Public transportation has reliable and frequent service that is communicated through useful information.

- Percent of commuters using alternative transportation options
- Traffic crashes scaled by traffic volume
- Community Survey Question: Overall ease of getting around
- Pavement Condition Index



# In 2022, Alexandria has a **unique identity**.

In 2022, Alexandria marks its history while respecting and honoring its diverse communities and neighborhoods. The City has a small town feel amid growth, with complementary and varied architecture and an aesthetically beautiful built environment.

- Community Survey Question: Percent of residents satisfied with the City's historic preservation
- Community Survey Question: Percent with positive view of overall quality of new development in Alexandria
- Community Survey Question: Percent satisfied with cultural / arts / music activities



# In 2022, Alexandria is a place where **youth and children thrive.**

In 2022, Alexandria ensures basic needs are met; childcare, education, and before-and-after school activities are accessible to all and of high quality; and the City proudly collaborates with and supports programs and schools.

- Percent of kindergarteners with a pre-school experience
- Percent of youth who report current alcohol use
- High school graduation rate
- Percent of youth who self-report engaging in daily physical activity
- Percent of children and youth who report having three or more non-parent adults who provide support



# Next Steps

- Collect data and refine indicators
- Indicator prioritization workshops throughout the city (locations and general times are subject to change):
  - *Landmark/Van Dorn*, Community Meeting: Location TBD, 7-9 pm
  - *Arlandria*, Four Mile Run Farmers Market: Saturday morning
  - *Old Town*, ESP Coffee: Weekday morning
  - *Del Ray*, Monroe YMCA: Weekday morning
  - *Fairlington/Bradlee* Shopping Center Starbucks or Safeway: Weekday morning
  - *Beauregard*, 1464 Beauregard Starbucks: Weekday morning
  - *Braddock*, Charles Houston Rec Center: Weekday evening
  - *Eisenhower West*, Ben Brenman Park: Weekday evening
- Action plan developed based on initiatives included in adopted plans (e.g. master plans), the FY 2017 adopted budget, small area plans, Council priorities and directives
- Develop draft
- Community input on the draft
- Public hearing for consideration of adoption in September/October



# Find Out More...

- Sign-up/follow eNews updates about meetings and AlexEngage topics
- Check out the website:  
[www.alexandriava.gov/strategicplan](http://www.alexandriava.gov/strategicplan)
- Facebook:  
[www.facebook.com/alexandriavagov](http://www.facebook.com/alexandriavagov)
- Twitter: @alexandriavagov

